



**CARGOKEY**  
Global Freight Network



The world's first Global Freight Calculator

BECOME PART OF A GLOBAL REVOLUTION IN SHIPPING

This document will take you through an explanation of:



## THE OPPORTUNITY

CargoKey is the world's first Global Freight Calculator, allowing its users to get instant freight quotes for sending anything, from anywhere to anywhere, by Sea (LCL, FCL and Break Bulk), Air, Road and Rail.

This is a unique opportunity to become part of a solution that will revolutionize online business 2 business ecommerce, by allowing small, medium and large enterprises to make informed business decisions about trading internationally and nationally.

With DSL and Cable broadband subscriptions estimated to be \*480 million by 2012, and business-2-business ecommerce expected to be around \*\$16 Trillion by 2010 (eMarketeer, January 2007), the time is now right for a global cargo calculator which allows its users to know the costs of transporting various products around the world by various methods.

Understanding our business model is critical to discovering how being part of CargoKey can develop your business, increase your client base and improve your bottom line. This document explains why CargoKey is feasible, how it will work, how we will roll it out, and how service providers will be able to contribute by providing and editing their shipping rates for over 170 000 origins and destinations. It also explains the registration procedure, who has been invited to participate and the costs involved.



THE WORLD'S FIRST GLOBAL FREIGHT CALCULATOR



HOW CARGOKEY WORKS



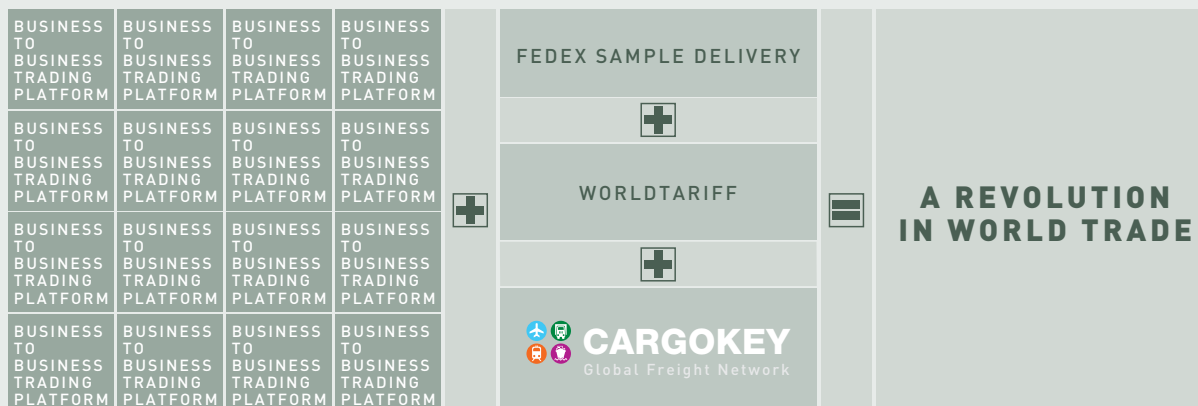
BECOMING A SHIPPING SERVICE PROVIDER ON CARGOKEY

# THE WORLD'S FIRST GLOBAL FREIGHT CALCULATOR

Small and medium sized businesses often avoid transacting internationally, due to the lack of perfect information when it comes to buying internationally, shipping internationally, and importing goods into the destination country.

For smaller sized package deliver, there are existing tools which offer users information such as taxes, fees and Most Favoured Nation (MFN) duty rates. These are provided by FedEd Trade Networks and WorldTariff and can be accessed through CargoKey.

But to provide potential buyers of larger, bulk loads of products with all the information they need to make informed business decisions, more sophisticated systems are needed. This is where CargoKey comes in. It does this by providing users with a global freight calculator which gives quotations and estimates for shipping various goods from anywhere to anywhere by sea (LCL, FCL and Break Bulk), Air, Road and Rail.



Cargokey will do this by creating a global network of service providers. These are Freight Forwarders who feed in price information for the routes they service. This growing network of information will form the World's First Global Freight Calculator.

## HOW WILL CARGOKEY BE MADE AVAILABLE?

As a standalone freight calculator at [www.cargokey.com](http://www.cargokey.com)

The screenshot shows the CargoKey website interface. At the top, there is a navigation menu with links for SHIPPERS, POLICIES, INCOTERMS, ACCOUNTS, and CONTACT. On the right, there is a user login section with fields for Username and Password, and a Log In button. Below the navigation is a world map with various countries labeled. On the left side, there is a vertical menu with links for HOME, MY CARGOKEY, REQUEST A QUOTE, ABOUT CARGOKEY, HELP, and COMMUNITY. Below this menu is the 'INSTANT CARGO CALCULATOR' section, which includes a dropdown for 'Select Country', a dropdown for 'Select Province', a dropdown for 'Select Area', and a dropdown for 'Select City'. There is also a 'SEARCH ORIGIN CITY' field. The main content area features a text block about the benefits of a global cargo calculator and a green sidebar with the text 'TO GROW YOUR OWN BUSINESS'.

On business 2 business trading platforms such as Plusto.com and potentially Alibaba.com, GlobalSources.com and eSources.com etc. The system will be tested on Plusto.com before rolling it out to other B2B eCommerce platforms.

The screenshot shows a product listing on the Plusto.com website. The product is an 'FM Transmitter - F11 (OKI) - Listing No. 11990'. The listing includes details such as 'Price per lot: 300 unit(s) @ (USD) \$19.25 (ZAR) R164.64 per unit(s)', 'Location: China, Guangdong, Shenzhen', and 'Seller: caraudio (0)'. There is a large image of the FM transmitter. The website also features a search bar, navigation links (HOME, REGISTER, MY PLUSTO, BUY OR SELL, STORES, POLICIES, HELP), and a sidebar with 'Current Industry Sales' and 'PLUSTO WE'RE EXPANDING TO YOUR COUNTRY'. At the bottom, there are links for 'Customs and duties information for your Country' and 'CargoKey Global Freight Network'.

On the Freight Forwarders own website (only displaying their own quotations or estimates).

CargoKey is available to users worldwide through the most advanced web and mobile technology. Users are able to access quotations and estimates without registering, however they are required to register to accept a quotation, post a request for quote, and enjoy other benefits such as accessing previous quotations, booking shipments and receiving confirmation online, tracking shipments, and getting preferential shipping rates from Freight Forwarders.

## HOW CARGOKEY WORKS

We understand the complexity of global shipping, the variances in shipping costs and procedures from country to country, and the cost differences between different shipping methods.

As a Freight Forwarder, you would provide the data for your shipping to and from the destinations on routes which you cover. Inputting this data for estimates or quotations is easy, and the cost structure is controlled and defined by each individual Freight Forwarder. Please see examples of quotations generated below for LCL and Airfreight shipments.

Updating fixed and variable costs is easy and can be applied to specific routes, all routes from a specific origin, all routes to a specific destination, and all routes, and can be updated by a fixed fee or percentage. Rate components can also be provided in one of 9 currencies, allowing Freight Forwarders worldwide to accommodate currency fluctuations.

Freight Forwarders are also able to reply to specific Requests for Shipping Quotes from users. When more comprehensive shipping quotes are required, or more remote origins and destinations are requested, users request specific quotations from the relevant Freight Forwarders that operate on the required route.

### ESTIMATES vs. QUOTATIONS

Freight Forwarders can elect whether the data they provide on CargoKey provides a quotation or estimate. If an estimate is generated, a Request for Quotation is automatically generated, prompting the Freight Forwarder to provide an accurate quotation for the shipment.

### GEOGRAPHY ON CARGOKEY

CargoKey's geography provides or extremely refined routes between over 170 000 origins and destinations. Plusto's intelligent system ensures that users are able to get quotes and estimates for shipping from and to origins and destinations as broad or as specific as they'd like. From as broad as country to country or as specific as an actual destination, in a certain region of a specific state in that country. And every permutation in between.

### REQUESTS FOR SHIPPING QUOTES

Requests for quotes can be posted by users of the calculator, and sent to the relevant Freight Forwarders when they require an accurate shipping quote to ship anything from anywhere to anywhere by various shipping methods.

The CargoKey system also generates an automated Request for Quote to a company who has supplied data and has specified that our system results are an estimate and not a quotation. When Requests for Quotes are posted, the user may require a response within 72 hours.

EXAMPLES OF CALCULATION RESULTS ON CARGOKEY

Example of Airfreight calculations at cargokey.com

Airfreight		EUR 62527.26 - EUR 62527.26	
<b>OnDesign Design and Development CC</b>		<b>EUR 62527.26</b>	Cost Breakdown <input type="button" value="↘"/> Accept Quote <input type="button" value="→"/>
<b>Shipper Information:</b>		<b>Freight Rate(s):</b>	
Headquartered in Cape Town, we provide freight forwarding and logistics services worldwide. Established for over 30 years, we bring an unrivalled reputation for reliability and competence to our industry.		Cost per chargeable weight	EUR 27765.80
			<b>EUR27765.80</b>
		<b>Origin Cost(s):</b>	
		Fuel Surcharge	EUR 13882.90
		Security Charge	EUR 13882.90
		Terminal Charges	EUR 3054.24
		CFS	EUR 1249.46
		Handling Cost	EUR 41.61
		Airwaybill	EUR 4.50
		ADC	EUR 2.25
		Bridge Toll	EUR 5.85
		Pick-up Charges	EUR 2637.75
			<b>EUR34761.46</b>
		<b>Destination Cost(s):</b>	
			EUR 0
		<b>Total: EUR62527.26</b>	

Example of LCL calculations at cargokey.com

Less Than Container Load		EUR 1822.17 - EUR 1822.17	
<b>OnDesign Design and Development CC</b>		<b>EUR 1822.17</b>	Cost Breakdown <input type="button" value="↘"/> Accept Quote <input type="button" value="→"/>
<b>Shipper Information:</b>		<b>Freight Rate(s):</b>	
Headquartered in Cape Town, we provide freight forwarding and logistics services worldwide. Established for over 30 years, we bring an unrivalled reputation for reliability and competence to our industry.		Cost per cubic meter	EUR 1362.60
			<b>EUR1362.60</b>
		<b>Origin Cost(s):</b>	
		BAF Rate	EUR 222.05
		UK Terminal handling charges	EUR 195.90
		Bill of Lading	EUR 16.87
		Port Security Fee	EUR 2.25
		UK Customs	EUR 22.49
			<b>EUR 459.56</b>
		<b>Destination Cost(s):</b>	
			EUR 0
		<b>Total: EUR1822.17</b>	

Example of CargoKey's Instant Freight Calculator as appears on cargokey.com and other business 2 business trading platforms.

INSTANT CARGO CALCULATOR

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**ORIGIN**

United Kingdom   
 England   
 London   
 London

SEARCH ORIGIN CITY  
\* Filtered by selections above.

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**DESTINATION**

South Africa   
 Western Cape   
 Cape Town

SEARCH DESTINATION CITY  
\* Filtered by selections above.

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**WEIGHT**  kgs  
**VOLUME**  cbm  
 OR

**NUMBER OF CONTAINERS**

20ft  
 40ft  40ft High Cube  
 45ft  45ft High Cube

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**Best Prices**

1822.17  
 62527.26



## BECOMING A SHIPPING SERVICE PROVIDER ON CARGOKEY

### REGISTERING ON CARGOKEY

Freight Forwarders, NVOCCs and other Logistics Service Providers can register on CargoKey for FREE. All registrants will be required to go through a verification process with CargoKey before being approved and being permitted to load data on CargoKey. Verification may require proof of affiliation, company documents, and in some cases a refundable deposit.

CargoKey has limited the number of companies that can be approved by country.

### LIMITS

Limits on the number of Freight Forwarders have been imposed to ensure:

- That there are sufficient subscribers in each country
- To ensure that shipping quotes are competitive.

The number of subscribers has been loosely based on each country's Export Volumes.

- That all Freight Forwarders are verified by CargoKey.
- That its Freight Forwarders get sufficient benefit during the launch phase of CargoKey, and are rewarded for having the vision to see what being part of the world's first Global Freight Calculator can do to revolutionizing International Trade.

The table below shows a sample of the number of registrants permitted by country. For a full list of registrants per country please [click here](#).

Rank	Country	Exports (US\$m)	Census Date	Number of Subscribers
2	China (PRC)	1 465 000	2008 est.	100
3	United States	1 377 000	2008 est.	100
6	Italy	566 100	2008 est.	57
7	Netherlands	537 500	2008 est.	54
8	Russia	476 000	2008 est.	48
9	United Kingdom	468 700	2008 est.	47
13	Hong Kong	362 800	2008 est.	36
14	Singapore	349 500	2008 est.	35
18	Taiwan	273 400	2008 est.	27
19	United Arab Emirates	207 700	2008 est.	21
24	Australia	178 900	2008 est.	20
26	India	175 700	2008 est.	20
41	South Africa	59 150	2006 est.	10
47	Philippines	47 200	2006 est.	10
61	Greece	24 420	2006 est.	5
76	Trinidad and Tobago	12 500	2006 est.	2
102	Uruguay	3 993	2006 est.	2



## COSTS OF BEING A CARGOKEY MEMBER

CargoKey offers numerous fee options for Freight Forwarders.  
Our fee structure is summarised below:

Upfront Fees	Fee Type				Amount
Standard Membership					FREE
Silver Membership	Annual				1 000.00
Gold Membership	Annual				2 500.00
Platinum Membership	Annual				5 500.00

Monthly Fees		Standard	Silver	Gold	Platinum
Final Shipping Value Fee	Invoiced Monthly	1.00%	0.75%	0.50%	0.25%

Optional Fees					
Integration - Own Website	Once Off	500.00	500.00	500.00	500.00



## CONTACTS

To discuss the opportunity laid out here, please contact the CargoKey team at:

email: [contact@cargokey.com](mailto:contact@cargokey.com)

or

telephone: +27823316689

We look forward to developing the World's First Global Freight Calculator together with you.