



easy2you

mer enn levert

SUSTAINABLE BUSINESS MODELS

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The Challenge: Poor capacity utilization and inefficiencies require changes in industry structures and business models

A European Green Deal

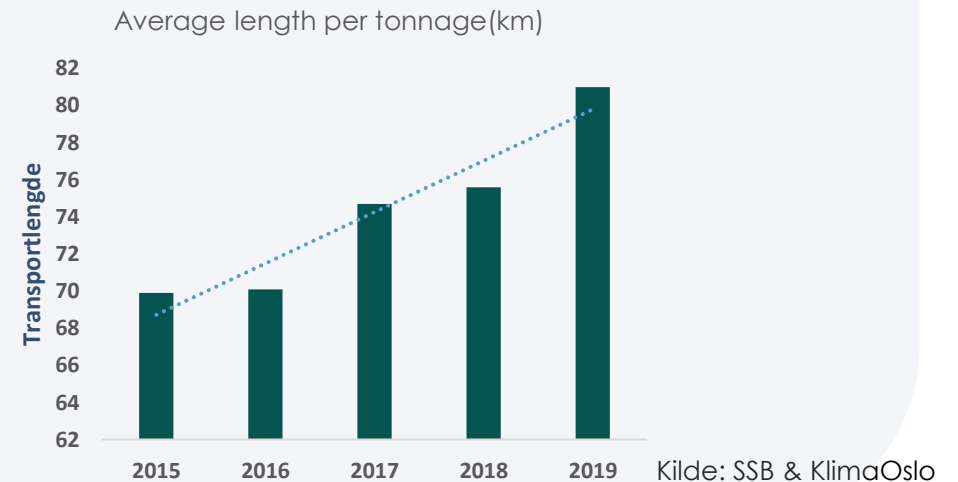
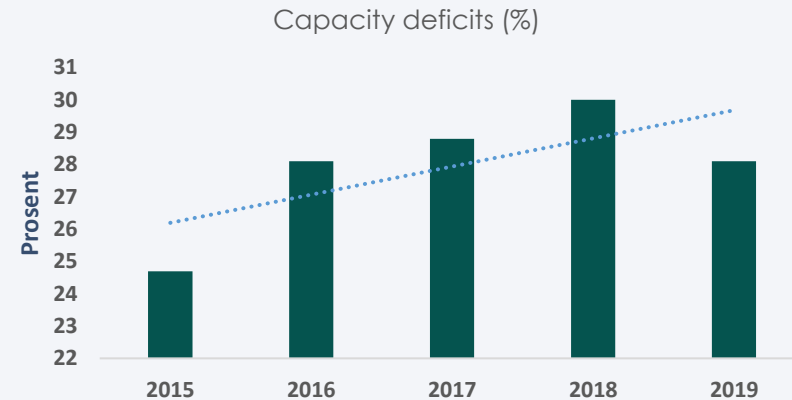
Striving to be the first climate-neutral continent

Accelerating the shift to sustainable and smart mobility:

- Transport accounts for a quarter of the EU's greenhouse gas emissions, and still growing.
- A 90% reduction in transport emissions is needed by 2050.
- Achieving sustainable transport means putting users first and providing them with more affordable, accessible, healthier and cleaner alternatives to their current mobility habits.



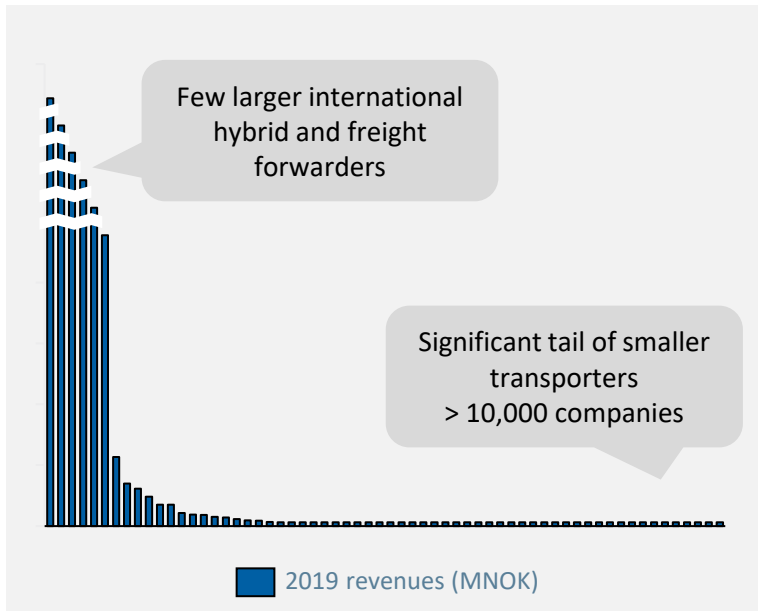
We drive longer distances and with less capacity utilization despite aggressive environmental targets



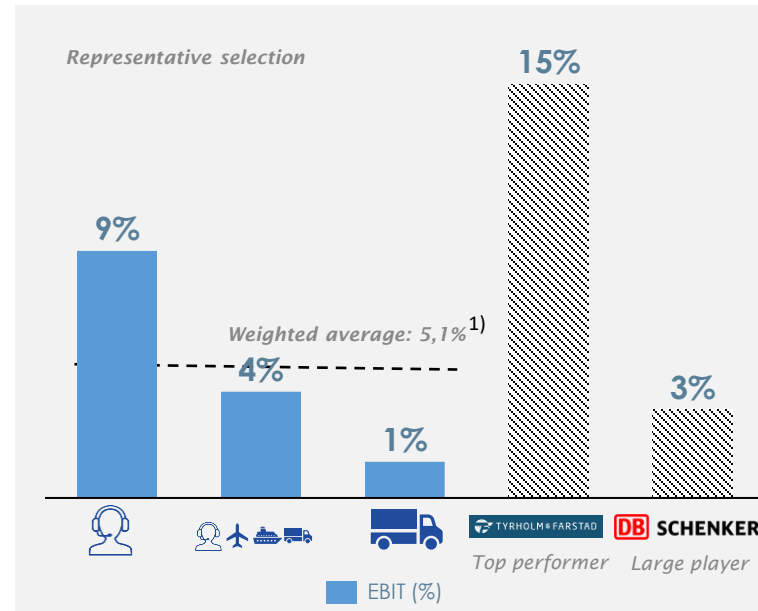
A fragmented competitive landscape, low margins and lack of digital maturity create several structural market challenges

High-level market characteristics Norwegian transportation service market

Highly fragmented competitive landscape with long tail of smaller players...



... low margins across an already vertically integrated value chain...



... overall lower level of digital/technological maturity amongst both shippers and carriers

«Innovation and a push for digitalization will force its way forward because the current profit levels and return on invested capital are not sustainable long-term... Given the current low level of digital maturity I expect the digitalization to be disruptive – its just not a question of “if” rather how, who and when»

Claus Haller, NHO

NHO Logistikk og Transport

- ⚡ Time consuming and complicated for customer to identify best option
- ⚡ Low degree of transparency

- ⚡ Generic transportation service indicating tougher price competition
- ⚡ Over time lower level of investments in R&D

- ⚡ Lacking innovation capabilities and resources

Combined the transportation services market is mature for technological disruption or structural changes to achieve a sustainable return on capital

1) Weighted by revenue

Users first – Creating the best customer journey

Engaged – Customer Oriented – Innovative - Transparent

Mission

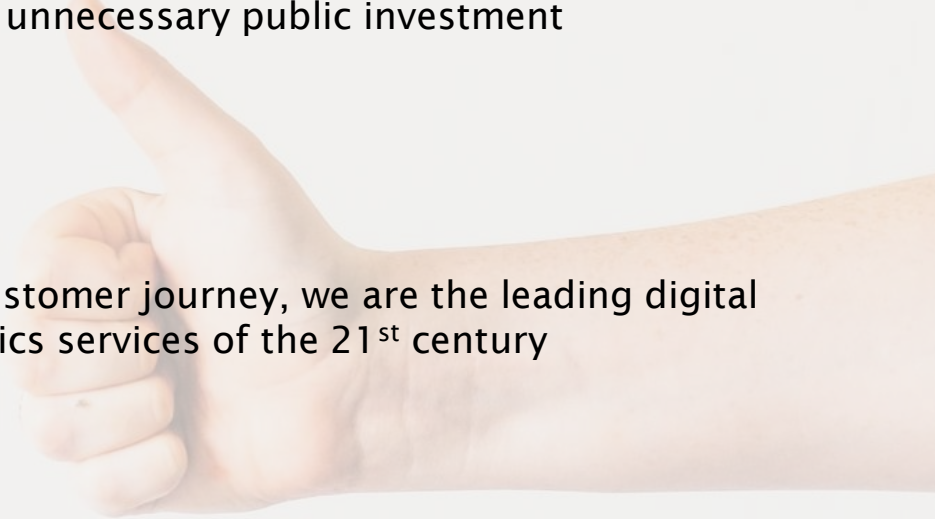
Use IT technology to facilitate value creation by contributing to increased capacity utilization and thereby reducing the burden on infrastructure and preventing unnecessary public investment

Vision

Through offering the best customer journey, we are the leading digital platform for trade and logistics services of the 21st century

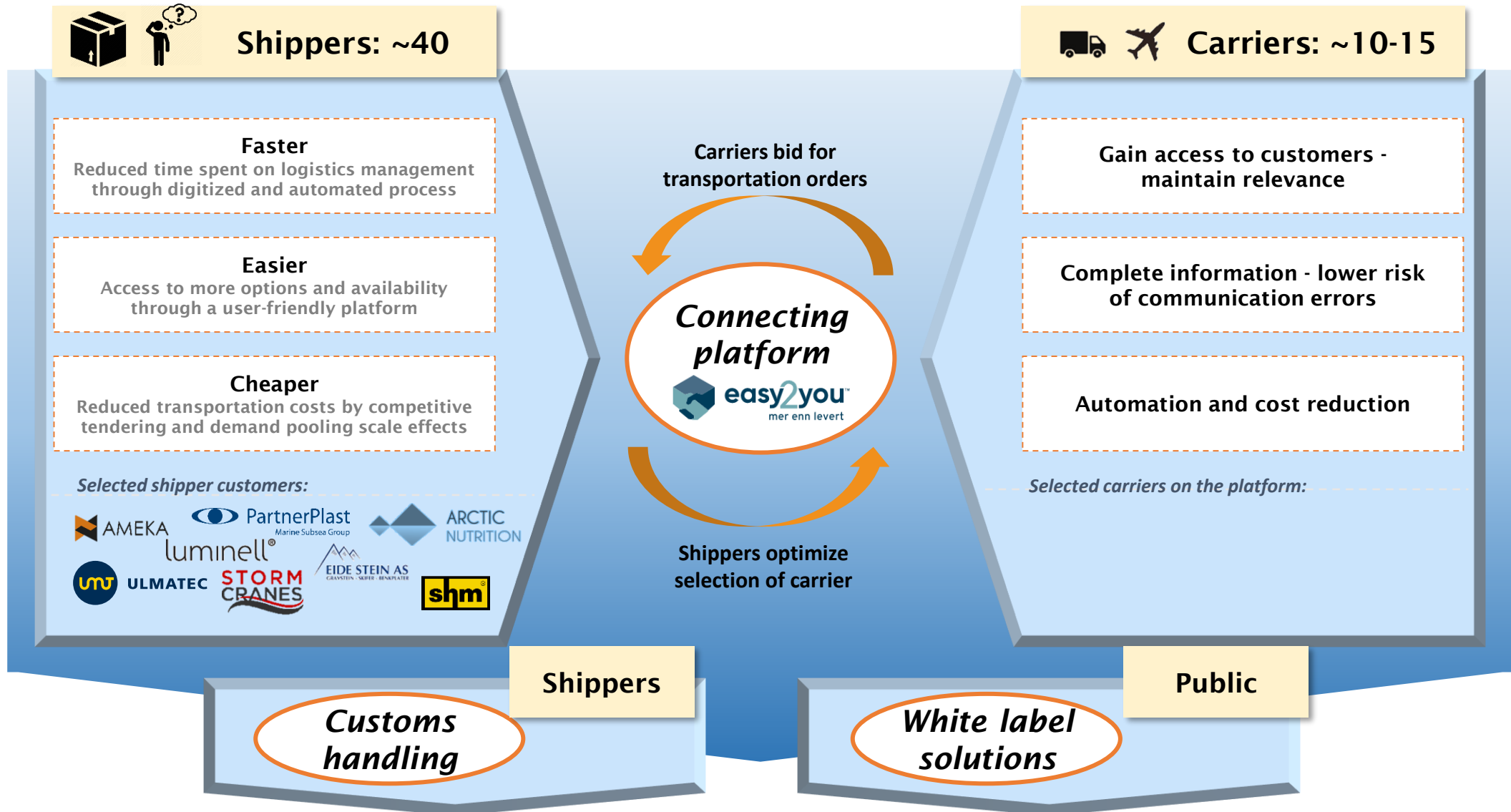
Value Proposition

We keep an overview of the market, have a large supplier base, utilize spare capacity while you can gather all your logistics services in one digital platform **and reduce the time spent on transport administration by 50-80%**



Achieving sustainable transport means putting users first...

Overview Easy2You platform service offering



Providing them with more affordable, accessible, healthier and cleaner alternatives to their current mobility habits.

1

Customer describes transportation need and preferences

2

Customer selects preferred service among presented alternatives

3

Customer and Easy2You monitor shipment

Easy to book

The screenshot shows the 'Order' form in the Easy2You system. It includes a sidebar with 'Legg til ny ordre' and 'Grunnleggende ordreformasjon'. The main form has sections for 'Fakturaadresse', 'Veg opplysningsadresse', 'Opplysningsadresse', and 'Veg til eksisterende Opplysningsadresse'. Below these are fields for 'Navn', 'Adresselinje 01', 'Adresselinje 02', 'Postnummer', 'By', 'Land', 'Nettsone', 'Mønstre', and 'Anvendelsesområde'. There are also checkboxes for 'Legg denne adressen som leveringsadresse' and 'Nær'.

The screenshot shows the 'Order' form with the 'Velg produkt' section. It offers three options: 'På dagen dag' (NOK 170), 'På dagen kveld' (NOK 170), and 'Stykkogds' (NOK 542). Each option has a 'VELG' button. There is also a 'Tilleggsinformasjon' field at the bottom.

Easy to manage

The screenshot shows the 'Order' management interface. It features a table with columns for 'Status', 'Dato', 'Kategori', 'Kunde', 'Adresse', 'Leveringsdato', 'Leveringsområde', 'Menge', 'Nettsone', 'Mønstre', 'Anvendelsesområde', and 'Handling'. The table contains several rows of order data, each with a 'VELG' button and a 'Slett' button.

- Shipper enters transportation details including type of freight, pick-up date, time, address and/or other special requests
- Automated order generated

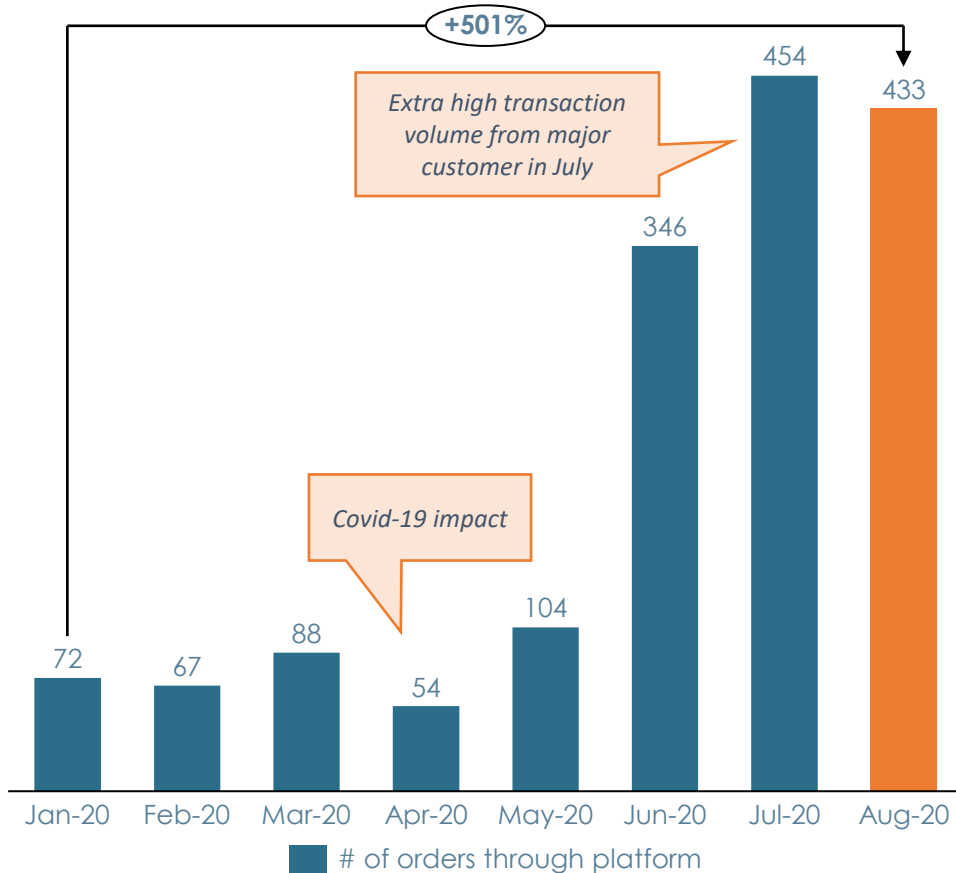
- Software generates optimized suggestions corresponding to selected details and preferences, and customer selects preferred option
- Transportation request automatically sent to selected carrier
- Order confirmation and carrier details distributed to shipper

- Transportation carried out with opportunity to monitor shipment through Track&Trace function
- Integrated payment solution
- Fully automated customs handling through Maritech with integrated payment solution through Stripe



Successful commercial development - satisfied customers with rapidly growing number of order placements

Number of transportation orders booked through the platform



~40 customers already using the platform on a frequent basis



"I am really impressed by the Easy2You platform. **We get the best price very fast, and save a lot of time on follow-up and price negotiations with carriers.** The user friendliness is super, I am almost surprised that it can be done so easily. **Easy2You has nailed it!**"
CEO
STORMCRANES

"I really like the platform, it is easy to use. I use maximum 5 minutes to make an order through the platform. Roughly 80% of our shipping volume goes through the platform"
Stranda PROLOG
Logistics and Procurement

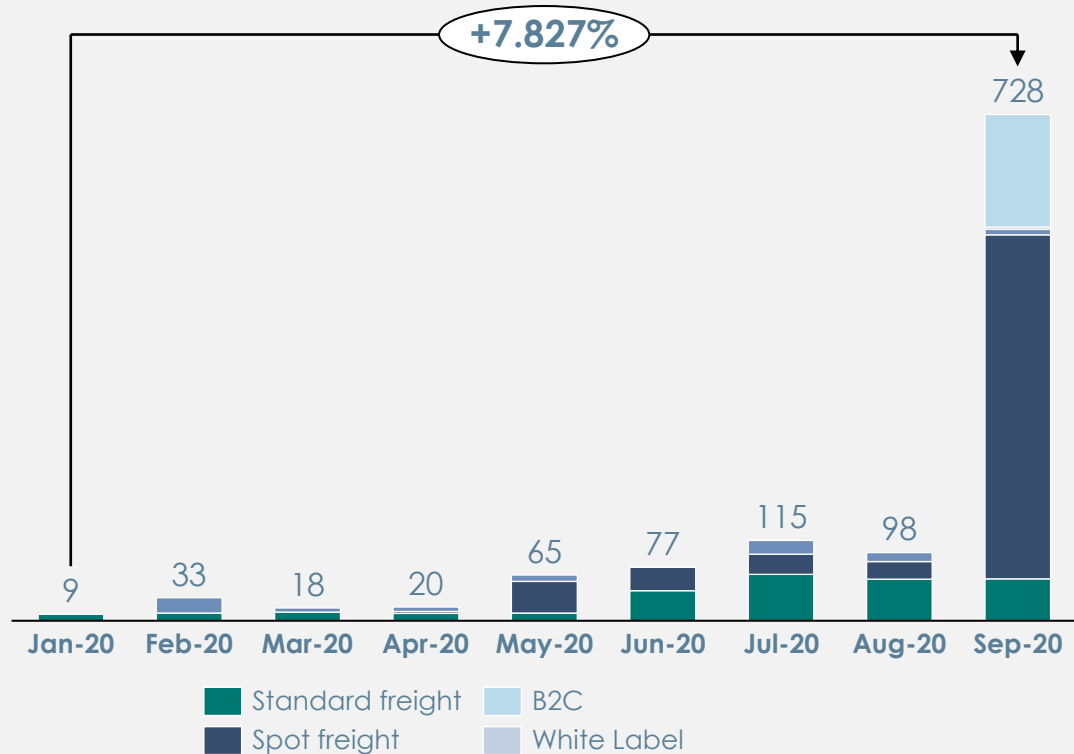
"The platform is very user friendly and intuitive. We have sustainability goals so the fact that the platform allow us to move away from paper is important to us. **Time reduction is a big factor** as we only have two employees"
inpo
CEO

Affordable alternatives to current mobility habits



Historical development net revenue by segment

Figures in kNOK



Revenue streams

STANDARD FREIGHT



- Solution for standard freight, further categorized and 'productified' for efficient and automated offer process
- Packages, unit load and full load
- Can include customs handling

SPOT FREIGHT



- On-demand transportation solution offering for all special items; project, on-demand or rush orders
- Can include customs handling




Public



- Waste management
- Orchestration of mobility needs
- Resource optimization and reduce the need of infrastructure investments



Key Take Aways

-  **Dynamic pricing to distribute demand**
-  **Combining value chains**
-  **Sustainability without compromising the customer experience**





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