

SHIPPING AND FORWARDING SITE

Enabling users to make educated decisions

Freightbase.com is a leading comparison site for the shipping and forwarding industries. As the site is completely free to the user it already attracts over 1,000 visitors per week from importers, exporters and freight forwarders, looking for prices or service information on service providers. The site has two main functions - a directory and a loading list. The directory allows you to select a carrier based on specific shipping routes or the services they offer. Users can simply browse profiles and select preferred carriers. The main function of the site is to guarantee that the user obtains a competitive quote every time, without the need to phone around for prices.

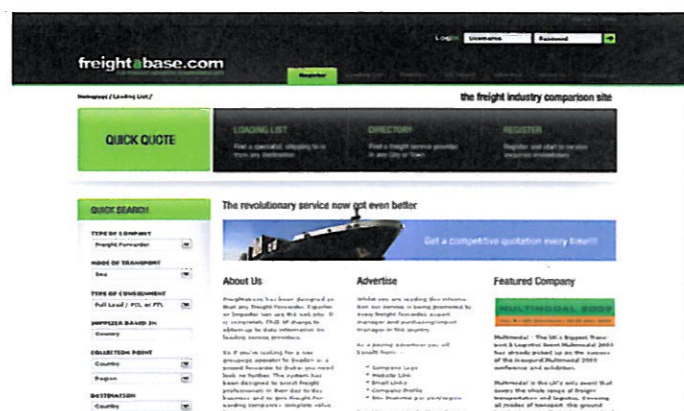
www.freightbase.com has been designed and is headed up by Craig Headford who has over 22 years experience in the shipping industry, having worked for several leading names - DSV, Thompson Jewitt, Ecotrans, Amtrak and Securicor. The site is just about to celebrate its 2nd year anniversary from its launch in May 2007, and is already being supported by amongst others, Zim, Safmarine, Gefco, Maersk, MSC, Schenker, DSV, Arends and Ital Logistics.

The company has just recruited Sean Stinchcome who has over 10 years international media sales experience to head up their international sales effort. Craig says "We have already established the site in the UK and it is working very well, giving all of our advertisers a very healthy return on investment. Early next year we plan to focus on Europe and have very aggressive growth plans for the site. It would then make sense to target the United States shortly after that, as 50% of our international hits are already coming from there. With our Global Loading List being launched at the NEC in April, it's a very exciting time for my team and the long term potential of our product is unbelievable."

Every carrier that promotes themselves on the system has a profile which includes their full address, key personnel or departments, a brief description of their company and their USP, plus a web site link to their own web site. This allows the user to make an educated decision about who they wish to select for a quotation or an enquiry.

The main users of the site are freight forwarders, exporters and importers and the site attracts over 1000 supplier searches per week in the UK alone. Globally, it has just topped 5000.

The around the clock customer services team is headed up by Jeremy Neale who has over 15 years experience in a multimodal environment. Jeremy has worked for several leading



forwarders including DSV, Anglia Forwarding and Delemode. The team's responsibility is to ensure that all quotations are filtered correctly and that specialist carriers for every type of consignment are selected. Although the site is backed up and run by forwarding professionals, the service is completely free to the user.

Every year, the Freightbase development team run a survey and talk to users of the service as well as their clients, to try and ensure mutually beneficial site improvements. This year's site upgrades and new features will be launched at the Multimodal Exhibition. Freightbase are exhibiting at stand 440 this year, where they will be launching;

- The new features to the website making it even quicker and easier to find suitable carriers in seconds.
- Global Loading List - Allowing site global users to run supplier searches for carriers to or from any part of the world - perfect for cross trade shippers and overseas users.
- Key Word Search - Allowing users to be very specific about selected carriers.
- Improved Quick Search Facility - Ensuring that enquiries are only sent to relevant service providers.

Other innovations are forthcoming and Freightbase's ultimate goal is to guarantee that every user and every advertiser get exactly what they require from the site every time, creating a one stop shop for the shipping and forwarding industry, putting exporters and importers in touch with each other in seconds. Contact The Customer Services Team:-
Tel: 0845 500 4848 Fax 0845 500 4949
Email: info@freightbase.com or www.freightbase.com ■

freightbase.com

THE FREIGHT INDUSTRY COMPARISON SITE

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THE REVOLUTIONARY SERVICE HAS JUST GOT EVEN BETTER...

New Web Site

Even quicker and easier to use allowing users to find suitable carriers in seconds.

Global Loading List

Allowing Global users to run supplier searches for carriers to/from any part of the world. Perfect for Cross Trade Shippers and Overseas users.

Key Word Search

Allowing users to use specific criteria to select the most relevant carriers.

... and it's FREE

Remember our service is completely free to the user, so why not let one of our customer services team do the leg work for you?

Browse and select new potential suppliers at your leisure using our new and improved quick search facility.

www.freightbase.com

