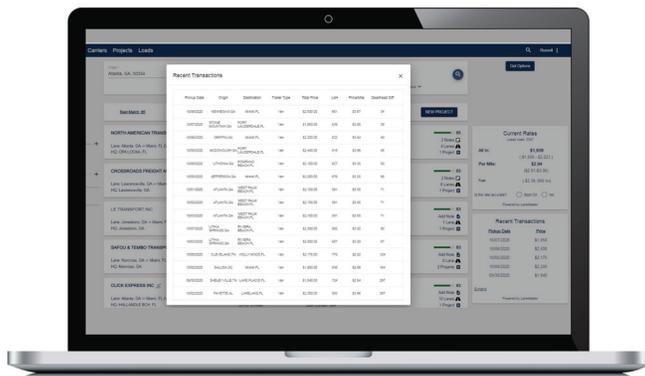
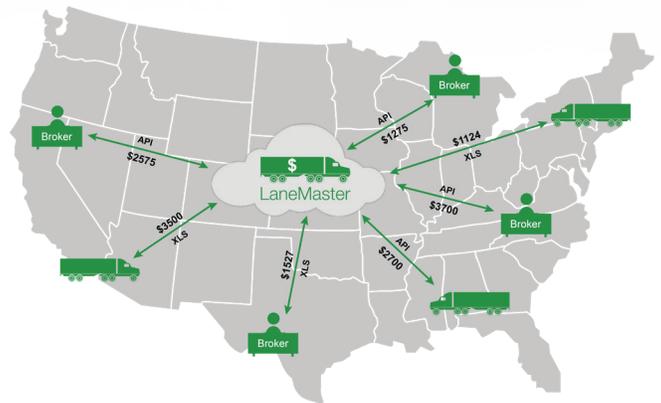


Missing the Pricing Target?



LaneMaster's Real-Time Crowdsourcing Model Benefits Users

Those with the accurate, relevant and timely rate data win the freight market and grow their business. The LaneMaster® consortium, hosted by Cargo Chief, leverages an innovative model that gathers anonymized load transaction details from savvy brokers, carriers, shippers and transaction processors, who receive and provide via LaneMaster thousands of daily transactions at the moment loads are booked. This critical information helps industry professionals with realistic pricing targets for rate discussions, and levels the playing field for all firms.



Pricing Information that gives you an advantage

- Instantly reflects current market rates, any lane
- See what others are paying right now for that lane
- Members share anonymized (no customer/carrier details) rates
- Leverages modern APIs, not 15-20 year outdated technology
- Not influenced by teaser rates on load boards
- Advanced algorithm; years of team effort PhD-level Data Scientists



“I’ve used the other rating tools out there, but C4 has met market accuracy, time and time again, winning us more opportunities” said Patrick Carroll, Director of Operations & Pricing for RoadOne LogisticSolutions. He continued, “Seeing transactions as they’re being booked helps us from being upside down on a load by knowing actual costs instead of guessing.”

Patrick Carroll
RoadOne Logistics

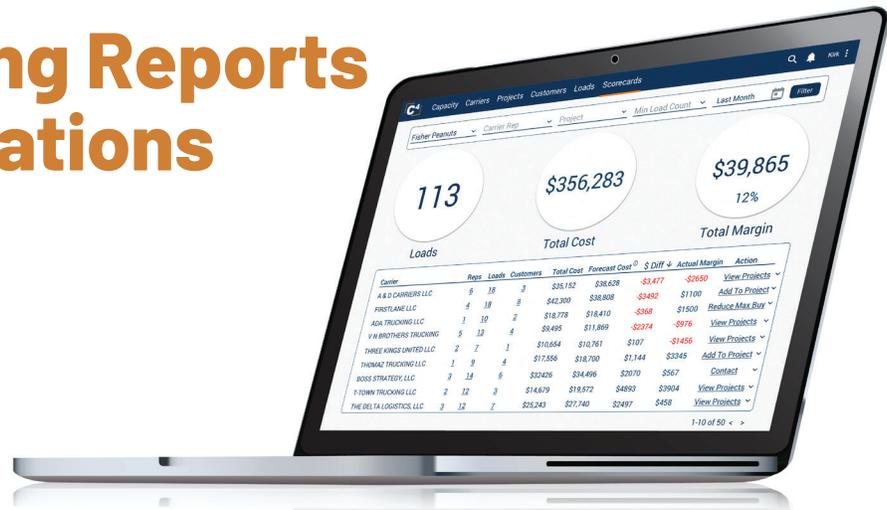


Game Changing Reports Improve Operations

Measure to Market:

- Carrier Reps
- Lanes
- Account Executives
- Carriers
- Customers

QUICKLY DISCOVER OPPORTUNITIES FOR IMPROVEMENT*



*Clients that want detailed reporting must share the details to be measured to enable scoring to market, all in a secure cloud environment.

EXTRA MARGIN

All of this for \$100 a Month, Typical ROI:

- CR books 8 Loads / day
- 160 loads / month
- At \$1300/ each =
- \$208K/month *
- 0.5% Margin improvement =
- Benefit of \$1,040
- or ROI 10X+

\$100/mo.

Everyone Benefits When we Work Together

LaneMaster has an exclusive algorithm developed by experienced PhD data scientists. When full truckloads are booked by LaneMaster members, those loads are shared anonymously (no carrier or customer details) via API integration of the TMS system or CSV upload. The user inputs an origin, destination, truck type and pick update, and then the advanced algorithm considers recent data, and over 20 other factors and thousands of relevant data points to generate an current rate for the requested lane. Secure rate data is siloed and securely maintained employing best practices.

- Modern APIs for real-time connectivity with TMS providers
- Rates from actual freight transactions, not posted rates in load boards
- A sophisticated data cleansing process that ensures quality and consistency



“As a daily export contributor of more than 1,000 loads per week, and as a user of the LaneMaster product, I know first hand that this is the most accurate and up to date rate engine on the market. We are integrating the API into Surge’s real-time rate engine and our Pricing department is using this information to provide customers and carriers with the most accurate rates available. I expect that this will not only increase our market share by fostering more collaborative partnerships, but also increase our EBITDA by 25%.”

Omar Singh
Surge Transportation, CEO

