TradeWindow

Non-Deal Roadshow Investor Presentation

May 2026

COMMERCIAL IN CONFIDENCE

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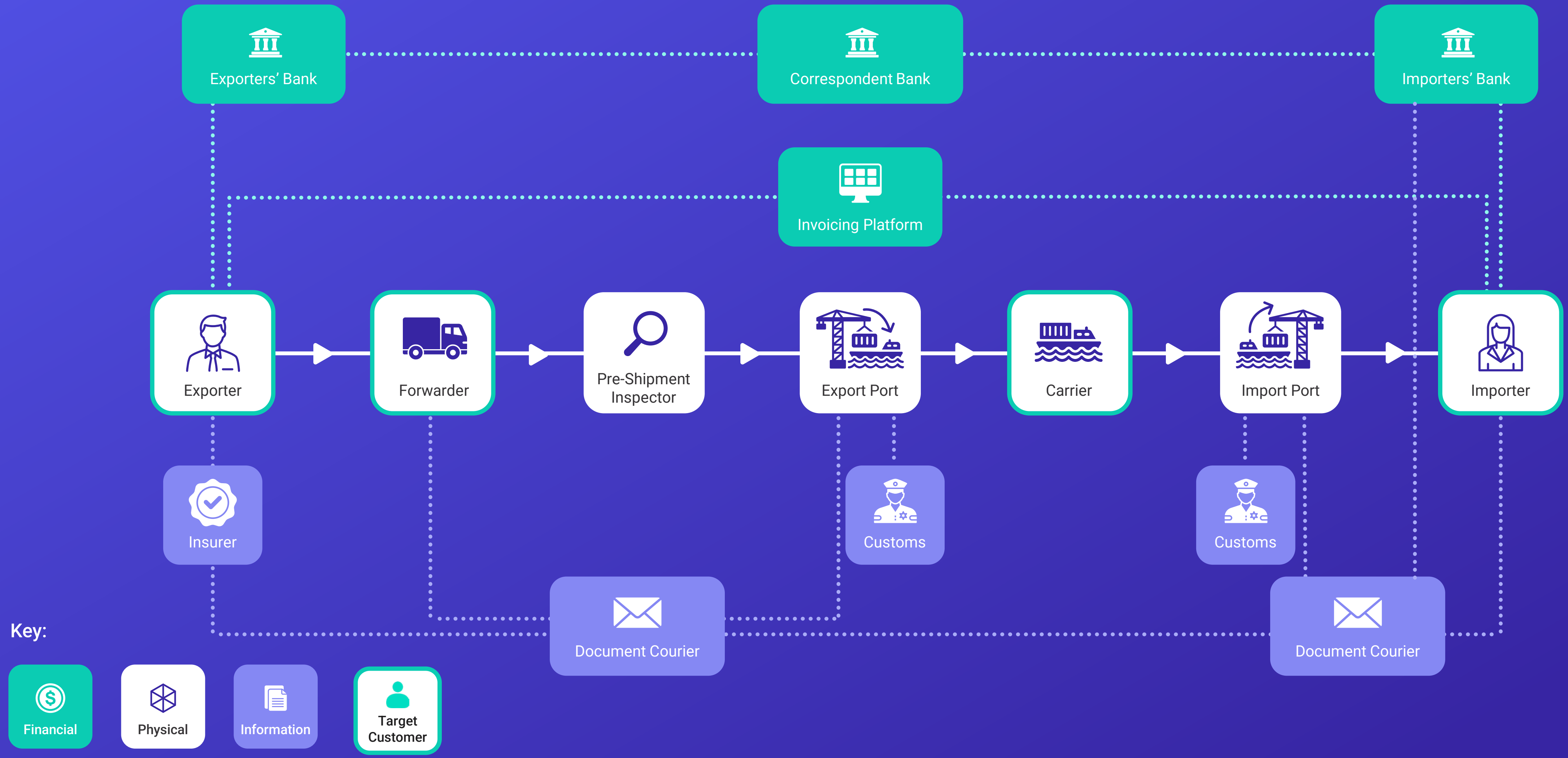
Global trade is staggeringly complex

Cross-broader commerce worth billions is dependent on manual paper-based processes and legacy technology



Introduction to TradeWindow

Overview

- Founded in 2018, TradeWindow is an NZX-listed software company providing mission critical software for exporters, importers, freight forwarders and customs brokers
- Integrated platforms covering compliance, operations management, data sharing, stakeholder collaboration, and visibility
- Customers include some of the world's largest agriculture exporters, freight forwarders and logistics providers
- Serves industries including dairy, meat, horticulture, seafood, consumer products, manufacturing, and logistics
- Strong market position with more than 50% of New Zealand's primary industry exporters using TradeWindow software
- Positioned to capture share in the global US$59b trade and logistics software market, estimated to grow at 10.5% CAGR
- Differentiated by AI innovation, modular product design, and offshore development teams to accelerate speed and reduce costs
- One of the few providers accredited to issue Certificates of Origin in Australia and New Zealand

Key metrics

$10.1m March 26 ARR	**25%** ARR CAGR since FY23	**~95%** Recurring revenue
547 Customers	**89%** Customer Retention	**+EBITDA** FY27 Target

Select customers

Shippers	Freight forwarders
ANZCO Foods, Silver Fern Farms, Synlait, Open Country, Zespri Kiwifruit	DHL, Crane Worldwide Logistics, Zaphon Logistics (Singapore) Pte Ltd, Rocket Freight, I.O.S.A. Indian Ocean Shipping Agencies

Investment highlights

1	**Huge addressable market with multiple dynamics driving growth**
2	**Scalable platforms assisting global trade operators**
3	**AI solution to disrupt incumbent and transform global trade**
4	**Trusted by over 500 exporters and freight forwarders across various industries**
5	**Strong revenue growth with low concentration risk and minimal customer churn**
6	**Clearly defined and executable growth strategy**
7	**Highly experienced and motivated management team and board**

1 Huge addressable market with multiple dynamics driving growth

Large and growing addressable market

Increasing complexity associated with international trade is driving demand for trade and logistics software

US$59B
TOTAL ADDRESSABLE MARKET

10.5%
CAGR

Source: Grok AI.

1 Huge addressable market with multiple dynamics driving growth

Market exposed to multiple factors which continue to drive change and fuel growth

E-Commerce Expansion

Consumers are switching their buying preferences to e-commerce channels and demand faster and more reliable deliveries

Digital Transformation

Artificial intelligence (AI) can eliminate manual data entry, repetitive tasks, and leverage proprietary data

Supply Chain Resilience

Ongoing disruptions, such as port strikes, trade conflicts, and capacity constraints, have highlighted the need for adaptable logistics strategies

Complex Regulations

Shippers and freight forwarders are increasingly subject to customs regulations which requires strict adherence to documentation and security standards

Dynamic Environment

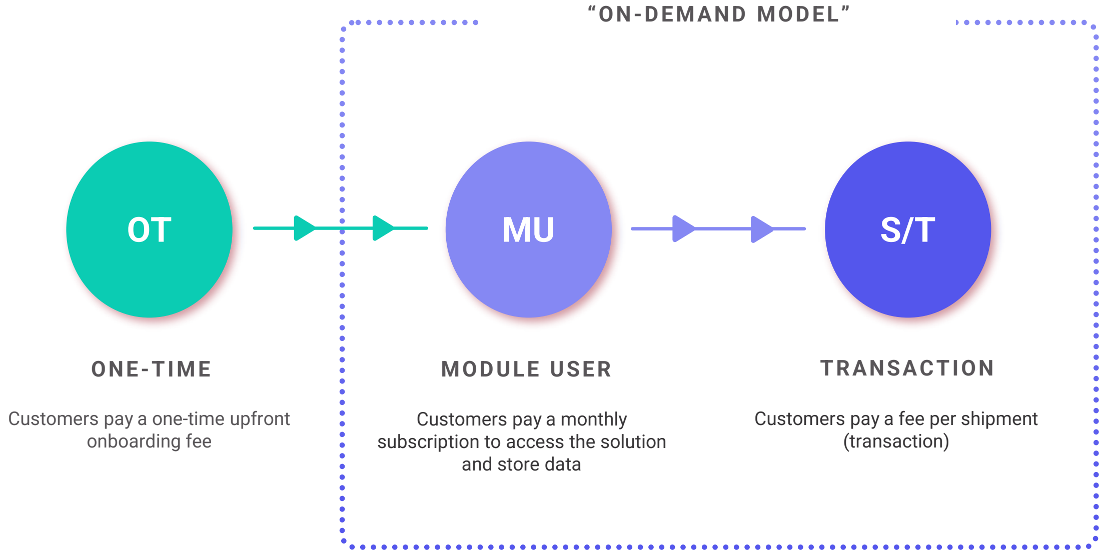
Macroeconomic events including the imposition of tariffs can make it challenging to navigate trade regulations

2 Scalable platform assisting global trade operators

Simple revenue model charging customers based on a combination of modules, number of users and per transaction

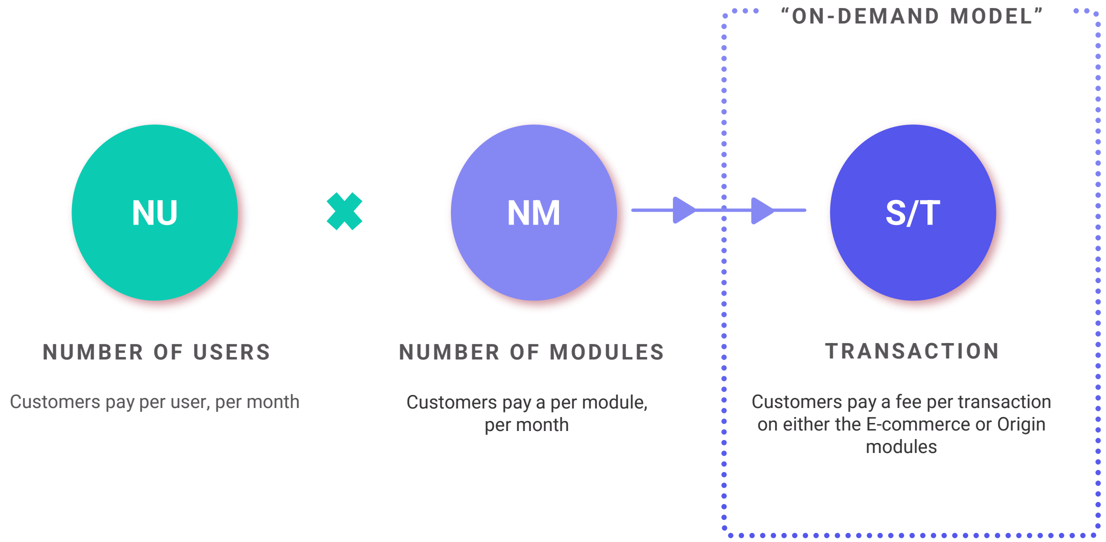
Shippers

Transaction fees are calculated per set of shipping documents created or shared, respectively. The on-demand model allows shippers to match costs with seasonal revenues



Freight Forwarders

Monthly subscription fees charged per module and the number of users. The number of modules used by a customer will vary depending on the breadth and complexity of their operations. E-commerce and Origin operate an on-demand model



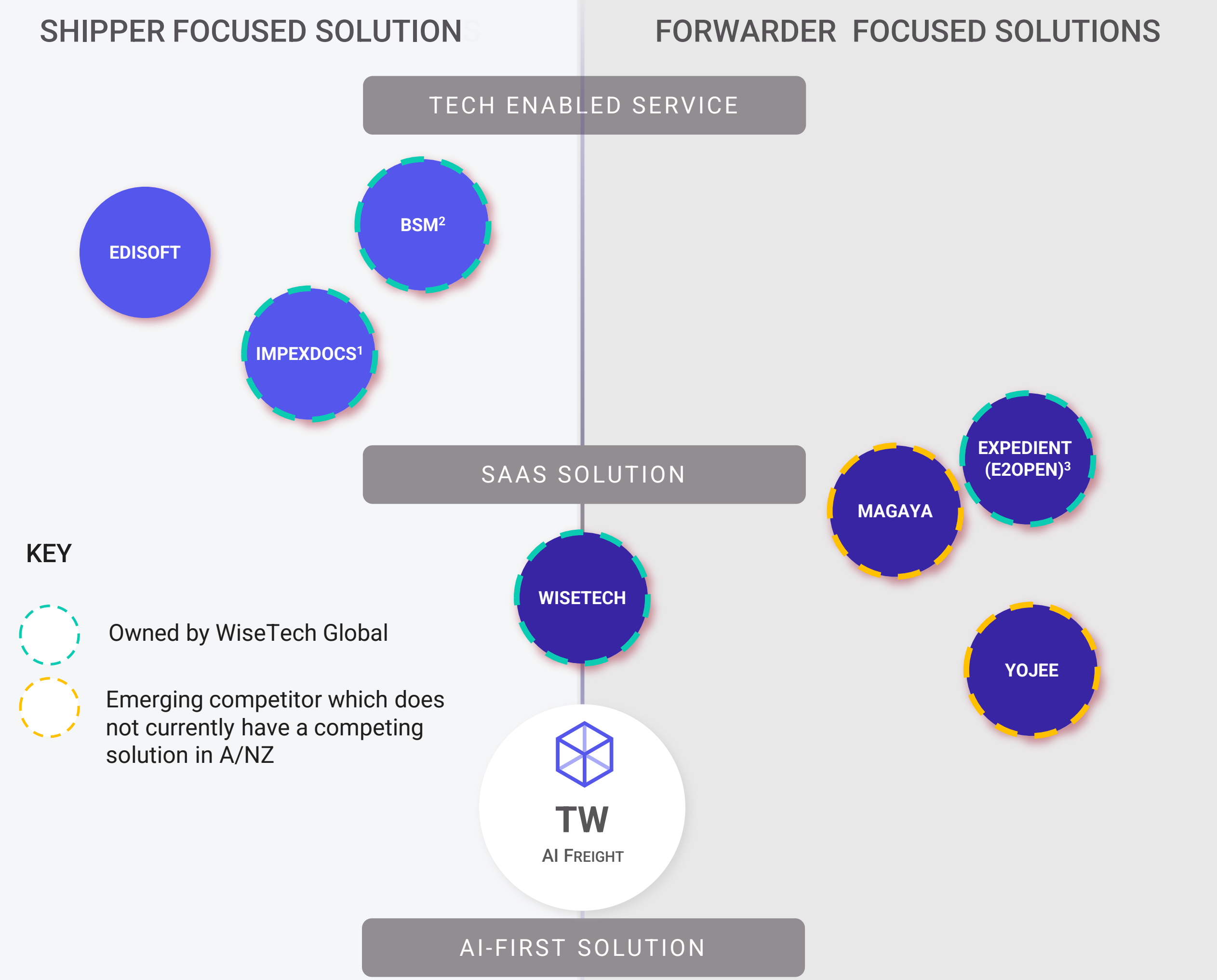
3 AI solutions disrupting incumbents and transforming global trade

TradeWindow's product, Freight.AI challenging incumbents

TradeWindow is uniquely positioned to leap ahead of competitors constrained by technology debt or capability gaps by offering an AI-first solution

Key advantages for TradeWindow:

- **Agile innovation** – with fewer constraints than competitors, TradeWindow can move swiftly to develop and deploy AI-first solutions
- **Acceleration potential** – disruption opens pathways for faster product iteration, strategic partnerships, and market share growth
- **Market alignment** – TradeWindow is ready to meet the rising demand from freight forwarders seeking advanced, cost-effective solutions to sharpen their competitive edge



1. ImpexDocs was acquired by WiseTech Global in January 2025
2. BSM Global was acquired by WiseTech Global in December 2024
3. E2Open (including Expedient) was acquired by WiseTech Global in August 2025

3 AI solutions disrupting incumbents and transforming global trade

AI powered workflows elevate the role of the human operator to focus on high impact activities

AI POWERED WORKFLOWS

Shipment coordination

Auto-scheduling, pickups, carrier bookings, route optimisation

Exception handling

Flags issues and initiates corrective actions

Data intelligence

Extracts, validates and formats trade data

CUSTOMER BENEFITS

Reduce overheads

Scale with efficiency, eliminate manual intervention, and prevent errors

Resilience planning

Contingency frameworks and service level guarantees

Predictive analytics

Demand planning, benchmarking and data insights

4 Trusted by over 500 global trade operators across various industries

A selection of customers which include some of Australasia’s most prolific shippers and freight forwarders

Shippers (Importers/Exporters)

Open Country, Zespri Kiwifruit, Mr Apple NZ, Alliance Farmers' Produce, Whittaker's, Silver Fern Farms, ANZCO Foods, Synlait, New Zealand Gourmet, Huon Aquaculture, Jack Link's, Sealord, Westland Milk Products, Crusader Meats New Zealand Ltd, Wilson Hellaby New Zealand, Tatua, rockit, AFFCO New Zealand, Cedenco, Taylor Preston, Yashili New Zealand, T&G, Bluesky Pastures, Pan Pac Forest Products Ltd, Brolos, Geraldton Fishermen's Co-operative, Red Stag, First Light Farms, Carrfields, Moana New Zealand, Go Air Land Sea, Fresha Export, Greenlea, United, tassal

Freight Forwarders

DHL, OceanAirLink International Freight Forwarders, UB Freight Limited, gvi Logistics, Simply Freight Services, Dyson Logistics, DSV, wallace International, Everprime, DAT, JNA, L.E.B.B. Customs & Forwarding, Australian Global Forwarding, AUOD Logistics, I.O.S.A. Indian Ocean Shipping Agencies, Sixty Global Logistics, Intergroup Australia, SWL Seawide Logistics, Rocket Freight, ExpressLink Global, FINNAirSea, Quay Trade Logistics, Allworld Logistics, Crane Worldwide Logistics, Ausfair Group Pty Ltd, All Inclusive Customs & Forwarding Pty Ltd, Zaphon Logistics (Singapore) Pte Ltd, Oceania Pacific Freight & Logistics, GFS Gavos Freight Solutions Pty Ltd

Note, logos don’t necessarily correspond to top customers.

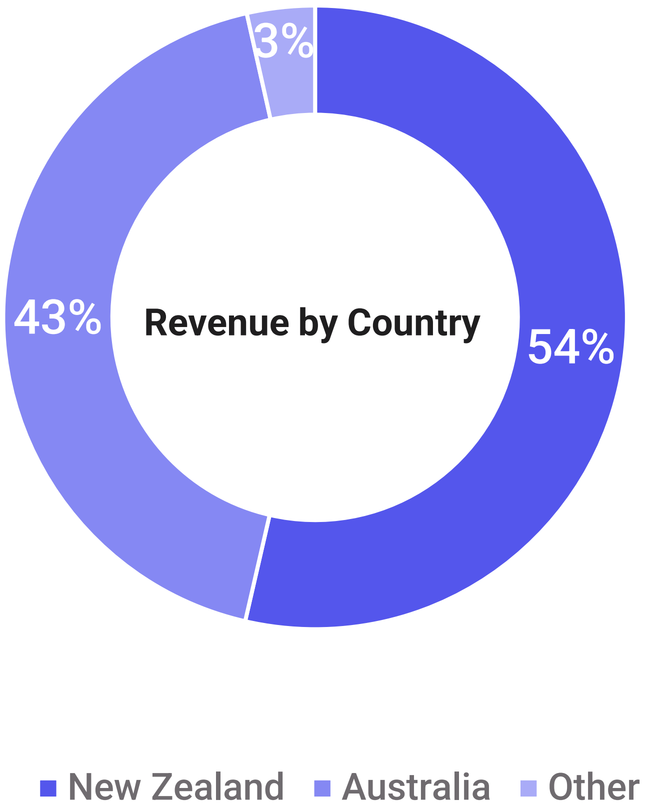
5 Key performance indicators – Year ended 31 March 2026 (Q4 FY26)
(Unaudited)

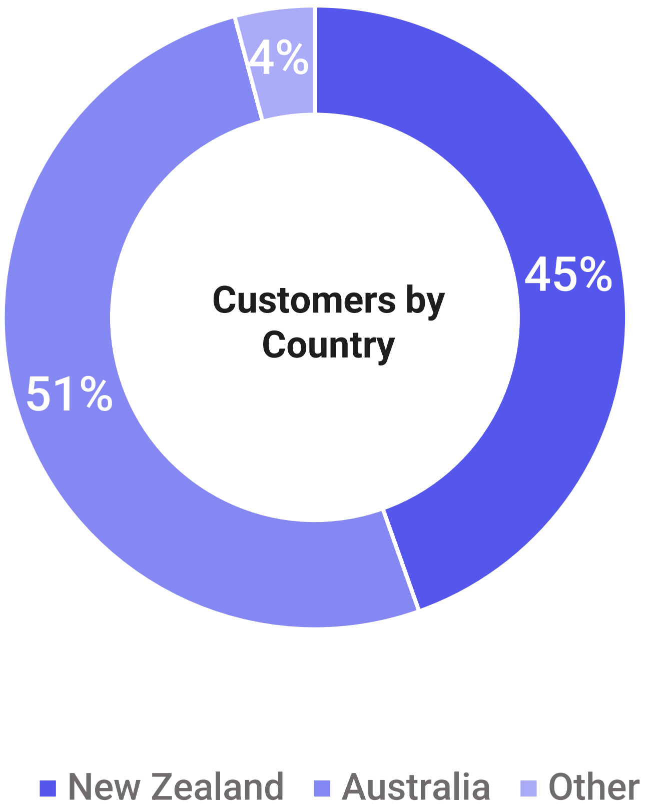
Metric	Value	Change
Trading revenue	$9.6m	Up 20%
Annual Recurring Revenue	$10.1m	Up 17%
ARPC per annum (Shippers)	$30,352	Up 22%
ARPC per annum (Freight Forwarders)	$13,904	Up 27%
Gross Margin	63%	Up 3 ppt on Q3 FY26
Customers	547	Down 7 on FY25
Customer retention rate	89%	Up 2 ppt on FY25
Internally developed software (FreightAI)	$661	Up 47% on Q3 FY25

Note, all comparisons are against year ended 31 March 2025 (FY25) unless otherwise indicated.
Annual Recurring Revenue is calculated using subscription revenue for March 2026 and the monthly average of transaction revenue for Q4 FY26 annualised.

5 Trusted by over 500 global trade operators across various industries

New Zealand our foundation, Australia our growth engine





5 Revenue diversity with low concentration risk and customer churn

Trading revenues highly predictable with 94% re-occurring

Transactional revenue

- TradeWindow generates transactional revenue each time a customer either creates or shares a set of trade documents

Subscription revenue

- Customers pay monthly, quarterly, or annual subscription fees to access solutions
- The amount of fee varies depending on the number of solutions subscribed for and the number of users

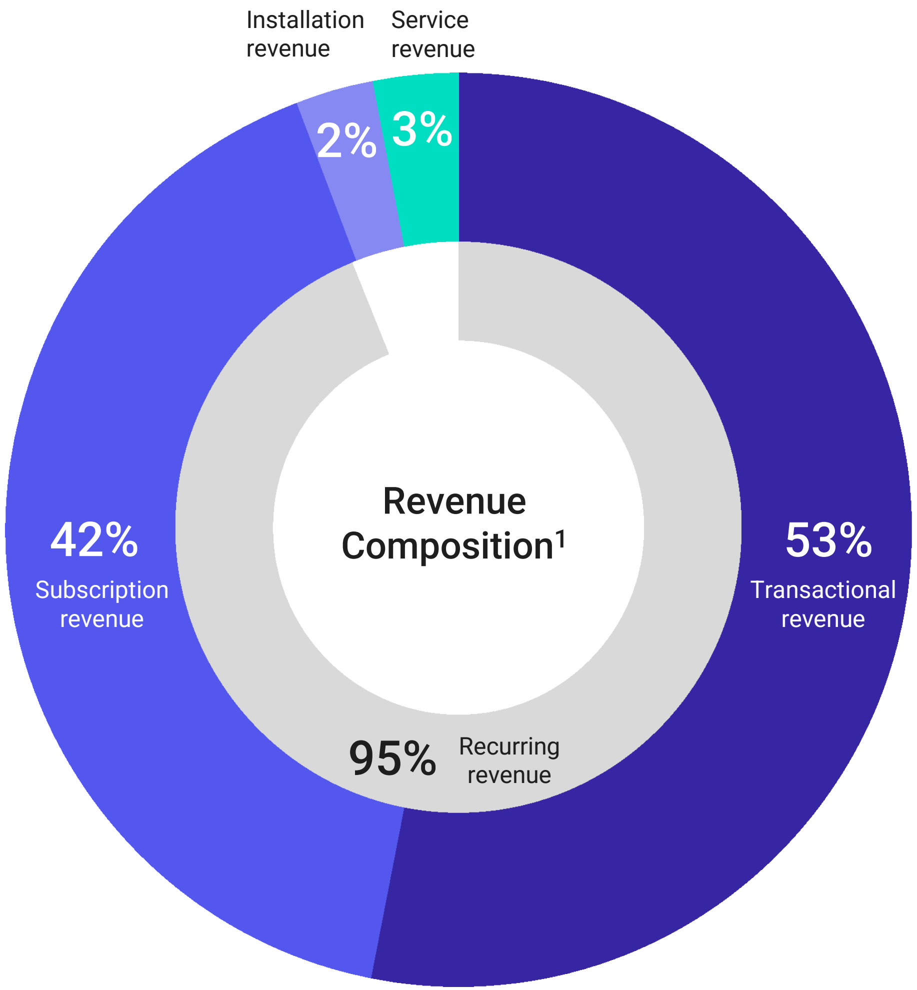
Installation revenue

- TradeWindow earns one-off set up fees that vary depending on the level of service and complexity of installation

Service revenue

- TradeWindow charges for ad-hoc customisation and enhancement requests

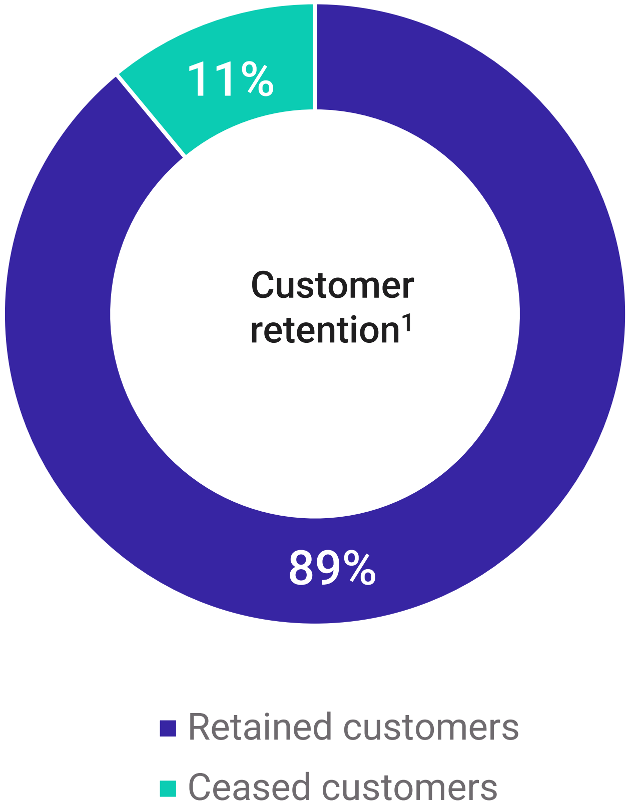
Recurring revenue

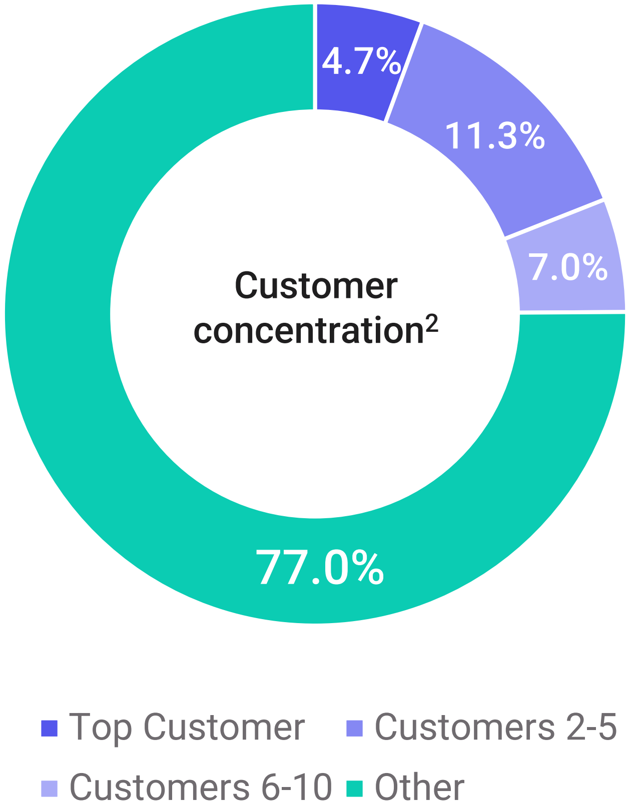


1. Based on actual unaudited trading revenue for the full year ended 31 March 2026

5 Revenue diversity with low concentration risk and customer churn

High quality, diverse and predictable recurring revenues



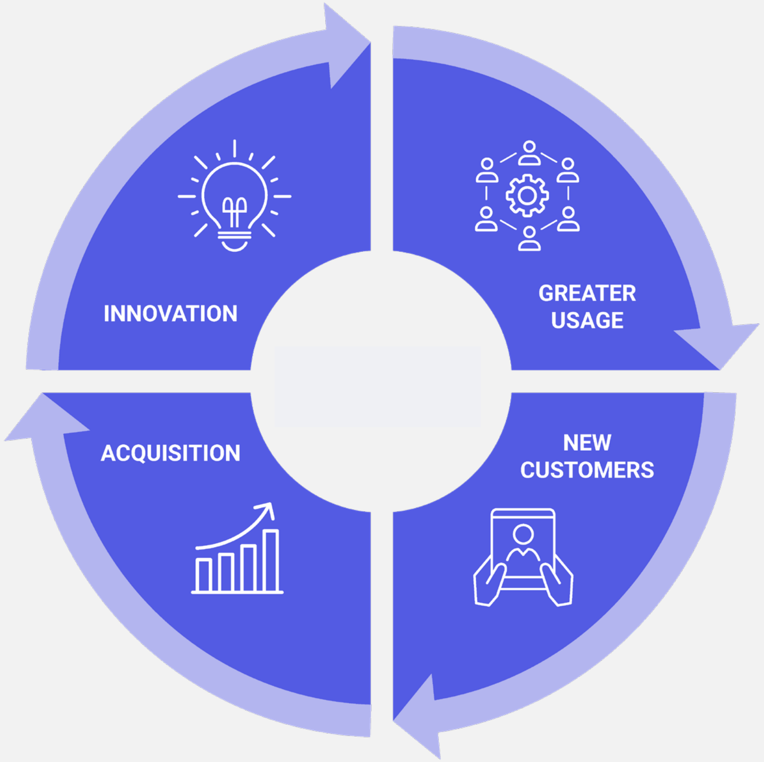


Note:
1. FY26 year ending 31 March 2026
2. Nine months ending 31 December 2026

6 Clearly defined and executable growth strategy

Growth from product and international expansion

Increase spend from existing customers	• Broaden usage of TradeWindow software through cross-sell and up-sell initiatives • Expand features and functionality to increase solution stickiness and value
Expand product offering	• Incremental investment in Freight.AI, a modular, AI-first freight and logistics operating system • Modular architecture and scalable infrastructure enable fast onboarding of new customers
Increase market penetration	• Accelerate growth in Australasia through expanded sales and marketing • Establish partnerships with industry bodies to strengthen brand and drive referrals
International expansion	• Build scalable presence beyond Australasia, targeting USA and UK • Capital efficient low-risk geographical expansion through value accretive acquisitions targeting established solutions for shippers and freight forwarders
Realising efficiencies in current business structure	• Pursue targeted acquisitions to expand customer base, enhance capability, and accelerate entry into new markets • Leverage acquisitions to create cross-sell and up-sell opportunities for existing customers



7 Highly experienced and motivated management team

Experienced and aligned management team ready to deliver growth strategy

Dewald Janse van Rensburg

Acting Chief Executive Officer

Dewald joined TradeWindow in December 2019 and brings more than 20 years' experience in corporate and commercial law. Before joining the company, he served as Registrar at the University of Zululand, overseeing governance and compliance across more than 40 institutional committees. He has held directorships on multiple boards, holds a BProc and an LLM in International Corporate Finance Law, and is currently completing a Doctorate in Business Administration.

Kerry Friend

Executive Director

Kerry co-founded TradeWindow and was the inaugural CFO. He has three decades of financial management experience. He started his career with EY Wellington before following a career across Asia primarily in the media and entertainment sector. Kerry has previously held senior finance positions with Take-Two Interactive Software (Singapore), Jupiter TV (Japan), Bloomberg (Japan) and News Corporation (Japan). He is a current director of Northpower and Northpower Fibre.

Deidre Campbell

Chief Financial Officer

Deirdre joined TradeWindow in February 2020. Prior to this, she was Group CFO of Methven Limited. Deidre has extensive experience in leading and building teams, policy and processes in finance and governance to support and enable business through publicly listing, mergers and acquisitions and international growth. Deidre holds a Bachelor of Accounting from Auckland University of Technology and Wintec – Waikato Institute of Technology. She is also a member of the Chartered Accountants Australia and New Zealand.

Andrew Balgarnie

Chief Strategy Officer

Andrew joined TradeWindow in November 2019. He is an experienced business strategist, deal maker, and problem solver. Andrew has a background in planning, strategy, corporate finance and consultancy. He has a proven track record for delivering complex transactions including the procurement of NBN Co's satellite network. Andrew has a Bachelor of Business Studies in Accounting from Massey University and an MBA from the Australian Graduate School of Management. He also serves as the Company Secretary and is a member of the Institute of Directors New Zealand.

Johan Oliver

Chief Delivery Officer

Johan joined TradeWindow in June 2022, bringing over 30 years' experience across telecommunications, IT infrastructure, and software development. He has held engineering, solutions architecture, and managerial roles at Vodafone, Umbrellar, Newfold Digital, and 9 Spokes. Across these roles Johan built a reputation for deep technical expertise, operational discipline, and the ability to lead high-performing teams through complex technology environments.

7 Our board of directors

Alasdair MacLeod

Independent Chair

Alasdair joined the board in October 2021 and was appointed Chair at that time.

Former Partner at Deloitte and Chair of NZX listed Napier Port and the Hawkes Bay Chapter of Export NZ. Alasdair is current Chair of SilverStripe, Kotahi Engineering Studio, Director of Nexia Hawkes Bay, and independent member of the Board Appointments Committee for IHC New Zealand.

Phil Norman

Independent Director

Phil joined the board in October 2021.

Experienced technology sector executive, capital markets advisor and independent director with extensive governance experience across NZX and ASX listed companies. Phil was the founding Chairman for Xero, and formerly on the board of TASK Group (formerly Plexure Group), Straker Translations, and Just Life Group.

AJ Smith

Director

AJ Smith co-founded TradeWindow and was CEO until April 2026. He has a track record of innovation and investment in successful rapid-growth companies including MediFin, GreenFin and Bonds Africa (South Africa) and Commonwealth Finance Group (Switzerland). With a strong belief in building high-performance teams, AJ is an active executive member of the Young Presidents Organisation.

Kerry Friend

Executive Director

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Q&A

Thank you

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