

tangible: *making brands real to
help businesses grow.*



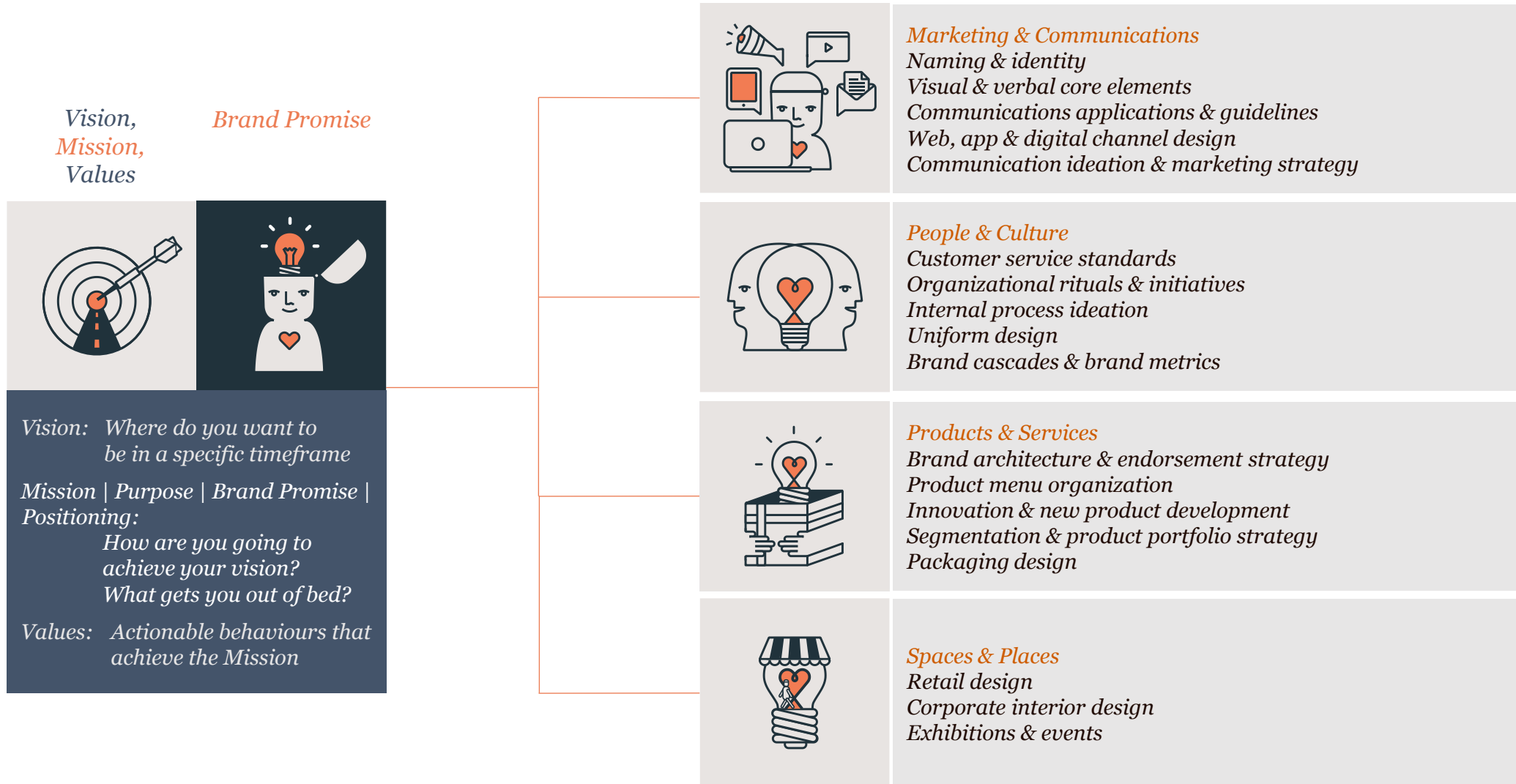
tangible works with business leaders to create & leverage brands as strategic management tools that drive innovation & change

cogoport[®]
Global Trade Platform™

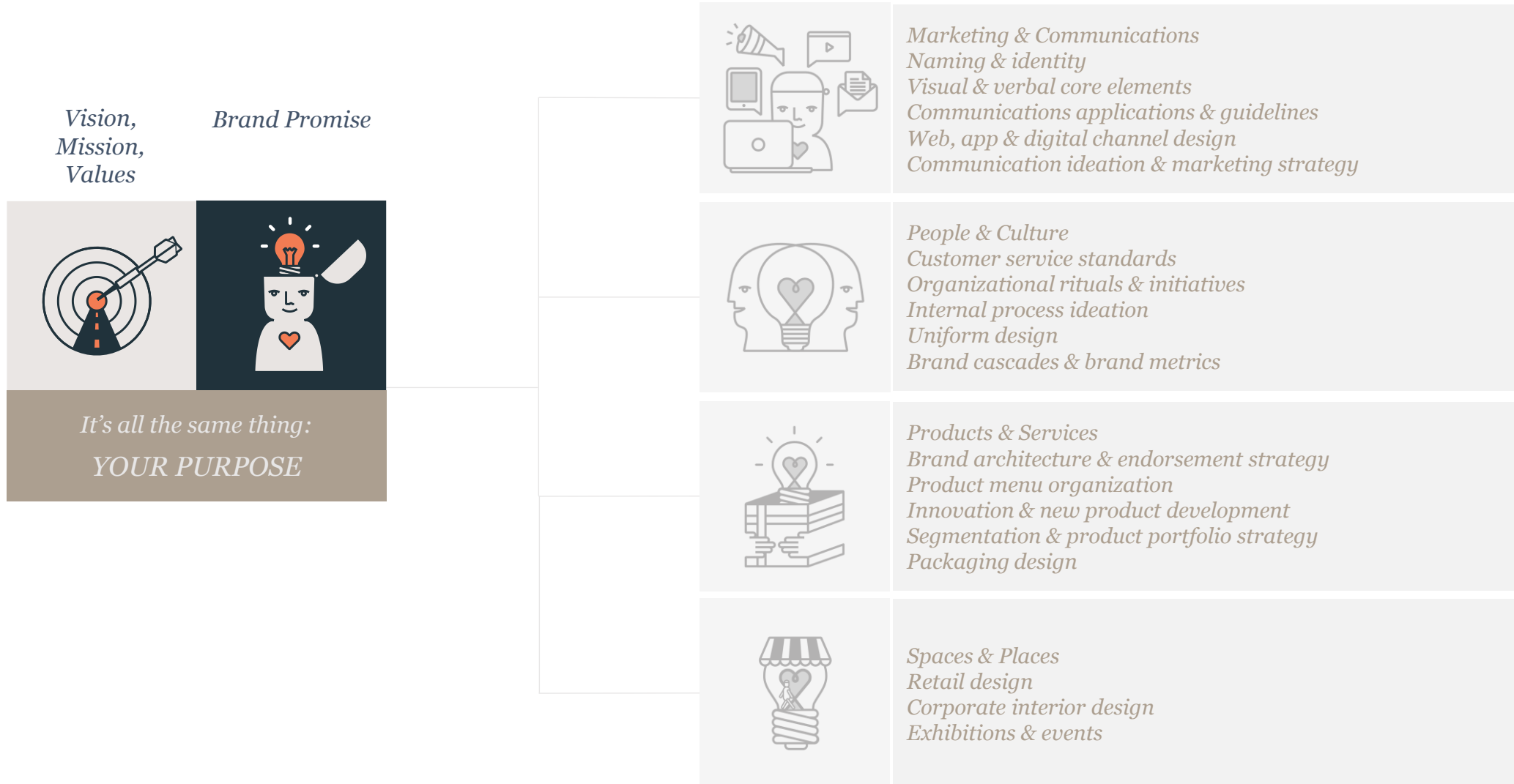
Cogoport: Brand Launch

*Tangible works with business
leaders to create & leverage
brands as strategic
management tools by utilizing
insights & data to drive
innovation & change.*

Your brand is more than just a great communication tool, it's also a powerful management tool

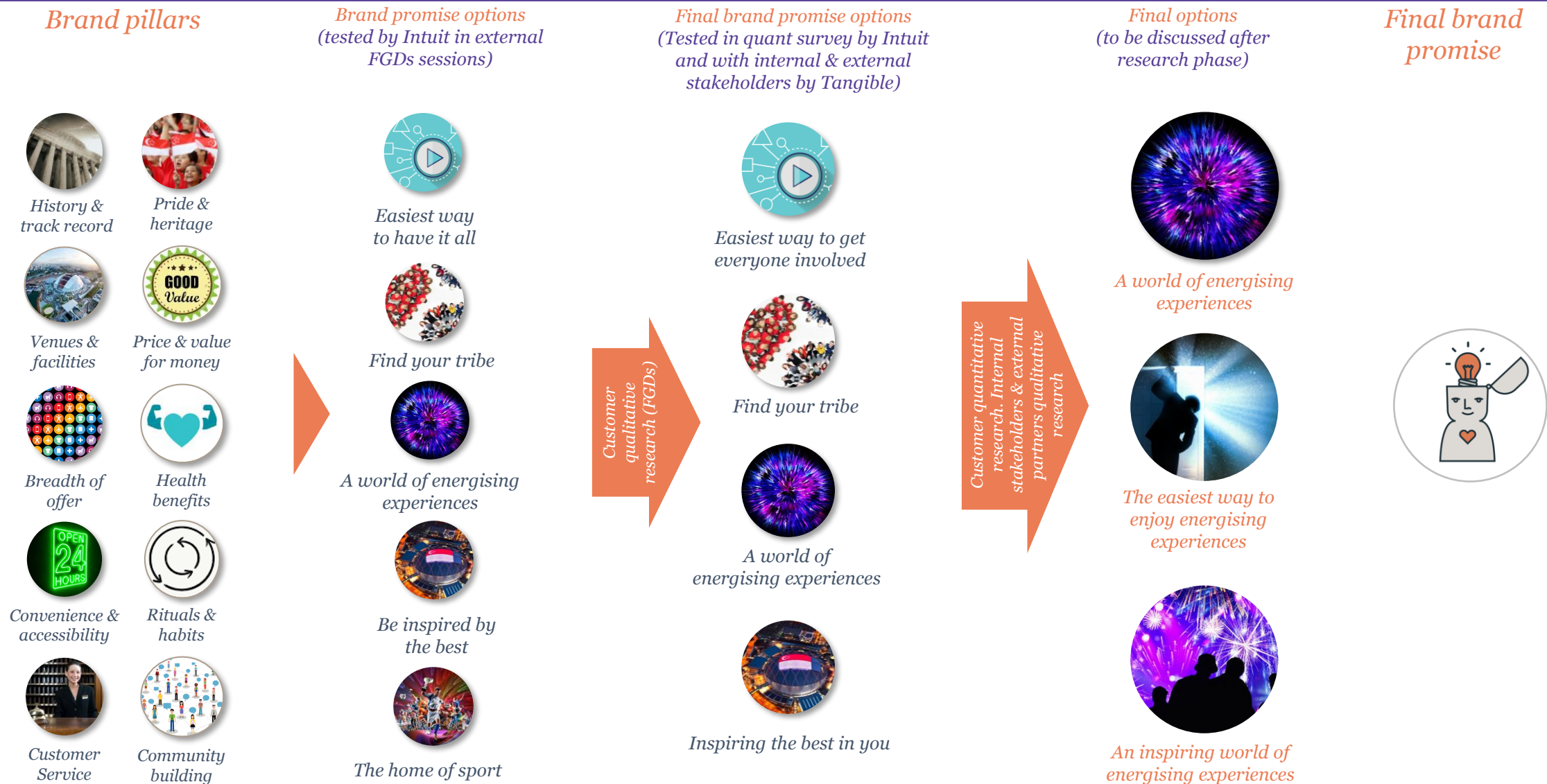


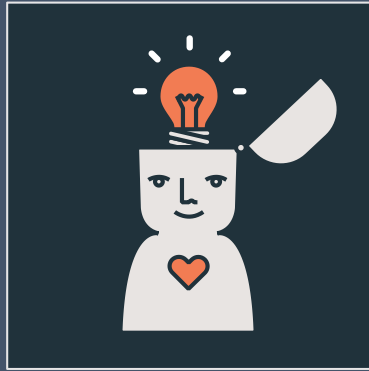
Our capabilities & your project



Phases 1 & 2: Our approach to developing the brand promise

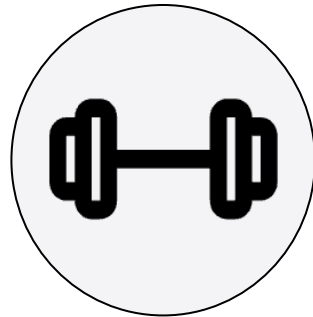
An iterative process to arrive at SSH's final brand promise





Strengths & Areas for Improvement

Cogoport's Strengths and Areas for Improvement - Summary



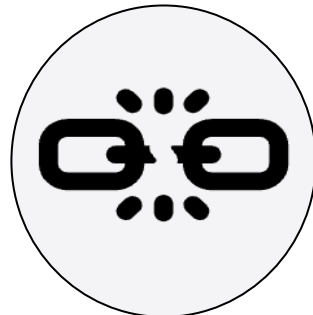
Strengths

Internal

- ☐ *Innovation & Technology*
- ☐ *Financial Standing*
- ☐ *Customer Focus*

External

- ☐ *Customer Focus*
- ☐ *Quality & Reliability*
- ☐ *Value & Price Image*
- ☐ *Convenience*
- ☐ *Network & Connection*



Areas for Improvement

- ☐ *Value & Price Image*
- ☐ *Quality & Reliability*
- ☐ *Geographic Reach*

- ☐ *Knowledge & Expertise*
- ☐ *Innovation & Technology*
- ☐ *Geographic Reach*
- ☐ *Breadth & Depth of Offer*
- ☐ *Customer Focus*
- ☐ *Convenience*
- ☐ *Quality & Reliability*
- ☐ *Value & Price Image*



Brand Pillars

Brand Pillars relevant for your industry



Innovation & Technology
Approach towards developing, adopting & integrating software or processes to deliver better solutions



Financial standing
Strong financial backing that gives investors or stakeholders confidence in our capabilities



Networks & Connections
The network we've built in the industry and our ability to bring in and align stakeholders & partners



Knowledge & Expertise
Capabilities, experience, & know-how that we have developed through talent, training, research etc.



Geographic reach
The ambition and extent of our geographic penetration locally, regionally & globally



Breadth & depth of offer
Range or comprehensive products & services that address different stakeholders & their needs



Integrating value chain
Integrating processes & systems across the value chain to increase production efficiency & value



Customer focus
A philosophy that puts customers first and drives the way we design the products/ services we offer



Convenience
Ease of sourcing for and using our products, e.g., accessibility, method of preparing or using our products



Quality & Reliability
Focus on quality & reliability of delivery; supply chain efficiency, on time on budget, gives assurance to stakeholders

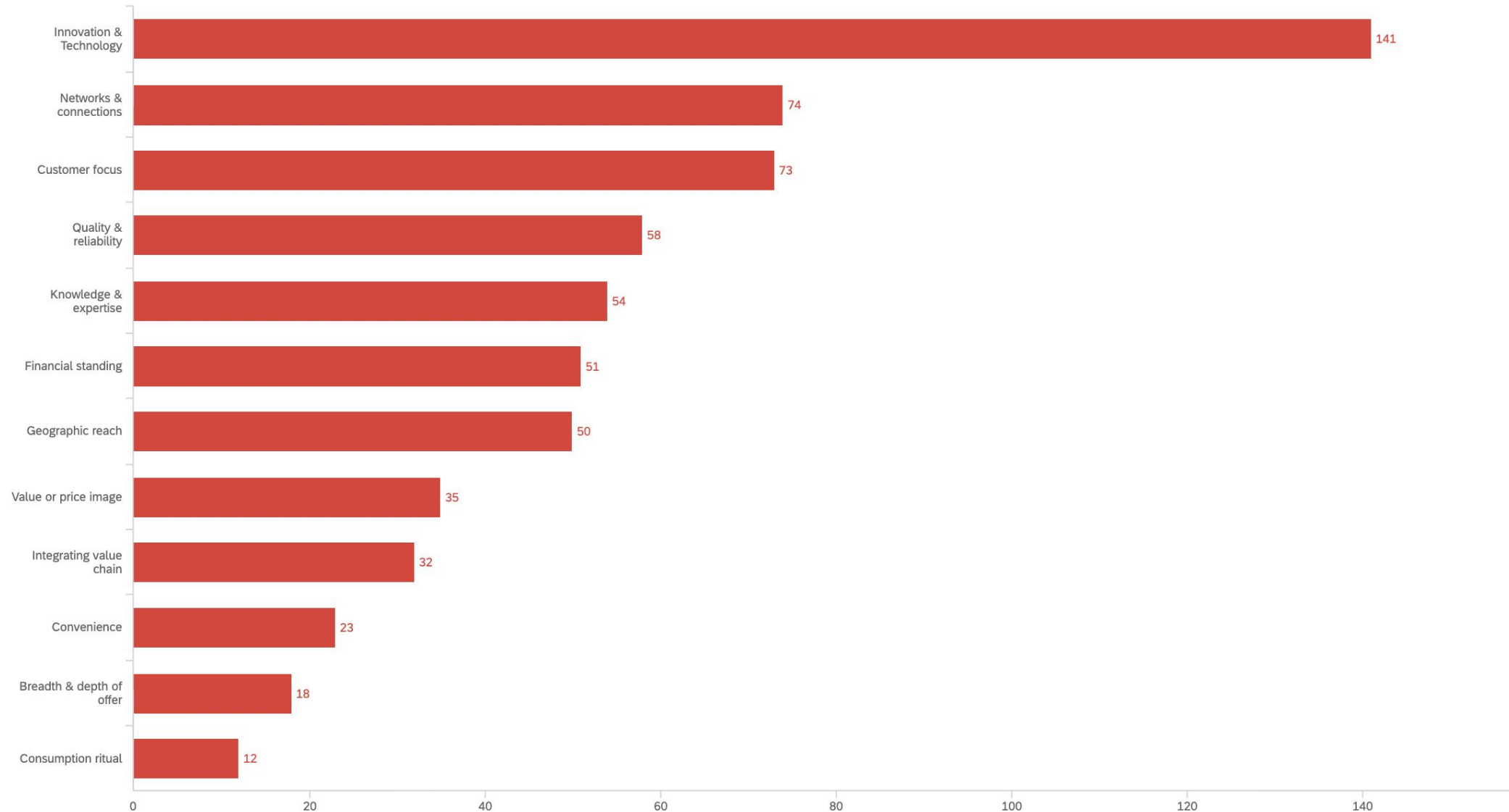


Value or Price Image
How price competitive we are or how much value we deliver to customers in our price range



Consumption ritual
The ability to create repeat ordering and become part of a business customers process workflow

Which 3 preference drivers do you believe are the most compelling for Cogoport in the future?



Summary of Preference Drivers

Internal



Innovation & Technology



Financial standing



Networks & Connections



Knowledge & Expertise



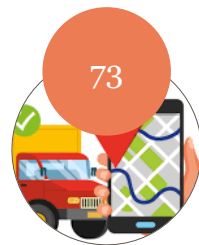
Geographic reach



Breadth & depth of offer



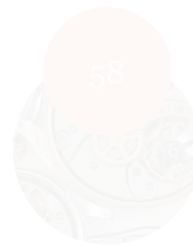
Integrating value chain



Customer focus



Convenience



Quality & Reliability



Value or Price Image



Consumption ritual

External



Innovation & Technology



Financial standing



Networks & Connections



Knowledge & Expertise



Geographic reach



Breadth & depth of offer



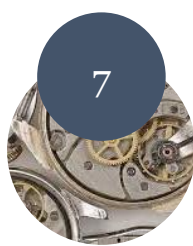
Integrating value chain



Customer focus



Convenience



Quality & Reliability



Value or Price Image



Consumption ritual

Summary of Preference Drivers

Internal



Innovation & Technology



Financial standing



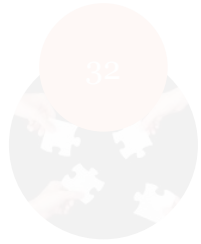
Networks & Connections



Knowledge & Experience

Internal preference drivers in the future versus strengths today

- **Innovation & Technology** strength today and important in the future.
- **Network & Connections** more valued in the future.
- **Financial Standing** strength today less important in the future.



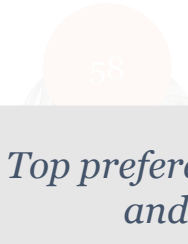
Integrating value chain



Customer focus

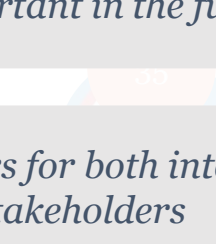


Convenience



Quality & Reliability

Top preference drivers for both internal and external stakeholders



Value or Price Image

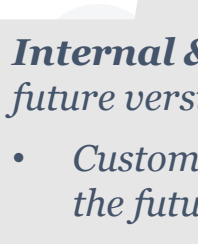


Consumption ritual

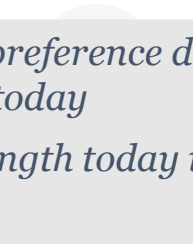
External



Innovation & Technology



Financial standing



Networks & Connections



Knowledge & Experience

Internal & External preference drivers in the future versus strengths today

- **Customer Focus** strength today important in the future

External preference drivers in the future versus strengths today

- **Innovation & Technology** not a strength today but important in the future.
- **Quality & Reliability** is a strength today and important in the future.



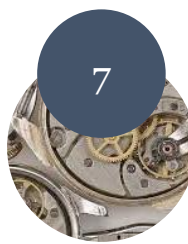
Integrating value chain



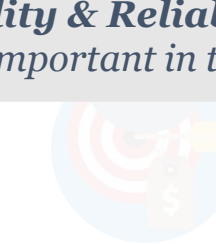
Customer focus



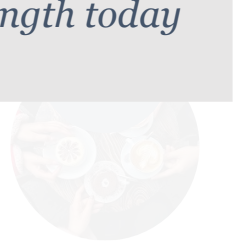
Convenience



Quality & Reliability



Value or Price Image



Consumption ritual



Brand Positioning

Brand positioning options for Cogoport

1



*Simplifying the complex
to increase efficiency*



Convenience



*Breadth & depth of
offer*



*Value or
Price Image*

2



*Providing technology & expertise
to maximise opportunities*



*Knowledge &
Expertise*



Financial standing



*Networks &
Connections*

3



*We're obsessed with fulfilling
your supply & delivery needs*



Consumption ritual



Convenience



*Knowledge &
Expertise*



*Breadth & depth of
offer*

4



*Building global communities
to help businesses thrive*



*Integrating value
chain*



Geographic reach



*Knowledge &
Expertise*



*Networks &
Connections*

*Foundational
Pillars:*



*Innovation &
Technology*



Customer focus



Quality & Reliability

Brand positioning options for Cogoport

1



*Simplifying the complex
to increase efficiency*

2



*Providing technology & expertise
to maximise opportunities*

3



*We're obsessed with fulfilling
your supply & delivery needs*

4



*Building global communities
to help businesses thrive*

Brand promise option #1

Simplifying the complex to increase efficiency

What we believe in:

- Our easily accessible online platform allows you to plan, book and execute your logistics needs anytime
- Well-developed platform designed with intuitive details to support customers' requirements and engagement
- Service and capabilities offered to take care of logistics transport from end to end
- Efficient procurement and availability of choices work to reduce effective costs for customers

Reasons to believe:

- We believe in making complicated processes simple for you, so that you can manage everything at the tip of your finger

Consumer benefit:

We make it so easy, why would you go anywhere else?

Icons: Knowledge & Expertise, People & Culture, Products & Services, Marketing & Comm.

Brand promise option #2

Providing technology & expertise to maximise opportunities

What we believe in:

- Right mix of problem-solving expertise and technology enablement provide customers with supply chain solutions that have value-add
- Our team consists of people with a wide breadth and depth of industry knowledge and expertise, guiding you toward what you actually need
- Our strong financial support from investors provide customers with confidence in company stability
- We deploy existing value networks, allowing us to grow on the back of years of relationships

Reasons to believe:

- We believe in harnessing technology and our expertise to unlock opportunities

Consumer benefit:

By integrating technology and expertise, you get better results.

Icons: Knowledge & Expertise, People & Culture, Products & Services, Marketing & Comm.

Brand promise option #3

We're obsessed with fulfilling your supply and delivery needs

What we believe in:

- We are customer-obsessed in the way we work, continually making your customer experience better
- Multiple insights provided from our support and operations teams to actively support customers with any concerns
- We pursue depth of problem-solving - guiding and advising our customers on what exactly they need as solutions
- Our platform's ease of adoption has garnered a 40% retention rate of regular customers
- We offer services that support your logistics, documentation and trade finance options

Reasons to believe:

- You can be assured that you're in good hands - our technology is always with you, ready to help.

Consumer benefit:

By integrating technology and expertise, you get better results.

Icons: Knowledge & Expertise, People & Culture, Products & Services, Marketing & Comm.

Brand promise option #4

Building global communities to help businesses thrive

What we believe in:

- We believe that we can be stronger together by unlocking trade and potential
- We help you enter international trade opportunities, with the right support, technology and services
- We have a team with international capabilities and understanding of business landscapes all over the world
- Your competitive advantage is enhanced by our platform for global shipping and logistics, documentation, and trade finance options
- We have a major share and position in key trade routes such as China and India, or India and USA

Reasons to believe:

- It's time for a global trade revolution.

Consumer benefit:

By integrating technology and expertise, you get better results.

Icons: Knowledge & Expertise, People & Culture, Products & Services, Marketing & Comm.

Simplifying the complex to increase efficiency

Implications

Marketing & Comm: The beautiful infographic/chart/graphs to discuss complex information

People & Culture: Start an internal initiative with your employees to come up with better ways to get work done faster

Products & Services: Create an easy all-in-one app for customers to book, track, and trace easily

Spaces & Places: Make space in the office a balance of concentration and collaboration for better efficiency - (e.g. multi-functional, hot-desking, acoustic pods, inspirational spaces, meeting rooms)

Providing technology & expertise to maximise opportunities

Implications

Marketing & Comm: Get experts take over your social channels to talk about trending topics in logistics

People & Culture: Allow staff to rotate finding and time for passion projects related to work

Products & Services: Tie-up with universities/collages - come up with big ideas for them to solve and the winner's solution would be implemented as a product or service

Spaces & Places: Design an incubator space for employees to try out new tech that they could implement internally

We're obsessed with fulfilling your supply and delivery needs

Implications

Marketing & Comm: Start a video/pod series - interview your staff, so they share their stories of observing your customers and their work experiences with Cogoport

People & Culture: Start a working system with staff, for most completed, awarded and reward them using virtual transparent earning methods (earn based, employee of the month etc.)

Products & Services: Ensure you have multiple customer service channels, open 24/7 (e.g. chatbots)

Spaces & Places: A screen at reception that shows the latest company stats and numbers of satisfied customers

Building global communities to help businesses thrive

Implications

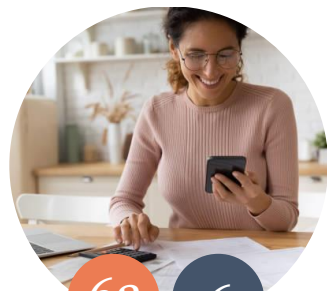
Marketing & Comm: Ad campaigns that are targeting local SMEs and businesses

People & Culture: Have yearly company retreats for staff to connect and reward

Products & Services: Hold useful webinars for customers and clients every month

Spaces & Places: Ensure you have a space big enough for all staff to assemble for company-wide meetings (multi-functional office space or less inspirational space)

Brand Promise Options Summary



63

6

*Simplifying the complex
to increase efficiency*



48

8

*Providing technology & expertise
to maximise opportunities*



41

2

*We're obsessed with fulfilling
your supply & delivery needs*



21

1

*Building global communities
to help businesses thrive*



Convenience

*Top choices by both internal and
external stakeholders*



Knowledge & Expertise



Breadth & depth of offer



Financial standing



Value or Price Image



Networks & Connections



Convenience

Lukewarm/neutral response



Knowledge & Expertise



Breadth & depth of offer



Geographic reach



Knowledge & Expertise



Networks & Connections

*Foundational
Pillars:*



*Innovation &
Technology*



Customer focus



Quality & Reliability

Brand Promise Options Summary

Internal

External

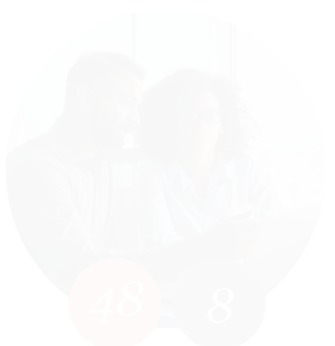


Simplifying the complex to increase efficiency

 *Convenience*

 *Breadth & depth of offer*

 *Value or Price Image*



Providing technology & expertise to maximise opportunities

 *Knowledge & Expertise*

 *Financial standing*

 *Networks & Connections*



We're obsessed with fulfilling...

Suggest option 4 is part of the sectors context:

'Trade Knowledge & Execution Gap'



Building global communities to help businesses thrive

 *Integrating value chain*

 *Geographic reach*

 *Knowledge & Expertise*

 *Networks & Connections*

Foundational Pillars:



Innovation & Technology



Customer focus



Quality & Reliability

Brand Promise Options Summary



63

6

*Simplifying the complex
to increase efficiency*



Convenience



*Breadth & depth of
offer*



*Value or
Price Image*



48

8

*Providing technology & expertise
to maximise opportunities*



*Knowledge &
Expertise*



Financial standing



*Networks &
Connections*



41

2

Not discussed with C&G

*Tangible suggests combining
both top choices*

*Lead with 'Technology,
Expertise', and 'Customer
Focus' as they are most
preferred by MSMEs– who
are the main target audiences
of Cogoport's business*



21

1

*Building global communities
to help businesses thrive*



*Integrating value
chain*



Geographic reach



*Knowledge &
Expertise*



*Networks &
Connections*

*Foundational
Pillars:*



*Innovation &
Technology*



Customer focus



Quality & Reliability

Brand Promise Option Recommendation



We're the leaders in trade-tech delivering better customer outcomes.

Value 1: Applied innovation to make trade easy



Innovation & Technology



Convenience



Value or Price Image

Value 2: Expertise & adaptability to grow relationships



Knowledge & Expertise



Customer focus

Value 3: Seamless networks to deliver reliably



Quality & Reliability



Networks & Connections

Message values to different target audiences: Investors, MNCs, MSMEs, Partners & Staff

Brand Promise Option Recommendation



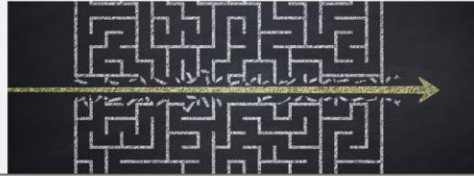
- 1. We're expert leaders in trade-tech, delivering better customer outcomes*
- 2. We're leading a new age of technology-driven logistics, powered by our global trade platformTM, delivering better outcomes*
- 3. Delivering better outcomes through adaptable technology-driven logistics and expertise*

Brand write-ups tested

Brand promise option #1



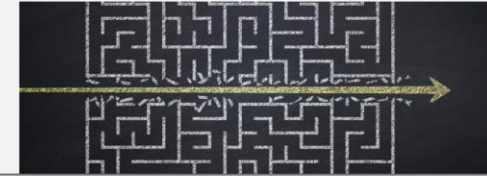
We're the leaders in trade-tech
delivering better customer
outcomes.



Brand promise option #2



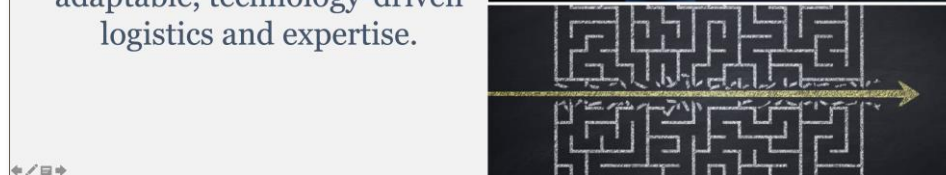
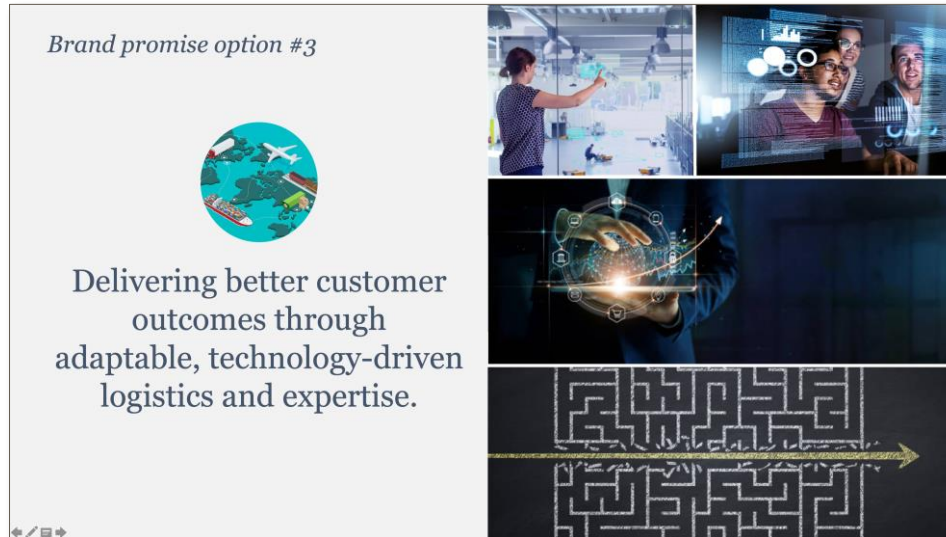
We're leading a new age of
technology-driven logistics
powered by our global trade
platform delivering better
customer outcomes.



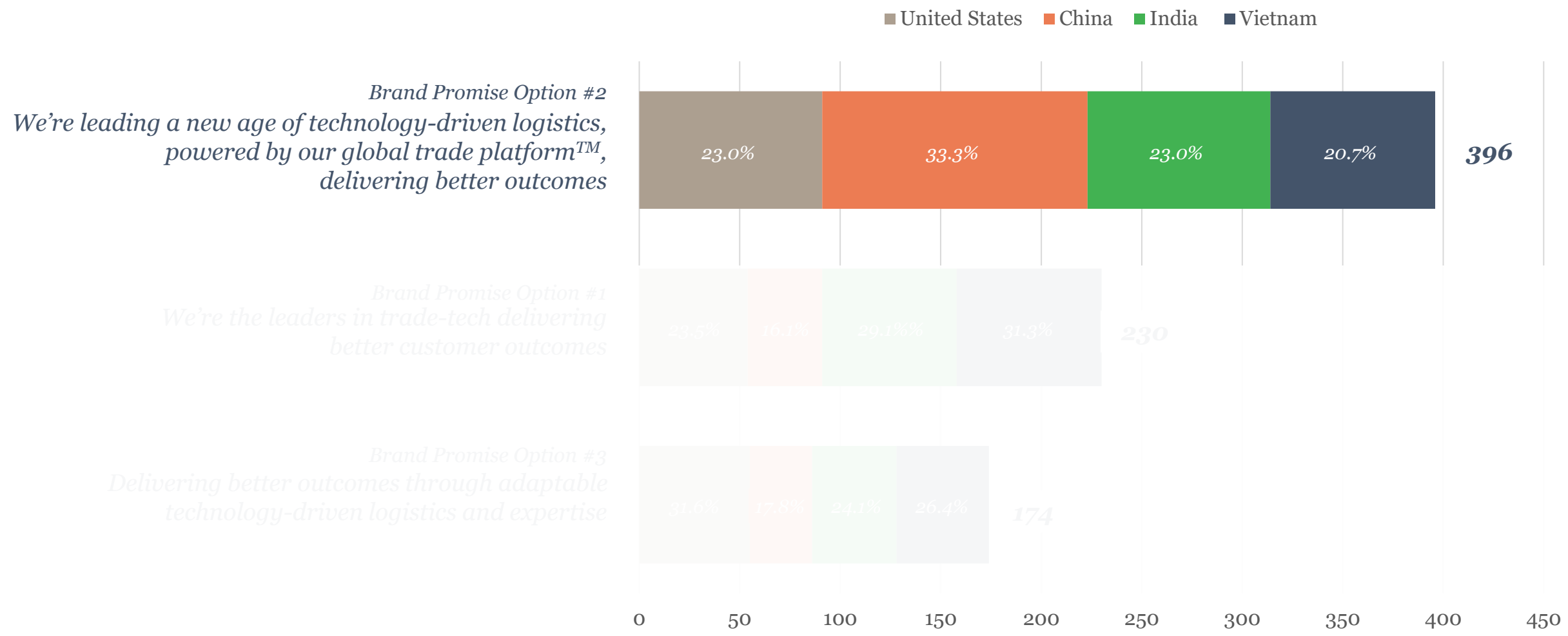
Brand promise option #3



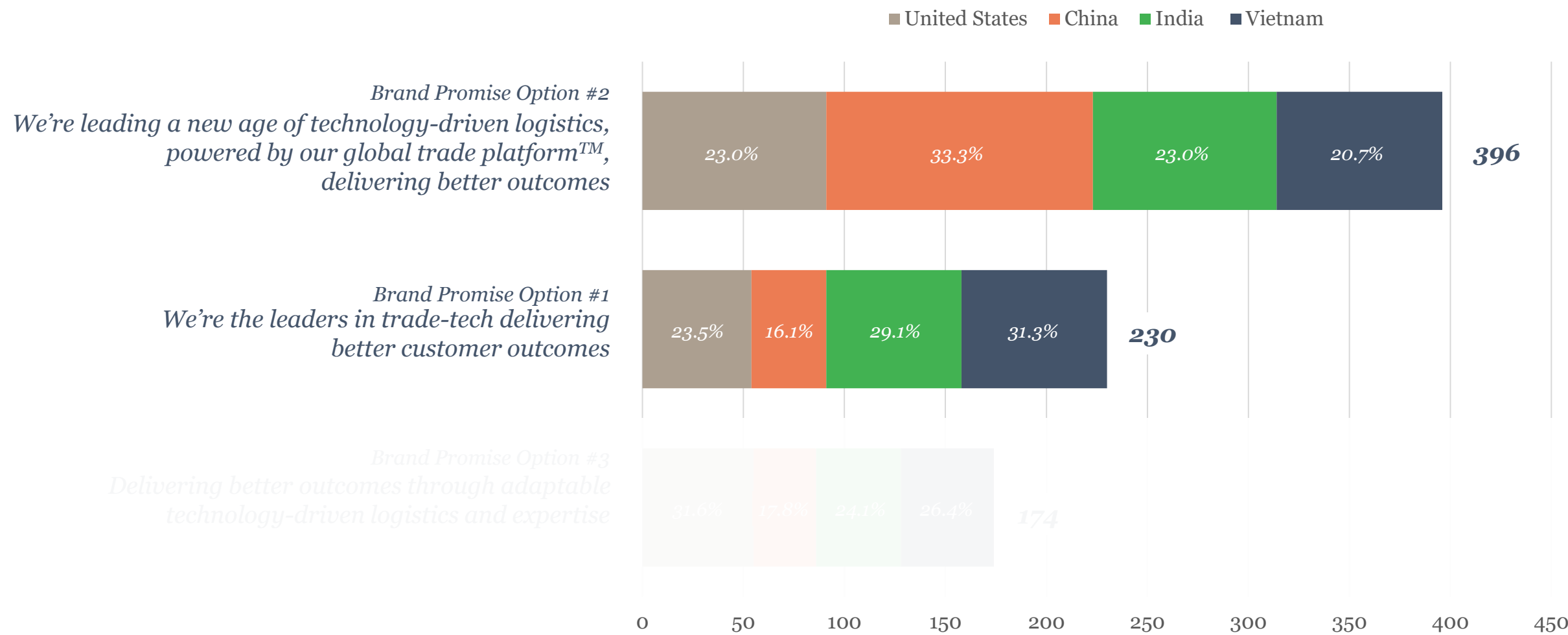
Delivering better customer
outcomes through
adaptable, technology-driven
logistics and expertise.



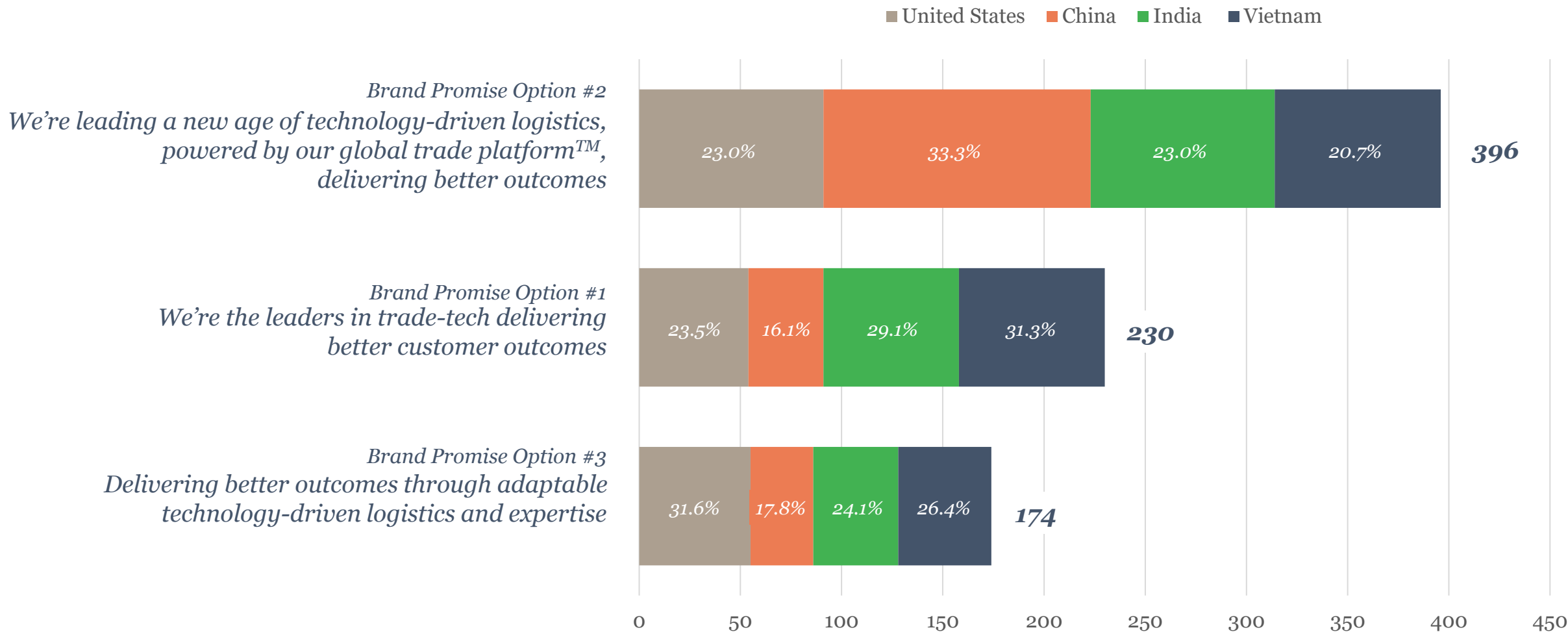
Brand write-ups survey results



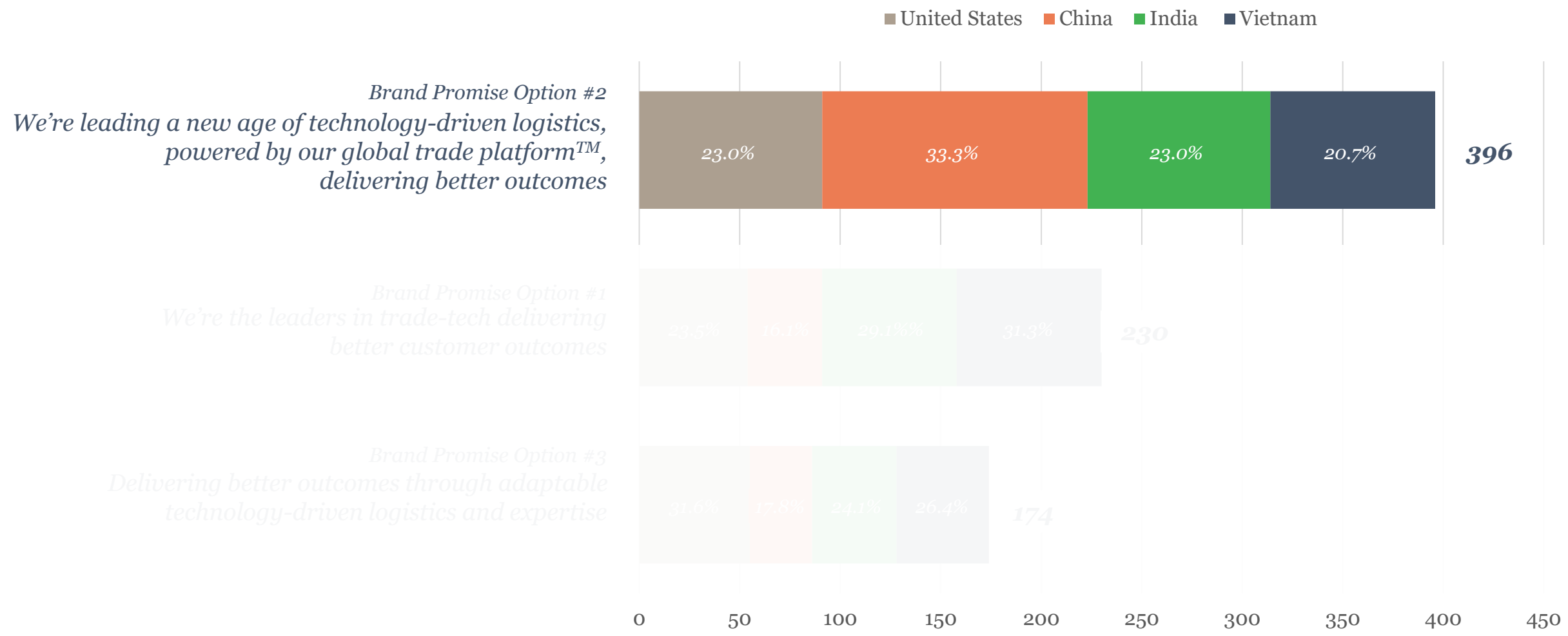
Brand write-ups survey results



Brand write-ups survey results



Brand write-ups survey results



Final Cogoport's Brand Promises

BRAND PROMISE (WHAT WE OFFER)



We're leading a new age of technology-driven trade, powered by our **Global Trade Platform™**, delivering better customer outcomes.

At Cogoport, we believe in simplifying the complex to increase efficiency and maximise trade opportunities.

With the right mix of problem-solving expertise and technology enablement (Global Trade Platform), we continually generate innovative solutions to make trade logistics easy. Our team possesses years of industry knowledge and expertise, and we are committed to adapting to your needs as relationships are our priority. By creating extensive value networks, you can rely on us to deliver a seamless trading experience.

By integrating technology and expertise, we made trade easier.

VALUES (ATTRIBUTES THAT GUIDE HOW WE BEHAVE)

1 Applied innovation to make trade easy

We believe in the power of innovative thinking. By exploring boundaries and challenging norms, we make trade easy for our customers and partners.



Innovation & Technology



Convenience



Value or Price Image

2 The expertise and adaptability to grow relationships

We believe in growing and adding real value to relationships. By leveraging our years of knowledge and expertise, we are able to help you grow.



Knowledge & Expertise



Customer focus

3 Seamless networks to deliver reliably

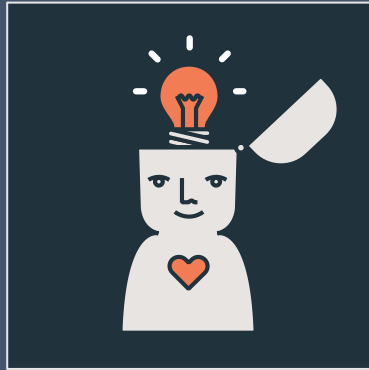
We coordinate all our services to deliver effectively, safely and reliably. Through our extensive networks and connections, you can be assured of a seamless trading experience.



Quality & Reliability

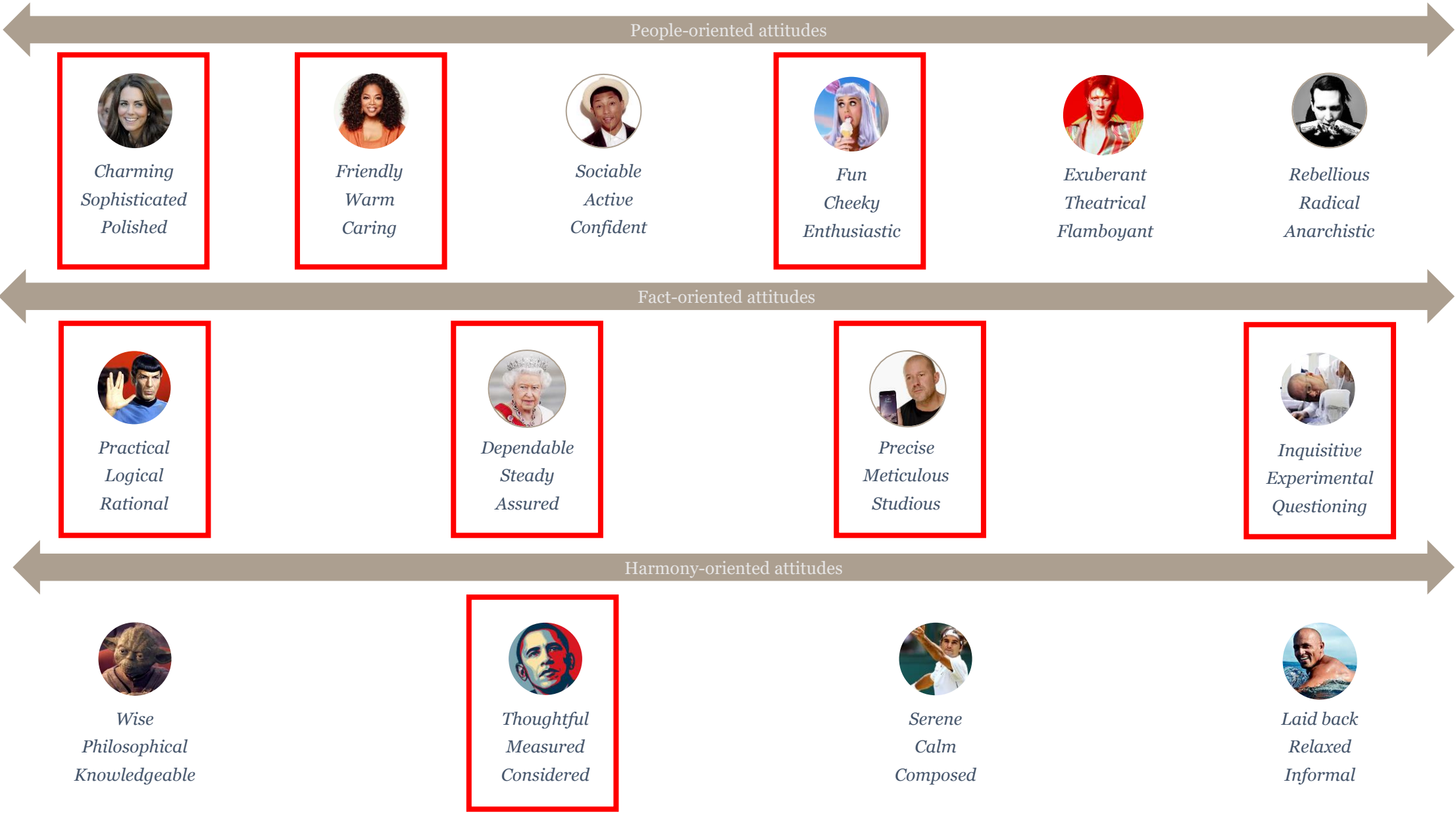


Networks & Connections



Feedback on Brand Personality

Tangible's Brand Personality Framework



Brand Personality Vote Summary

Internal

External



Dependable, Steady, Assured

37

2



Practical, Logical, Rational

28

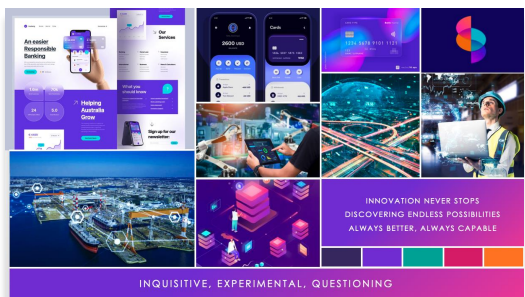
3



Friendly, Warm, Caring

25

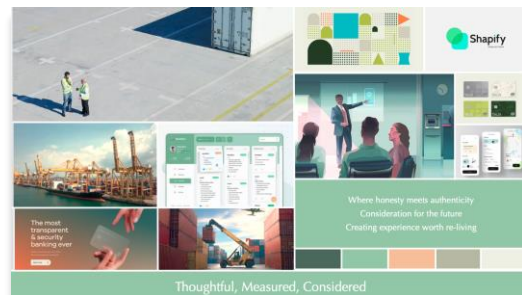
5



Inquisitive, Experimental, Questioning

25

4



Thoughtful, Measured, Considered

20

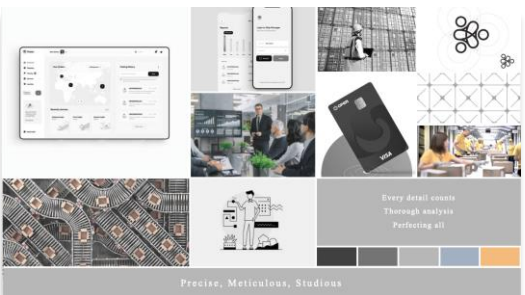
2



Charming, Sophisticated, Polished

14

0



Precise, Meticulous, Studious

12

1



Fun, Cheeky, Enthusiastic

5

0

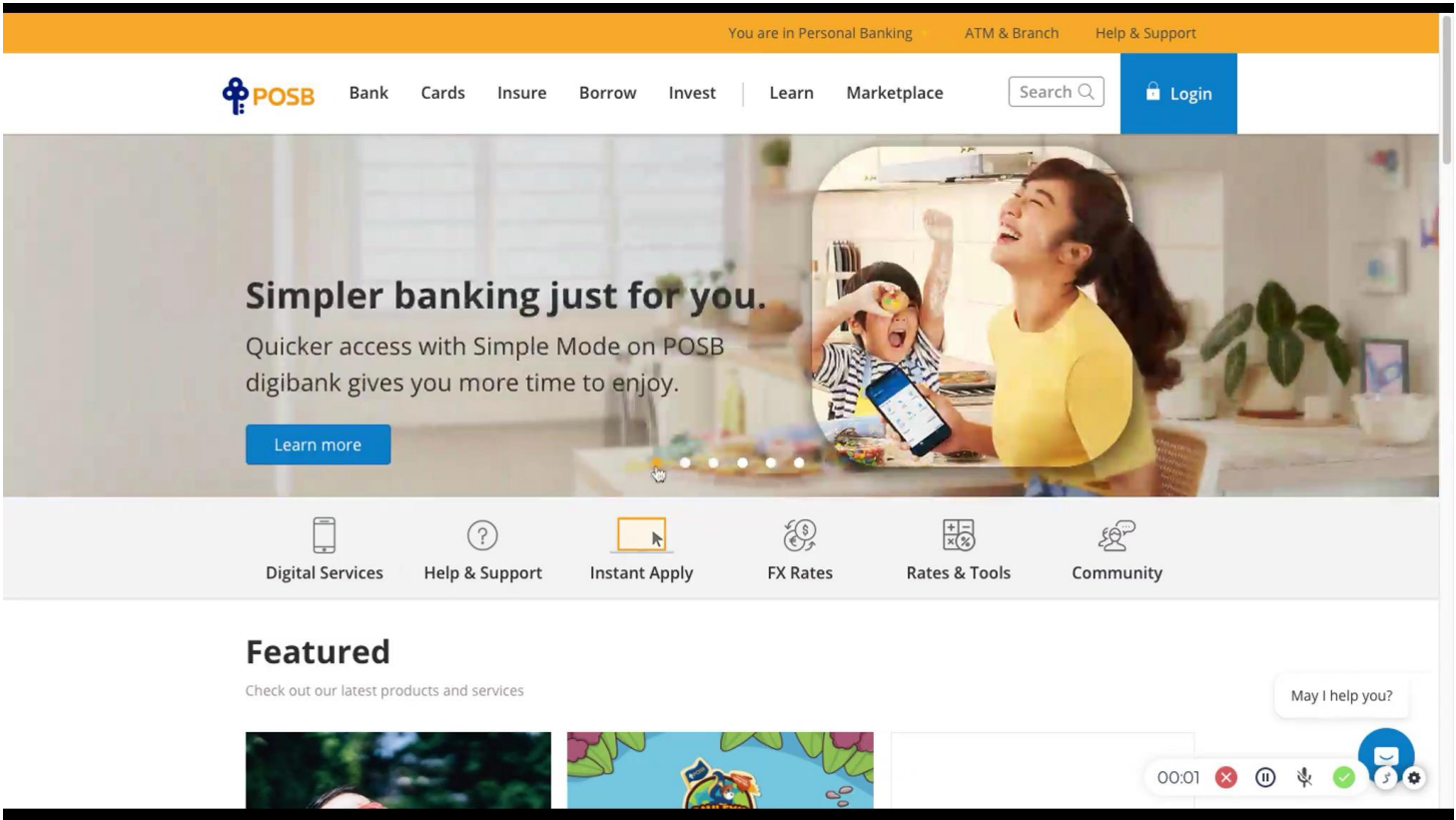
Brand Personality Recommendation

	Similar Brands	Pros	Cons
 <p><i>Dependable, Steady, Assured</i></p>		<p><i>Reliable</i> <i>Responsible</i></p>	<p><i>Boring</i> <i>Stale</i> <i>Does not stand out</i></p>
 <p><i>Practical, Logical, Rational</i></p>	  <p><i>Suggested brand personalities moving forward</i></p>	<p><i>complex</i> <i>Task-oriented</i></p>	<p><i>Lacks character</i></p>
 <p><i>Friendly, Warm, Caring</i></p>		<p><i>Good customer service</i> <i>Human</i></p>	<p>-</p>
 <p><i>Inquisitive, Experimental, Questioning</i></p>		<p><i>Forward-looking</i> <i>Energetic</i></p>	<p>-</p>
 <p><i>Thoughtful, Measured, Considered</i></p>		<p><i>Calm</i> <i>Broad Perspective</i> <i>Customer centric</i></p>	<p><i>Slow</i></p>

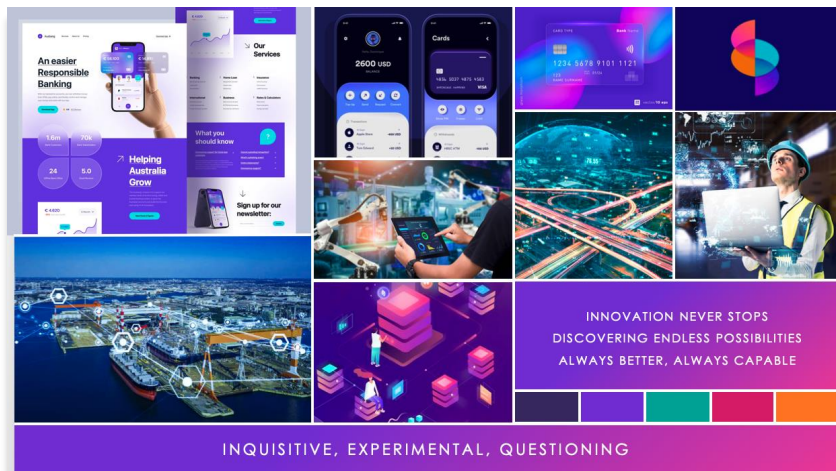
Brand Personality Vote Summary



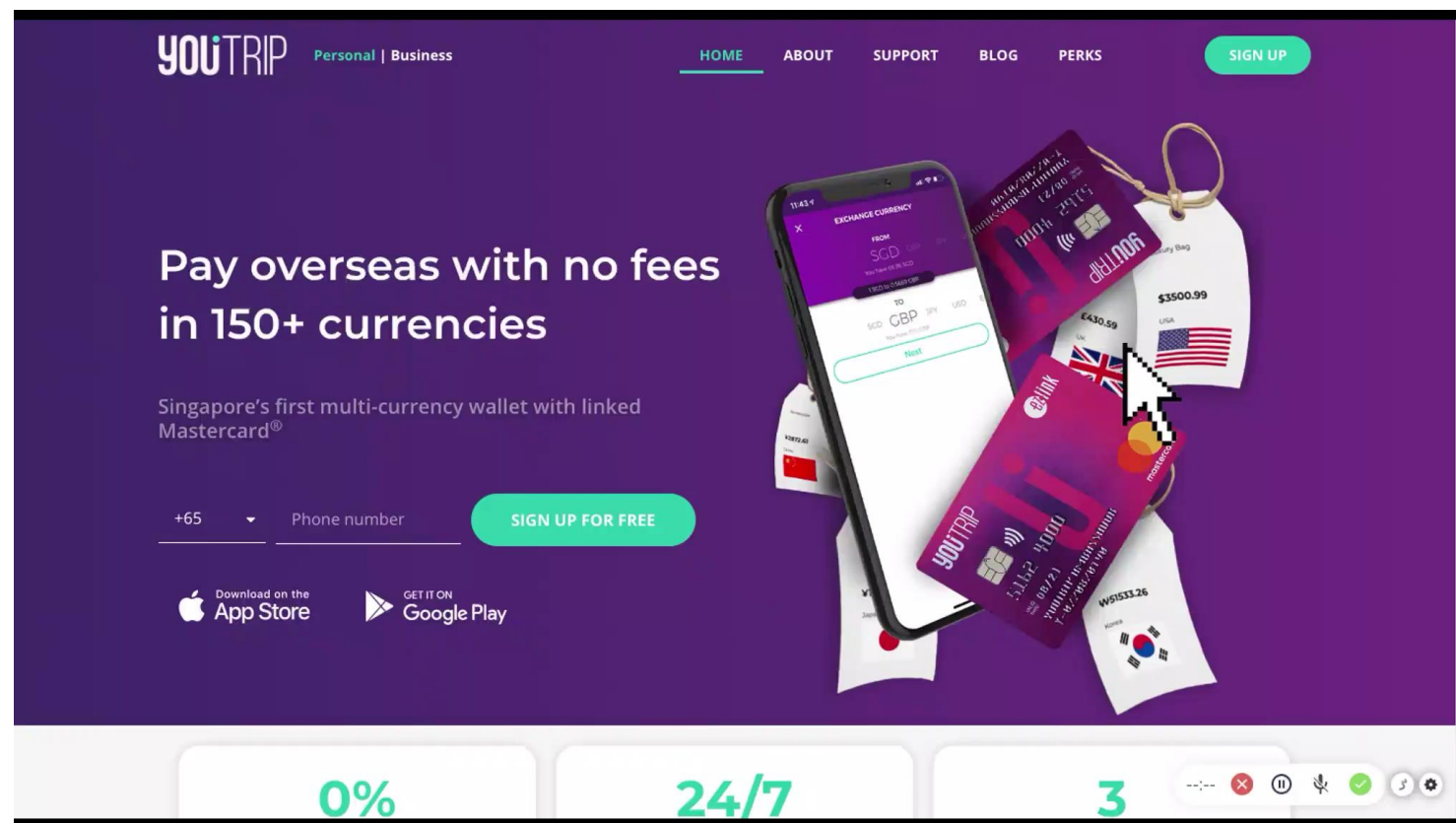
Friendly, Warm, Caring

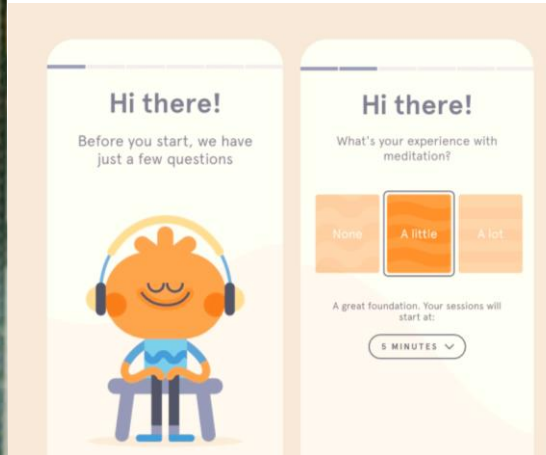


Brand Personality Vote Summary



Inquisitive, Experimental, Questioning



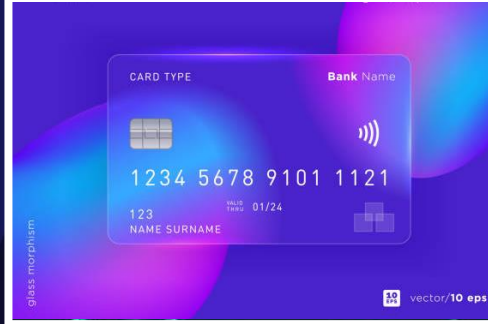
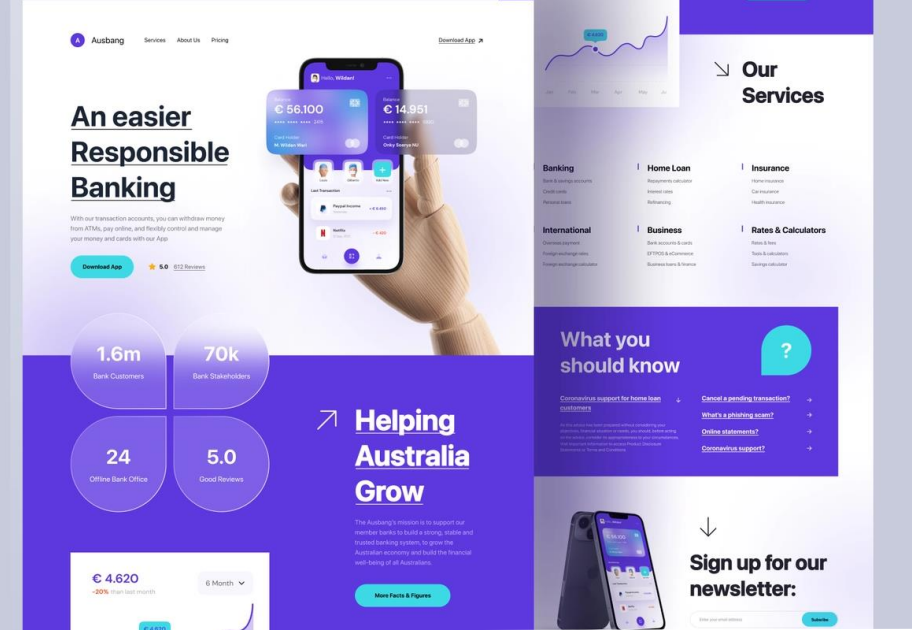


BOUDOIR OF
IGNER JEANN
IGNED BY AR
CALL MADE RE



Approachable Customer Service
Pleasant Processes
Helpful Results

Friendly, Warm, Caring

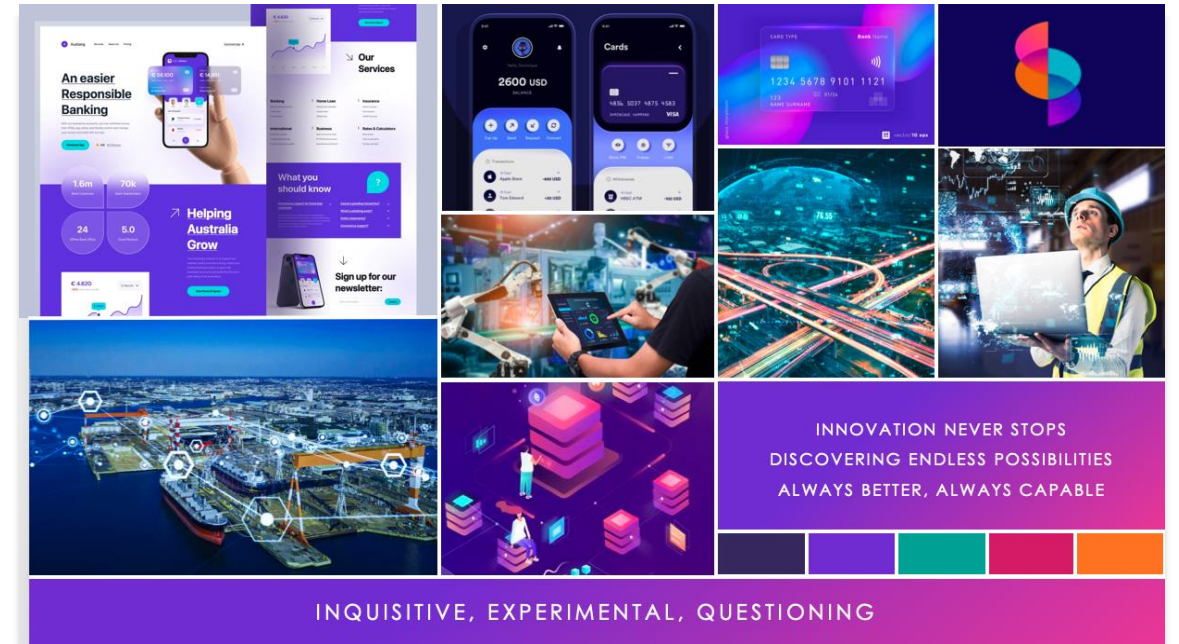


INQUISITIVE, EXPERIMENTAL, QUESTIONING

Brand Personalities tested



Friendly, Warm, Caring

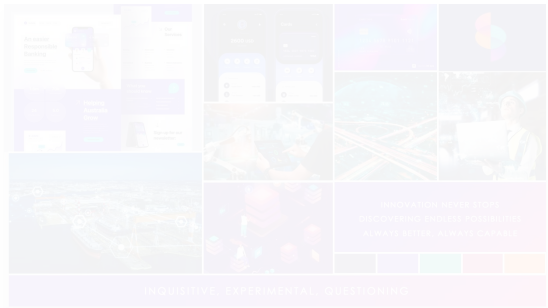


Inquisitive, Experimental, Questioning

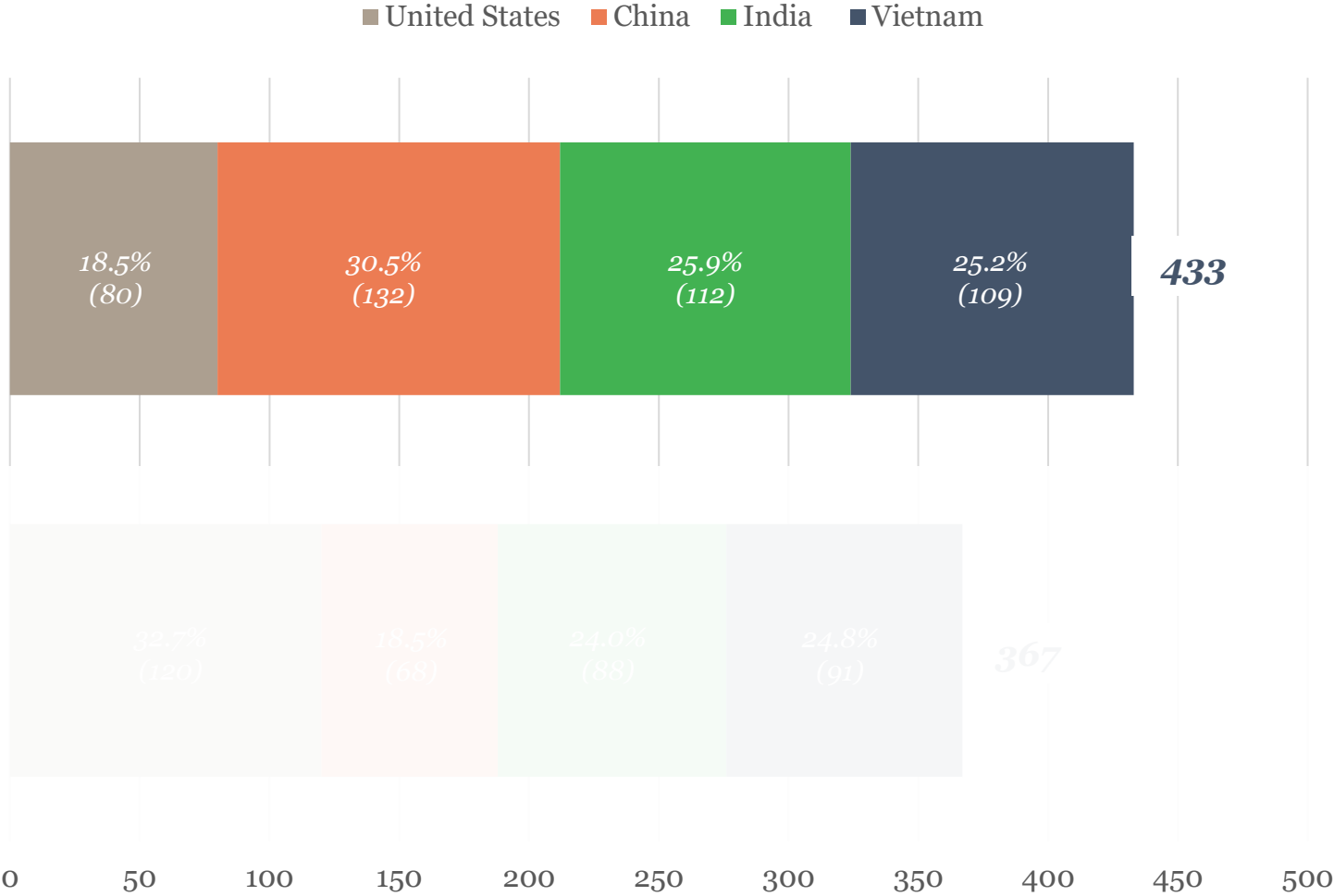
Brand Personalities survey results



Friendly, Warm, Caring



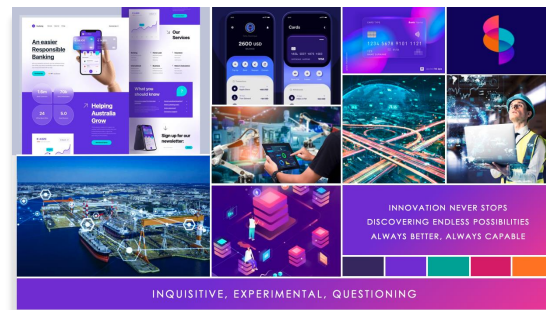
Inquisitive, Experimental, Questioning



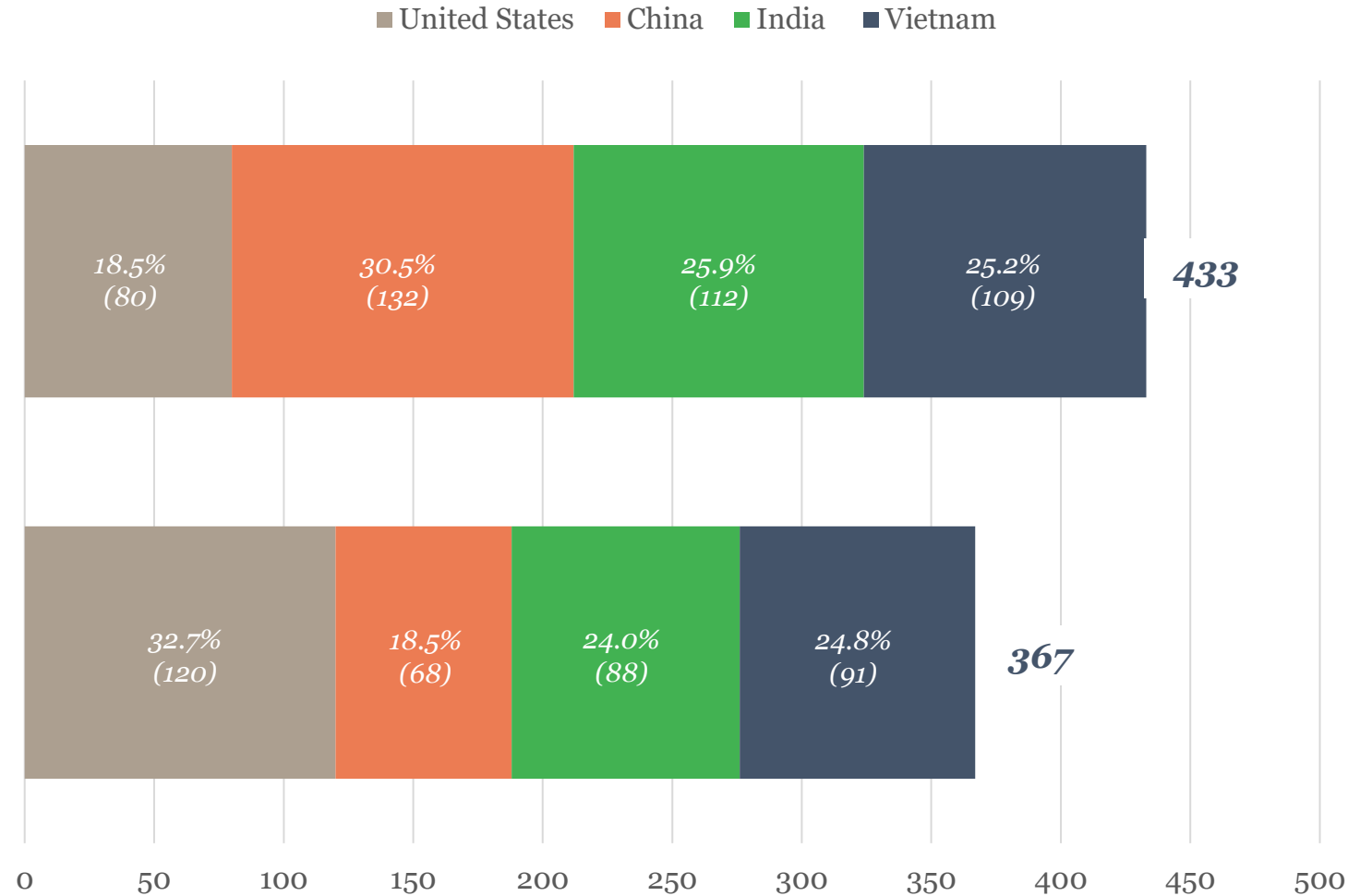
Brand Personalities survey results



Friendly, Warm, Caring



Inquisitive, Experimental, Questioning



Final Cogoport's Brand Promises

BRAND PROMISE (WHAT WE OFFER)



*We're leading a new age of technology-driven trade,
powered by our **Global Trade Platform™**,
delivering better customer outcomes.*

At Cogoport, we believe in simplifying the complex to increase efficiency and maximise trade opportunities.

With the right mix of problem-solving expertise and technology enablement (Global Trade Platform), we continually generate innovative solutions to make trade logistics easy. Our team possesses years of industry knowledge and expertise, and we are committed to adapting to your needs as relationships are our priority. By creating extensive value networks, you can rely on us to deliver a seamless trading experience.

By integrating technology and expertise, we made trade easier.



VALUES (ATTRIBUTES THAT GUIDE HOW WE BEHAVE)

1 *Applied innovation to make trade easy*

We believe in the power of innovative thinking. By exploring boundaries and challenging norms, we make trade easy for our customers and partners.



Innovation & Technology



Convenience



Value or
Price Image

2 The expertise and adaptability to grow relationships

We believe in growing and adding real value to relationships. By leveraging our years of knowledge and expertise, we are able to help you grow.



Knowledge & Expertise



Customer focus

3 Seamless networks to deliver reliably

We coordinate all our services to deliver effectively, safely and reliably. Through our extensive networks and connections, you can be assured of a seamless trading experience.

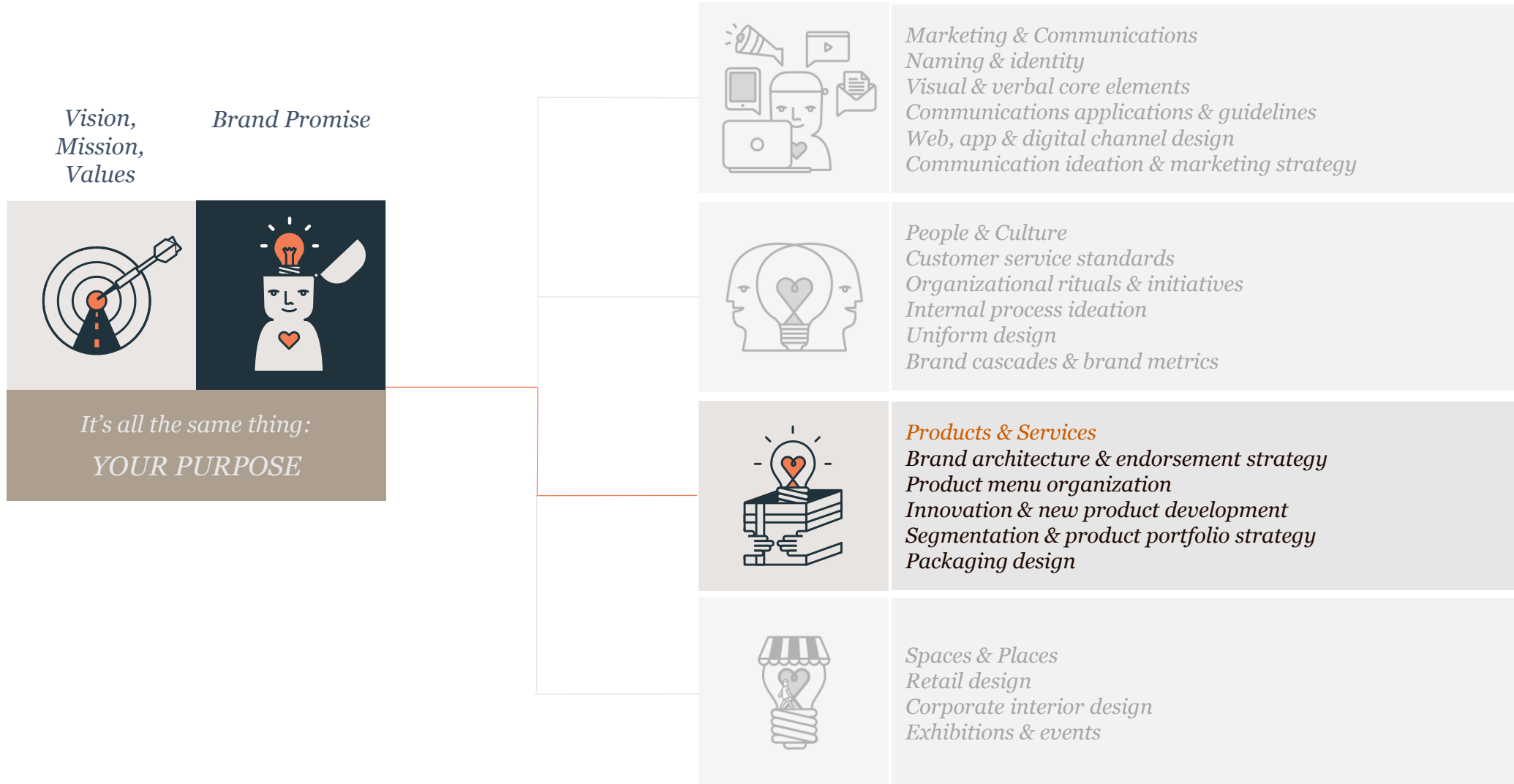


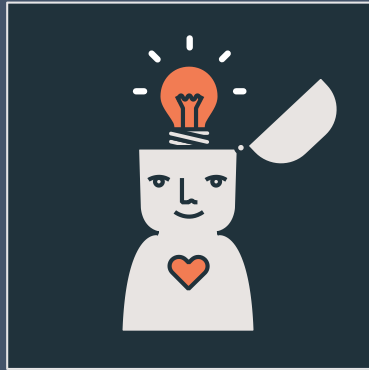
Quality &
Reliability



Networks & Connections

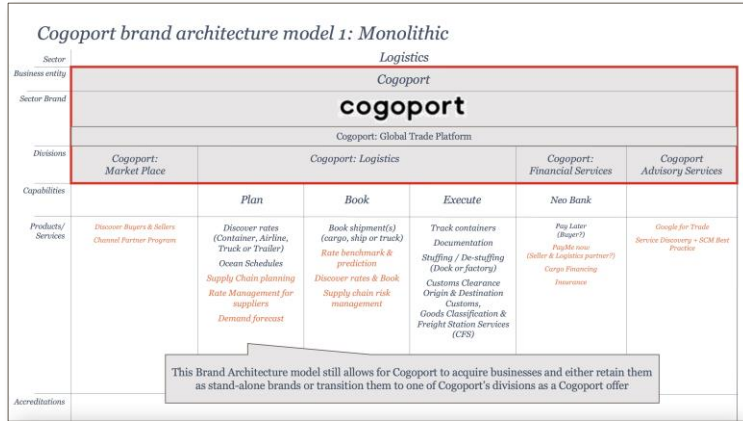
Our capabilities & your project



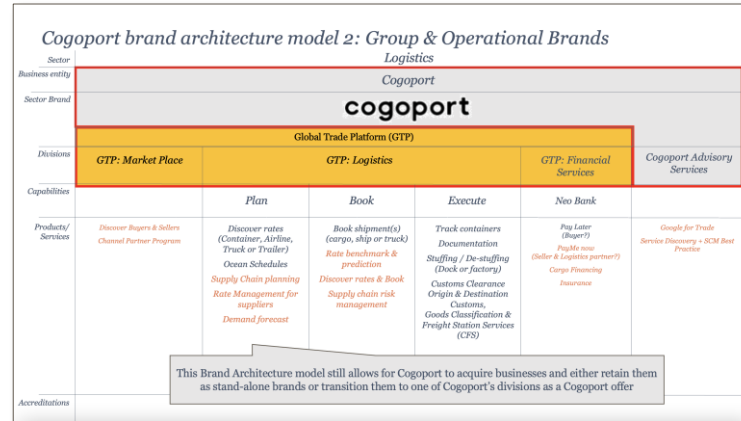


Feedback on Brand Architecture

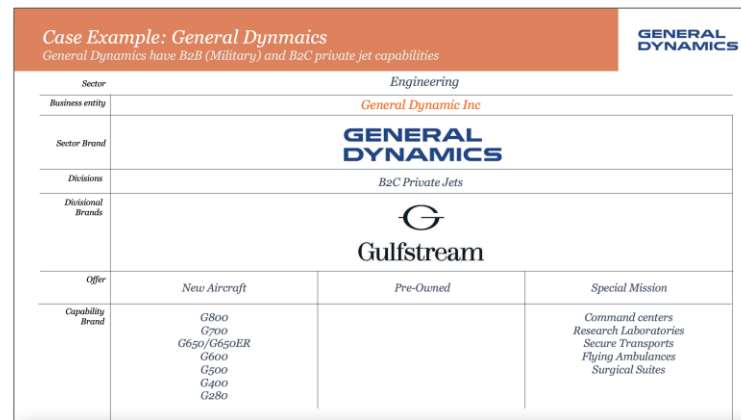
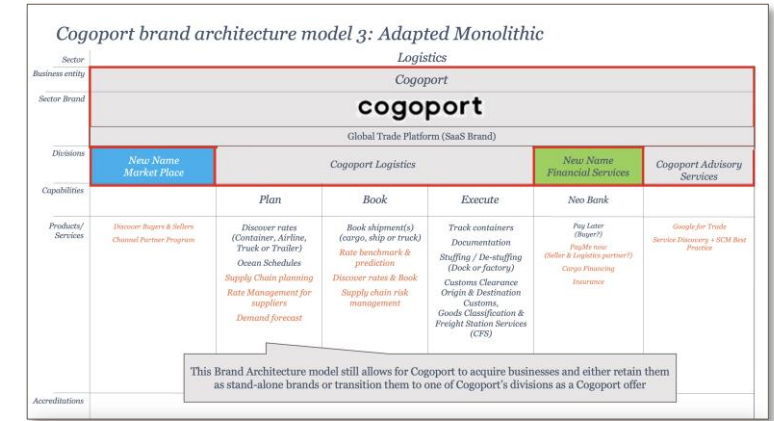
Option 1
Monolithic Brand
 (One group & operational brands)



Option 2
Group & Operational Brands
 (Platform become market facing brand)



Option 3
Adapted Monolithic Brand
 (Strategic Business units differentiated)



Cogoport brand architecture model 1: Monolithic

Sector	Logistics					
Business entity	Cogoport					
Sector Brand	cogoport					
	Cogoport: Global Trade Platform					
Divisions	Cogoport: Market Place	Cogoport: Logistics			Cogoport: Financial Services	Cogoport Advisory Services
Capabilities		Plan	Book	Execute	Neo Bank	
Products/ Services	Discover Buyers & Sellers Channel Partner Program	Discover rates (Container, Airline, Truck or Trailer) Ocean Schedules Supply Chain planning Rate Management for suppliers Demand forecast	Book shipment(s) (cargo, ship or truck) Rate benchmark & prediction Discover rates & Book Supply chain risk management	Track containers Documentation Stuffing / De-stuffing (Dock or factory) Customs Clearance Origin & Destination Customs, Goods Classification & Freight Station Services (CFS)	Pay Later (Buyer?) PayMe now (Seller & Logistics partner?) Cargo Financing Insurance	Google for Trade Service Discovery + SCM Best Practice
Accreditations	This Brand Architecture model still allows for Cogoport to acquire businesses and either retain them as stand-alone brands or transition them to one of Cogoport’s divisions as a Cogoport offer					

Case Example: FedEx

FedEx's offer is more than logistics company so needs a flexible portfolio model



Sector	Integrated Logistics			
Business entity	FedEx Corporation			
Corporate Brand				
Divisions	Services	Ground	Express	Freight
Divisional Brand				
Capability Brand	 	 	 	

Cogoport brand architecture model 2: Group & Operational Brands

Sector	Logistics					
Business entity	Cogoport					
Sector Brand	cogoport					
	Global Trade Platform (GTP)					
Divisions	GTP: Market Place	GTP: Logistics			GTP: Financial Services	Cogoport Advisory Services
Capabilities		Plan	Book	Execute	Neo Bank	
Products/ Services	Discover Buyers & Sellers Channel Partner Program	Discover rates (Container, Airline, Truck or Trailer) Ocean Schedules Supply Chain planning Rate Management for suppliers Demand forecast	Book shipment(s) (cargo, ship or truck) Rate benchmark & prediction Discover rates & Book Supply chain risk management	Track containers Documentation Stuffing / De-stuffing (Dock or factory) Customs Clearance Origin & Destination Customs, Goods Classification & Freight Station Services (CFS)	Pay Later (Buyer?) PayMe now (Seller & Logistics partner?) Cargo Financing Insurance	Google for Trade Service Discovery + SCM Best Practice
Accreditations	This Brand Architecture model still allows for Cogoport to acquire businesses and either retain them as stand-alone brands or transition them to one of Cogoport’s divisions as a Cogoport offer					

Case Example: General Dynamics

General Dynamics have B2B (Military) and B2C private jet capabilities



Sector	Engineering		
Business entity	General Dynamic Inc		
Sector Brand			
Divisions	B2C Private Jets		
Divisional Brands			
Offer	New Aircraft	Pre-Owned	Special Mission
Capability Brand	G800 G700 G650/G650ER G600 G500 G400 G280		Command centers Research Laboratories Secure Transports Flying Ambulances Surgical Suites

Cogoport brand architecture model 3: Adapted Monolithic

Sector	Logistics					
Business entity	Cogoport					
Sector Brand	cogoport					
	Global Trade Platform (SaaS Brand)					
Divisions	New Name Market Place	Cogoport Logistics			New Name Financial Services	Cogoport Advisory Services
Capabilities		Plan	Book	Execute	Neo Bank	
Products/ Services	Discover Buyers & Sellers Channel Partner Program	Discover rates (Container, Airline, Truck or Trailer) Ocean Schedules Supply Chain planning Rate Management for suppliers Demand forecast	Book shipment(s) (cargo, ship or truck) Rate benchmark & prediction Discover rates & Book Supply chain risk management	Track containers Documentation Stuffing / De-stuffing (Dock or factory) Customs Clearance Origin & Destination Customs, Goods Classification & Freight Station Services (CFS)	Pay Later (Buyer?) PayMe now (Seller & Logistics partner?) Cargo Financing Insurance	Google for Trade Service Discovery + SCM Best Practice
Accreditations	This Brand Architecture model still allows for Cogoport to acquire businesses and either retain them as stand-alone brands or transition them to one of Cogoport’s divisions as a Cogoport offer					

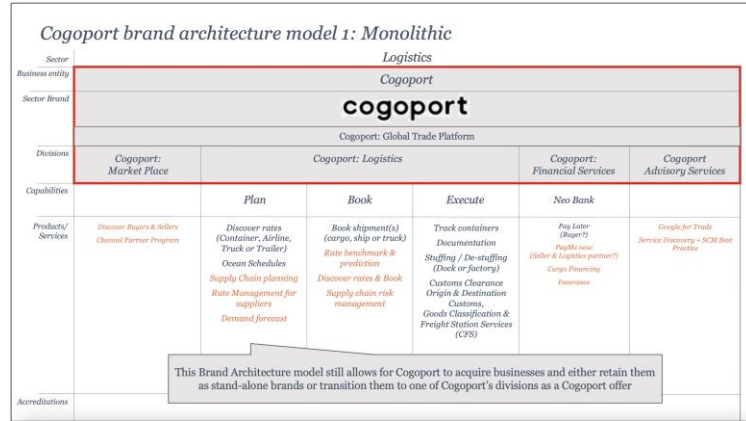
Case Example: Maxis

Different units to fulfil different customer needs

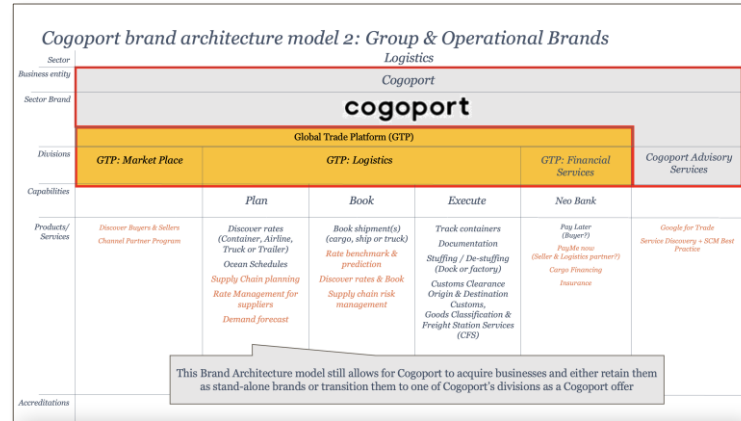


Sector	Telecommunications		
Business entity	Maxis Communications		
Corporate Brand			
Divisions	Consumer	Business	Budget
Divisional Brand			
Products/ Services	Postpaid Home Broadband Mobile, Tablets, Wearables Lifestyle	Mobile & Internet Digital Solutions Internet of Things Payment Solution Voice Solution Business Security Industry Solutions	Prepaid Postpaid Postpaid & Fibre

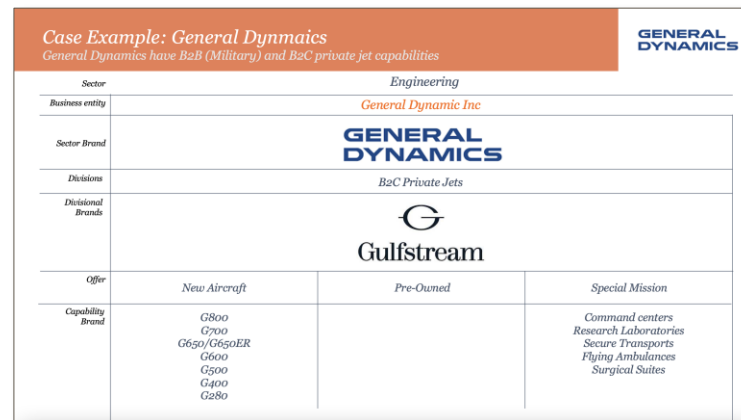
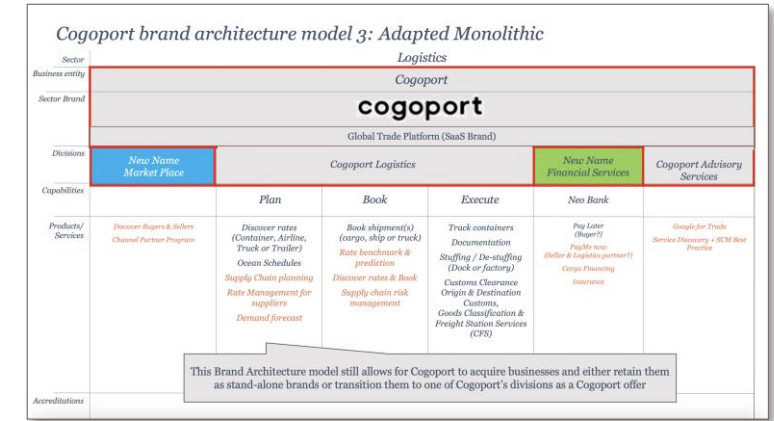
Option 1 Monolithic Brand (One group & operational brands)



Option 2 Group & Operational Brands (Platform become market facing brand)



Option 3 Adapted Monolithic Brand (Strategic Business units differentiated)



8: 4 1 3

5: 4 0 1

3: 2 0 1

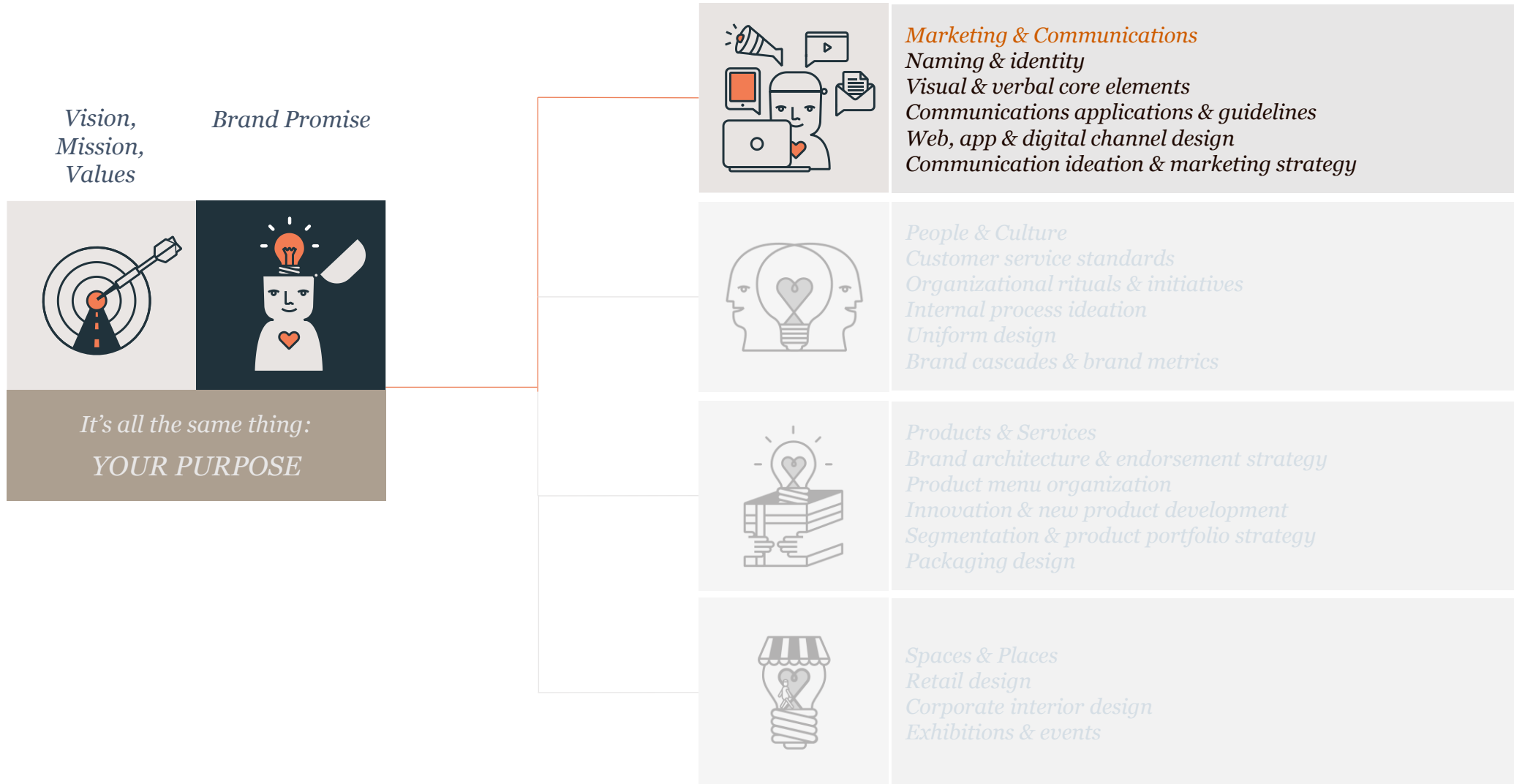
Cogoport brand architecture model 1: Monolithic - Step 1

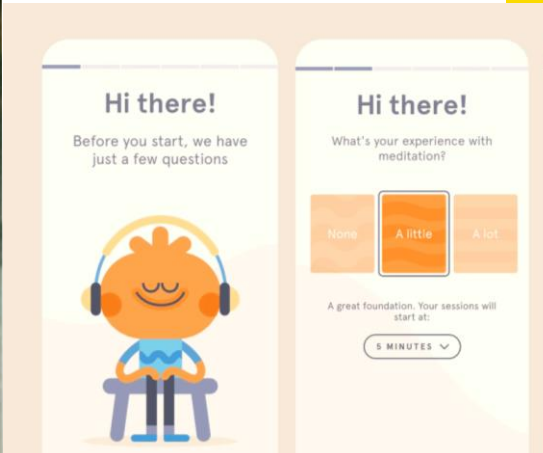
Sector	Logistics						
Business entity	<div> Global Trade Platform™</div>						
Sector Brand							
Offer	Cogoport: Global Trade Platform						
Divisions	Logistics				Financial Services	Advisory	Market Place
Divisional Brand	<div> Global Trade Platform™</div>				FINEX	<div> Global Trade Platform™</div>	PROJECT Z
Capabilities	Discover	Plan	Book	Execute	Neo Bank		
Products/ Services	<div>Google for Trade</div> <div>Service Discovery + SCM</div> <div>Best Practice</div>	<div>Discover rates</div> <div>(Container, Airline,</div> <div>Truck or Trailer)</div> <div>Ocean Schedules</div> <div>Supply Chain</div> <div>planning</div> <div>Rate Management</div> <div>for suppliers</div> <div>Demand forecast</div>	<div>Book shipment(s)</div> <div>(cargo, ship or</div> <div>truck)</div> <div>Rate benchmark &</div> <div>prediction</div> <div>Discover rates &</div> <div>Book</div> <div>Supply chain risk</div> <div>management</div>	<div>Track containers</div> <div>Documentation</div> <div>Stuffing / De-stuffing</div> <div>(Dock or factory)</div> <div>Customs Clearance</div> <div>Origin & Destination</div> <div>Customs,</div> <div>Goods Classification</div> <div>& Freight Station</div> <div>Services (CFS)</div>	<div>Services</div> <div>Pay Later</div> <div>Trade Finance</div> <div>PayMe Now (coming soon)</div> <div>Cargo Financing (coming soon)</div> <div>Insurance (coming soon)</div> <div>Money Transfer (coming soon)</div> <div>Services (coming soon)</div> <div>Currency Exchange (coming</div> <div>soon)</div> <div>Cards (coming soon)</div> <div>Credit Cards</div> <div>Debit Cards</div> <div>Investments (coming soon)</div> <div>Commodities</div> <div>Vaults</div> <div>Tools (coming soon)</div> <div>Education Tools</div> <div>Budgeting Tools</div>	<div>Google for Trade</div> <div>Service Discovery + SCM</div> <div>Best Practice</div> <div>Advisory Services</div>	<div>Discover Buyers & Sellers</div> <div>Channel Partner Program</div>
Accreditations							

Cogoport brand architecture model 1: Monolithic - Step 2

Sector	Logistics						
Business entity	<div> Global Trade Platform™</div>						
Sector Brand							
Offer	Cogoport: Global Trade Platform						
Divisions	Logistics				Financial Services	Advisory	Market Place
Divisional Brand	<div> Global Trade Platform™</div>				<div></div>	<div> Global Trade Platform™</div>	<div></div>
Capabilities	Discover	Plan	Book	Execute	Neo Bank		
Products/ Services	<div>Google for Trade</div> <div>Service Discovery + SCM</div> <div>Best Practice</div>	<div>Discover rates</div> <div>(Container, Airline,</div> <div>Truck or Trailer)</div> <div>Ocean Schedules</div> <div>Supply Chain</div> <div>planning</div> <div>Rate Management</div> <div>for suppliers</div> <div>Demand forecast</div>	<div>Book shipment(s)</div> <div>(cargo, ship or</div> <div>truck)</div> <div>Rate benchmark &</div> <div>prediction</div> <div>Discover rates &</div> <div>Book</div> <div>Supply chain risk</div> <div>management</div>	<div>Track containers</div> <div>Documentation</div> <div>Stuffing / De-stuffing</div> <div>(Dock or factory)</div> <div>Customs Clearance</div> <div>Origin & Destination</div> <div>Customs,</div> <div>Goods Classification</div> <div>& Freight Station</div> <div>Services (CFS)</div>	<div>Services</div> <div>Pay Later</div> <div>Trade Finance</div> <div>PayMe Now (coming soon)</div> <div>Cargo Financing (coming soon)</div> <div>Insurance (coming soon)</div> <div>Money Transfer (coming soon)</div> <div>Services (coming soon)</div> <div>Currency Exchange (coming</div> <div>soon)</div> <div>Cards (coming soon)</div> <div>Credit Cards</div> <div>Debit Cards</div> <div>Investments (coming soon)</div> <div>Commodities</div> <div>Vaults</div> <div>Tools (coming soon)</div> <div>Education Tools</div> <div>Budgeting Tools</div>	<div>Google for Trade</div> <div>Service Discovery + SCM</div> <div>Best Practice</div> <div>Advisory Services</div>	<div>Discover Buyers & Sellers</div> <div>Channel Partner Program</div>
Accreditations							

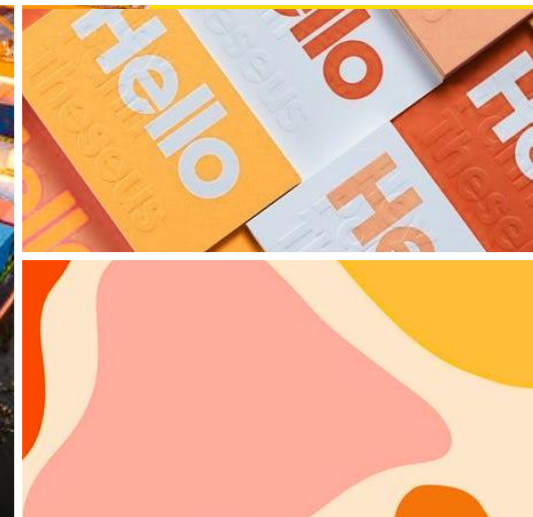
Our capabilities & your project





cogoport[®]

Global Trade Platform[™]



Approachable Customer Service
Pleasant Processes
Helpful Results

Friendly, Warm, Caring

Logo Summary Recap – (Round 1)

Please vote for your 5 most preferred logos for Tangible to refine further (Using Zoom's annotate function)

 cogoport

Option 1
♥♥♥♥

 cogoport

Option 2
♥♥♥

 cogoport

Option 3

 cogoport

Option 4
♥♥♥

 cogoport

Option 5

 cogoport

Option 6
♥♥

 cogoport

Option 7
♥♥

 cogoport

Option 8
♥♥♥♥

 cogoport

Option 9
♥♥♥♥♥

 cogoport

Option 10

 cogoport

Option 11

 cogoport

Option 12

 cogoport

Option 13

cogoport

Option 14
♥♥♥

COGOPORT

Option 15

COGOPORT

Option 16

cogoport

Option 17

[COGOPORT]

Option 18

cOGOPORT

Option 19
♥

COGOPORT

Option 20

COGOPORT

Option 21

Logo Shortlist (Round 2)

cogoport

Summary of “G” Treatment (Round 5)

cogoport

Original

cogoport

Option 1

Rounded smile

cogoport

Option 2

Rounded + Sharp smile

cogoport

Option 3

Option 2 + thinner

cogoport

Option 4

Sharp smile + Shorten “g”

cogoport

Option 5

Angled down “g”

cogoport

Option 6

Angled down “g” + Triangle Ears

Visual Core Elements Summary

Portal making trade-tech easier

Option 1



Icons



Logistics



Financial Services



Advisory

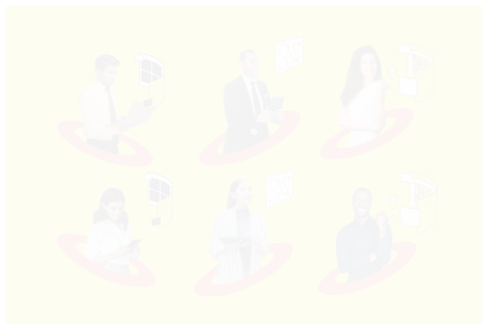


Market Place

Shape strategy



Illustrations



cogoport[®]

Global Trade Platform™



Trade-tech shaped around you



Primary colours



Pantone Yellow CP
C0 M0 Y100 K0
R252 G220 B0
#FCDC00



Pantone 186 CP
C0 M100 Y100 K0
R238 G52 B37
#EE3425

Secondary colours



Pantone 715 CP
C0 M40 Y100 K0
R246 G139 B33
#F68B21



Black

External Typeface:

Pluto Bold

Pluto Regular

Web-safe Typeface:

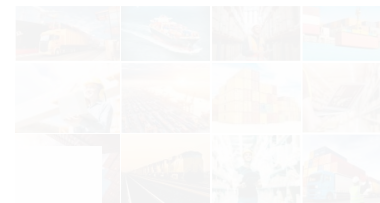
Ubuntu

Internal Typeface:

Verdana Bold

Verdana Regular

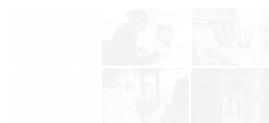
Logistics



People



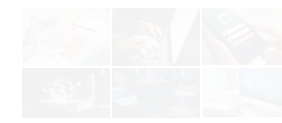
Advisory



Market place



Financial Services



cogoport[®]
Global Trade Platform™

cogoport[®]
Global Trade Platform™

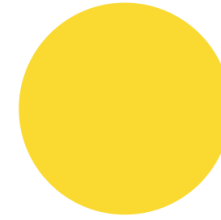
cogoport[®]
Global Trade Platform™

cogoport[®]

Global Trade Platform™



Primary colours



Pantone Yellow CP
C0 M0 Y100 K0
R252 G220 B0
#FDCD00



Pantone 186 CP
C0 M100 Y100 K0
R238 G52 B37
#EE3425

Secondary colours



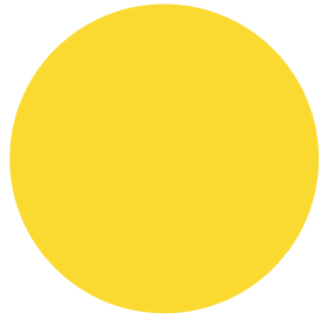
Pantone 715 CP
C0 M40 Y100 K0
R246 G139 B33
#F68B21



Black

Colour palette

Primary colours



Pantone Yellow CP
C0 M0 Y100 K0
R252 G220 B0
#FCDC00



Pantone 186 CP
C0 M100 Y100 K0
R238 G52 B37
#EE3425

Secondary colours



Pantone 715 CP
C0 M40 Y100 K0
R246 G139 B33
#F68B21



Black

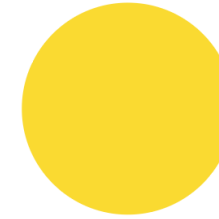


cogoport[®]

Global Trade Platform™



Primary colours



Pantone Yellow CP
C0 M0 Y100 K0
R252 G220 B0
#FCDC00



Pantone 186 CP
C0 M100 Y100 K0
R238 G52 B37
#EE3425

Secondary colours



Pantone 715 CP
C0 M40 Y100 K0
R246 G139 B33
#F68B21



Black

Logistics



People



Advisory



Market place



Financial Services



Imagery

Style (How it looks)



- *Bright, high contrast*
- *Warm colours*
- *Candid*



Content (What it is)

Logistics



People



Advisory



Market place



Financial Services



Logistics



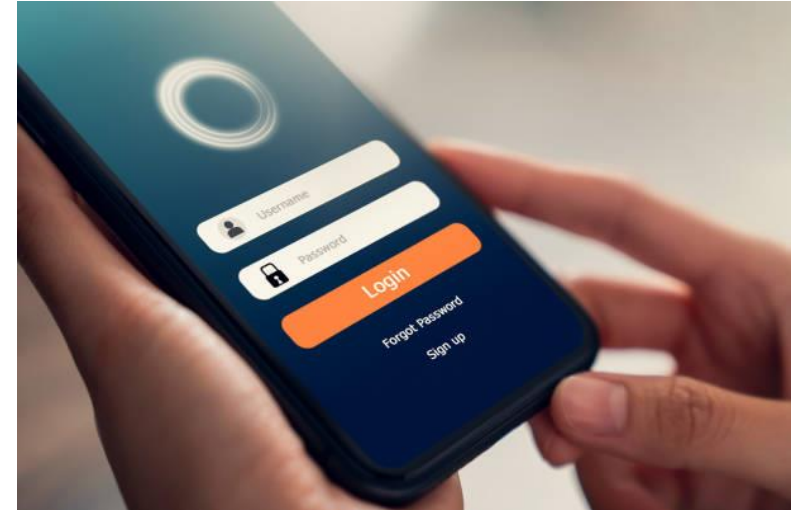
People (Investors, Partners, MNCs, MSMEs)



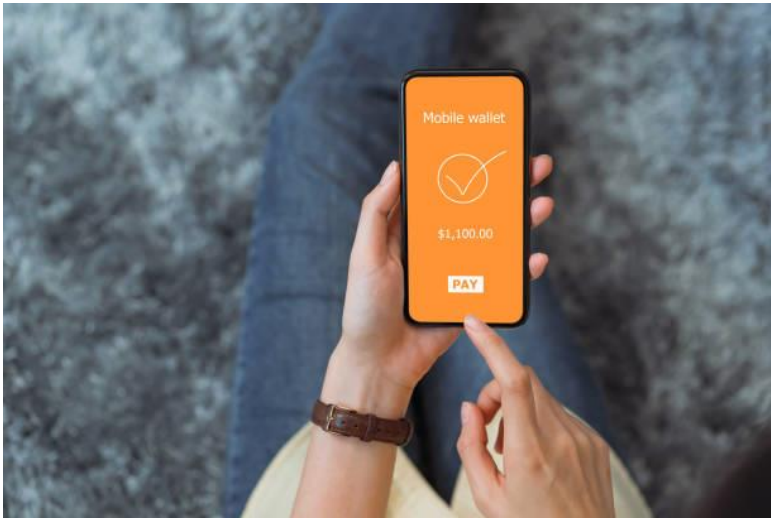
Advisory



Market Place



Financial Services



cogoport[®]

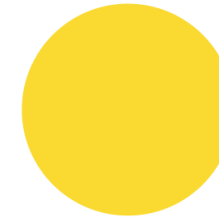
Global Trade Platform[™]



Trade-tech shaped around you



Primary colours



Pantone Yellow CP
C0 M0 Y100 K0
R252 G220 B0
#FCDC00



Pantone 186 CP
C0 M100 Y100 K0
R238 G52 B37
#EE3425

Secondary colours



Pantone 715 CP
C0 M40 Y100 K0
R246 G139 B33
#F68B21



Black

Logistics



People



Advisory



Market place



Financial Services



Final Tagline

*Trade-tech shaped
around you*

Umbrella Message

We're leading a new age of technology-driven trade, powered by our Global Trade Platform™, delivering better outcomes.

At Cogoport, we believe in simplifying the complex to increase efficiency and maximise trade opportunities.

With the right mix of problem-solving expertise and technology enablement (Global Trade Platform), we continually generate innovative solutions to make trade logistics easy. Our team possesses years of industry knowledge and expertise, and we are committed to adapting to your needs as relationships are our priority. By creating extensive value networks, you can rely on us to deliver a seamless trading experience.

By integrating technology and expertise, we made trade easier.

	<i>CUSTOMERS (MNC)</i>	<i>CUSTOMERS (MSMES)</i>
<p><i>Applied innovation to make trade easy</i></p> <p><i>We believe in the power of innovative thinking. By exploring boundaries and challenging norms, we make trade easy for our customers and partners.</i></p>	<ul style="list-style-type: none">• Our innovative thinking, coupled with our scalable technology enables exponential growth for your business• Our efficient procurement and sourcing help us to reduce the effective costs for you• We challenge the boundaries of innovation with our Global Trade Platform™ to provide the easiest solutions to meet all your global trade needs	<ul style="list-style-type: none">• Our innovative thinking, coupled with our scalable technology enables exponential growth for your business• Our efficient procurement and sourcing help us to reduce the effective costs for you• We challenge the boundaries of innovation with our Global Trade Platform™ to provide the easiest solutions to meet all your trade needs
<p><i>The expertise and adaptability to grow relationships</i></p> <p><i>We believe in growing and adding real value to relationships. By leveraging our years of knowledge and expertise, we are able to help you grow.</i></p>	<ul style="list-style-type: none">• We adapt our supply chain processes through our expertise and solutions to allow more trades to take place, so we can continue working with you to add value to your business• We believe in leveraging our team's depth of knowledge and expertise to go the extra mile in providing you with the support you need for your businesses to grow further worldwide	<ul style="list-style-type: none">• We continually work with you to improve your supply chain processes through our expertise and solutions, thus adding value to your business by allowing more trades to take place• We believe in leveraging our team's depth of knowledge and expertise to go the extra mile in guiding you on your needs for your business to grow• We have multiple touchpoints that readily connects you with the expertise required for your business concerns
<p><i>Seamless networks to deliver reliably</i></p> <p><i>We coordinate all our services to deliver effectively, safely and reliably. Through our extensive networks and connections, you can be assured of a seamless trading experience.</i></p>	<ul style="list-style-type: none">• We have a truly global network of all offerings, with strong connections in the geographies being served• We offer you our assurance in delivering on the promises we make, through the dedication of our operations team	<ul style="list-style-type: none">• We continually build a truly global network of all offerings, with strong connections in the geographies being served• We offer you our assurance in delivering on the promises we make, through the dedication of our operations team

Umbrella Message

We're leading a new age of technology-driven trade, powered by our Global Trade Platform™, delivering better outcomes.

At Cogoport, we believe in simplifying the complex to increase efficiency and maximise trade opportunities.

With the right mix of problem-solving expertise and technology enablement (Global Trade Platform), we continually generate innovative solutions to make trade logistics easy. Our team possesses years of industry knowledge and expertise, and we are committed to adapting to your needs as relationships are our priority. By creating extensive value networks, you can rely on us to deliver a seamless trading experience.

By integrating technology and expertise, we made trade easier.

	INVESTORS & PARTNERS	STAFF
<p><i>Applied innovation to make trade easy</i></p> <p><i>We believe in the power of innovative thinking. By exploring boundaries and challenging norms, we make trade easy for our customers and partners.</i></p>	<ul style="list-style-type: none"> • Our innovative thinking, coupled with our scalable technology enable exponential business growth for the long haul • Our efficient procurement and sourcing process reduces the effective costs for our partners and customers, thus attracting more businesses • We challenge the boundaries of innovation with our Global Trade Platform™ to provide the easiest solutions for users to meet all their trade needs 	<ul style="list-style-type: none"> • We encourage innovation in you by providing you with the technology needed to enable exponential growth in you • We innovate to maximise our efficiency in the business operation so that you can spend your time and effort on matters that truly matter • We challenge the boundaries of innovation and our potential with the Global Trade Platform™ to offer the best solutions in the industry
<p><i>The expertise and adaptability to grow relationships</i></p> <p><i>We believe in growing and adding real value to relationships. By leveraging our years of knowledge and expertise, we are able to help you grow.</i></p>	<ul style="list-style-type: none"> • We continually work with our partners to improve supply chain processes through our expertise and solutions, thus adding value to stakeholders in the supply chain industry • We believe in leveraging our team's depth of knowledge and expertise to go the extra mile in guiding our stakeholders on what they actually need for their businesses to grow 	<ul style="list-style-type: none"> • We adapt our business operation to come up with solutions that can improve our process to help you maximise your growth potential • We believe in leveraging our knowledge and expertise to go the extra mile, adding value to your career path where we can
<p><i>Seamless networks to deliver reliably</i></p> <p><i>We coordinate all our services to deliver effectively, safely and reliably. Through our extensive networks and connections, you can be assured of a seamless trading experience.</i></p>	<ul style="list-style-type: none"> • We digitise existing value networks, which allows us to continue to grow on the backs of relationships that have been formed over years • We have a truly global network of all offerings, with strong connections in the geographies being served • We offer our investors/partners assurance in delivering on the promises we make, through the dedication of our operations team 	<ul style="list-style-type: none"> • We believe in maintaining a close employee network which allows us to grow on the backs of relationships that have been formed over years • We value our existing employee network, and keep our doors open to you at any point in your career path • We are dedicated to our promise to you in ensuring a healthy working environment where you can gain valuable experience

Typefaces

External Typeface:

Pluto Bold

Pluto Regular

Your marketing teams and external communication partners will need to have this

Web-safe Typeface:

Ubuntu

Internal Typeface:

Verdana Bold

Verdana Regular

Pre-Installed font on all PCs. You'll use this for PowerPoint, Word & Excel

Icons



Logistics



Financial Services

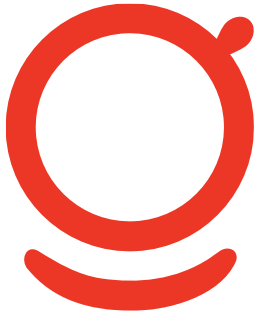


Advisory

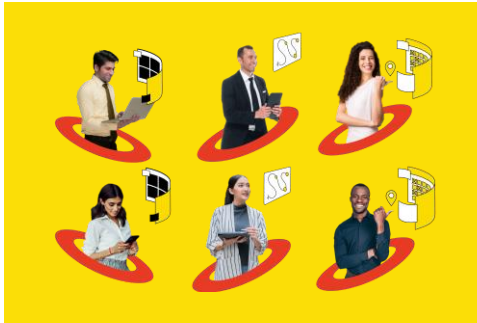


Market Place

Shape strategy



Illustrations



External Typeface:

Pluto Bold

Pluto Regular

Web-safe Typeface:

Ubuntu

Internal Typeface:

Verdana Bold

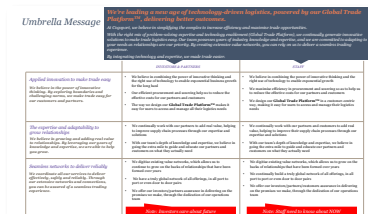
Verdana Regular

cogoport[®]

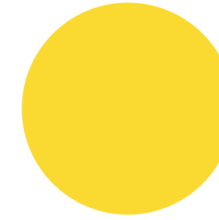
Global Trade Platform[™]



Trade-tech shaped around you



Primary colours



Pantone Yellow CP
C0 M0 Y100 K0
R252 G220 B0
#FCDC00



Pantone 186 CP
C0 M100 Y100 K0
R238 G52 B37
#EE3425

Secondary colours



Pantone 715 CP
C0 M40 Y100 K0
R246 G139 B33
#F68B21



Black

Logistics



People



Advisory



Market place



Financial Services



Shape strategy

cogoport

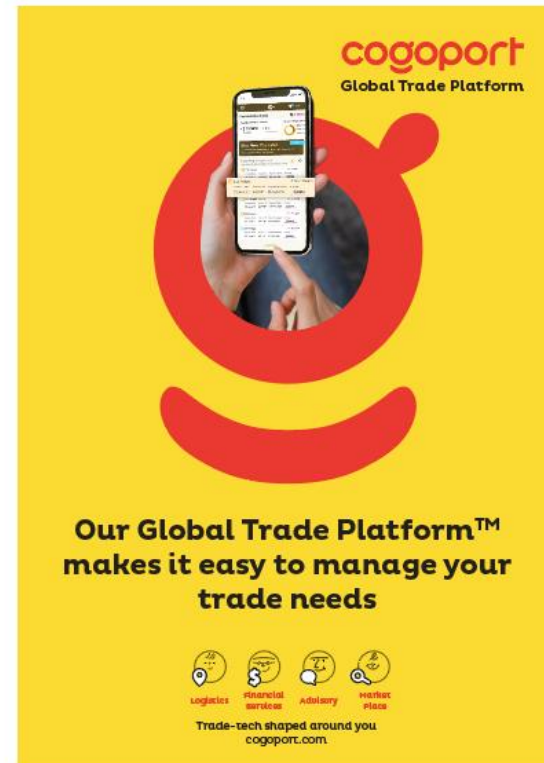
Shape strategy



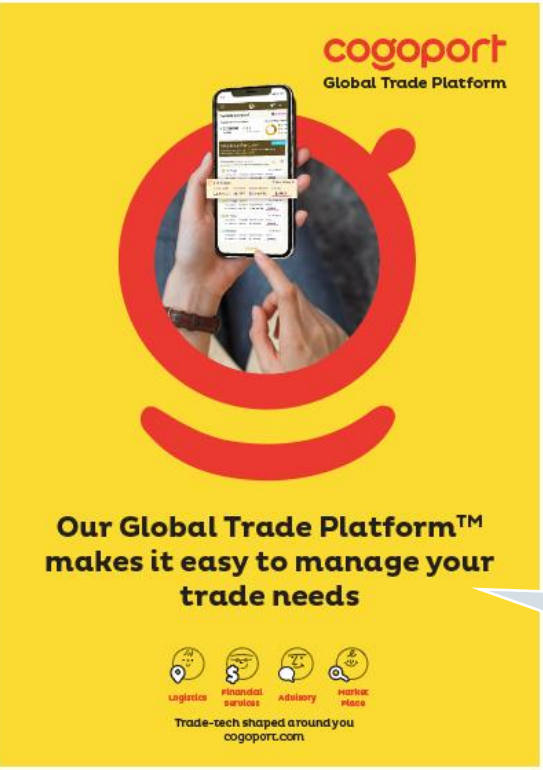
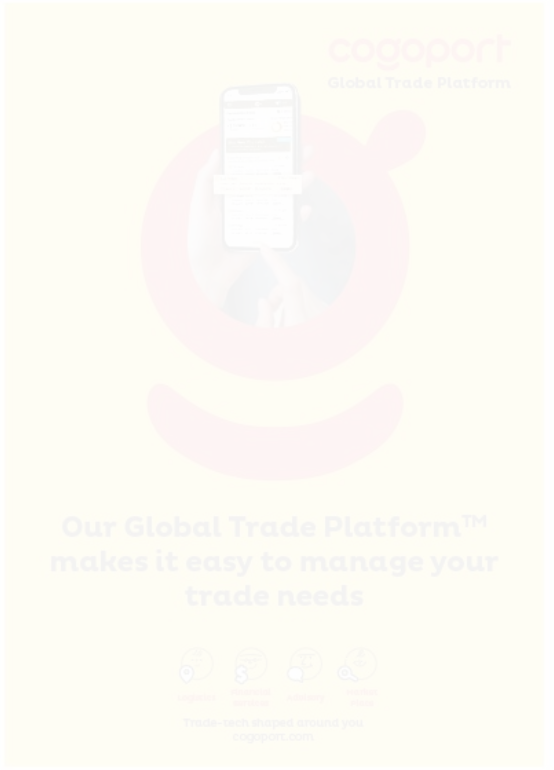
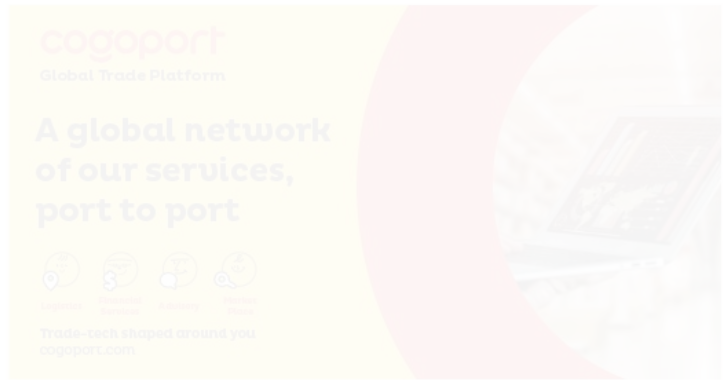
Shape strategy



Logo “G”



Shape strategy



Allows more space
for content



Logo "G"



Narrow "G"

Icons



Logistics



Financial Services



Advisory



Market Place

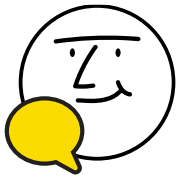
Paired with tagline



Logistics



Financial Services



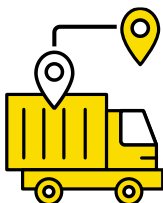
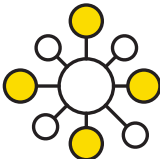
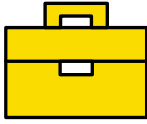
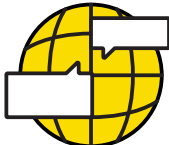
Advisory



Market Place

Trade-tech shaped around you

Website icons



Icons



Logistics



Financial Services

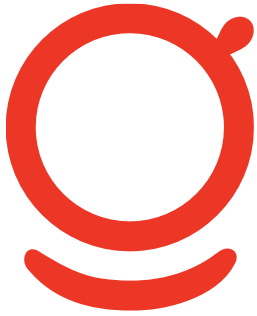


Advisory

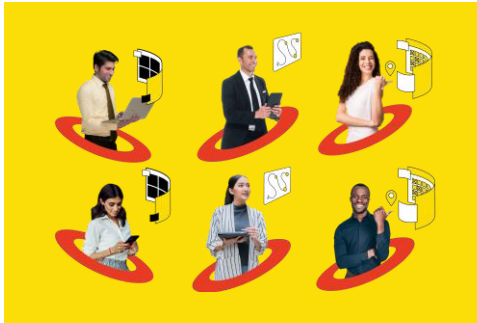


Market Place

Shape strategy



Illustrations



External Typeface:

Pluto Bold

Pluto Regular

Web-safe Typeface:

Ubuntu

Internal Typeface:

Verdana Bold

Verdana Regular

cogoport[®]

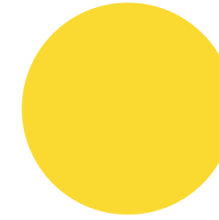
Global Trade Platform[™]



Trade-tech shaped around you



Primary colours



Pantone Yellow CP
C0 M0 Y100 K0
R252 G220 B0
#FCDC00



Pantone 186 CP
C0 M100 Y100 K0
R238 G52 B37
#EE3425

Secondary colours



Pantone 715 CP
C0 M40 Y100 K0
R246 G139 B33
#F68B21



Black

Logistics



People



Advisory



Market place



Financial Services



Graphic – The ‘portal’



Discover

Plan

Book

Execute


Graphic – The ‘portal’



Graphic – The ‘portal’

Cogoport
20,531 followers
1w · 🌐

By creating extensive value networks, you can rely on us to deliver a seamless trading experience.



We're leading a new age of technology-driven trade, powered by our Global Trade Platform™

👍 Like 💬 Comment ➦ Share ✉ Send

Be the first to comment on this

Cogoport
20,531 followers
1w · 🌐

The way we design our Global Trade Platform™ makes it easy for users to access and manage their trade needs




Discover buyers & sellers!
cogomarket

👍 Like 💬 Comment ➦ Share ✉ Send

Be the first to comment on this

cogoport
Global Trade Platform

Check vessel schedules over 200+ shipping lines, NVOCCs and airlines with our Global Trade Platform™



Logistics **Financial Services** **Advisory** **Market Place**

Trade-tech shaped around you
cogoport.com

Icons



Logistics



Financial Services

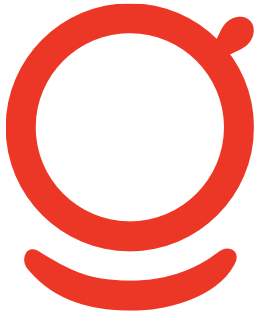


Advisory



Market Place

Shape strategy



Illustrations



External Typeface:

Pluto Bold

Pluto Regular

Web-safe Typeface:

Ubuntu

Internal Typeface:

Verdana Bold

Verdana Regular

cogoport[®]

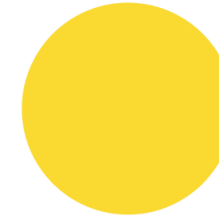
Global Trade Platform™



Trade-tech shaped around you



Primary colours



Pantone Yellow CP
C0 M0 Y100 K0
R252 G220 B0
#FCDC00



Pantone 186 CP
C0 M100 Y100 K0
R238 G52 B37
#EE3425

Secondary colours



Pantone 715 CP
C0 M40 Y100 K0
R246 G139 B33
#F68B21



Black

Logistics



People



Advisory



Market place



Financial Services



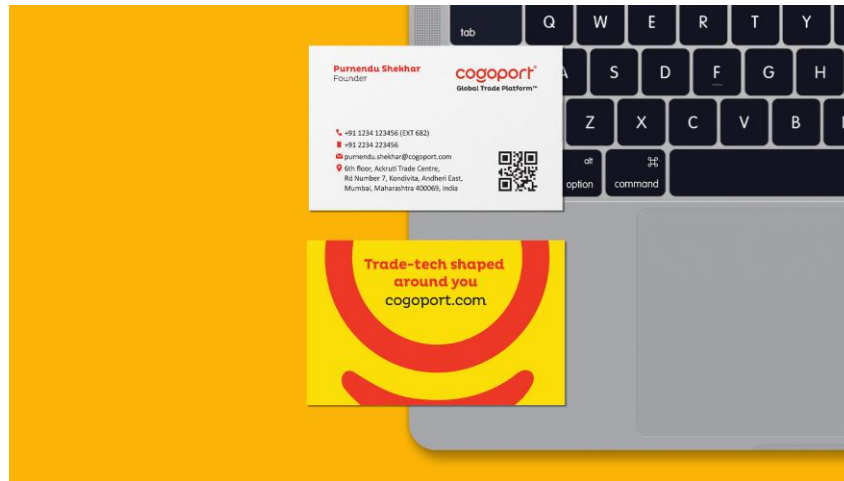


Stationery systems

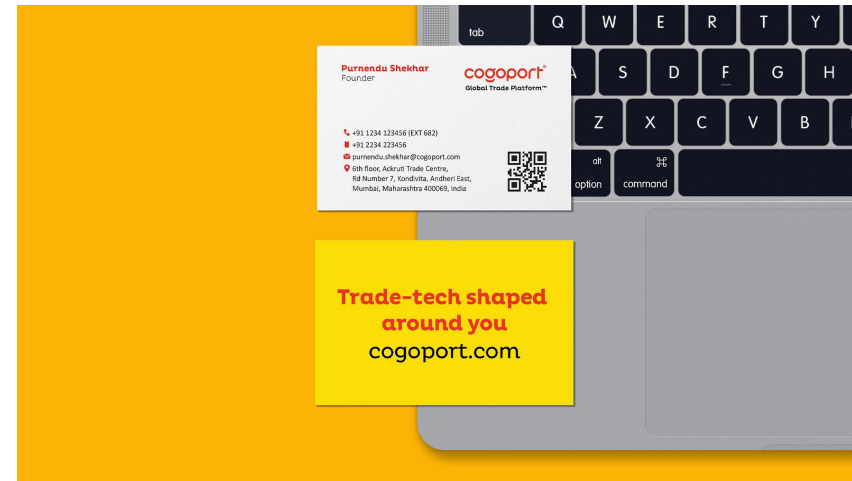
Business Card

(x1 print, x1 Digital)

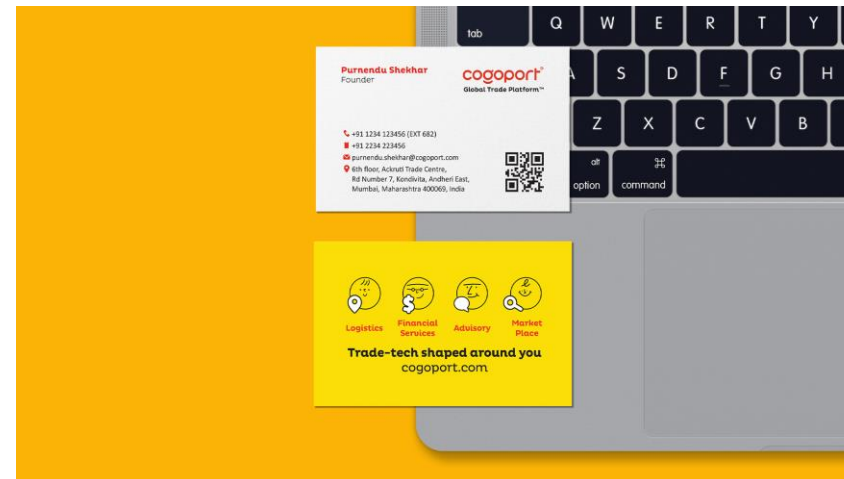
– Options



Option 1



Option 2

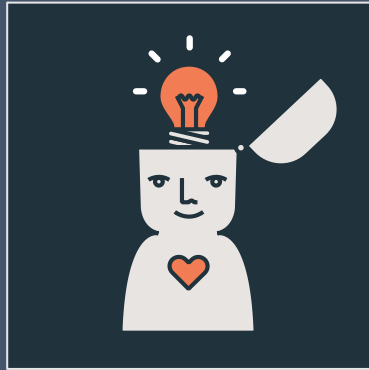


Option 3

Business Card
(x1 print, x1 Digital)
– Option 2



**Trade-tech shaped
around you**
cogoport.com




Electronic media

EDM (Electronic direct mailer)

cogoport[®]
Global Trade Platform™

All your trade needs made simpler with our Global Trade Platform™
Trade-tech shaped around you




**cogomoney**

News

Meet Cogomoney!

Cogoport uses ground-breaking technology and analytics to move freight faster, cheaper, and more efficiently. It is not too late to set your finances right, book your shipment now and pay us later

[Read More](#)




Industry trends

Global Smart Shipping Fleet to Rise by 25 Per cent in 2026

In a sign of forthcoming times, the global telematics equipped container fleet is expected to rise eight-fold in the next five years. Amid wider adoption, Drewry's latest Container Census & Leasing Annual Review and Forecast for 2022/2023 highlighted this matter recently.

[Read More](#)



Expert speak

Indian Economy: August 2022

India has become the world's fifth-largest economy after it overtook the United Kingdom in end-March 2022. Excess liquidity in the economy is being withdrawn through monetary policy measures, while Indian securities markets have become an outlier in the world.

[Read More](#)

cogoport[®]
Global Trade Platform™

6th floor, Ackruti Trade Centre,
Rd Number 7, Kondivita, Andheri East,
Mumbai, Maharashtra 400069, India


  


You have received this email because you have subscribed to the Cogoport newsletter.
Click here if you wish to unsubscribe from the current list.
Please click here if you wish to unsubscribe from all Cogoport mailing lists.

Copyright © 2022 Cogoport

cogoport[®]
Global Trade Platform™

All your trade needs made simpler with our Global Trade Platform™
Trade-tech shaped around you




**cogomoney**

News

Meet Cogomoney!

Cogoport uses ground-breaking technology and analytics to move freight faster, cheaper, and more efficiently. It is not too late to set your finances right, book your shipment now and pay us later

[Read More](#)




Industry trends

Global Smart Shipping Fleet to Rise by 25 Per cent in 2026

In a sign of forthcoming times, the global telematics equipped container fleet is expected to rise eight-fold in the next five years. Amid wider adoption, Drewry's latest Container Census & Leasing Annual Review and Forecast for 2022/2023 highlighted this matter recently.

[Read More](#)



Expert speak

Indian Economy: August 2022

India has become the world's fifth-largest economy after it overtook the United Kingdom in end-March 2022. Excess liquidity in the economy is being withdrawn through monetary policy measures, while Indian securities markets have become an outlier in the world.

[Read More](#)

cogomoney

[Read More](#)



Industry trends

Global Smart Shipping Fleet to Rise by 25 Per cent in 2026

In a sign of forthcoming times, the global telematics equipped container fleet is expected to rise eight-fold in the next five years. Amid wider adoption, Drewry's latest Container Census & Leasing Annual Review and Forecast for 2022/2023 highlighted this matter recently.

[Read More](#)



Expert speak

Indian Economy: August 2022

India has become the world's fifth-largest economy after it overtook the United Kingdom in end-March 2022. Excess liquidity in the economy is being withdrawn through monetary policy measures, while Indian securities markets have become an outlier in the world.

[Read More](#)

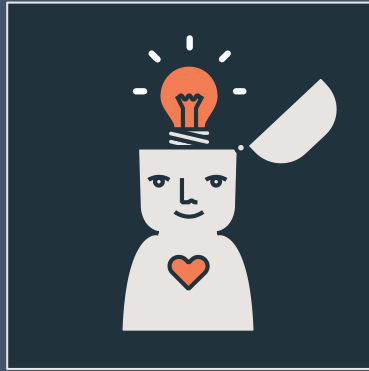
cogoport[®]
Global Trade Platform™

6th floor, Ackruti Trade Centre,
Rd Number 7, Kondivita, Andheri East,
Mumbai, Maharashtra 400069, India

You have received this email because you have subscribed to the Cogoport newsletter.
Click here if you wish to unsubscribe from the current list.
Please click here if you wish to unsubscribe from all Cogoport mailing lists.

Copyright © 2022 Cogoport



Marketing material

PowerPoint template

cogoport®
Global Trade Platform™

Insert title or presentation name here
Insert sub-title of presentation here



6 October 2022 1

cogoport®
Global Trade Platform™

Insert title or presentation name here
Insert sub-title of presentation here



6 October 2022 2


cogoport®
Global Trade Platform™

Insert title or presentation name here
Insert sub-title of presentation here



6 October 2022 3

Insert divider here
Insert sub-title here



Logistics Financial Services Advisory Market Place

Trade-tech shaped around you

Insert heading of text page here

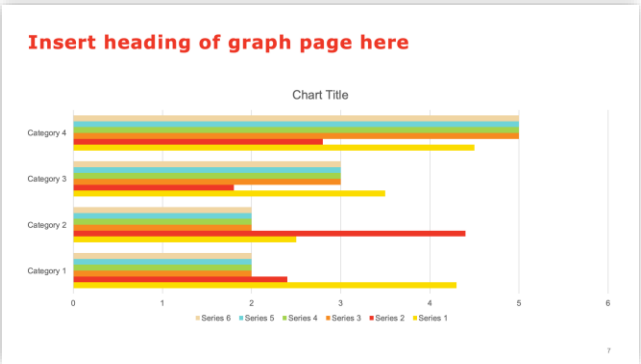
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

6

Insert heading of text page here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

8



Insert heading of image page here


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



8

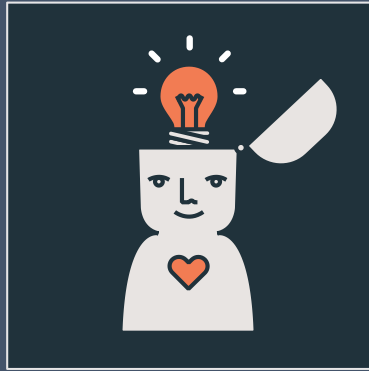
cogoport®
Global Trade Platform™

Thank you!



Logistics Financial Services Advisory Market Place

Trade-tech shaped around you



Advertising system

Colour print ads - Marketing

cogoport[®]
Global Trade Platform™



Ship now, pay later!
cogomoney

Logistics Financial Services Advisory Market Place

Trade-tech shaped around you
cogoport.com

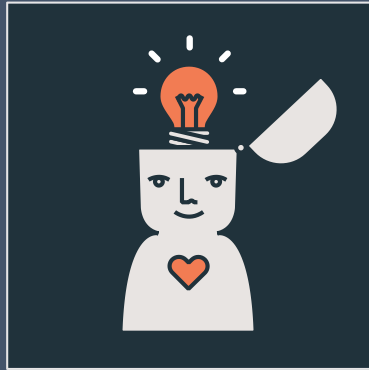
cogoport[®]
Global Trade Platform™

**Check vessel schedules
over 200+ shipping
lines, NVOCCs and
airlines with our
Global Trade Platform™**



Logistics Financial Services Advisory Market Place

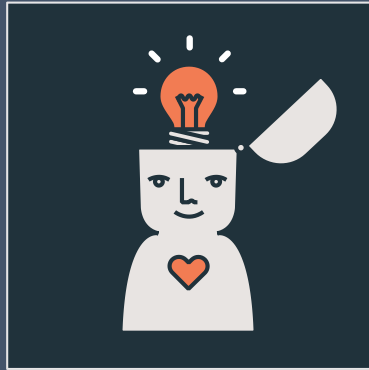
Trade-tech shaped around you
cogoport.com



Newsletter

Newsletter (Masthead/cover design & 2 spreads)

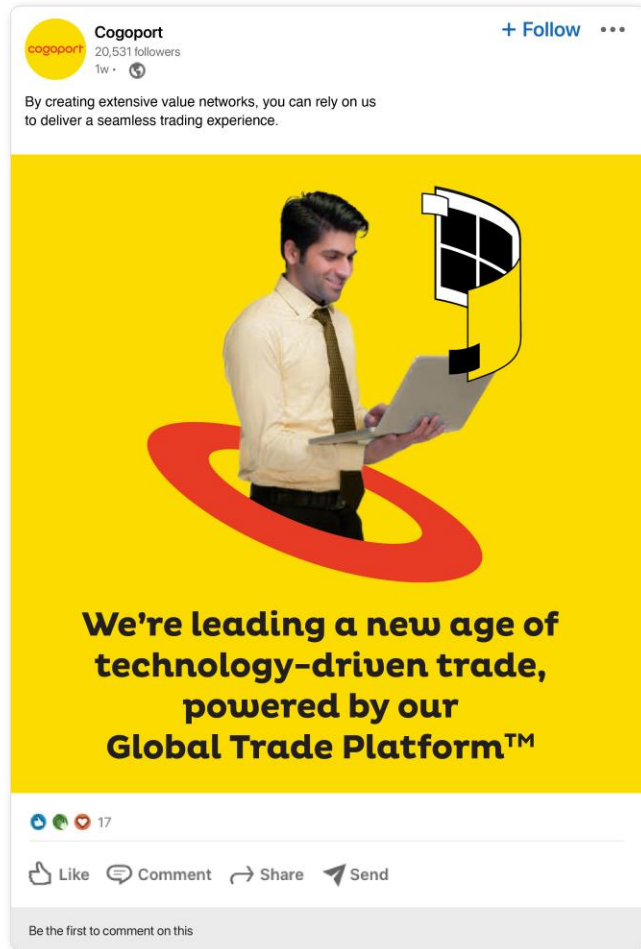




Social media strategy

Social Media Post: LinkedIn

Example of posts:



Brand Building Post



Promotional Post

Content for LinkedIn

1. Publish thought pieces related to your industry and establishing thought leadership

LinkedIn is a platform where users are encouraged to share insights and new ideas. By posting original content, the Cogoport brand can become more recognisable to your network and audience, further consolidating its position as the future of custom builds.

2. Capture and communicate your milestones

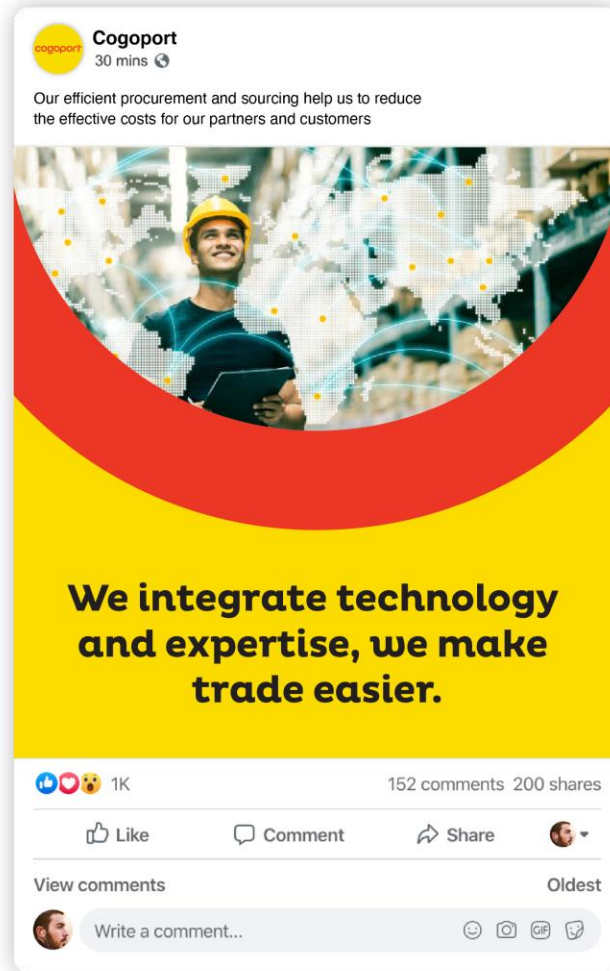
Sharing company milestones will communicate cogoport's mission and vision, and give the audience an insight into your business.

Audiences tend to assume that if you have been successful, you will continue to be. It puts the company in a positive light and builds trust with potential customers.

3. Promote platform & services

Social Media Posts: Facebook

Example of posts:



Brand Building Post



Promotional Post

Content for Facebook

1. Publish thought pieces

LinkedIn is a platform where users are encouraged to share insights and new ideas. Post things such; podcast, articles, tips, etc.

2. Capture and communicate your milestones

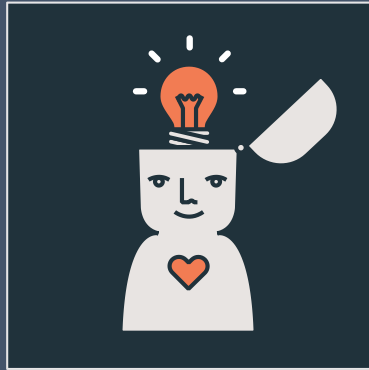
Sharing company milestones will communicate cogoport's mission and vision, and give the audience an insight into your business.

3. Tutorials

Post short tutorials about The Global Trade Platform.

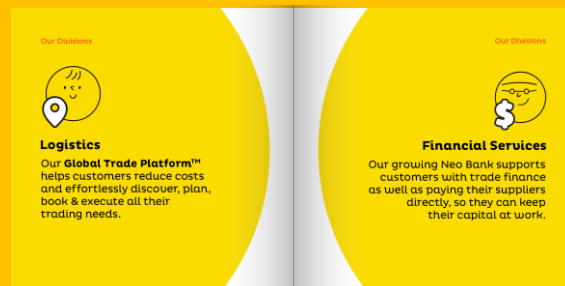
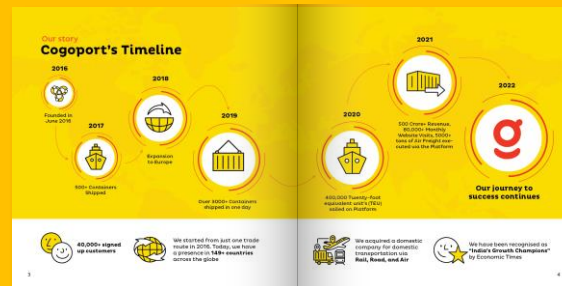
3. Testimonials

Post testimonials of customers who have used The Global Trade Platform. This can generate interest and build trust with your audience.



Brand Book

Staff brand book design





Website Design



All your trade needs made simpler with our Global Trade Platform™

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam tristique consectetur enim, in venenatis ipsum pharetra sed.

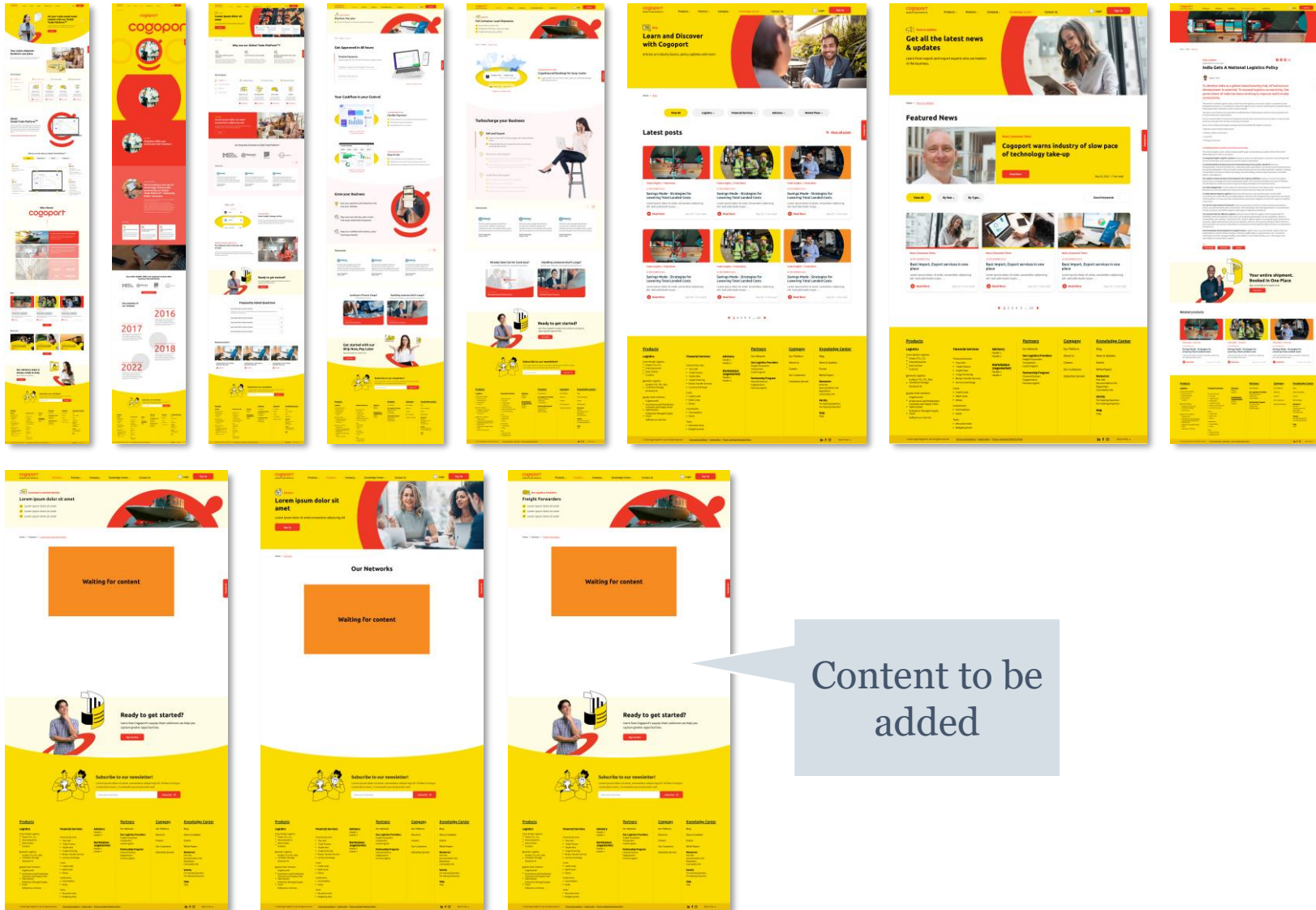
Read More



Your entire shipment.



Website design (Desktop)



To design x10 desktop pages:

1. Homepage
2. Products Main page
3. Ocean: FCL individual page
4. Pay Later individual page
5. Trade Finance individual page
6. Partners Main page (showcasing Our Networks, Our Partners, Channel Partner Program)
7. Freight Forwarders individual page
8. About Us page
9. Blog page
10. News & updates



All your trade needs made simpler with our Global Trade Platform™

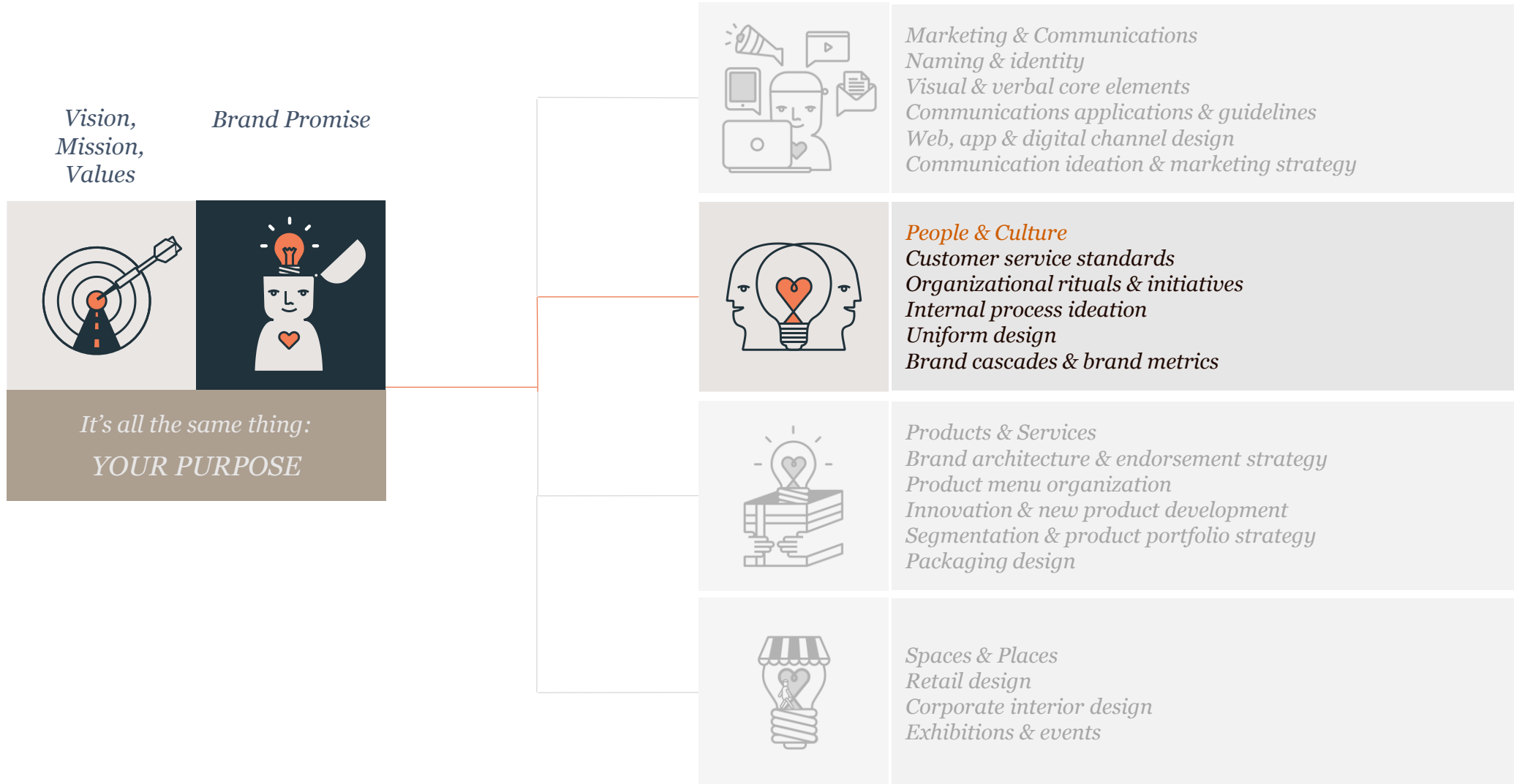
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam tristique consectetur enim, in venenatis ipsum pharetra sed.

Read More

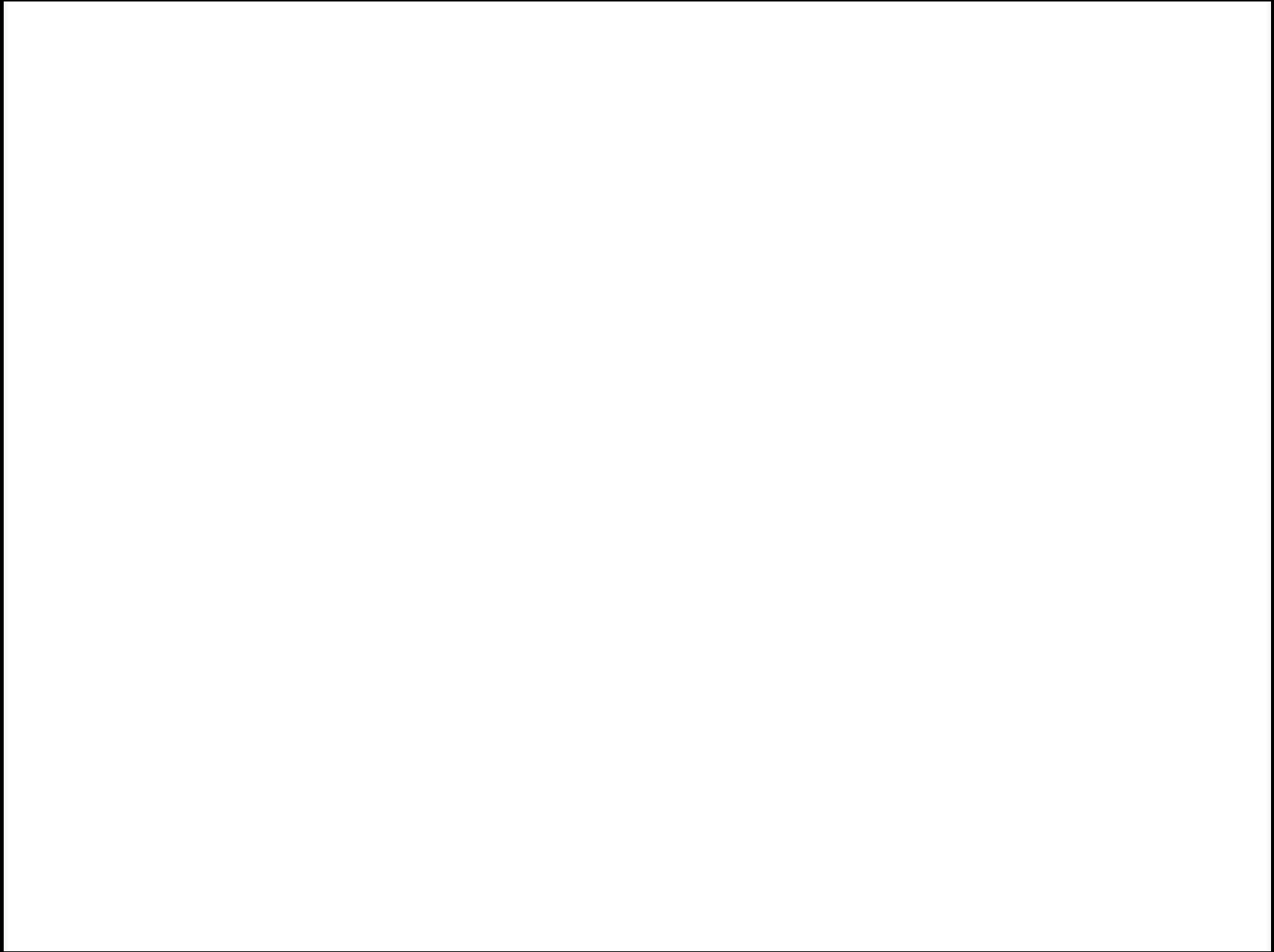
Your entire shipment.



Our capabilities & your project







**This is not a jersey.
This is opportunity...**

People & Culture: Opportunities to create your own culture



Opportunities to create your own culture

Opportunities:

1. *Develop Hiring, Induction and Alumni Relations program*



Hiring, Induction & Alumni relations



New Business Development



Customer Service



CSR Sustainability



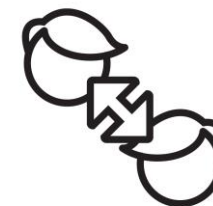
Loyalty & Rewards



Processes & initiatives



Rituals & Activities



Knowledge management

Employment Journey



Recruitment



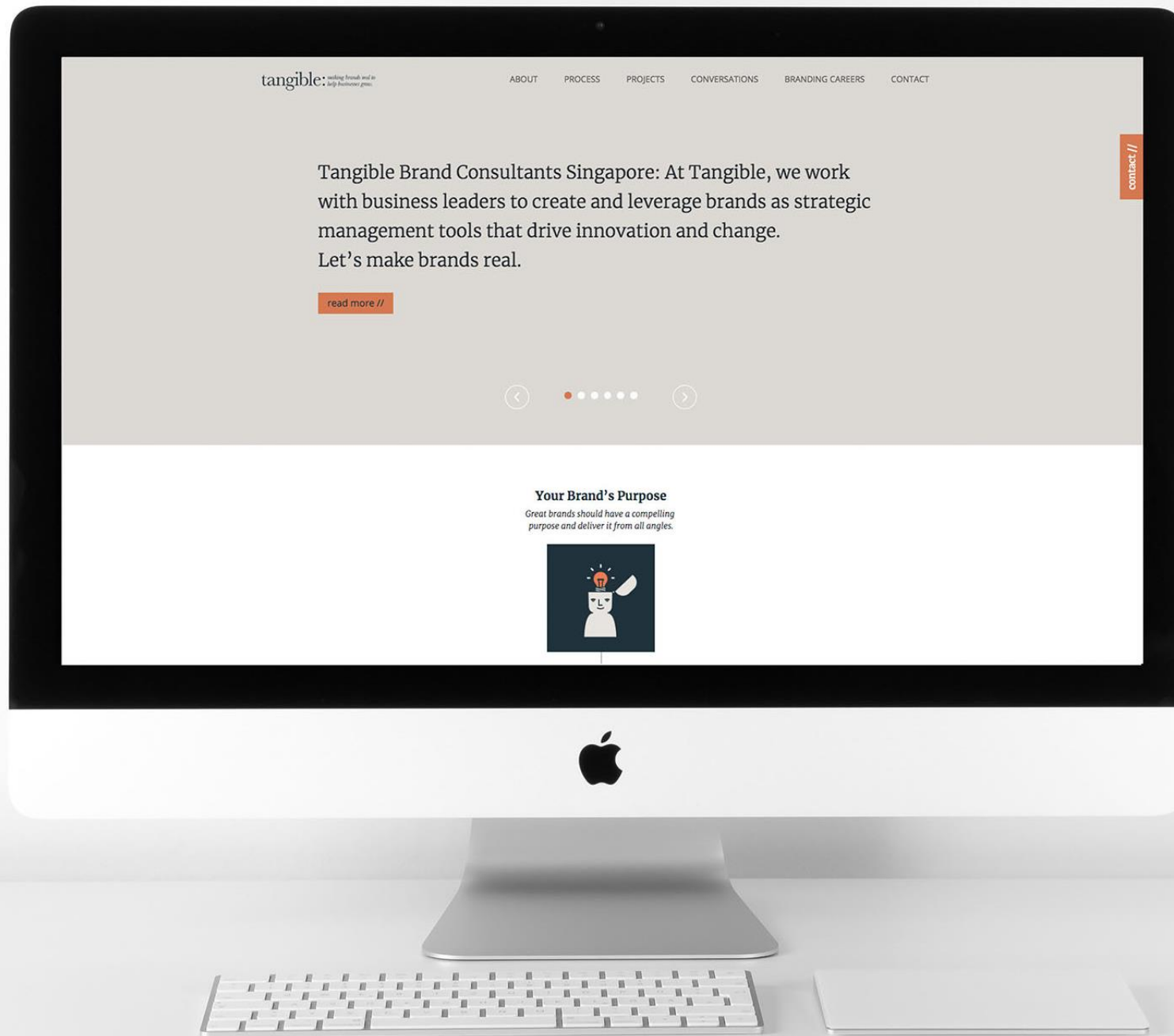
Interviews



Induction

**Tell us about your experiences
and opportunities!**





Thank You!

*If you would like to
find out more about us
& branding please visit
our website:*

www.tangible.com.sg