

## Understanding Mahyu's Digital Infrastructure

### *The Company:*

**Mahyu** is a technology-driven company dedicated to developing a digital logistics infrastructure with an open system architecture. Mahyu makes it easier for SME users to plan expansion strategies and launch new services on demand. Using the platform's ready-made templates, forwarder/transporter can customize them with their "branding, adjust pricing, and fine-tune service details", all in just a few clicks.

The platform empowers SME users by enabling them to select and customize solutions that align with their available resources, including "land transport, international air transport, eCommerce logistics, and warehouse management". The users can grab ready-to-use **standard templates** that users familiar with, by updating pricing and detailed information. The process is straightforward, eliminating the need for **complex editing or development efforts**. This ensures that users are always working with the latest version, resulting in a more cost-effective and efficient workflow.

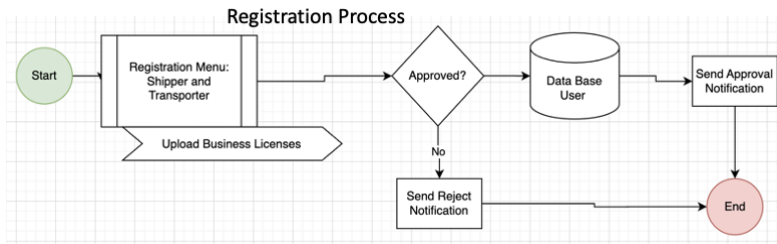
Mahyu facilitates the **simultaneous information distribution** of sales, operational, and administrative information to multiple users, streamlining workflows and significantly boosting productivity. It empowers SMEs to **scale their services** with minimal reliance on human resources and **expand into borderless markets** without substantial investments, effectively lowering barriers to accelerate growth. SMEs can create services to specific user needs instead of addressing them one at a time, automating most steps in the process. This results in *significant time savings* and a *substantial boost* to their bottom line.

The system provides the following key functionalities:

- **Digitization of Paper-Based Administration:** Transforming physical paperwork into digital formats for easier access and updates.
- **Automation of Manual Operations:** Replacing repetitive manual tasks with automated processes driven by algorithm, to increase efficiency, speed and reduce errors.
- **Concurrent Workflows:** Shifting from sequential task handling to simultaneous operations, improving overall processes.
- **Online Payments:** Enabling secure, efficient, and instant digital transactions instead of traditional banking methods.
- **Real-Time Interactions:** Facilitating instantaneous communication and updates, eliminating delays caused by offline methods.
- **Automated Customer Service:** Providing responsive, AI-driven notifications and support, enhancing user experience while minimizing manual intervention.
- **Real-Time Domestic and International Trade Recommendations:** Providing AI-recommendations for alternative items or substitute suppliers to optimize trade options and ensure seamless operations and transparency business transaction.

### *The System:*

Each user on the platform is required to register their profiles and resources, enabling the system to identify and build a real-time, interconnected logistics network. The platform operates collaboratively, leveraging the *collective strengths* of SMEs of all sizes, from diverse locations, working seamlessly under one unified system. Every shipper's requirement is thoroughly analyzed and processed through advanced algorithms, ensuring that the results are distributed directly and efficiently to forwarder qualified users.



1. The platform accommodates both **B2B (Business to Business)** and **B2C (Business to Consumer)** transactions, recognizing the modern shift towards individual consumers and small-scale businesses operating from home offices. **Shippers** (Businesses and Individuals):

- **Business Users:** Access all services with flexible payment options, including online and term payments.
- **Individual Users:** Access all logistics services with online payment options.

2. **Transporters/Forwarders:**

- **Domestic Land Transport:** Offers dedicated charter routes and return trip options.
- **Warehouse Services:** Provides general, clean room, and cold storage facilities within one location.
- **International Air Transport:** Facilitates international air freight services and incoming/outgoing international land transport services.
- **eCommerce Logistics:** Supports international parcel services (up to 30kg per parcel).

**THANK YOU**