



Creates a  
New  
Paradigm

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# COCONUT SILO PROFILE 2021



# Innovative logistics and transportation services connecting developing countries near the equator

## Coconut Silo

Coconut Silo Co., Ltd., is a startup working to solve problems in the ASEAN market and create a new paradigm for freight transportation.

Coconut Silo Co., Ltd. aims to improve inefficiencies in the freight transportation market, with the goal of eventually creating an advanced market through efficient matching of shippers/carriers/car owners.

The company has been paying close attention to the explosive growth of the Vietnamese logistics industry.

Vietnam's freight transportation market has been growing rapidly every year due to the continuous growth of the country's manufacturing industry.

Creating a new era in the logistics industry from this trend - this is the value of Coconut Silo.

“

We will open up a new future with great potential in the ASEAN market through constant growth and innovation.

”

## Message from the CEO

Innovation is inevitable in preparing for the new future which is rapidly approaching amid the ongoing changes in the world.

Coconut Silo is promoting a proactive response to the growing market and securing a strategic position by developing a mobility business targeting developing ASEAN countries.

Just like the potential of a coconut, which is known as the sub-tropical energy source, the new future created by Coconut Silo will contribute to a new transformation and the broadening of the horizons of the startup market.

\*ASEAN: Association of Southeast Asian Nations

**Kim Seung-yong, CEO of Coconut Silo Co., Ltd.**



## OUR BUSINESS



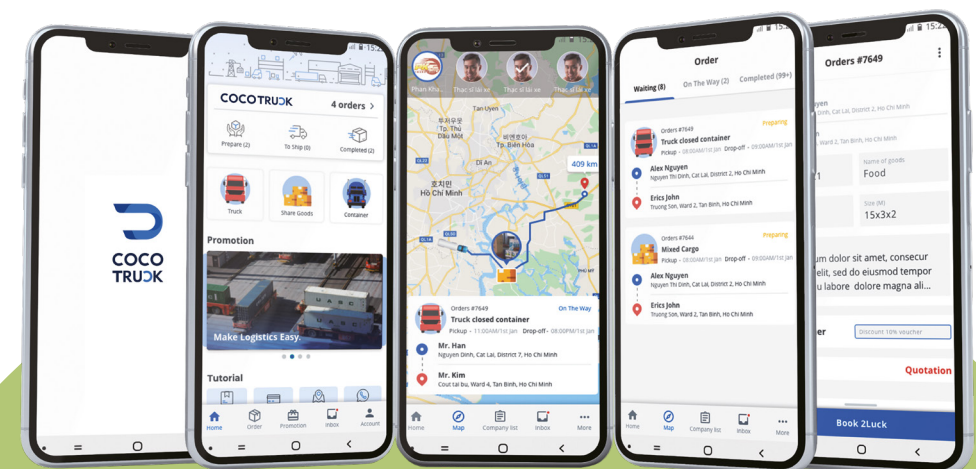
### COCO TRUCK

Faster and Reliable  
Logistics Platform

## MAKE LOGISTICS EASY!

Vietnamese manufacturers are incurring huge costs due to inefficiencies in logistics. By using COCO TRUCK, you can lower your logistics costs and increase efficiency.

It is easy to request transportation, and you can check the logistics flow at a glance. In addition to truck information, it enables companies to reduce transportation costs through optimal route guidance algorithms and trace algorithms.





## Inefficient Vietnamese logistics transport market

Customers in Vietnam's logistics and transportation markets communicate via email or phone.

Until transport matching is achieved, inefficiency costs will continue to be shared among shippers/carriers/car owners due to increased waiting time.

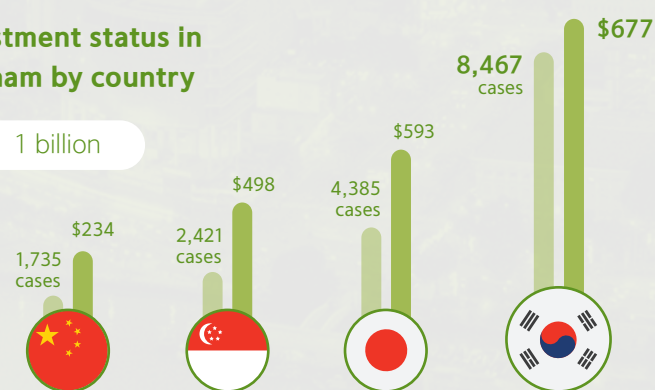
## Continued growth in Vietnam's manufacturing industry

Vietnam's manufacturing industry continues to grow, and thanks to this, growth in the logistics industry is explosive as well.

In addition, as foreign investment in Vietnam is steadily increasing, this growth is predicted to continue for the time being.

### Investment status in Vietnam by country

Unit | 1 billion



Data from the Ministry of Planning and Investment of Vietnam

## OUR BUSINESS

### Big data based features

- Automatic price proposals based on transaction data
- AI-based smart trace system
- Minimization of empty-transfer rate through matchback algorithm
- Efficient resource management through FMS

### Shipper

#### PC Web / Mobile App

We provide customized solutions to both corporate and individual customers. We can transport cargo at a reasonable price through customized solutions for shippers based on the type, value and location of the cargo.

### Carrier

#### PC Web / Mobile App

We provide the best solution to carriers. We provide not only truck dispatching, but also an integrated fleet management system (FMS).

### Car owners

#### PC Web / Mobile App

We provide an easy and convenient solution through the car owner app. We provide an optimal route through matching algorithms that enable additional income generation.



## DIFFERENTIATION

### East to Transit

We improve inefficiencies to create an advanced logistics market.

### Price Competitiveness

We lower fixed shipping costs for shippers by setting reasonable prices through an analysis of 27 pricing factors.

### Realtime Location

Based on real-time location information, we can track cargo and efficiently manage the resources of shippers/carriers.

### 3rd Party Services

Based on the introduction of third-party programs such as insurance, oil refining and maintenance, all types of customers can save about 25% on fixed costs.



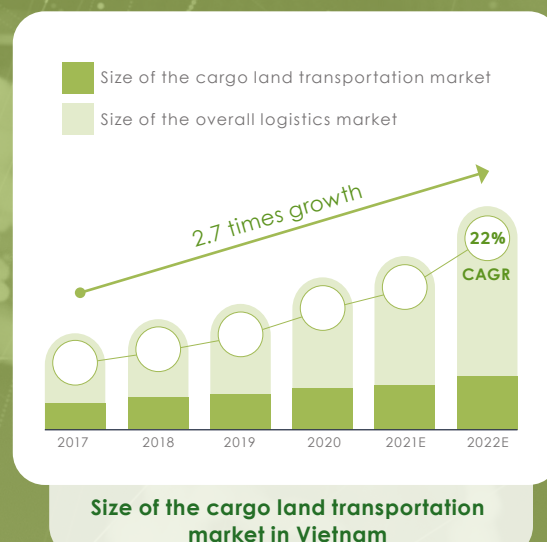
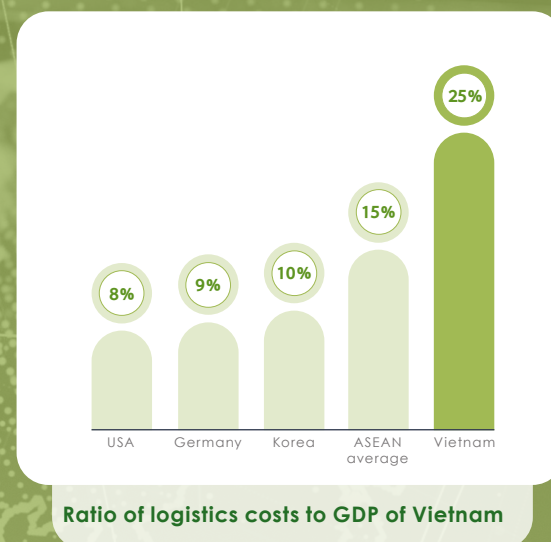
# We will open a new way.

## Applying a high value-added business model through Korean and foreign companies in Vietnam & cross-border

- Vietnam's logistics industry accounts for 20-25% of GDP and is growing at an average annual rate of 12%. <sup>1)</sup>
- In addition, the size of the Vietnamese cargo land transportation market is growing at an average annual rate of 22%, having expanded by 2.7 times over five years. <sup>2)</sup>
- The policy of "Plan for the development and enhancement of Vietnam's logistics industry (Decision No.200/QĐ-TTg)" came into effect.

1) Source: Vietnam Logistics Business Association (VLBA) report

2) Source: KOTRA, Korea International Trade Association report collection



# OUR GOAL

## Paradigm

Creates a new paradigm by discovering problems in life

## Needs

Enhance the quality of life by fulfilling daily needs

## Solution

We find unique and various ways to solve problems in the market



# OUR HISTORY

- 2018** 04 Established as an H Startup Team of Hyundai Motor Group (in-house startup)
- 2019** 04 Joined start-up NEST (credit guarantee fund/venture square)  
11 Recognized for best practices under Gyeonggi Technology Startup Support Program (Gyeonggi-do Economic Science Promotion Agency Award)
- 2020** 01 Selected as a KERI Family company by the Korea Electric Research Institute  
03 **Coconut Silo Co., Ltd., established**  
04 Became a member of the Small Business Technology Innovation Center  
06 Became a member of Born2Global's overseas expansion support business  
06 **Spun-off from Hyundai Motor Group**  
07 Selected for Vietnam's Startup Wheel TOP 50  
07 Signed an MOU with Saltflux (Korea)  
08 Signed 3FORCOM MOU (Vietnam)  
08 Selected as KSC New Delhi  
08 Named a US Texas CodeLaunch finalist  
08 Registered 5 patents and 3 trademarks  
Filed applications for 2 patents and 2 trademarks  
Filed applications for 2 design rights  
08 **Received KRW 500 million in development funds from Hyundai/Kia Motors**  
08 **Received about KRW 700 million in support funds through government/company support projects**  
08 **Guaranteed KRW 1 billion by the Credit Guarantee Fund**  
08 **Received a loan of KRW 100 million from the Korea SMEs and Startups Agency**  
10 Registered 1 patent  
11 Established a Vietnamese corporation (scheduled)  
12 Participated in the 20th Mobile Technology Awards  
Received the Minister of Science and Technology Information and Communication Award (ICT field)

# OUR PARTNER & PATENT



Coconut Silo was launched in April 2018 as an in-house startup of Hyundai Motors. It was spun off in June 2020 and has since formed partnerships with Hyundai Motor Group, Hyundai Motors, and Kia Motors.



## Patents

- ▶ Route service provision method and system (registration)
- ▶ How to manage subscriber information of other companies using subscriber information of telecommunication companies (registration)
- ▶ Method and system for distinguishing multiple objects using external vision devices (registration)
- ▶ Interactive remote control and its control method (registration)
- ▶ Electric vehicle charging device and charging system including it (registration)
- ▶ Method and device for determining freight transportation price based on deep learning (application)
- ▶ Method and devices for providing transportation services based on loading dock conditions (application)

## Contact Us

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