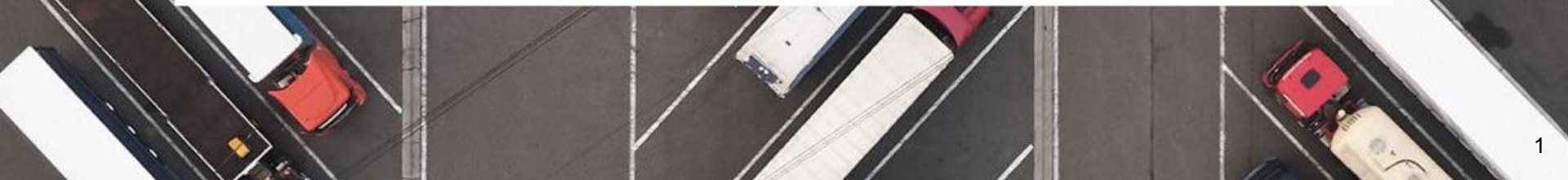
Uber Freight

Visibility through the Supply Chain

November 16, 2022

Bob Chappuis / Director of Operations

Uber



Uber Freight

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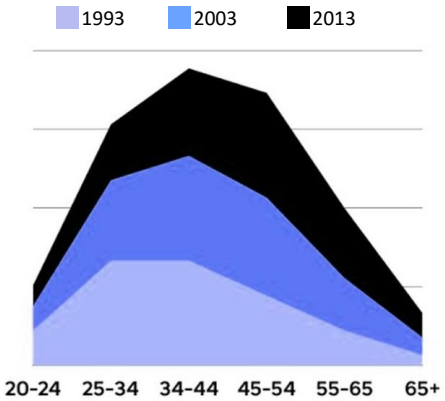
Volatility amplifies the need for transparency and visibility

Carriers

Drivers aging out [1]

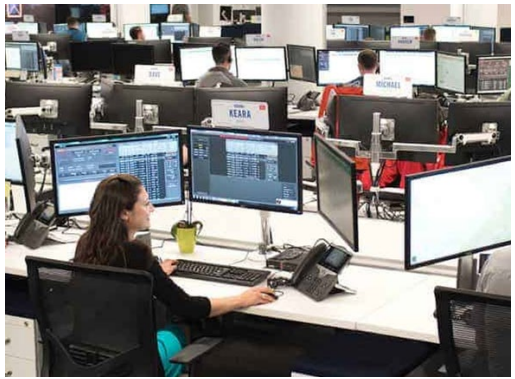


84% of carriers own <4 trucks [2]

Small carriers disadvantaged (lack of access to attractive loads)

Brokers

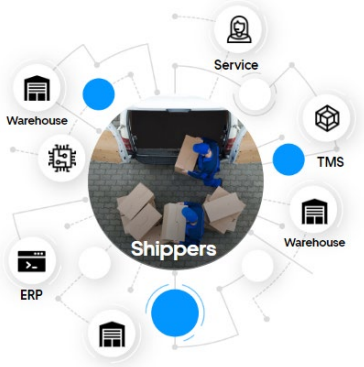
Inefficient capacity sourcing



Significantly fragmented - 17K brokers [3]

Shippers

IT fragmentation



>20% of tenders rejected [6]

Logistics cost ~5% of rev for shippers [7]

1. American Transportation Research Institute, *Analysis of Truck Driver Age Demographics Across Two Decades* (Dec 2014), 2. Federal Motor Carrier Safety Association (FMCSA); Uber analysis,
3. JOC.com, Taking stock of the the freight brokerage business (September 2017); Transportation Topics, 4. Public company filings; Uber analysis. 5. Freight Cass Index,
6. Freightwaves Sonar, 7. Public company filings; internal analysis, 8. US EPA, Inventory of US Greenhouse Gas Emissions and Sinks, 9. American Transportation Research Institute (ATRI).

We came together to embark on a vision

Planning | First mile | Middle mile | Last mile

To lead the *digital transformation of global logistics* with
the most comprehensive *end-to-end logistics platform*

Building Visibility

Tracking Tools

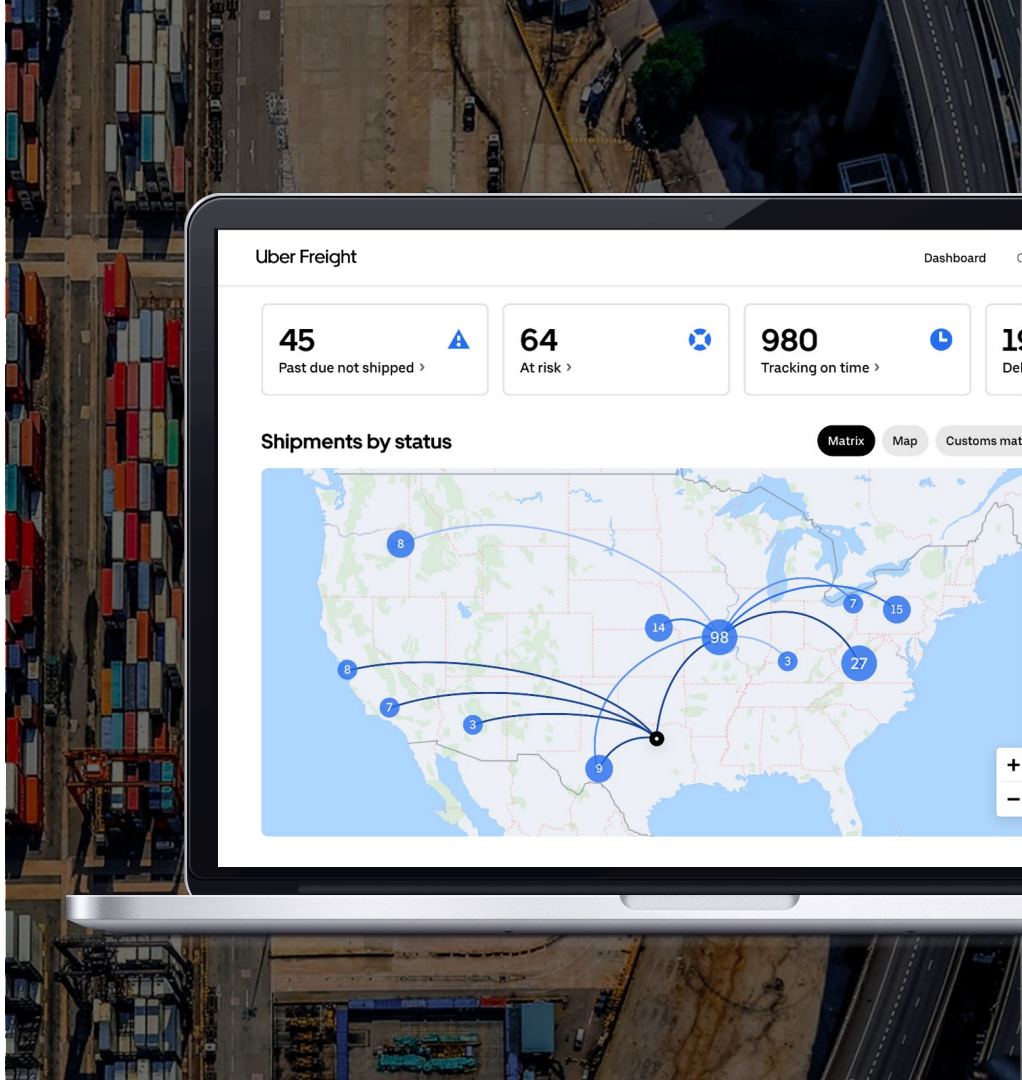
Control Tower

Facility Insights

Tracking Tools

See every order, every mode, everywhere

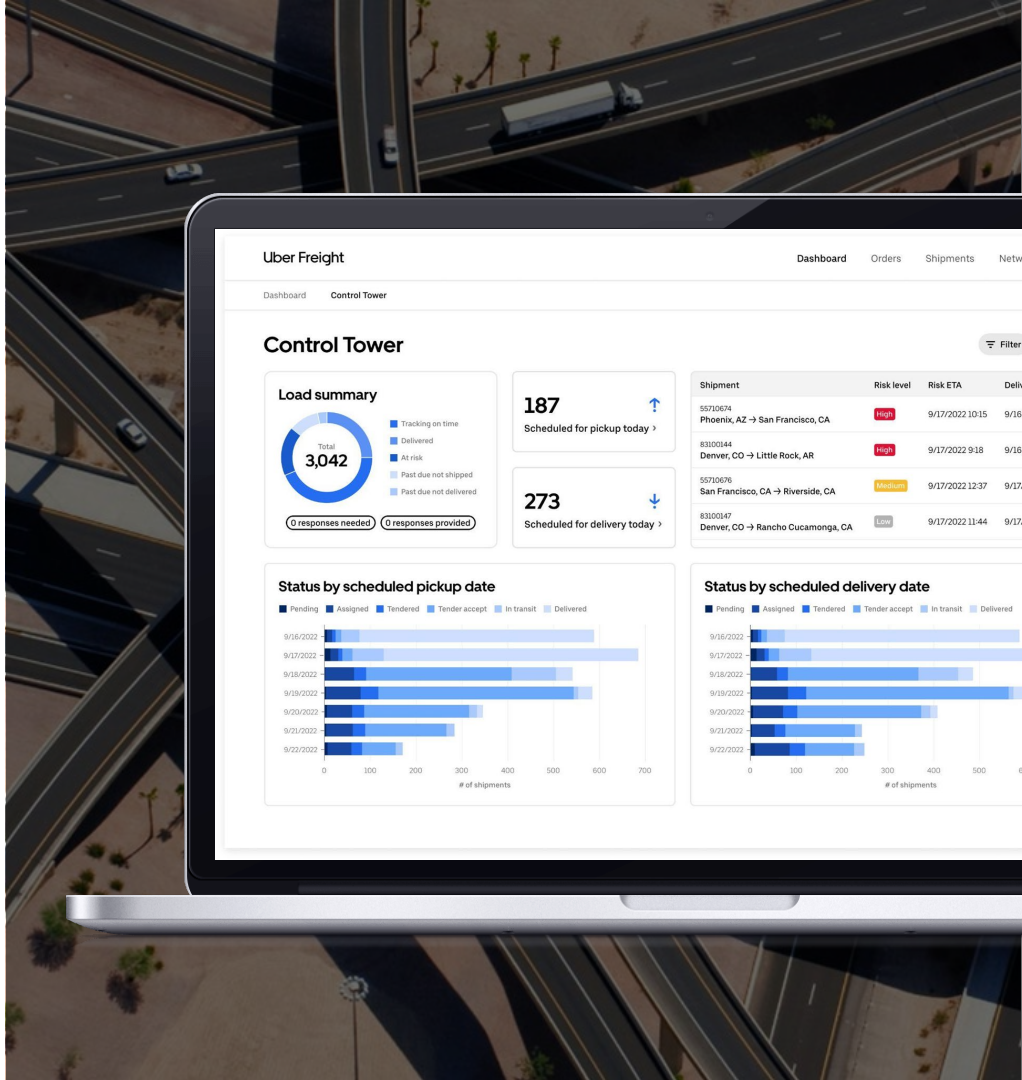
- Real time tracking for Truck, Less-than-Truckload, Rail, and Ocean
- Enabled using
  - Uber Freight’s Carrier App
  - Modern APIs
  - ELDs
  - EDI



Control Tower

Plan, predict exceptions, act on insights

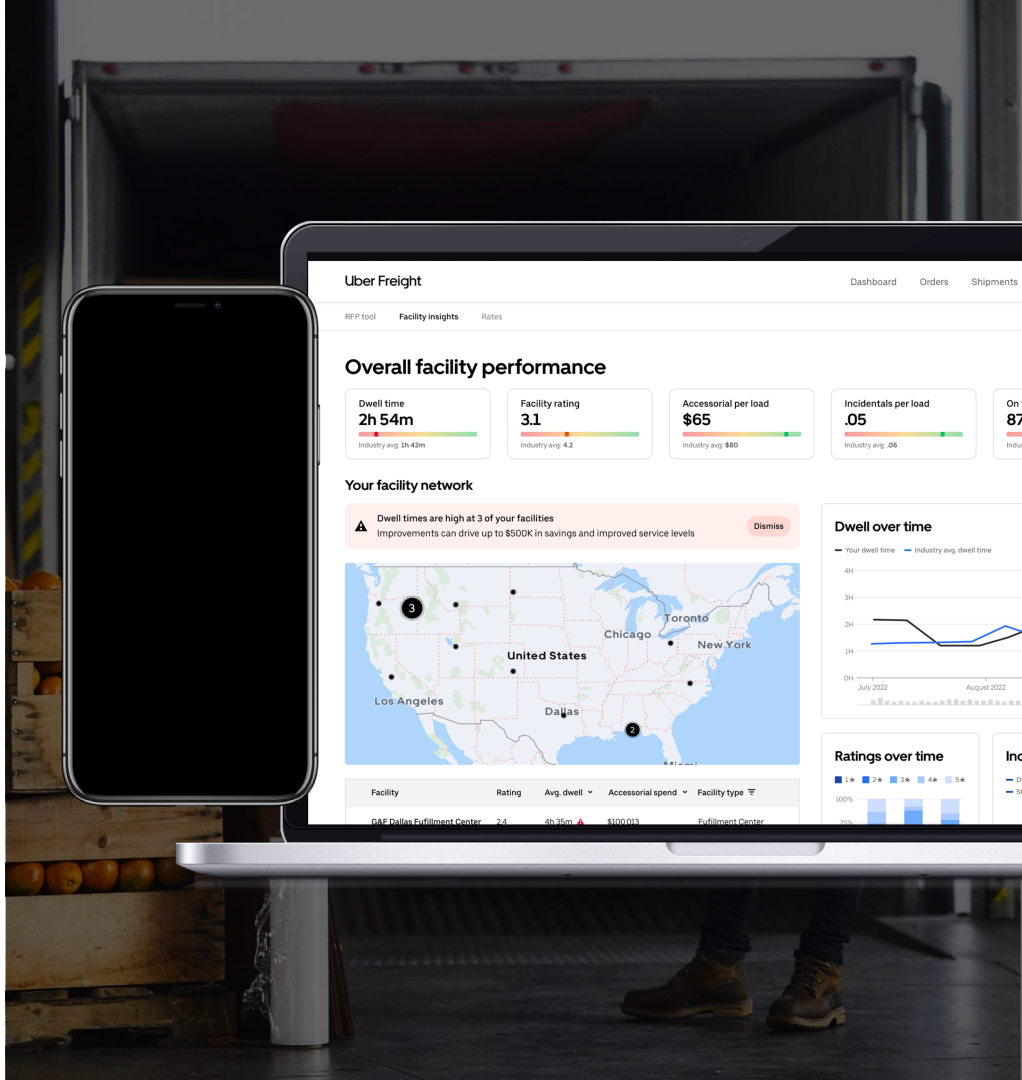
- Fully customizable dashboard
- Configuration is self-serve; instantly build your view without having to contact the support team
- Share your configuration with others as a template to help speed-up onboarding



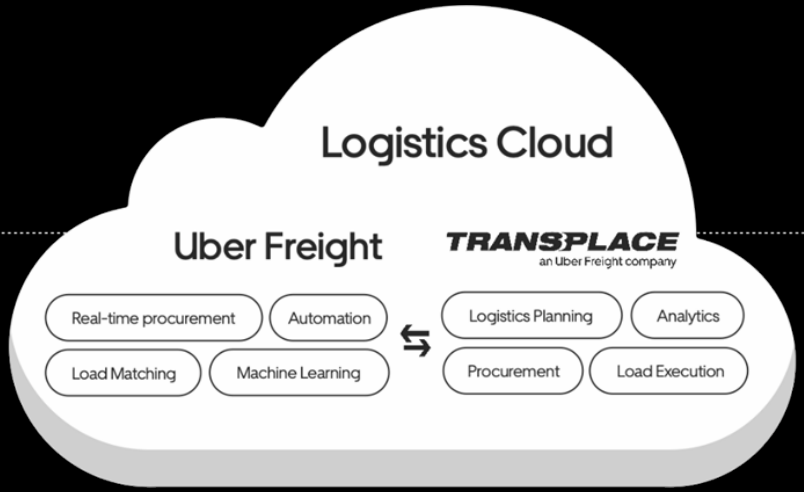
Facility Insights

Facility data can improve utilization across the network

- High correlation between pricing and facility performance
- Full network view to focus on optimizing network of shipping sites and customer facilities
- Lack of facility data is the #1 contributor to dwell time and wasted capacity



Carriers
Software and services to grow their business



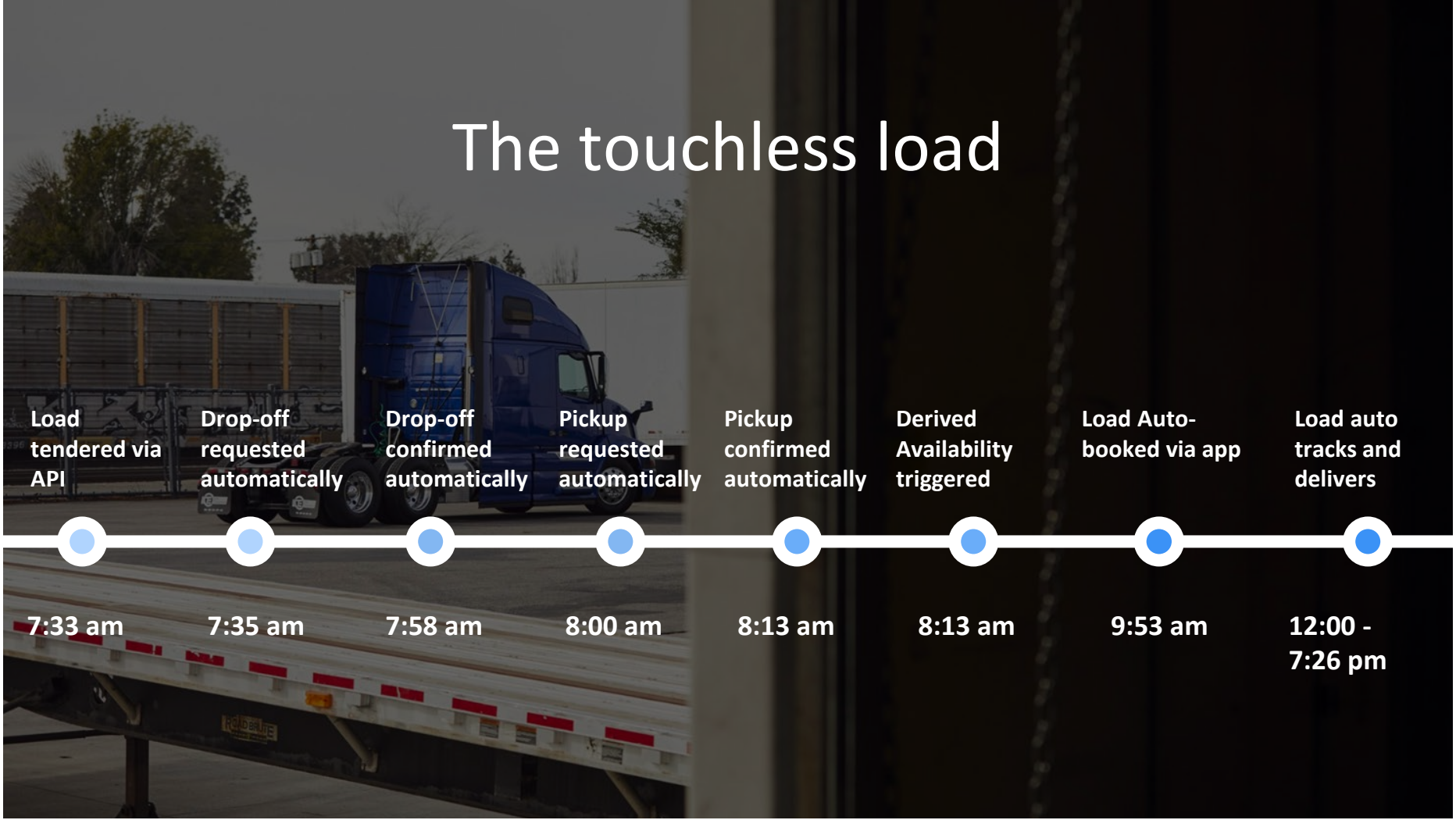
Shippers
Software and services to optimize their logistics spend

$17B
Freight under management

#1
Operational efficiency

#1
Digital fleet

The touchless load



Load tendered via API	Drop-off requested automatically	Drop-off confirmed automatically	Pickup requested automatically	Pickup confirmed automatically	Derived Availability triggered	Load Auto-booked via app	Load auto tracks and delivers
7:33 am	7:35 am	7:58 am	8:00 am	8:13 am	8:13 am	9:53 am	12:00 - 7:26 pm