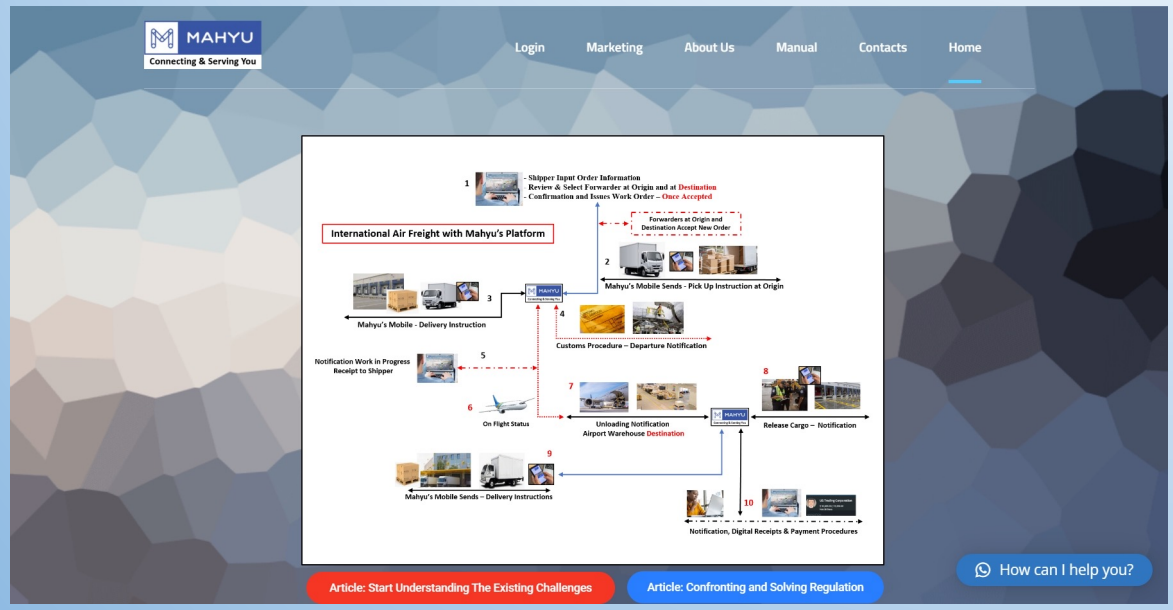
Logistics in Platform Business Model, Introduction

User Guidelines Presentation

The logistics industry is one of the largest generating revenue industries globally, with growth primarily driven by eCommerce and eBusiness cross-border transactions.

Transitioning logistics services from “current traditional sequential workflows, offline communication-interactions, and paper-based administration” to technology-driven processes, which provide concurrent work flows, real-time processes and digital format information administration, can’t be done overnight.



Mahyu LLC

Mahyu LLC is a US-registered company. The platform is an open, dynamic, scalable, and cloud-based site that accommodates multiple users, facilitating seamless connections between forwarders/transporters and shippers, both business and consumer. It serves "domestic and international air transport, warehouse services, and e-commerce logistics" within a cohesive ecosystem.

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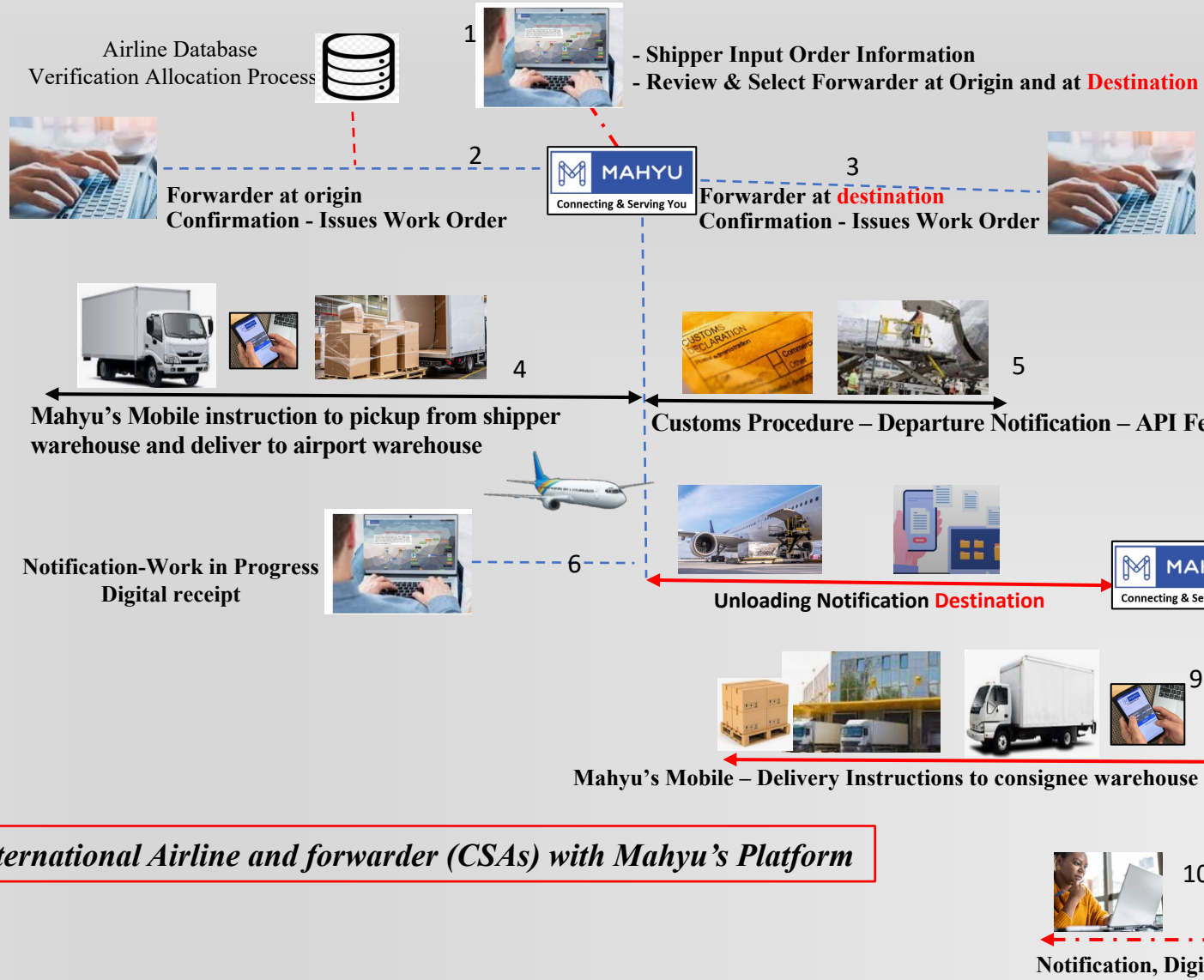
The logistics industry is comprised of with variety of participants: airlines, forwarders, land transports, warehouse operators, cross-border authorities, industry organizations, financial authorities, individuals, and others.

With Mahyu's integrated system provides the industry's ability to meet each participant expectations and comply effectively with each country regulation.



International Airline and forwarder (CSAs) with Mahyu's Platform

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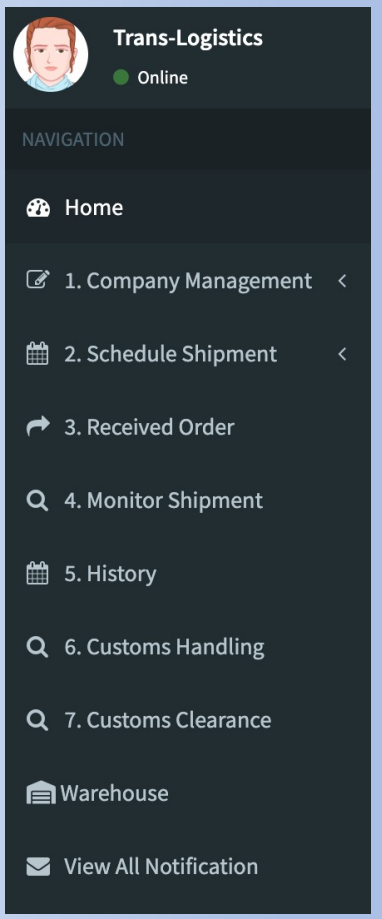
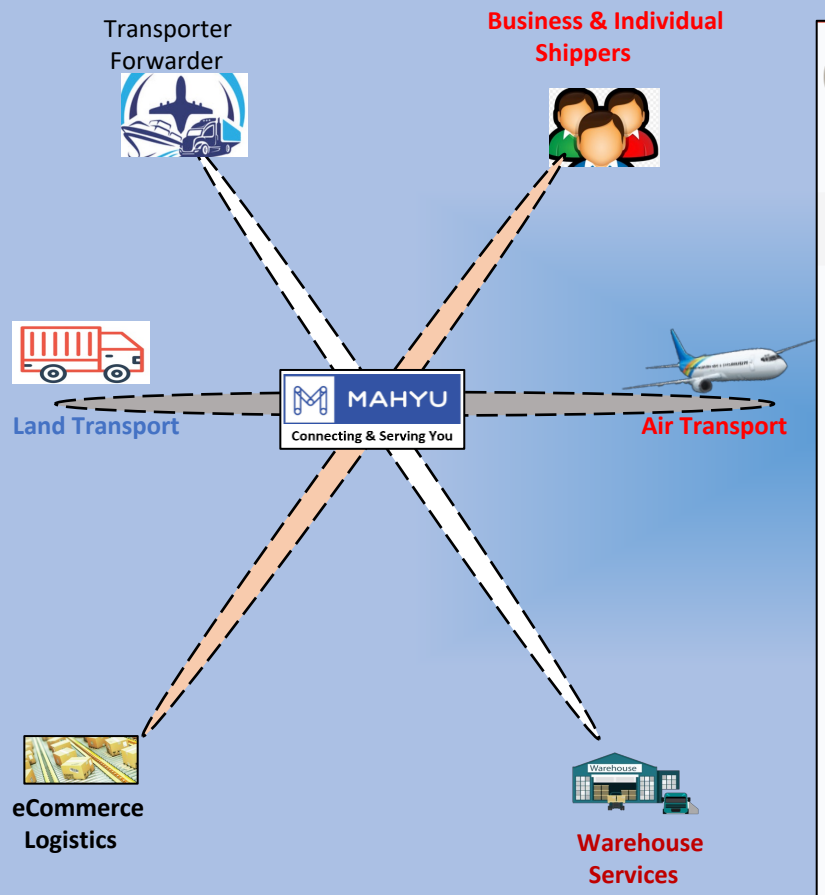
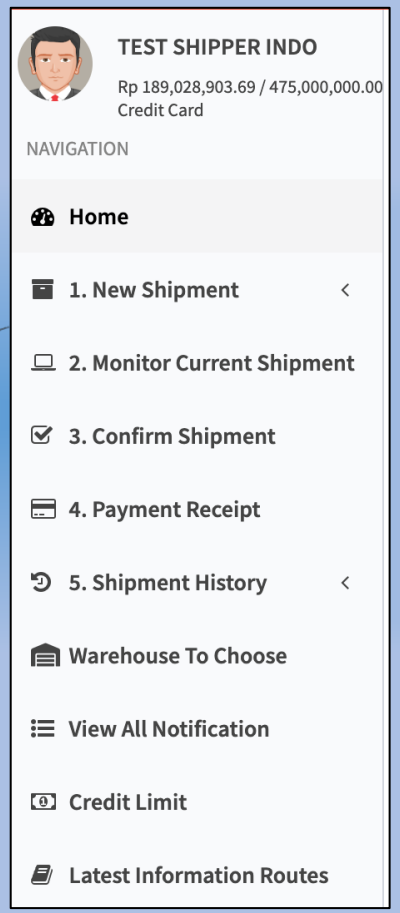
Platform Business Model







The platform concurrently works with multiple users and services, performing each logistics function, administration, and back office requirement in real-time.

This seamless integration ensures efficient operations and smooth coordination across all aspects of supply chain management.

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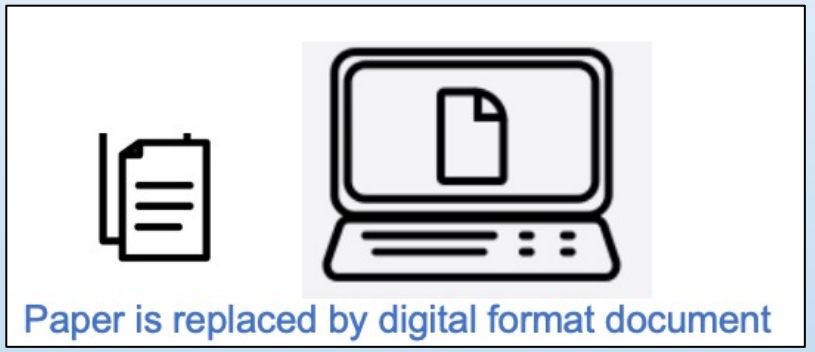
Technology Conversion Methods

Mahyu employs a transformative algorithm that convert paper documents into **Digital Formats**, embedding set of algorithms into manual operation and administration process to become **autonomous**, eliminating the need for human intervention.



Human intervention results to **inefficiencies** and increased costs due to the time required for preparing instructions coordinating human resources and checking errors. In contrast, working with **algorithm** enhances efficiency by automating each function, administrative, and others, as a result reducing human interference.

Converting paper documents into digital format offers significant advantages, including a reduction in the time and effort required for tasks like document management, filing, searching, updating, and sharing information at a fraction of the cost of paper and at a faster rate. This transformation streamlines operations, enhances efficiency, and provides easy access to information, contributing to overall productivity and cost saving.

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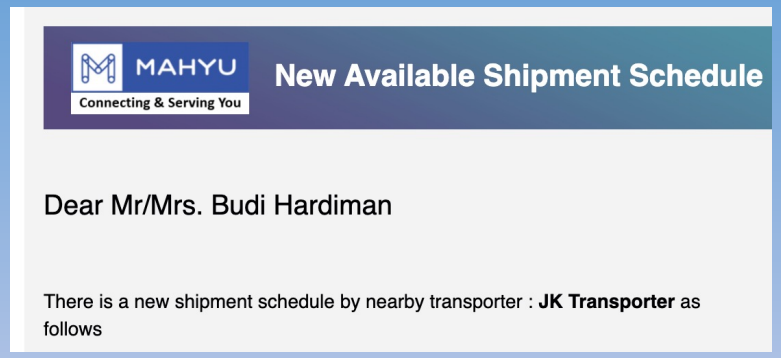
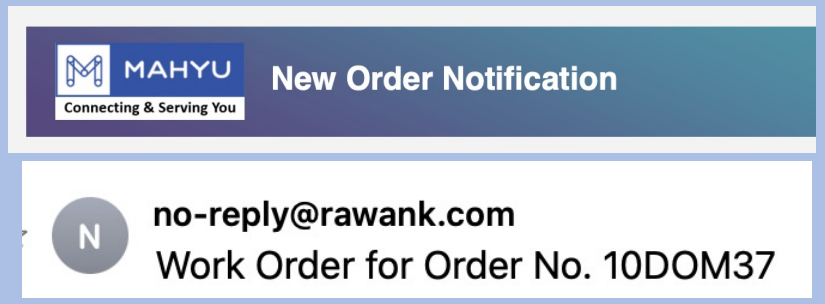
Distribution Information

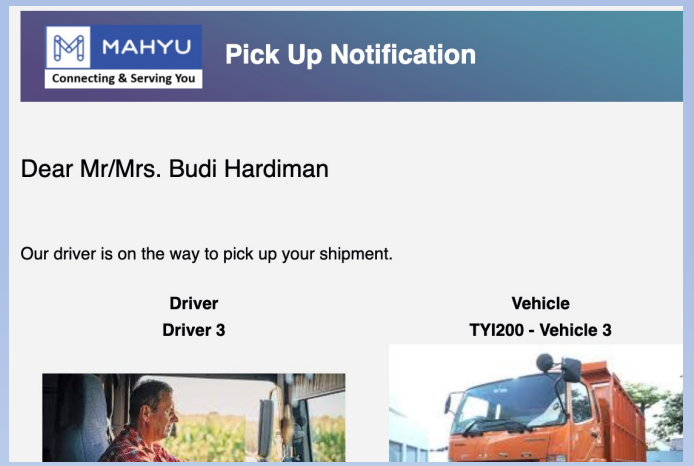


Our system algorithm notification can detect when a transporter/forwarder offers new domestic or international services. It then automatically notifies nearby businesses and individual shippers, keeping them informed of these new service options



The system distributes New Order Notifications upon request by the shipper.

A work order is issued automatically when the order is accepted by the transporter



During pickup, when the driver is in proximity to the shipper's location, the Mahyu mobile application immediately distributes a Pick Up Notification to the shipper. This notification includes the driver's and vehicle's identity, providing security and preventing mishandling measures.

The Mahyu automation system consistently provides distribution of information to both the transporter and the shipper throughout the shipment journey

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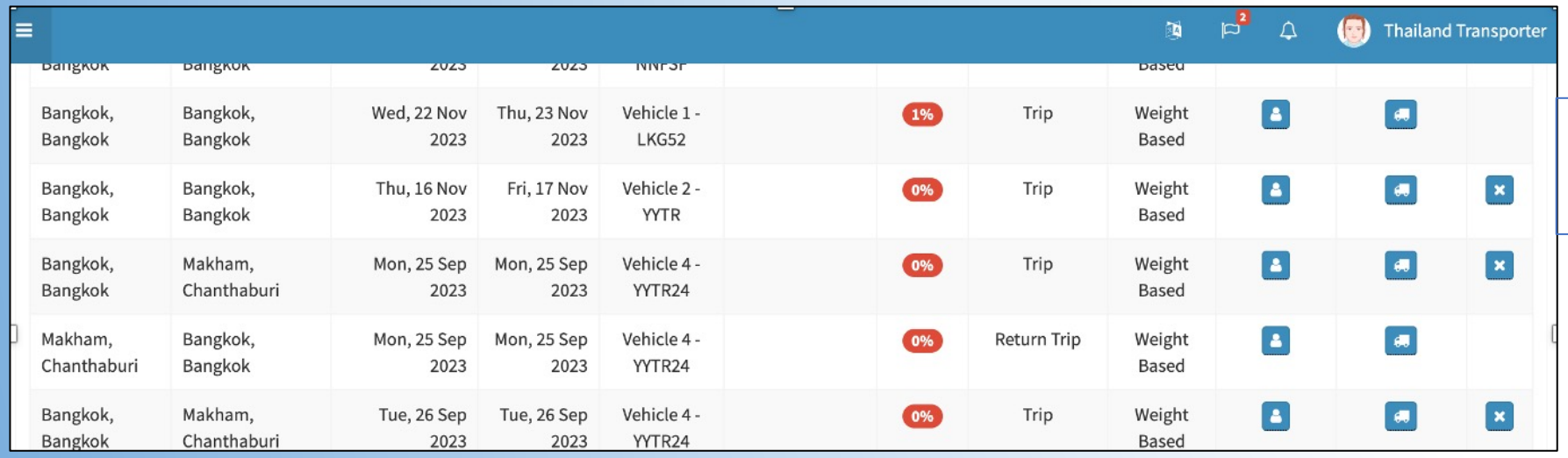
Domestic Land Transport



Shipper able to select available transporters/forwarders, offers transparent pricing and detailed services.

Enabling integration between drivers and their vehicles through our mobile application ensures that each task's information is accurately distributed.

Direct interaction and distribution information from sales - operation procedures & instruction – accounting – invoicing - digital payment - history record keeping.

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DOMESTIC LAND TRANSPORT

From : Jakarta Shipper
RW 05, Petojo Utara, Gambir, Jakarta Pusat, Daerah Khusus Ibukota Jakarta, 10160, Indonesia

To : JKT TPP
Phone : 4124124125
Post Code : 14430
RW 11, Pademangan Barat, Pademangan, North Jakarta, Special Capital Region of Jakarta, Java, 14420, Indonesia

10D0M37

Category of item : ☐Gift ☐Documents ☐Commercial sample ☐Return goods ☐Other: ... ...

Detailed description of contents	Quantity	Total Weight (KG)	Total Value ()
asdfasdf	1	1	1.00

The system prepares barcode labels for each shipment, assisting each shipper and transporter in tracking their shipments.

The invoice number is directly linked to the barcode label, making the tracking of shipments more convenient and efficient.

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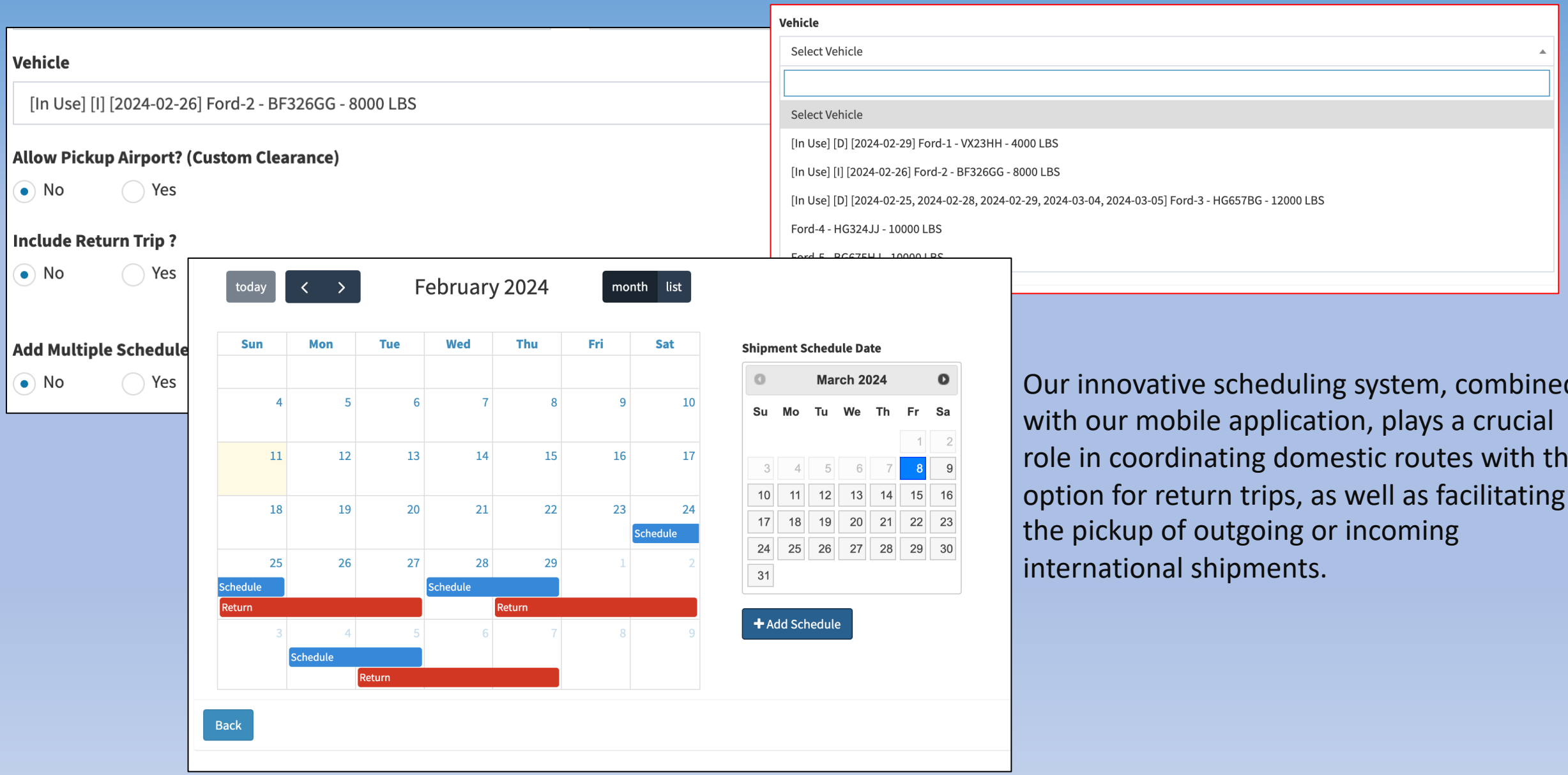
Interactive Scheduling System that organizes vehicle and its driver



Our innovative scheduling system, combined with our mobile application, plays a crucial role in coordinating domestic routes with the option for return trips, as well as facilitating the pickup of outgoing or incoming international shipments.

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Domestic land and international air transport integrated methods

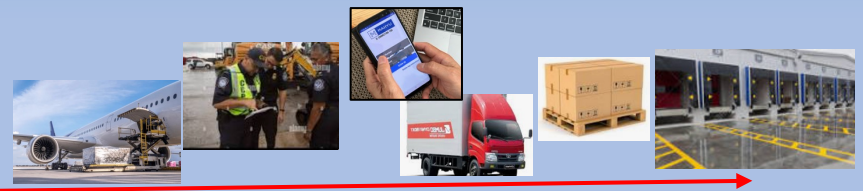
Domestic transporter users can perform domestic routes with return trip routes option while also managing international air shipments. They can handle the pickup of outgoing international shipments, including air freight charges. At the same time able to provide picking up of incoming international shipments, processing customs clearance and managing last mile delivery.

Provides pick up international outgoing shipment
From shipper location to airport warehouse

Shipper warehouse at country origin

International air + land transport

Provides pick up international incoming shipment
From airport location to consignee warehouse



Consignee warehouse at country destination

Shipper warehouse at origin

Domestic land transport

Consignee warehouse at destination

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User Guidelines Presentation

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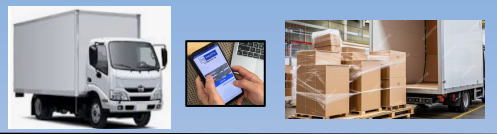
- Shipper Input Order Information
- Review & Select Forwarder at Origin and at Destination
- Confirmation and Issues Work Order – Once Accepted

Forwarders at Origin and Destination Accept New Order

2 

Mahyu's Mobile Sends - Pick Up Instruction at Origin

3 Mahyu's Mobile - Delivery Instruction

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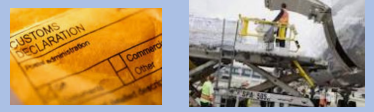

4 Customs Procedure – Departure Notification – API Feature

Notification Work in Progress
Receipt to Shipper

5

6

On Flight Status

7

Unloading Notification
Airport Warehouse Destination

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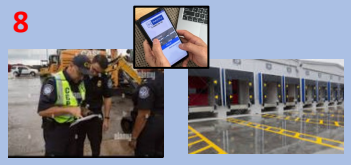
8 

Release Cargo – Notification

9 Mahyu's Mobile Sends – Delivery Instructions

10 Notification, Digital Receipts & Payment Procedures

International Air Freight with Mahyu's Platform

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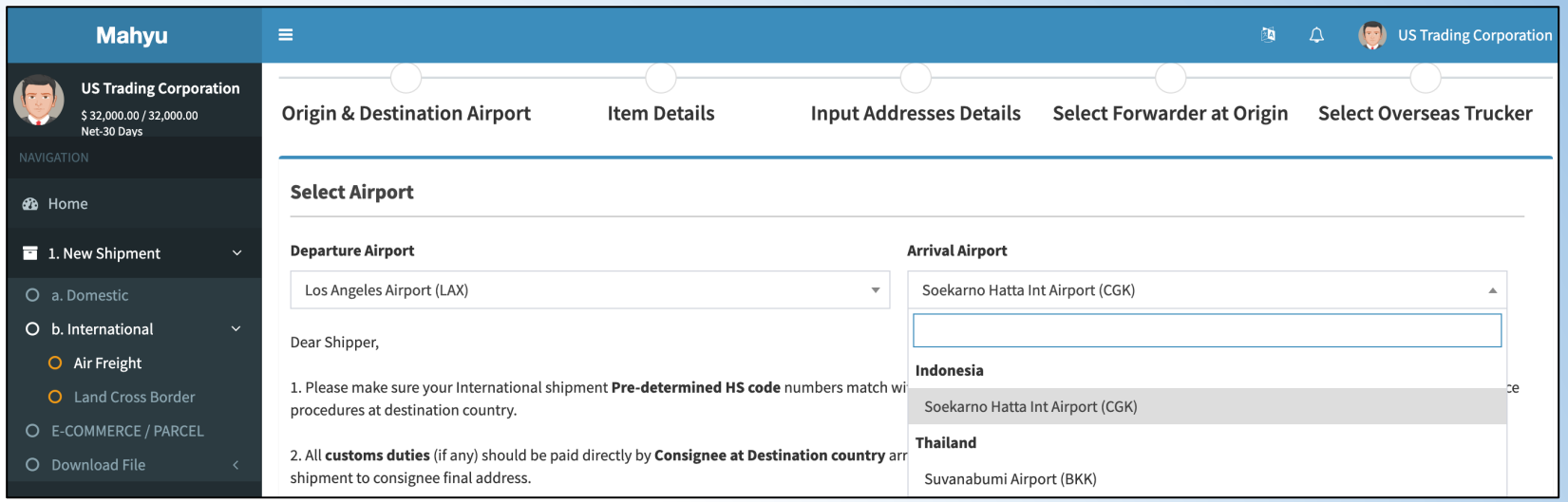
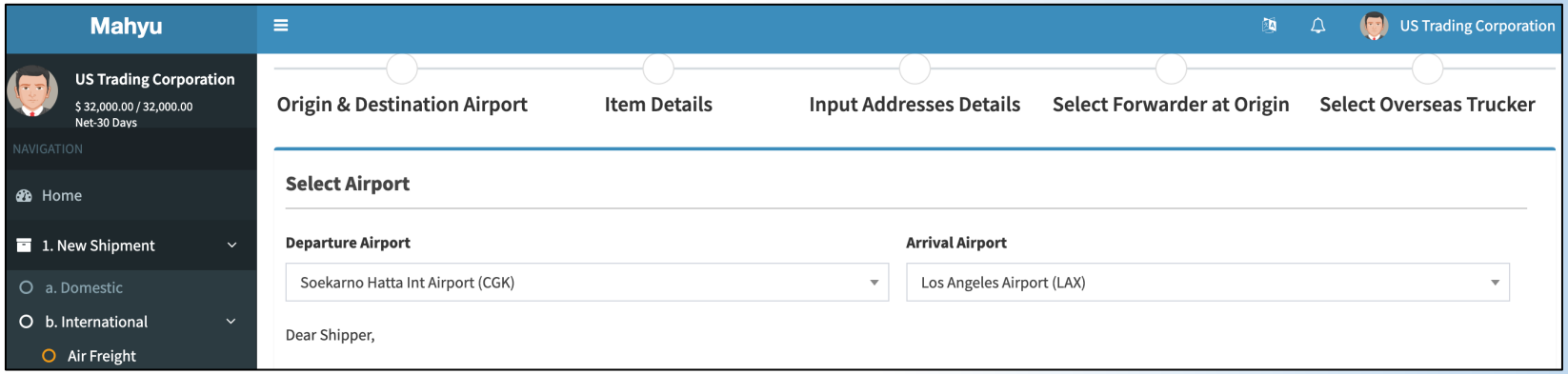
Import – Export procedures within Mahyu Interactive features



User needs to select departure and arrival airport for import or export shipment.

Example, US shipper who wants to import items from Indonesia. User needs to select departure airport in Indonesia and arrival airport in US.



The algorithm instantly detects the user's request and automatically configures it to the corresponding setting.

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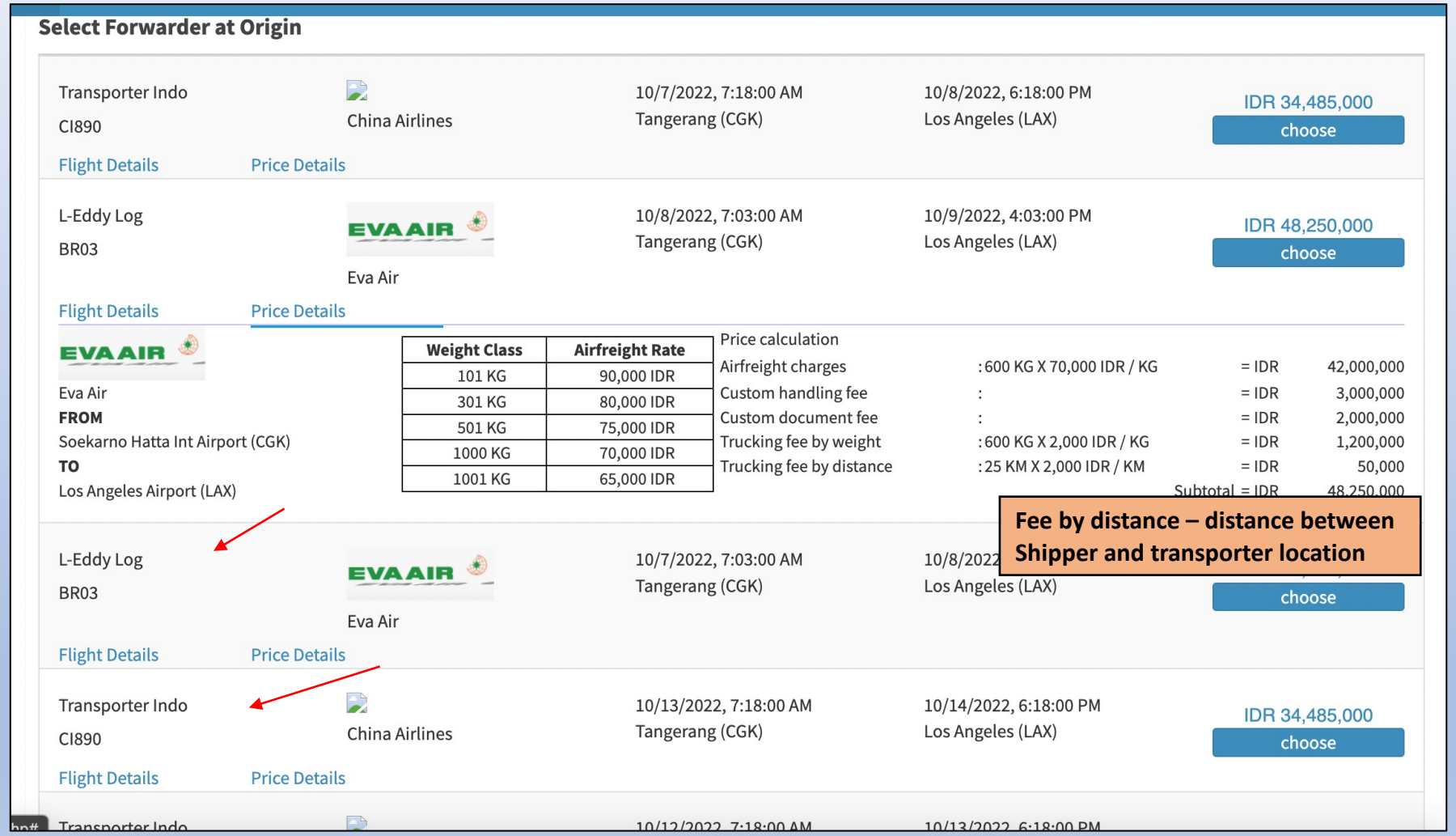
Shippers, both businesses and individuals, can seamlessly **review and select** their preferred logistics partner in real-time and with full transparency



Users are prompted to carefully review the qualifications of each available transporter/forwarder by clicking on the **flight details** to access departure and arrival information.

By clicking on the price detail, users can transparently review the detailed charges of each offer provided by different transporters.

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Order Summary and payment options

After the user has selected transporters at both the origin and destination, the system will display an order summary for the user to review before placing their order.

For users with a credit line facility, the balance will be automatically deducted, while those without will be directed to the online payment option.

Order Summary

Airfreight Charges Summary

Shipper	:	Main Address			
Transporter	:	TEST ACCOUNT-"DON'T SELECT ME", INDO			
Airline Company	:	Thai Airways	**Port of Departure**	:	Tangerang
Plane Type	:	BOEING 737	**ETD**	:	2024-02-19 08:59:00
Flight No.	:	TG434	**Port of Arrival**	:	Ban Kha District
Total Charge	:	IDR 11,690,000	**ETA**	:	2024-02-19 13:40:00

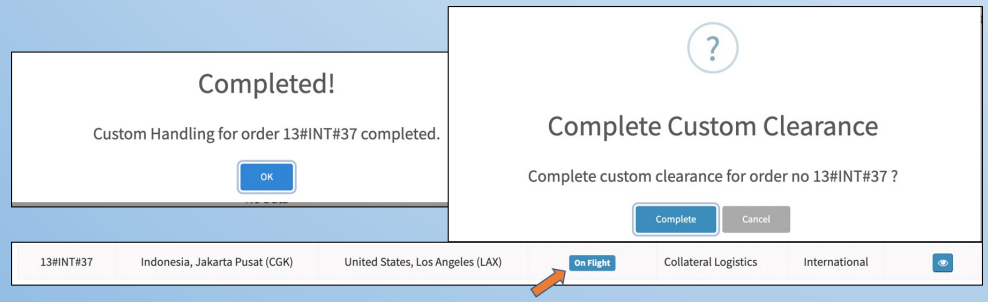
1) Airline Charges

Address :	from Jln pantai sanur 6 no 62, jakarta utara, Indonesia 14430 to Suvanabumi Airport

- Airfreight Charges	IDR 9,000,000
- Custom Handling Fees	IDR 1,000,000
- Document-Clearance Fees	IDR 400,000
- Total Fee by Weight	IDR 1,200,000
- Total Fee by Distance	IDR 90,000
* 1 IDR = 1 IDR — **Subtotal**	IDR 11,690,000
Rate on : 2024-02-09 — **PRICE IN LOCAL CURRENCY**	IDR 11,690,000

2) Item Details

No.	No. of Pieces	Gross Weight		HS Code	Description	Chargeable Weight		Rate / Charge	Total	Dimension
1	10	100	KG	620211	Clothing samples	100.00	KG	15,000 IDR/KG	IDR 1,500,000	20 Cm X 20 Cm X 20 Cm X 10
2	20	500	KG	500100	Cottion raw	500.00	KG	15,000 IDR/KG	IDR 7,500,000	50 Cm X 50 Cm X 50 Cm X 20



Transportation Charges Summary

Shipper	:	Main Address			
Consignee	:	capehouse			
Transporter	:	Thailand Transporter	**Pick Up**	:	Bangkok Suvanabumi Airport
Transporter address	:	Thung Khru Subdistrict, Thung Khru District, Bangkok, 10140, Thailand	**ETD**	:	Wednesday, 21 February, 2024
Tranporter phone	:	+66451216632	**Deliver to**	:	43 Soi Langsuan, Pathumwan, Bangkok 10330
Total Charge	:	IDR 5,446,579.63	**ETA**	:	Wednesday, 21 February, 2024

1) Transportation / Delivery Charges

Address :	FROM Suvanabumi Airport TO 43 Soi Langsuan, Pathumwan, Bangkok 10330

- Custom Clearance and Delivery Charges	THB 12,000
- Custom Clearances	THB 400
* 1 THB = 439.24029274 IDR — **Subtotal**	THB 12,400
Rate on : 2023-11-24 — **PRICE IN LOCAL CURRENCY**	IDR 5,446,579.63

2) Item Details

No.	No. of Pieces	Gross Weight		HS Code	Description	Chargeable Weight		Rate / Charge	Total	Dimension
1	10	100	KG	620211	Clothing samples	100.00	KG	20 THB/KG	THB 2,000	20 Cm X 20 Cm X 20 Cm X 10
2	20	500	KG	500100	Cottion raw	500.00	KG	20 THB/KG	THB 10,000	50 Cm X 50 Cm X 50 Cm X 20

Total Payment Summary

Total Payment	:	IDR 17,136,579.63
Total Payment in Other Currency	:	THB 39,014.13

Previous — Finish

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eCommerce Cross-Border with Mahyu's Platform

- Shipper Input Order Information
- Select Forwarder to Origin and Destination
- Review Order Summary
- Make Online Payment, Duty and Taxes Included

1

2

- Forwarder at Origin Received Orders
- Arrange Pickup Parcel

3

- Affix Parcels with Barcode Label & Consignee Address
- Upload Documents to Mahyu System
- Send Information API to Forwarder at destination *
- Dispatch to Airport

4

On Flight Status

5

- Customs Clearance
- Duty and Taxes Payment by Destination Forwarder
- Send Information of Consignee Address

6

e. Received Orders

* Forwarder at Destination

7

Last Mile Delivery - Consignee

Notification & Digital Receipts

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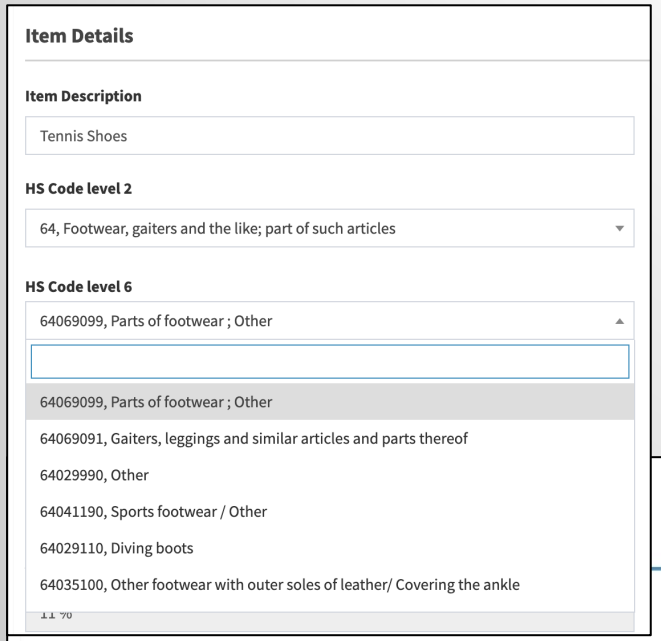
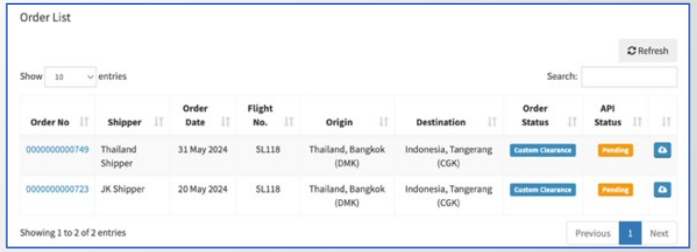
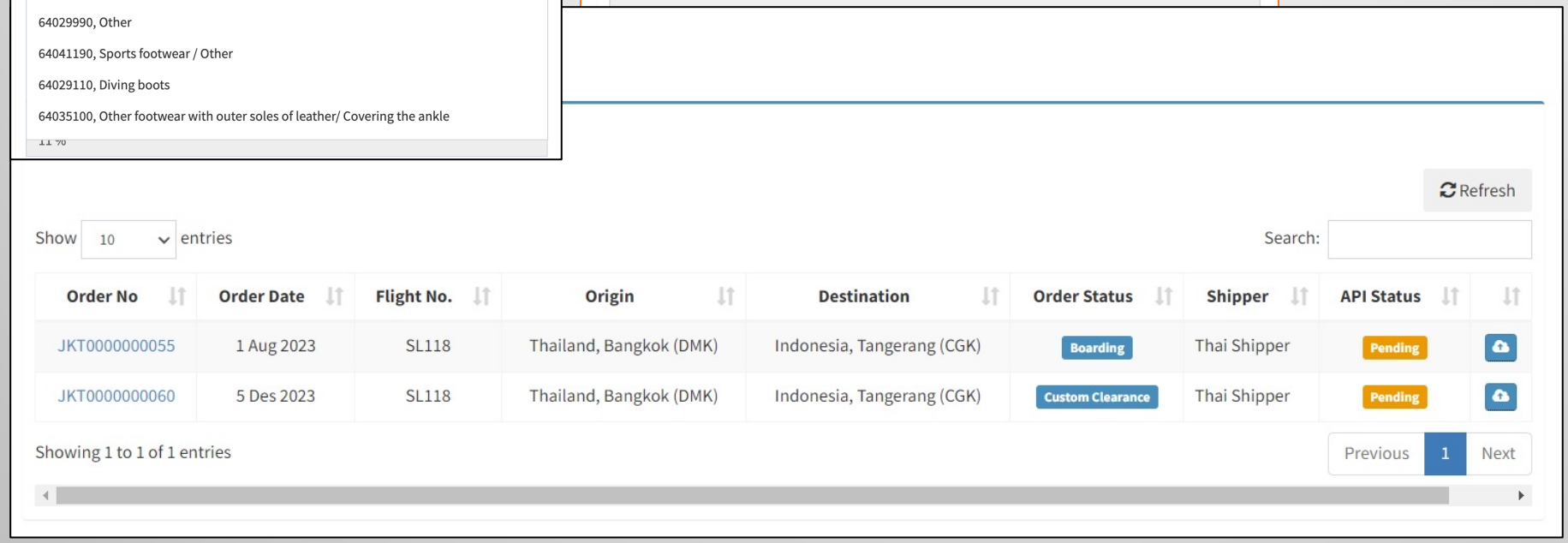
Our eCommerce logistics features an integrated HS Code system with detailed duty and tax information, seamlessly blended into a secure API data transmission protocol connected with our online payment system.





API Feature



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eCommerce logistics, reach out near and far from your location

Add Item to Cart

List of Items

#	Item Description	Purchase Invoice	HS Code	Weight	Dimension	Quantity	Duty Fee	VAT Fee	Misc Fee	Value	Total Weight	Total Weight by Volume	Delete
1	Tennis Shoes	565692AF CGK to NRT.pdf	64041190, Sports footwear / Other	1.2 Kg	30 x 15 x 15 (Cm)	1	9.6 USD	3.3 USD	0 IDR	30 USD	1.2 Kg	** 1.35 Kg	
2	Children Toy	969244AF CGK to NRT.pdf	95030021, Dolls, whether or not dressed	0.9 Kg	20 x 10 x 30 (Cm)	1	4.4 USD	2.2 USD	0 IDR	20 USD	0.9 Kg	** 1.2 Kg	
3	Packaging	833398AF CGK to NRT.pdf	48191000, Carton , box, cases of corrugated paper or paperboard	0.15 Kg	35 x 35 x 20 (Cm)	1	0.004 USD	0.006 USD	0 IDR	0.05 USD	** 0.15 Kg	4.9 Kg	
											Total Weight	2.7	kg

Previous Next

Select Vendor at Origin

Show 10 entries Search:

Transporter Company	Airline Name	Flight No	Currency	Rate	Total Cost	Select..
Double-win(2017) Co.,Ltd.	Thai Lion Air	SL116	THB	52.00	1,404.00	Select..
Rochests	Thai Lion Air	SL116	THB	60.00	1,620.00	Select..
TEST-Transporter-Dont Select me	Thai Lion Air	SL118	THB	75.00	2,025.00	Select..

The system automatically calculates each item in accordance with the duty regulations of the destination country. The shipper selects the available transporter/forwarder at the origin and destination to complete the transaction.

Select Vendor at Destination

Show 10 entries Search:

Transporter Company	Currency	Total Tarif	Total Custom Clearance	Total Duty Fee	Total Vat Fee	Total Misc Fee	Total Delivery Fee	Select..
JKT Transporter	IDR	432,000.00	2,025,000.00	4,145,440.00	1,688,883.00	299,250.00	8,590,573.00	Select..
Combi Logistics	IDR	475,200.00	1,080,000.00	4,145,440.00	1,688,883.00	299,250.00	7,688,773.00	Select..

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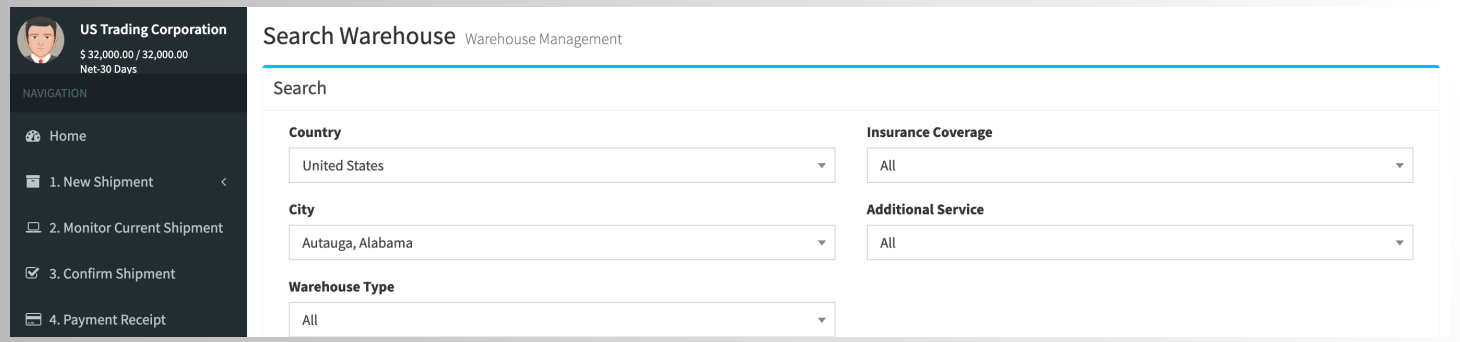
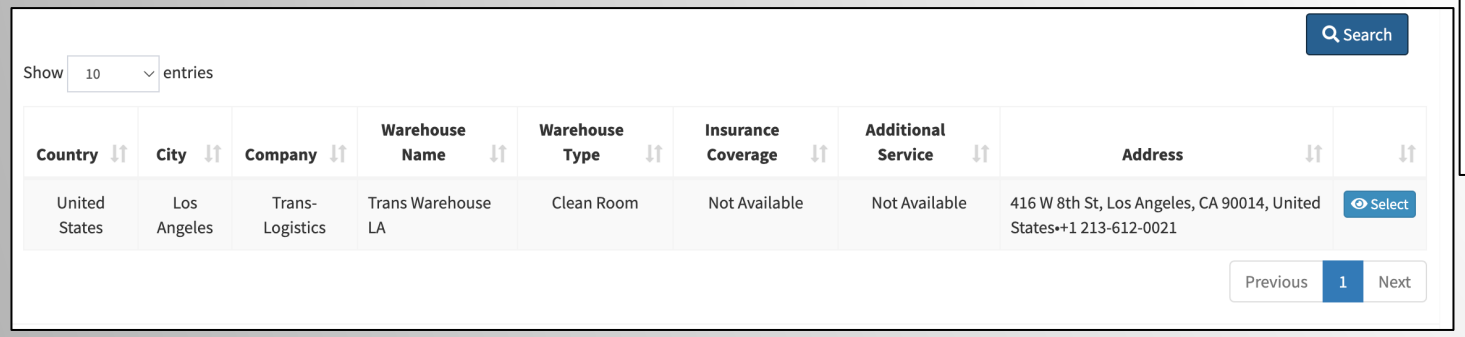
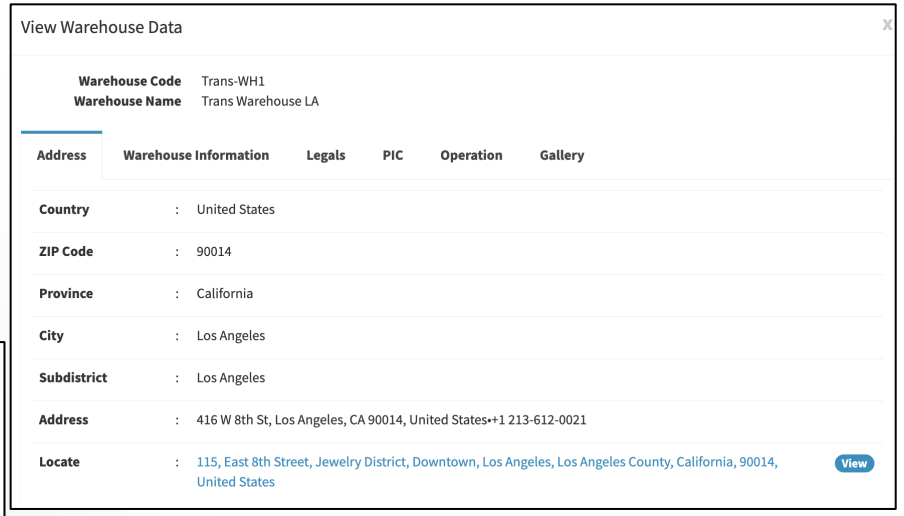
Warehouse services, supply chain supporting roles







Warehouses play an importance role in the **supply chain**, often overlooked by shippers and their partners.

it serves as a crucial starting point for every logistics supply chain service, from goods storage at origin to destination. It integrated with land transport to function as shipper central distribution hub.

- The warehouse operator need to list their warehouse facility, including available equipment to support operations, operating hours, and supplemented with interior and exterior pictures of the warehouse

- User shipper seeking warehouse facilities can conduct a search by selecting criteria such as city, country, warehouse type, and other relevant parameters

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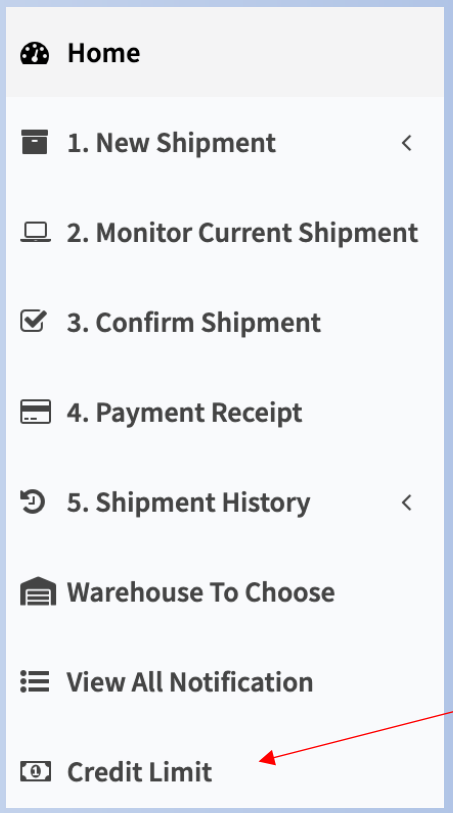
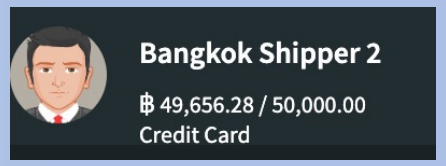
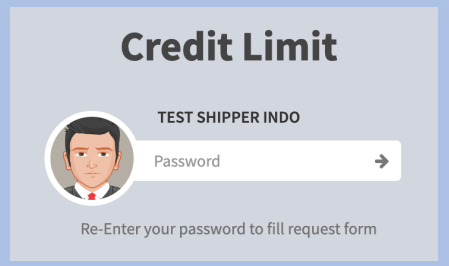
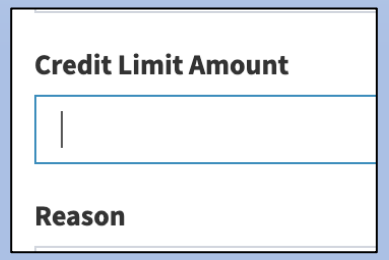
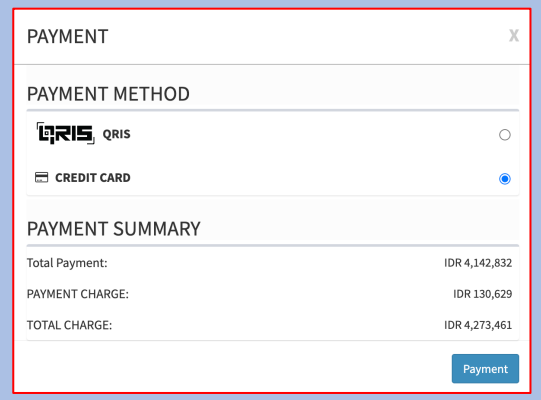
The financial service menu caters to the needs of both **businesses and consumers**, offering options for term payments or online payments. Simultaneously, it ensures timely payments for transporter/forwarder users.

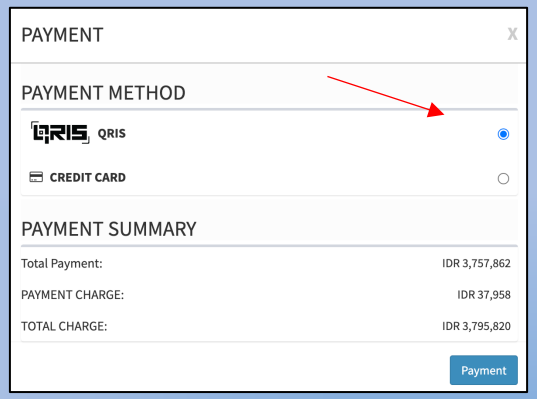












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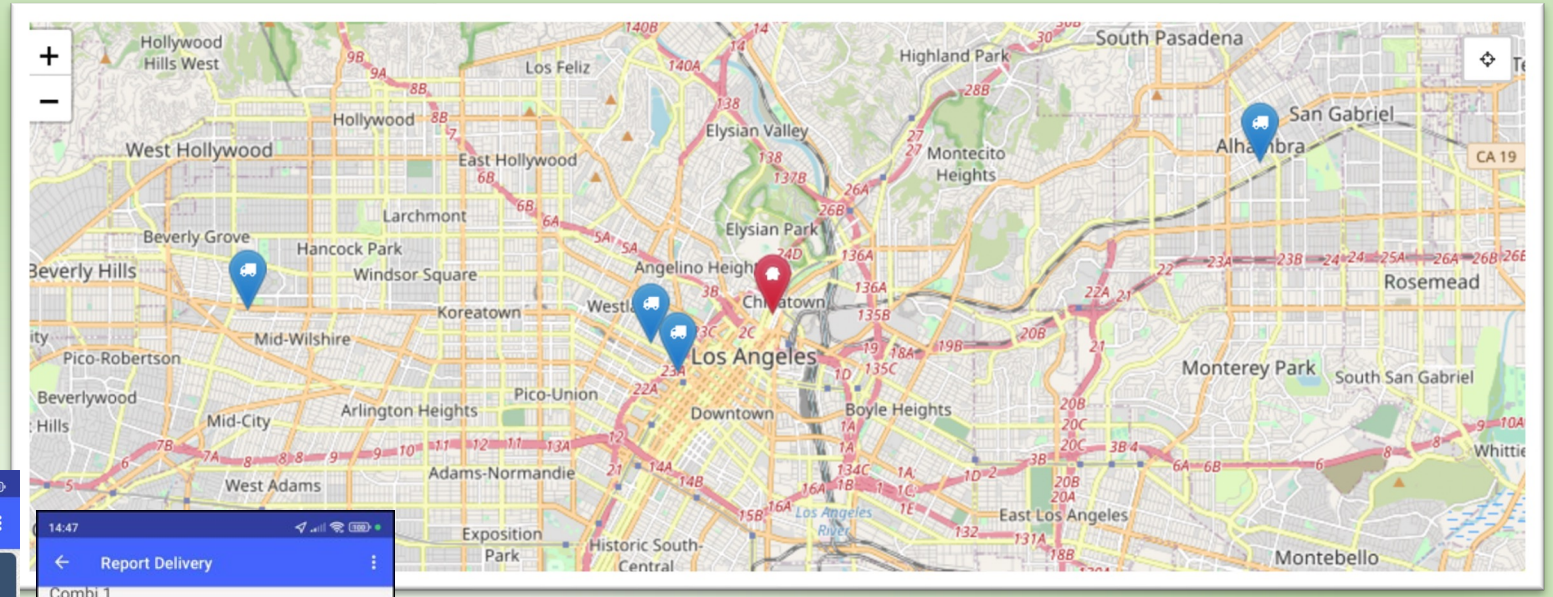
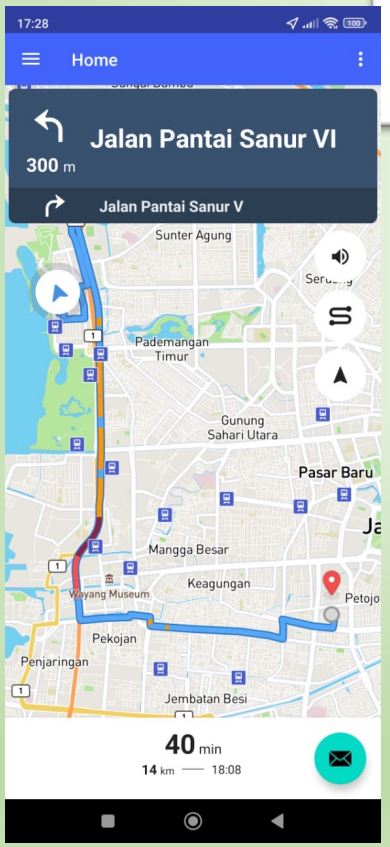
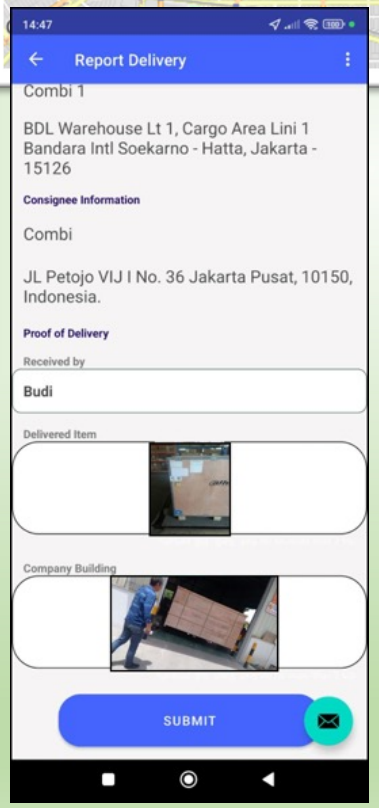
Our global mapping technology accurately presents the **breakdown tasks** of each shipment, ensuring that operational personnel have precise information for their current and upcoming operational steps.







Each driver's smartphone is directly connected to our back-end server, linked to each work order. Every driver receives daily tasks information, including shipment details, once the application is logged in on the date of the assignment

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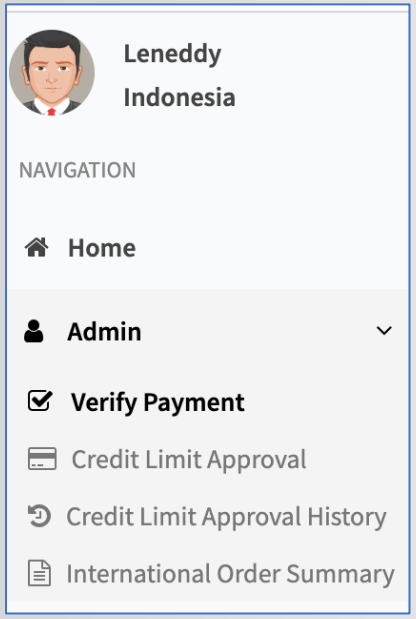
Administration Menu, to maintain control of users and financial transactions

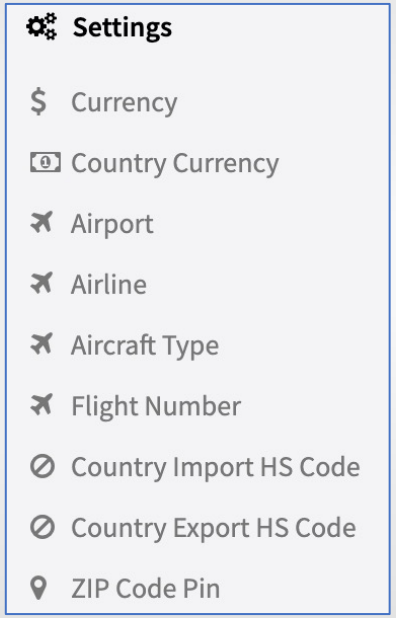
Provides accounting reconciliation services for partners in each area or country

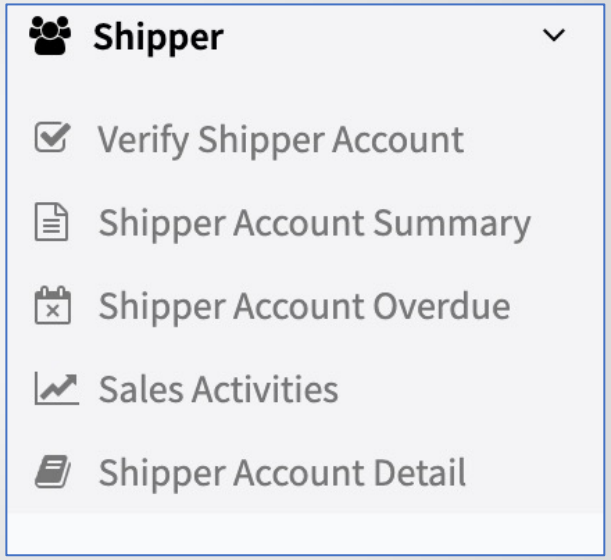
Approval of credit lines based on the qualification and credentials of each shipper.

Maintains a comprehensive and transparent trail record of each transaction

Include specialized administration features control by each of our country partner.







The administration menu provides seamless integrated information such as: accounting reconciliation, financial monitoring and approval process, and others.

Each of our partner has full control of the administration menu, allowing them to operate independently while retaining control over each activity generated by their local users.

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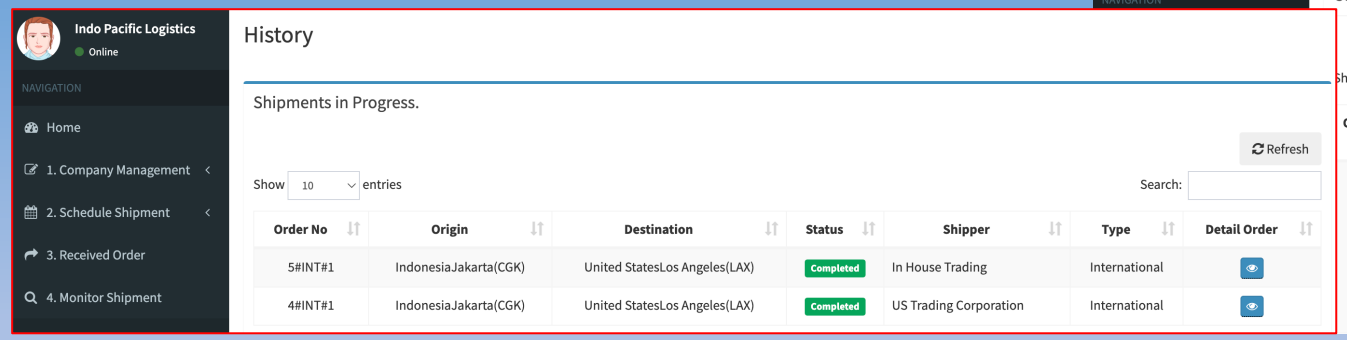
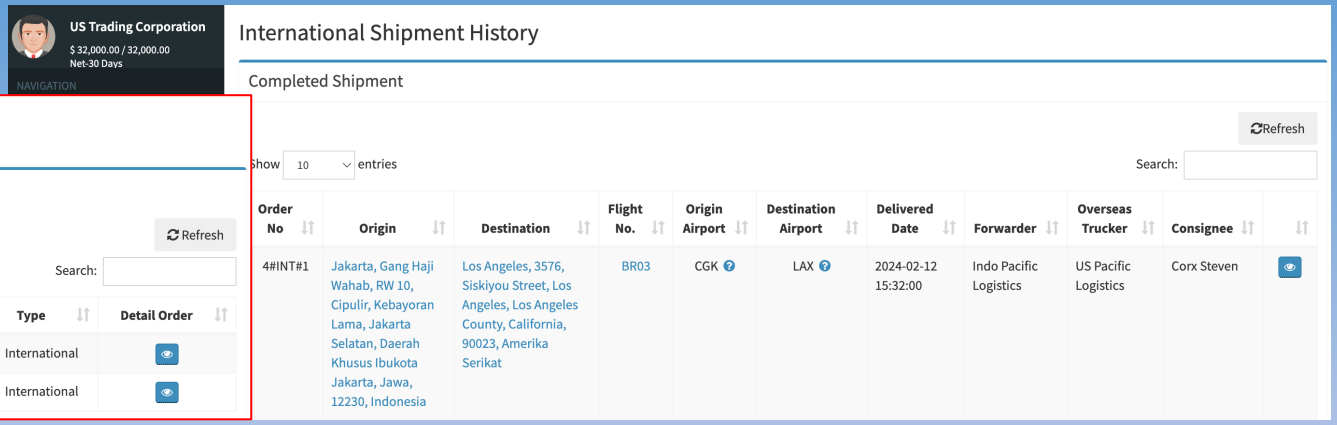
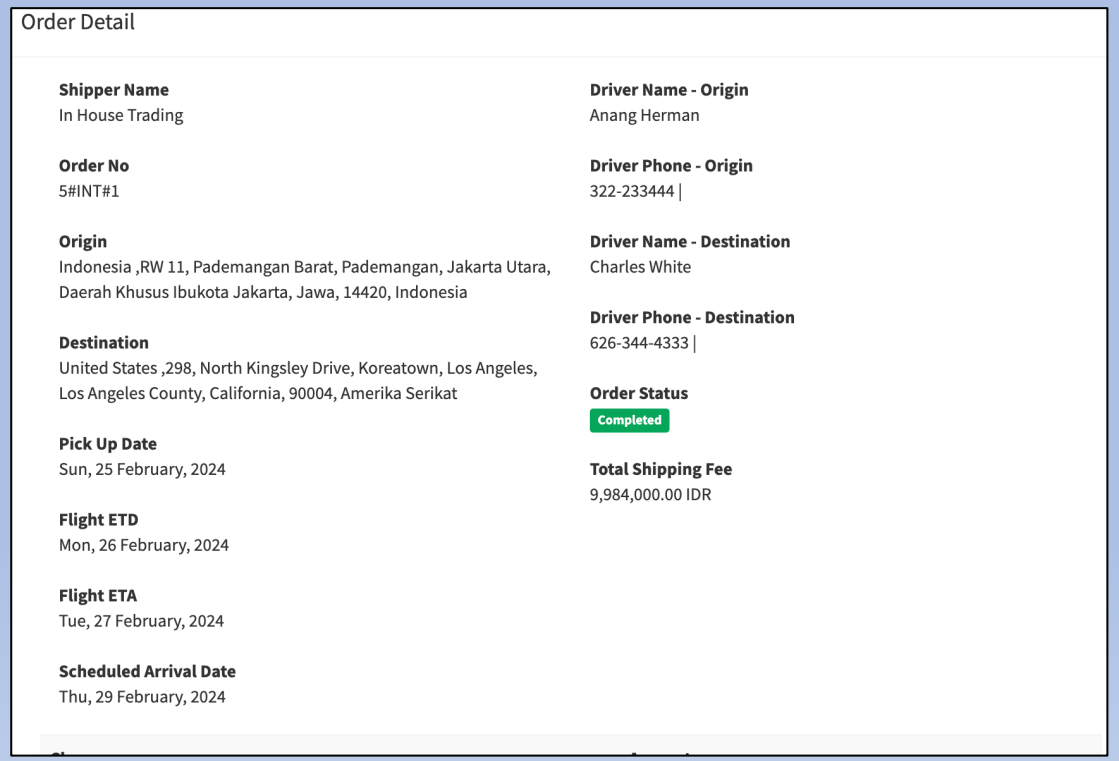
Logistics History Records







Mahyu provides a history record feature enabling each user to maintain a record of their digital transactions, using the work order number as the main identifier.

This feature facilitates tracing of the logistics transaction from its origin to the destination country.

Transporter/Forwarder and Shipper users will have full control over their data, which is securely stored and cannot be altered by any party. This eliminates the need to maintain paper documents.

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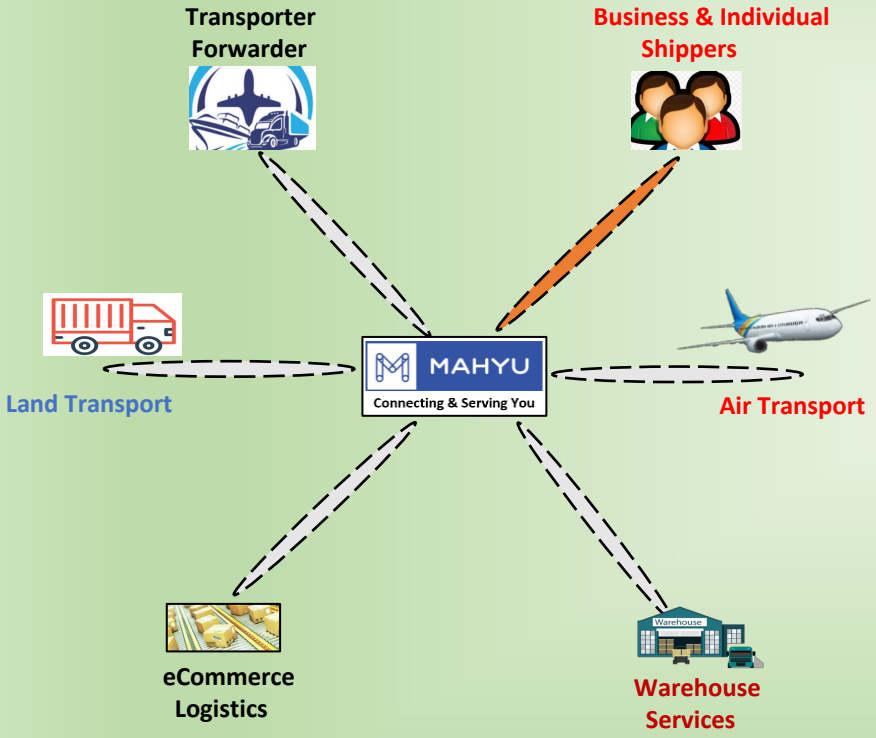
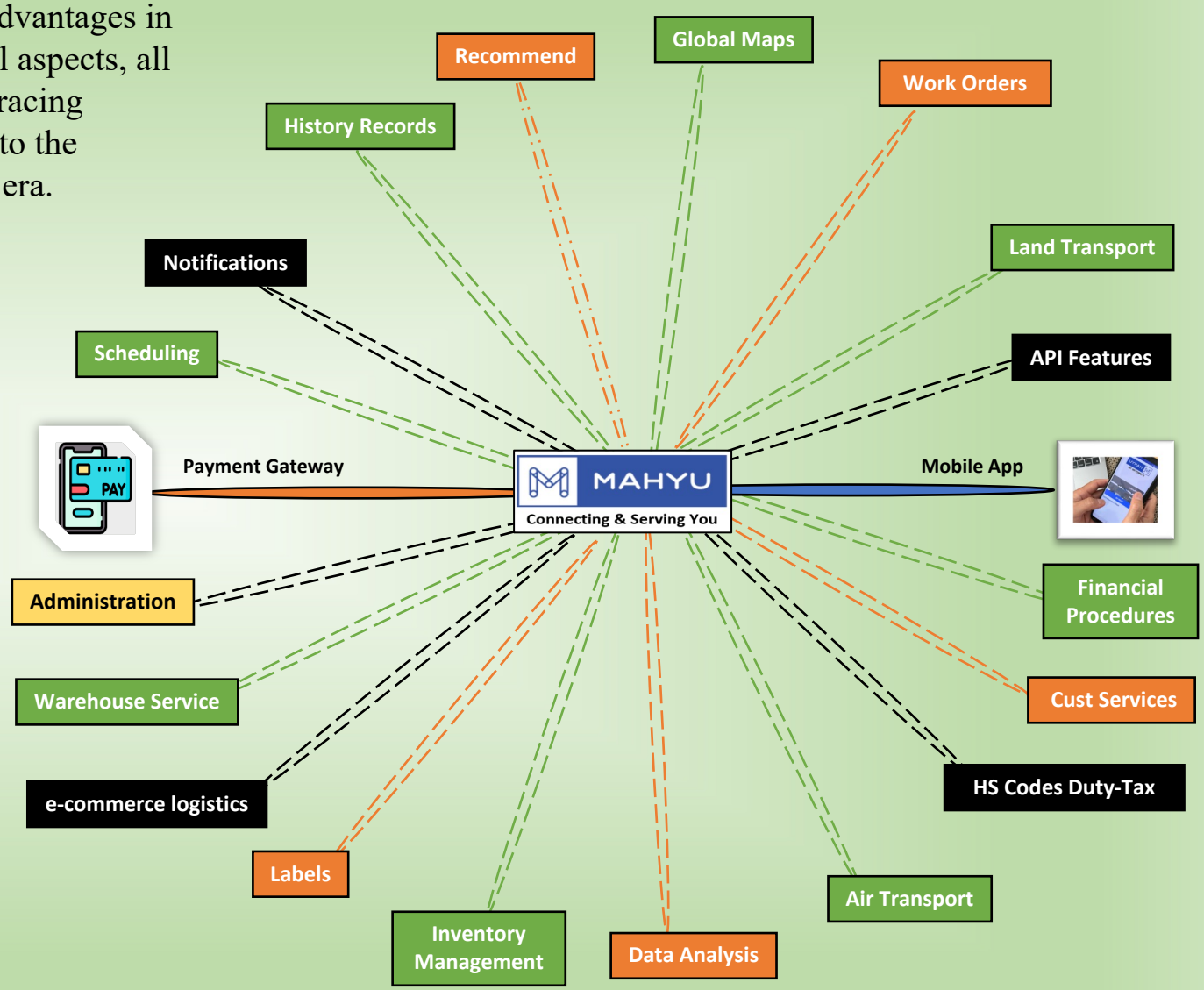
Technology is assuming major roles in Today's environment

Mahyu's unique capabilities and solution offer numerous advantages in operations, administration, customer services, and financial aspects, all managed autonomously, without human interference. Embracing technology is crucial for staying competitive and adapting to the changing landscape of the logistics industry in the modern era.





Thank You

The landscape of both our professional and social lives has undergone a significant transformation due to **technological advancements**. Companies that have the capability to leverage this shift, moving from manual processes to **autonomous** ones, are well-positioned for success in their respective fields.

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This brochure illustrates the features and processes of Mahyu's platform, showcasing its capabilities and benefits, which support domestic land transport, international air transport, warehouse services, and eCommerce logistics. As the platform's algorithm design, structure approach, and manipulation process are constantly enhanced, please be aware that not all *features and capabilities* within the platform can be displayed due to the *intellectual property and copyright privacy* of Mahyu LLC. For further information, please write to us at info@mahyu.com.

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