

# Ensure customer delivery with always-on transportation.

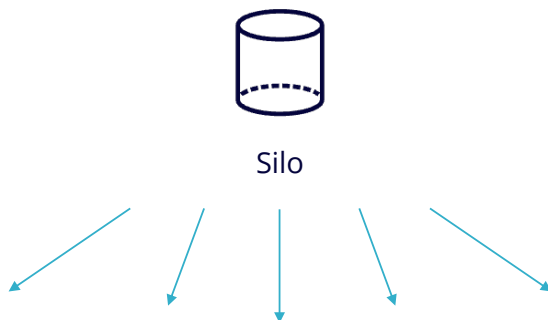
Consumer brands face significant headwinds today, and each challenge has hard costs:



| STOCKOUTS                         | FINANCIAL IMPACT                 | CUSTOMER SERVICE                  | OPERATIONAL RIGIDITY                          |
|-----------------------------------|----------------------------------|-----------------------------------|---|
| Annual lost sales<br><b>8-10%</b> | Miles driven empty<br><b>30%</b> | Non-compliance fines<br><b>3%</b> | Spot/surge spending increase<br><b>20-30%</b> |

Successfully tackling these challenges requires transportation elasticity and resilience, which can only be delivered by a new Model and Mindset:

## STATUS QUO



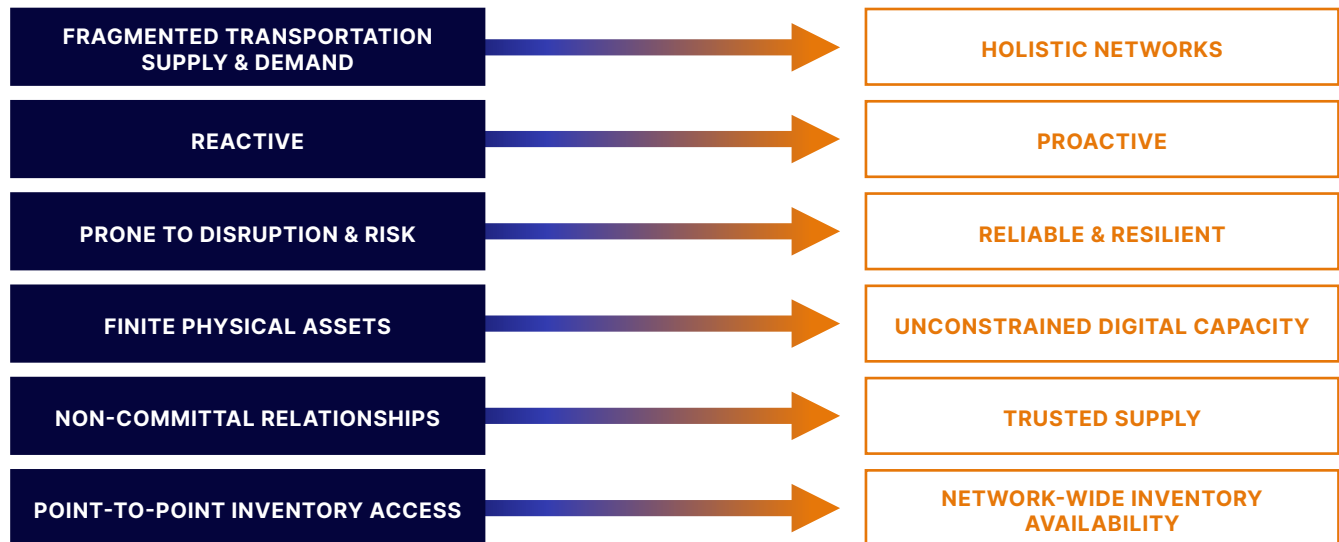
## THE NEW MINDSET FOR FULFILLMENT



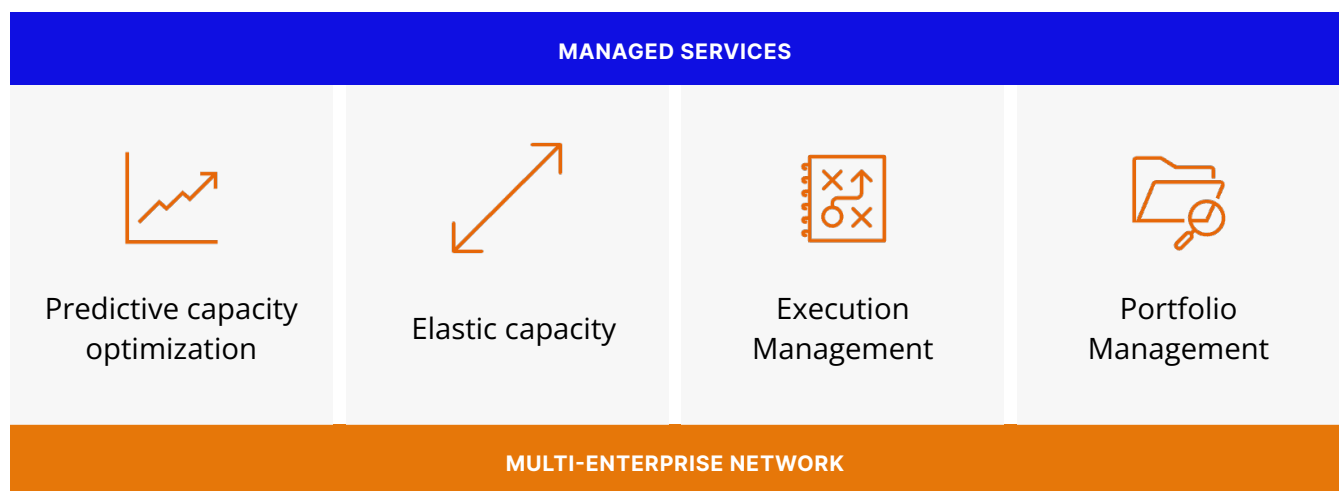
**Transactional Relationships**  
Reactive to surges and disruptions

**Aggregated transportation demand & supply**  
Customer-centric fulfillment

With this new Collective Mindset, you're in a place to fundamentally change the future of fulfillment:



Introducing SemiCab—the only model bringing the above future into reality:



## The SemiCab Platform provides:

- ✓ Predictive capacity optimization to identify complementary opportunities across customers in a multi-enterprise network and create new efficiencies so that everyone wins
- ✓ A virtual network of assets, trucks, trailers, and drivers that is always-on and operates as an elastic dedicated fleet. This ensures reliable fulfillment and response to consumer demand variability and supply chain disruptions
- ✓ Technology-enabled managed services for tender acceptance, carrier communication, shipment pickup and delivery, and real-time visibility
- ✓ A single lens across all the various flavors of truckload transportation (private fleet, brokers, asset-based providers, et al), which will eliminate any execution friction and enhance your Enterprise TMS

Want to chat? Email us at [tellmemore@semicab.com](mailto:tellmemore@semicab.com)

## What our community says:

"The freight industry needed a collaborative platform that could look at loads and capacity across the network in real-time, and make predictions to position the capacity to be more efficient with lower empty miles. SemiCab is that platform."

**SVP, Supply Chain Solutions & Innovation, Consumer Brand**

"SemiCab doesn't just provide dedicated capacity. It brings security to shippers by taking on all the risks and liabilities associated with every shipment. It's a huge cost saving that plays right into ROI evaluations."

**Senior Director, Product Strategy, Manufacturer**

## How it works

Our unique multi-enterprise platform aggregates truckload transportation demand across customers, optimizes it with supply from our carrier community, considers the specifications (equipment, weight, volume, location, HOS constraints, etc.), and creates highly efficient and reliable transportation.

As a result, you get:

- ✓ A strategic technology partner in digital transformation: A path to redefining how transportation and fulfillment are analyzed, planned, and executed.
- ✓ Unconstrained capacity: Our growing network of assets and drivers is strategically positioned to provide you with unmatched capacity availability.
- ✓ Reliable transportation: Our customers achieve guaranteed tender acceptance and exceptional on-time pickup/delivery rates within our network of carefully vetted assets and resources. This eliminates the need for routing guide progression and costly surge capacity.
- ✓ Predictable Pricing and Overall Savings: Our customers consistently save between 12-15% off market rates.

## Why SemiCab

We are the only neutral, collaborative transportation platform in the market today - creating new efficiencies by realizing complementary opportunities across customers in a multi-enterprise transportation network. Everyone wins in the SemiCab model, unlike the zero-sum approach of all other models.

