

Confidential Investor Presentation - 2026

MAHYU

The Coordination Digital Logistics Infrastructure Layer

Intelligent, API-driven digital coordination platform for cross-border logistics.
Proven in live operations. Built to scale across ASEAN, America & Europe.

THE PROBLEM

Global Logistics Is Broken At the Infrastructure Level

*A \$11 trillion industry still runs on phone calls, WhatsApp messages, and spreadsheets.
This is not a software problem, it is a missing infrastructure problem.*



Fragmented

- Thousands of independent transporters, warehouses, agents, and freight forwarders.
- Operate in isolated silos.
- No unified digital coordination layer.

Industry studies estimate fragmented logistics coordination costs businesses 12–18% in excess operational expenditure annually.



Manual Processes

- Coordination via phone calls, emails, and messaging apps.
- Heavy reliance on spreadsheets and manual documents.
- Every shipment managed manually from start to finish



Disconnected

- No real-time visibility.
- No automated matching or integrated workflows.
- Delays and cost overruns are common.

MARKET OPPORTUNITY

A Multi-Trillion-Dollar Logistics Market Still Operating Without a Unified Digital Coordination Platform

\$11T

Global logistics market size

\$280B

ASEAN SME logistics segment

8–12%

Annual ASEAN logistics growth



Why ASEAN, Why Now

Intra-ASEAN trade is accelerating driven by nearshoring from China, booming e-commerce, and new cross-border infrastructure. The region represents 4 trillion of economic trade in 2025.



The Underserved SME Layer

Global 3PLs like DHL, FedEx, and Kuehne-Nagel serve large enterprises. Millions of SME logistics operators, the backbone of regional trade, remain underserved with no enterprise-grade digital platform. Mahyu is owning this solution, to unify and empower SMEs to compete

COMPETITIVE ADVANTAGES

Why Mahyu



Built - inhouse

- * 100% proprietary technology developed by the founding team.
- * No reliance on white-label or third-party platforms.
- * Full control over product roadmap, data, and innovation.
- * Sustainable long-term competitive advantage



Founding Team

- * Decades of industry experience.
- * Expertise in logistics, customs, aviation, and technology.
- * Extensive network across Asia, Europe, and North America



Regulatory Engagement

- * Working with stakeholders to support digital customs clearance in Indonesia.
- * Early alignment with customs compliance requirements.
- * Establishing a foundation for regional expansion across Southeast Asia



Network Effects

- * More partners, more business opportunities.
- * Integrated workflows increase switching costs.
- * Strong, defensible competitive advantage

BUSINESS MODEL

Transaction-Based Platform: Scales With Every Shipment

Phase 1 · NOW



Transaction Fee

4–5%

Pay-per-transaction pricing drives scalable, recurring revenue
Independent customs platform serving both Mahyu partners and third-party freight forwarders

Phase 2 · Yr 2–3



SaaS Subscriptions

Free–\$39/mo

Three tiers. Free (core tracking + booking), Growth \$19/mo (analytics + priority matching), Pro \$39/mo (full API + multi-branch). Free entry drives operator adoption; paid tiers deepen with usage.

Phase 3 · Yr 3–4



Platform / Financial Services

Highest margin

Freight financing, cargo insurance, and FX settlement, launched via licensed jurisdictional partners. Realistically Yr 3+ due to ASEAN licensing timelines.

GO-TO-MARKET & TRACTION

Live Product. Live Corridor. Expansion Underway.

LIVE & OPERATIONAL: Satufen corridor clearing cross-border Pilgrim & PMI -cycle shipments since launch (April 2026)

COMPLETED · April 2026

Saudi Arabia to Indonesia

Satufen live since April 2026, clearing Saudi-to-Indonesia Haj-cycle shipments. Full API stack: Gnex (KSA) + MBS Express (customs) + JNE (last-mile). Zero manual handoffs.

ACTIVE · Phase 1

eCommerce & Customs Solutions

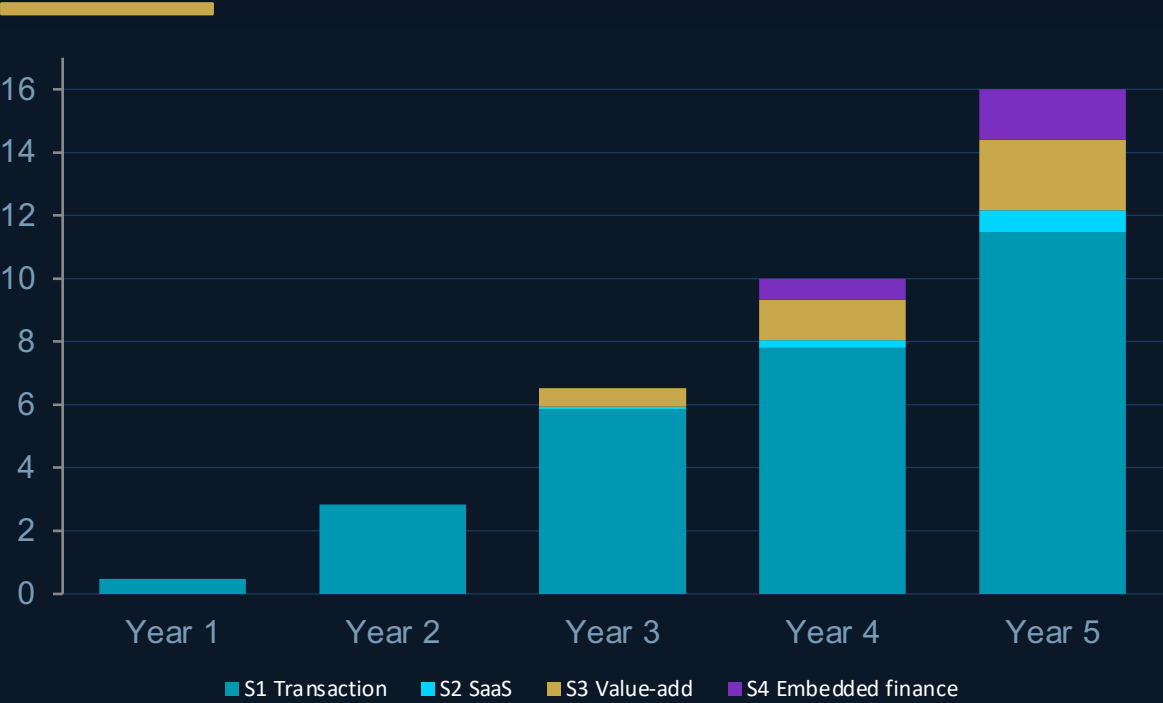
Expand the eCommerce platform into Brunei, Singapore, Japan, and Thailand. Launch TigaUs customs automation in Indonesia, followed by expansion across Southeast Asia. Launch Rawank, modular migrant worker eCommerce.

VALIDATION MILESTONES

- ✓ Satufen corridor LIVE, 4 named partners integrated end-to-end, live since April 2026.
- ✓ Indonesian Customs onboarded, institutional regulatory endorsement active and embedded in live platform.
- ✓ Proprietary platform proven in production, 3-layer API architecture handling real cross-border shipments.

5-Stream Model: *Transaction Fees, Software Module Licensing, Payment Gateway Fees, B2B & B2C Service Revenue , Subscription Plans (SaaS)*

How Revenue Compounds Year-on-Year



KEY METRICS

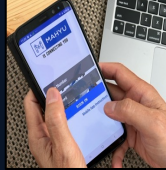
Year	Total Rev	SaaS ARR
Y1	\$470K	0
Y2	\$2.83M	\$28K
Y3	\$6.52M	\$69K
Y4	\$10.0M	\$233K
Y5	\$16.0M	\$691K

SME Digital Logistics Ecosystem

Connecting Every Layer of Cross-Border Logistics



Land Transport



Mobile Application



International Air Transport



Warehouse Service



eCommerce Logistics



Payment Gateway



B2C Marketplace, Individual



B2B Corporate Ecosystem

ONE PLATFORM. MULTIPLE SOLUTIONS. ENDLESS POSSIBILITIES.

SPECIALIZED SOLUTIONS

Purpose - Built Applications. That naturally grow into the Mahyu ecosystem



Trusted. Convenient. Pilgrim-Centric.
eCommerce platform providing trusted products and services for Hajj & Umrah pilgrims.







Trusted Products Pilgrim Essentials Travel Friendly Auto Duty & Tax Secure Transactions

Purpose-built for Umrah & Hajj.

Revenue: Fee per kg

Live · Apr 2026



Advance. Comply. Move Faster.
Digital customs automation platform for seamless cross-border clearance.






Advance Automation Customs Compliance Faster Clearance Cross-border Efficiency

Advanced Customs Automation

Revenue: Fee per page

Live · Sep 2026



Connect. Deliver. Empower.
eCommerce platform delivering trusted products and services to migrant workers, wherever they are.







Essential Goods Global Access Worker Focused Secure Payments Reliable Service

Integrated with BP2MI and customs.

Revenue: Fee per kg

Live · Nov 2026

THE INVESTMENT OPPORTUNITY

We're not trying to replace logistics companies, we enable them to become digital

The Problem

Every stage of cross-border logistics operates in disconnected silos
SME logistics operators lack the digital tools to compete efficiently
SMEs account for over 90% of businesses in ASEAN, yet most still rely on

Mahyu Solution

Purpose-built digital platform for SME logistics operators
Start with a standalone solution: **TigaUs**, **Satufen**, or **Rawank**
Seamlessly expand into the full Mahyu ecosystem as the business grows

Proven Execution

Live Saudi to Indonesia & Brunei to Indonesia corridor
Customs engagement for digital clearance
Proprietary platform built in-house
Full ownership of technology & data
Modular platform built to scale
Recurring, multi-stream revenues

We're raising **US\$2,000,000** to accelerate commercialization and bring Mahyu to market faster

Our Partners: Launch Markets

Partner	Country	What they bring
TAC	Thailand	IATA-approved freight forwarder since 1979, A-class customs broker license. Handles Mahyu's Thailand freight forwarding and customs clearance.
Gnex	Malaysia	Forwarder & eCommerce company. Founded by ex-Malaysia Post COO. 17 years business experience in Middle East and Malaysia.
Hankyu-Hanshin and Senko (discussion)	Japan	Global freight forwarder (est. 1999, Osaka HQ), 180+ bases across 28 countries, air/sea freight and customs clearance.
Mahyu Europe	Europe	Managed by FlyUs. Anchors the FlyUs Europe air freight lane (25% stake) and Mollie gateway integration.
Flyus Vietnam	Vietnam	Vietnam launch partner for platform go-live and payment gateway integration (Phase 2, Q2).
Sinergi Bersama Sukses	Indonesia	Indonesia Subsidiary oversees customs clearance operations while leading the deployment and commercialization of Mahyu and its modular platforms: Satufen , TigaUs , and Rawank

EXECUTION ROADMAP

Year 1 - 2 Plan: Phased Rollout

PHASE 1 · Q1

- › Indonesia live: land, air, eCommerce + payment gateway integrated
- › Thailand online in 2 months (partner + gateway)
- › Satufen Umrah corridor scaling (Saudi to Indonesia)
- › Tech team recruited; payment gateway build begins

PHASE 2 · Q2

- › Vietnam live (FlyUs Vietnam + gateway)
- › Malaysia & Japan domestic land transport
- › Air freight transshipment module (by Month 8)
- › Cross-border mapping: SG-TH-BIMP-EAGA
- › Launch Rawank Indonesia Worker Automation, Indonesia

PHASE 3 · Q3

- › Europe via FlyUs Europe With Mollie payment gateway
- › **Europe** local partner + domestic gateway
- › All SEA on domestic + intra-Asia airfreight
- › **Launch** Advanced customs pre-clearance (IDP+ eCatalog)

CONSOLIDATION · Q4

- › Predictive Intelligence Engine in development
- › Warehouse + Finance Admin modules complete
- › Philippines prep (mapping, partner, gateway), Yr 2
- › Reciprocal SEA / East Asia / Europe / USA lanes active

THE TEAM Built by Industry Operator

Decades of logistics, manufacturing, aviation, customs, and technology experience.



Eddy Syaifulah

FOUNDER & CEO MAHYU

- › B.Sc., University of Tennessee · CS-Graduate Studies Cal State University
- › Global IT: Founder MediaPoint (USA) - ZipComm communication software, Cogent System (USA) - Finger Print Thailand. Ciba-Geigy Composite Material (USA) - Product Engineer
- › Global Logistics: DHL Express Logistics Representative Indonesia, Thai Lion Air Cargo Network, Founder GAS Thailand - GSA Agency.

SALES & MARKETING



In charge Sales & Marketing

Mr. Ang Beng Siong

OPERATIONS, FINANCE & ADMIN



In charge Operations & Onboarding

Mr. Lasiman Tjahpati

TECHNOLOGY-ENGINEERING -Operation (14)

Manager **x2**

Software Engineer **x7**

Mobile App Developer **x2**

Sales – Operation **6x**

AI / Doc Automation **x2**

Payment Gateway Integration **x1**

Finance / Acct / Admin **x5**

RISK AWARENESS

We Know the Risks. Here Is How We Mitigate Them.

RISK: Customer adoption and onboarding

Mitigation:

- * Modular solutions reduce adoption barriers.
- * Customers can start with a single module.
- * Seamless migrate to the full Mahyu ecosystem

RISK: Regulatory complexity across multiple jurisdictions

Mitigation:

- * ASEAN customs regulations continuously updated.
- * Supported by legal and compliance advisors.
- * Indonesia serves as the launch and expansion model.

RISK: Competitor entry

Mitigation:

- * Expanding network effects.
- * Regulatory integration.
- * Proprietary logistics data.
- * Stronger competitive moat as the ecosystem grows

RISK: Scaling execution across multiple product launches

Mitigation:

- * Seed funding supports key hires.
- * Strengthens engineering, operations, and business development.
- * Accelerates commercial rollout and regional expansion

RISK: Slower-than-expected GTV ramp

Mitigation:

- * Conservative adoption assumptions.
- * Break-even at ~60 monthly transactions.
- * Achievable by Month 36

RISK: Global trade and economic disruptions

Mitigation: M

- * Multi-corridor operating strategy.
- * Reduced dependence on any single trade route.
- * Diversified exposure across ASEAN markets

Digital Logistics Infrastructure

Dashboard Interface

**Indo Pacific Logistics**
Online

NAVIGATION

 Home

 1. Company Management <

 2. Schedule Shipment <

 3. Received Order

 4. Monitor Shipment

 5. E-Commerce / Parcel <

 6. History

 7. Customs Handling

 8. Customs Clearance

 Warehouse

 View All Notification

**US Trading Corporation**
\$ 12,000.00 / 12,000.00
Net-30 Days

Payment Gateway



**US Trading Corporation**
\$ 75,000.00 / 75,000.00
Net-30 Days

NAVIGATION

 Home

 1. New Shipment <

 2. Monitor Current Shipment

 3. Confirm Shipment

 4. Payment Receipt

 5. Shipment History <

 Warehouse To Choose

 View All Notification

 Credit Limit

 Latest Information Routes

 Settings

 FAQ

GLOBAL CROSS-BORDER IS BEING REWIRED.

**Building the Future of Cross-Border Logistics
One Intelligent Ecosystem. Endless Possibilities**

Thank you

info@mahyu.com
