

# Changing an Industry

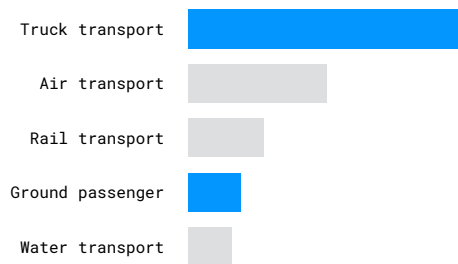
January 22 2018



# The U.S. economy runs on trucks

## Market Opportunity

CONTRIBUTION TO U.S. GDP [2015]



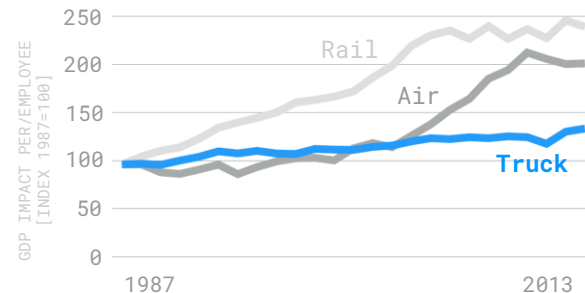
4-5x larger than passenger transport in the U.S.

TRUCKING REVENUE [2015]

**\$730B**  
Revenue

- 70% of all Freight
- 250 lbs of Freight / person / day

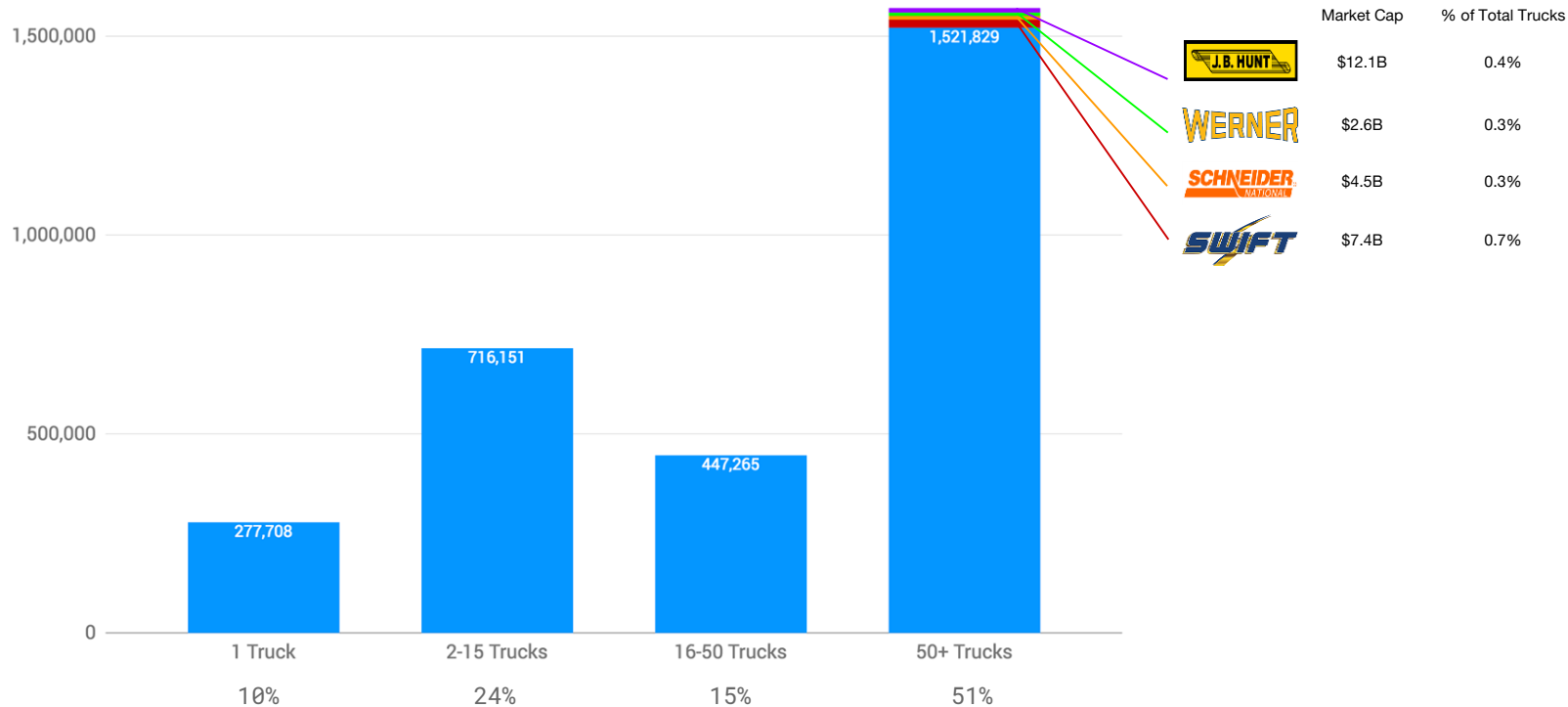
EFFICIENCY INCREASE PER EMPLOYEE [2013]



Efficiency has stagnated relative to other transport industries in the U.S.

# Very fragmented market with top 4 asset-based carriers owning less than 2% of total trucks

## Carrier Overview

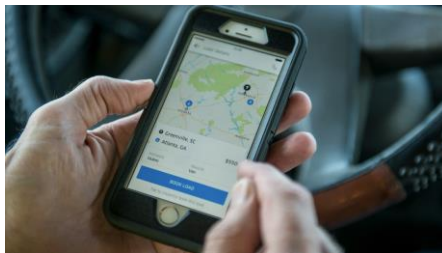


# We are at an inflection point for carriers with technology and brokerage adoption

## Carrier Overview



Cost pressure and increased complexity drives need for scaled tech partner



Mobile, IOT, connectivity enables full end-to-end visibility

- 95% smartphone penetration with truck drivers; little app usage
- 1M+ connected trucks, 100% of new trucks, 5-year replacement cycle



ELD Mandate will put additional pressure on drivers to minimize downtime

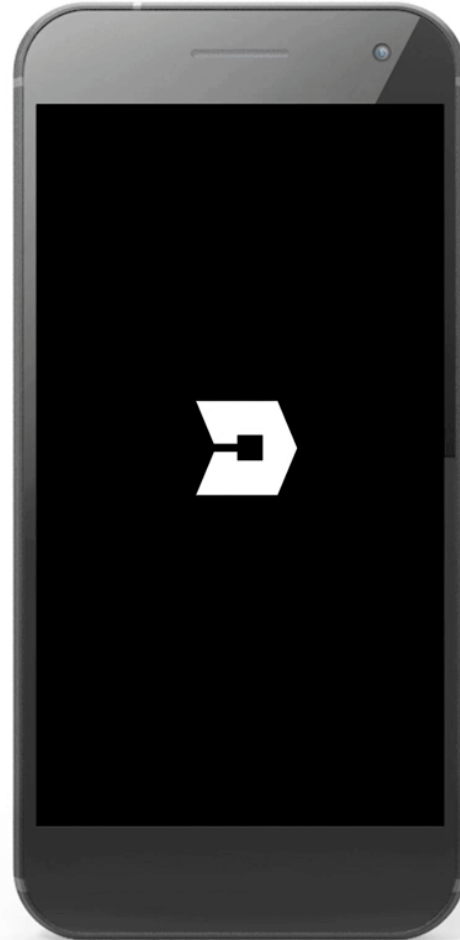
- All carriers required to be compliant by Dec 2017

**What we built:**

The best experience  
for drivers and  
carriers

-which leads to-

Driver engagement  
resulting in better  
and more capacity  
options for shippers





It's working

**An efficient market:** Hurricane Harvey created a set of circumstances that gave us a view of the future

In **1** day, **1** rep covered **137** loads

With **63%** app coverage, delivering **5** million water bottles