

2020

MEDIA KIT



 **Freightera**
FREIGHT MARKETPLACE

WHO ARE WE

We are a Vancouver-based startup that offers an online freight marketplace where manufacturers, distributors and wholesalers can instantly find and book shipments and get the best deals on shipping from hundreds of participating carriers, 24/7. It's like Expedia for freight.

On our digital platform, businesses across North America save time and money and protect the planet by choosing lower emission transport options, and freight carriers of all sizes market their services and prices for free to our rapidly growing number of customers.

Our mission is to make freight shipping easy, accessible, and green.



EASY



ACCESSIBLE



GREEN





GREEN ORIGIN

FREIGHTERA

was founded in 2014 by Eric Beckwitt and Zhenya Beck who several years earlier moved to Vancouver, British Columbia from the Sierra Nevada, California foothills to save their son from severe asthma, partially caused by air pollution.

Eric and Zhenya already had a history with green initiatives: Eric with environmental planning, Zhenya as an environmental journalist, and both as former international environmental exchange students.

They were aware of health impacts from their work and research, but their son's asthma made dry facts a very personal, visceral experience.

It's how Freightera's mission — to create a more economical, efficient and clean transportation system for the future, and transform one of the most polluting industries on the planet — came alive.

COMPANY FACTS

145k+

QUOTES SERVED

40+

EMPLOYEES

86%

BOOKINGS VIA LOWER
EMISSION CARRIERS

6

YEARS IN BUSINESS
IN 2020

23k+

CITIES & TOWNS SERVED



\$12.6

MILLION GROSS REVENUE
IN 2019

1,087

CARRIER ACCOUNTS

20+

BILLION UNIQUE RATES IN
THE SYSTEM

2,442

REVENUE ACCOUNTS

230+

VERIFIED 5-STAR REVIEWS



COMPANY FACTS



COMPANY CULTURE

OUR CARE STARTS WITH EMPLOYEES

Since inception, we've had an employee ownership program. In 2017, we introduced an employee award program, the Freightera Hero Award. The concept is simple: at the end of each year, all employees vote for their personal Freightera Heroes, and the winners get rewards in shares and cash.



CARE MORE

We treat our customers' freight as our own, going the extra mile to assist with safe and on-time deliveries. We are fast and super-responsive to our customers and teammates, knowing that delays and uncertainties are stressful. We care for each other as friends and family and it spills out to our customers, carriers, and partners.



CONTINUOUS IMPROVEMENT

We continuously improve our services and processes. We always simplify for ease of use and convenience, making shipping as hassle-free as possible for our customers.



COLLABORATION

Teamwork makes the dream work. We listen to everyone and always look for collaboration and win-win, both inside the company and with all partners.



CULTURE OF "A" PLAYERS

We'll win because we are committed to A-player performance, strive for high goals, and skip excuses.



CAN-DO ATTITUDE

Our positive energy and can-do attitude help us solve impossible problems and get difficult stuff done.



COURAGE

We behave with courage, honesty, and transparency, bringing all important matters to light.



CREATIVITY

We bring creativity and innovation to everyday work.

COMPANY MILESTONES

2014

2016



MAY

Frieghtera was founded

JAN

Listed over 250 revenue shipper accounts and 3 billion carrier lanes

APR

Raised approximately \$0.9 million, bringing the total invested to date to \$2.1 million

JUL

Listed in Fortune's Term Sheet

SEP

Managed a six-figure shipping project which boosted annualized revenue by 50%

OCT

Passed 5 billion lanes and 466 revenue accounts

2017



FEB

Launched low emission freight marketplace



MAR

Celebrated hypergrowth

Signed all 7 class 1 railroads in North America



APR

Passed 6 billion lanes and 680 revenue accounts



SEP

Major website redesign



OCT

Featured among “Socially Responsible Companies” in Inc. Magazine



DEC

Had 6,173 shipper accounts; 1,152 revenue accounts; and 14.5 billion lanes

2018

APR

Had 600 carrier accounts and 16 billion lanes

MAY

Booked 10,000th shipment

Went live with Canadian National rail rates

JUN

Featured in the State of Vancouver's Green Economy 2018 report

NOV

Organic customer growth accelerated

DEC

Shipper accounts surpassed 8,963, with 1,770 revenue accounts, and over 5,440 shipments in 2018

Recognized by Frost and Sullivan as "profiled among the top 5 Key Automated On-Demand Brokerage Solutions—North America"

2019

JAN

Surpassed \$7 million in financing

FEB

Significant decrease in customer acquisition costs

MAR

Made Rocket Builders' ICT "2019 Ready to Rocket" prediction list of companies with highest growth potential in BC

JULY

Agreement with OV2 Investments 1 Inc. for public listing

DEC

Had 11,339 shipper accounts; 2,442 revenue accounts, and over 21,531 bookings

Gross revenue surpassed \$12.6 million

AWARDS & RECOGNITION

BUSINESS IN VANCOUVER AWARD

Top 100 Fastest Growing Companies

READY TO ROCKET

Among top private tech companies in BC

CONSUMER CHOICE AWARD

Freight Brokerage category

CLEAN50 AWARD

Outstanding Contribution to Clean Capitalism

2020

2019



AWARDS & RECOGNITION

TRANSPORT NEWS INTL AWARD

The Best Online Freight Marketplace in North America

OWLER'S AWARD

Canada's Most Likable CEO - 2nd Place

PLUG AND PLAY'S

Global Supply Chain and Logistics Accelerator

W3 DESIGN SILVER AWARD

Web Applications/Services

BCTECH TECHNOLOGY IMPACT AWARD

Excellence in Product Innovation

2017

2016



AWARDS & RECOGNITION

BC TECHNOLOGY INDUSTRY ASSOCIATION
HyperGrowth Accelerator Program

2015





CONFERENCES & PUBLIC ENGAGEMENT

MAR

Freightera featured at the Canadian Financing Forum in Vancouver, BC

2015

JUN

Eric Beckwitt presented on the Future of Online Freight Shipping at BCTIA Hypergrowth

SEP

Freightera featured at the Techbrew Event by BCTIA

2016

NOV

Eric Beckwitt presented on the Green Future of Freight at the COP22 United Nations Climate Conference in Marrakesh, Morocco

CONFERENCES & PUBLIC ENGAGEMENT

NOV

Eric Beckwitt and Zhenya Beck of Freightera invited by the government of Canada to attend COP23 United Nations Climate Change Conference in Bonn, Germany

2017

MAY

Freightera featured as the Canadian Business Showcase in the G7 Summit version of Climate Change: The New Economy

2018

FEB

Eric Beckwitt featured speaker on “Disruptive Clean Technologies in Freight” at the Cleantech Alliance Breakfast in Seattle, WA

2019

OCT

Eric Beckwitt Presented on Freight Brokerage Industry at the Surface Transportation Summit in Toronto, ON

APR

Eric Beckwitt participated with fellow Clean50 sustainability leaders in an open letter in the Globe and Mail on Earth Day

CONFERENCES & PUBLIC ENGAGEMENT

MAY

Eric Beckwitt featured speaker at Connect 2019 Supply Chain, Management, and Technology Event in Bothell, WA

JUN

Eric Beckwitt presented on Disruptive Clean Technologies in Freight at the GreenMarine GreenTech Environmental Conference in Cleveland, OH

FEB

Eric Beckwitt presented “Digital Transformation of Freight” at the North America Cargo Logistics Conference in Vancouver, BC

2019

2020

JUN

Eric Beckwitt presented the Morning Keynote “A Green Future for Freight” at the Cleantech Innovation Showcase in Seattle, WA

MAR

Eric Beckwitt keynoted the Urban Freight Forum event “Cities Taking Freight Action” in Toronto, ON



“The Uber of Trucking”



“12 Trucking Tech Companies to Watch”



“Big Disruption in the Freight Industry On the Way”



“Key Automated Freight Solution in North America”

FROST & SULLIVAN

“Green Freight Guru Grows Low-Emissions Marketplace”

 **FREIGHTWAVES**

“Becoming a Household Name in the North American
Transportation Industry”

trucknews.com

“Highly Variable Pricing in the Market”

“Freightera has a Plan to Become Amazon of the Freight Industry”

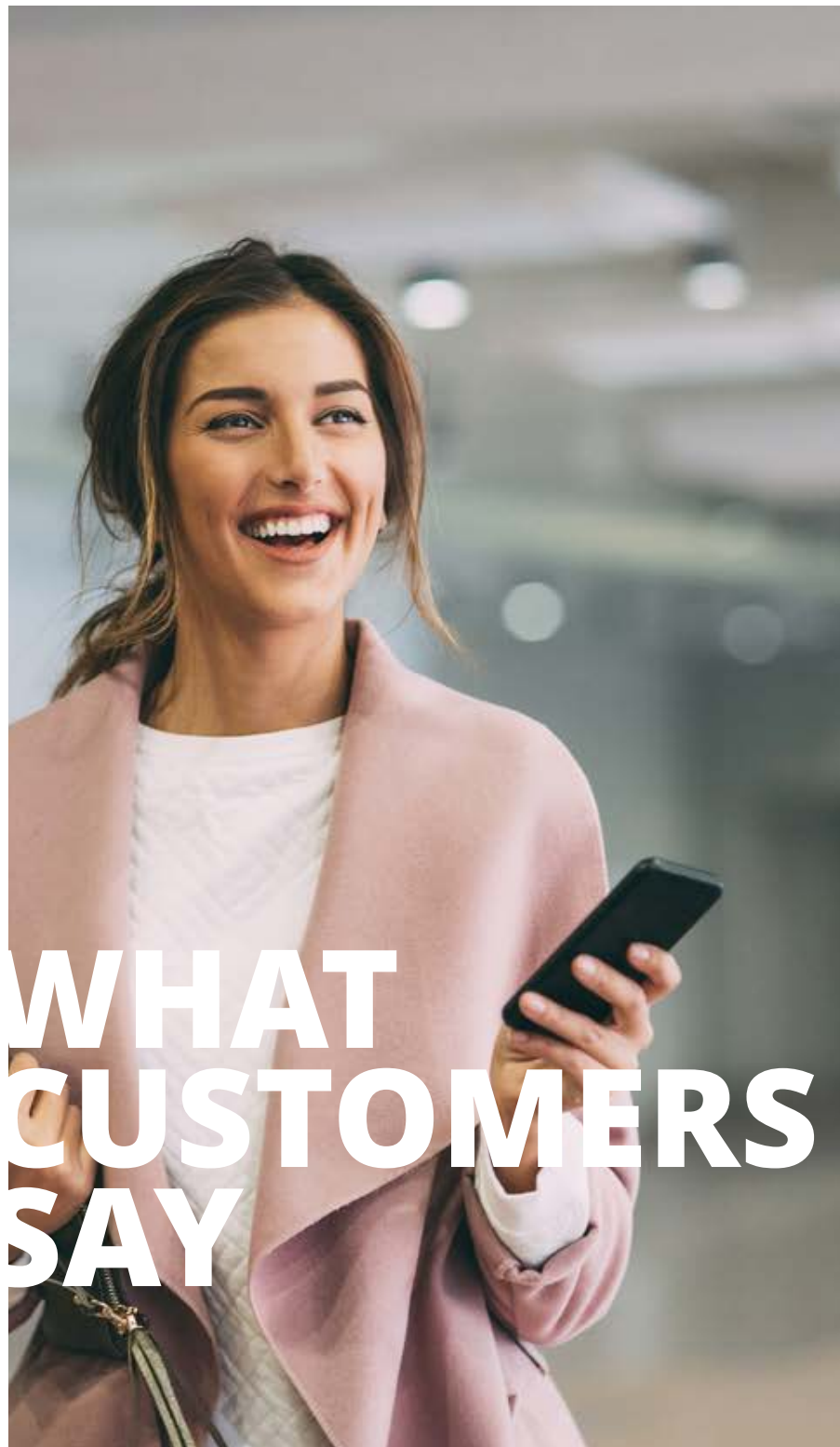
 **Shipper**^{CANADIAN}

“Reinventing The Freight Industry”

Forbes

“Revolutionizing Logistics”





“

I saved over 50% using Freightera over my previous company. The customer support staff was very helpful. I will definitely be using Freightera for all my future LTL shipments. Thank you Freightera!!!

DOUG EATON, CO-OWNER
SURGICALLY CLEAR AIR
MISSISSAUGA ONTARIO



“

I have been shipping with Freightera for the last 3 years, and as a wholesale business supplier I would say Freightera is the easiest, fastest, and the most reliable freight supplier I had business with for the last 16 years in furniture business.

SAM BADRAN, SALES MANAGER
OAK FURNITURE
YONKERS, NEW YORK



“

I've had excellent service from Freightera thus far. Their sales team has been prompt, efficient, detail-oriented, and has found extremely competitive rates for my shipment needs. All shipments have been picked-up and delivered on time, the tracking info has been accurate, and the arranged carriers have been provided appropriate communication for delivery.

MICHAEL WOODARD, PM
CERES GREENHOUSE SOLUTIONS
BOULDER, COLORADO



“

A great service that gives you confidence knowing you are getting the best price. I wouldn't ship any other way.

DANIEL POGGI, OWNER
CLIMB BASES
COQUITLAM, BC



**WHAT
CUSTOMERS
SAY**

SERVICES

Freightera offers:

- ✓ Less Than Truckload
- ✓ Full Truckload
- ✓ Rail Services (in Canada, USA, and across the USA-Canada border)

Membership Plans:

- + Basic FREE
- + SMB Plus
- + SMB Priority





FOR THE SHIPPERS



CONVENIENT

Find and compare the best carrier rates, all in one place, 24/7 — book shipments immediately



ORGANIZED

Online shipment tracking and automatically generated shipping documentation



RELIABLE

Reliable and experienced brokers at your service whenever you need assistance



FOR THE CARRIERS



MARKET

Market your services for free to over 10,000 shippers and find new customers at no cost



SAVE

Fill empty trucks & save money



PERSONALIZE

You control the rates and coverage

TRUSTED SHIPPER

TO 10,000+ COMPANIES





HUNDREDS OF

CARRIER PARTNERS



IN THE MEDIA



Bloomberg



**BUSINESS
INSIDER**

Entrepreneur
MAGAZINE

Shipper CANADIAN

Clean Outstanding Contributors to Clean Capitalism 50



Forbes

FORTUNE

SFGATE

Techvibes

YAHOO!
FINANCE

FREIGHTWAVES



FROST & SULLIVAN

 **equities**.com[®]

**FASTEST
100
BUSINESS
VANCOUVER**

MarketWatch

MANAGEMENT TEAM

Freightera's team combines business acumen, technical expertise and a passion for helping customers and creating high impact win-win solutions.





ERIC BECKWITT

FOUNDER & CEO · CHIEF ARCHITECT · SYSTEM DEVELOPER

- CEO and Chief Architect and System Developer
- Internationally recognized author and speaker on emissions reduction from freight transport
- Eric's passion is to work at the intersection of multiple disciplines and technologies, bringing people together to solve complex problems and create win-win solutions that are highly efficient, profitable, and sustainable



ZHENYA BECK

CO-FOUNDER · PRODUCT DEVELOPMENT · MARKETING

- Web Development, Marketing and Communications expert with over 20 years of experience
- Originally trained as a journalist, and after a successful career in the field, she switched to Web Development and Ecommerce where she saw the future was heading
- Award winning specialist in digital analytics and online marketing



ROBERT MURRAY

MANAGEMENT ADVISOR

- Strategy, Leadership and Culture expert with more than 25 years of Executive Business experience in Marketing, Sales, Operations, Business Development and General Management in over 20 countries
- Led 22 different start-up and turn-a-round initiatives from concept to success including billion-dollar business turnarounds with over 1,600 employees and five major business acquisition and integration projects
- Amazon bestselling author of “It’s Already Inside” and “Unlocked,” critically acclaimed books on leadership, business, and strategy



JACKIE LOCKE

GENERAL MANAGER · OPERATIONS · TRAINING

- Decorated Veteran with the Canadian Forces where she worked in Operations and Training for the Communications Department
- More than 10 years of experience in freight brokering
- At Freightera, Jackie is valued for her team spirit, leadership skills and diverse set of experience and expertise she brings
- She provides the best customer service that Freightera is known for. She won the Freightera Hero Award 2019



ALEKSANDRA PONARINA

BUSINESS DEVELOPMENT DIRECTOR

- Leads Carrier Relations and Software Development at Freightera
- She has been with Freightera since its inception in 2014, working in sales and customer service, carrier procurement, business development, and product management
- Aleksandra's enthusiasm, work ethic, creativity, organizational and people skills won her the Freightera Hero Award 2018 and Freightera Hero Award 2019

WHAT DRIVES US

“I love working at Freightera because it allows me to think and work at the system level. It allows me to assemble and collaborate with an inspiring group of bright, thoughtful people and solve fundamental problems for the individuals that we work with and the larger society we all influence every day”

- ERIC BECKWITT

“It excites me that we share our mission of improving the lives of people around us: our families, coworkers, partners, and our customers - shippers and carriers. Our reason for existence is to transform freight from an inefficient and stressful industry into a high-tech and high-satisfaction environment”

- ZHENYA BECK

WHAT DRIVES US

“I believe that if you love your job, you never work a day of your life. I enjoy helping people and at Freightera I get to take care of our staff and coach them through the ups and downs of a growing business in the ever changing freight industry. To lead a strong team of bright and talented people who show up everyday with a smile on their face is a beautiful thing and it makes my heart happy”

- JACKIE LOCKE

“Freightera means innovation, teamwork, and brilliant customer service. Our team is dedicated to exceptional customer service, and it naturally leads to long term relationships with our customers and our partners. Working in such an environment is stimulating and rewarding, because I am continuously learning from our customers, our partners, and our team”

- ALEKSANDRA PONARINA

**FREIGHTERA
BY THE NUMBERS**

~ December 2019 ~

141,988

automated quotes served

86% bookings via lower emission carriers

23,000+

cities and towns served

20 billion+ unique rates in automated system

21,543

loads delivered

11,390

warehouses & manufacturers use Freightera

6-23

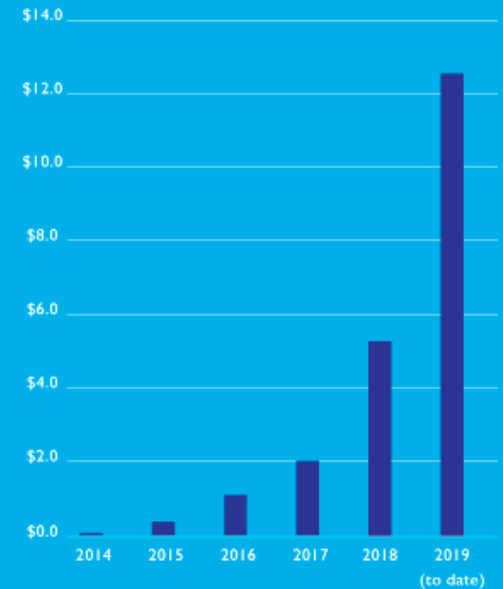
new warehouses & manufacturers signed daily

\$9 million raised to date

\$37 billion

profit potential from immediate addressable market

Gross Revenue (\$ millions)



239%

Average Annual Revenue Growth Rate (FY14 to FY19)



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[Freightera](https://www.youtube.com/Freightera)



[/company/Freightera](https://www.linkedin.com/company/Freightera)



[@Freightera](https://twitter.com/Freightera)



[/Freightera](https://www.facebook.com/Freightera)

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