



ESG Report

April 2022



Agenda

- Section 1** ▶ Note from the CEO
- Section 2** ▶ Introduction
- Section 3** ▶ Measuring our Environmental Impact
- Section 4** ▶ Empowering our People & Communities
- Section 5** ▶ Conducting Business Ethically

Note from The CEO



Omar Hagrass

CEO and Co-Founder

Together, today, the world is marching into uncharted territory. COVID-19 is affecting the lives of our families, communities, and businesses. As we navigate through the impact of the global pandemic, we want to make sure our position is clear. Trucking won't stop, and we, at Trella, are committed more than ever before.

We enter this new era with some considerable strengths. Among them are our people, and our Trella brand status as a solutions orientated technology and service provider. I believe the work that has been done across our teams is a strong foundation, and positions us well to take advantage of opportunities which are coming faster than I would have ever predicted. It is clear that the digitisation of trucking and logistics requires all of the products we have worked on, and more.

It has been 3 years since we launched Trella, the fastest growing tech-enabled freight matching platform in the MENA region. Early on we made a bold commitment to ship responsibly by saving empty miles, optimizing efficiency and reducing our carbon footprint, which has shaped our vision and mission to improve the lives of our communities and empower our employees by providing a healthy and safe work environment.

As of March 2022, Trella has eliminated 2,159 tons of carbon emissions. This is equivalent to taking 460+ trucks off the road. We have successfully completed over tens of thousands of loads, onboarded over 30,000 drivers, and worked to provide logistics solutions for over 500 shippers.

Trella was built on the basis of changing people's lives and making an impact. We believe there is no reason to think small, and no reason why we should not thrive to transform entire economies.

Africa's full potential is limited by inadequate ports and trade bottlenecks, putting the brakes on economic growth in some of the world's fastest-growing economies and undermining social resilience in the least developed parts of the world. Trella puts continental boundaries aside in aiding to build and empowers communities to move economies forward.

The next few years are going to be very exciting as we tackle challenges and opportunities to cement Trella as the solution - locally, regionally and globally. The digital trucking and logistics transformation is a tidal wave that will change the rules of the game as we know it.

With our ESG goals aligned with our business strategies, we have confidence that Trella will continue to impact millions of lives, and save billions of dollars in logistics costs.



Introduction

ABOUT

The fastest growing tech-enabled freight matching platform in the MENA region



- Trella is a platform that connects shippers to carriers via a digital interface.
- Using technology, Trella matches specific carriers capabilities with shippers requirements to provide market leading reliability and availability to significantly drop the cost of moving goods.
- Trella allows shippers to track shipments in real-time as well as report key insights on transportation trends and performance.

Trella's goals are: **Simple, Seamless, Efficient** and **Fast Freight**.





Vision

EMPOWERING OUR COMMUNITIES TO
MOVE ECONOMIES **FORWARD**



Mission

TO **PROVIDE** OUR COMMUNITY WITH THE
TECHNOLOGY AND PLATFORM THAT
REDUCES THE COSTS OF MOVING GOODS

Values

“ALL HANDS
ON DECK”

“OBSESS OVER
OUR COMMUNITIES”

“IDEAS OVER
HIERARCHY”

“BETTER DONE
THAN PERFECT”

“FAIL BY
DESIGN”

“NEVER
GIVE UP”

“CELEBRATE
THE WINS”

ESG Strategy

Trella is underlining its commitment to ESG considerations by mapping out new sustainable practices and initiatives to bring more green conversations to the table. In so doing, Trella is embedding policies into its new strategy to pave the way for improvements on its long term contribution and performance, and will continue to further its ESG reach to secure maximum opportunities for all stakeholders. With the growing ESG trend, we recognize the essential role that ESG will play in impacting the industry and its people, while not foregoing the drive for growth and profitability.

Purpose	People	Planet
With a one-stop-shop vision that will save money for shippers and increase earnings and for carriers, we seek to add more value than any other player in the market providing a singular solution	Trella wants to impact the lives of its carriers, who mostly come from communities that are traditionally underserved. We also commit to providing a safe and healthy work environment, and other benefits for our employees.	Given the company's growth, we believe it is our responsibility to manage our environmental impact and therefore, engaging in reducing emissions is now an integral part of our vision.

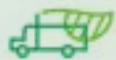


Trella is committed to the following
Global Standards & Practices

	<p><i>Ensure Healthy Lives & Promote Well-Being for All at All Ages</i></p>		<p><i>Build resilient infrastructure, promote inclusive & sustainable industrialization & foster innovation</i></p>
	<p><i>Ensure Inclusive & Equitable Quality Education & Promote Lifelong Learning Opportunities for all</i></p>		<p><i>Reduce inequality within and among countries</i></p>
	<p><i>Achieve Gender Equality & Empower all Female Employees</i></p>		<p><i>Take urgent action to combat climate change and its impacts</i></p>
	<p><i>Promote sustained, inclusive & sustainable economic growth, full & productive employment & decent work for all</i></p>		

ESG at a Glance Year-to-Date

Efficient Vehicle Management



21%
Backhaul rates



581K
Empty truck miles saved



470T
Reduction in unnecessary CO₂ emissions (tons)

Empowering Our People



68
New joiners



24%
Female employees



53%
Global engagement (total completion)



51
Net Promoter Score (NPS)

Empowering Our Communities



6.6K
Active carriers in 1Q22



50%
Digital Literacy Rate



5900
Cashless payment accounts

Conducting Business Ethically



Guidelines & regulations to ensure responsible and ethical conduct



Progressive benefits & Employee Care



Strong and Diverse Board of Directors



Measuring our Environmental Impact

MEASURING OUR ENVIR. IMPACT

EFFICIENT VEHICLE MANAGEMENT

Trella's mission is to provide the community with the technology & platform that reduces costs of moving goods. This has shaped our overarching strategy to improve inefficiency in the supply chain. We acknowledge that growing economies reliance on trucking services is increasing, and consequently the environmental impact of logistics will continue to significantly contribute to greenhouse gas (GHG) emissions. According to the U.S Environmental Protection Agency, transportation sector accounts for 14% of global GHG, while truck freight accounts for 6% of GHG alone.

Trella aims to improve efficiency and reduce waste throughout the entire supply chain, leveraging technology, advanced analytics and an automated centralized decision-making. We are focusing on reducing the Co2 emissions by eliminating empty miles through backhaul optimization.

Since Inception

24%

Backhaul Rates

2.9Mn

Empty truck miles
saved

2,159T

Reduction in CO2 emissions
(tons)



trella

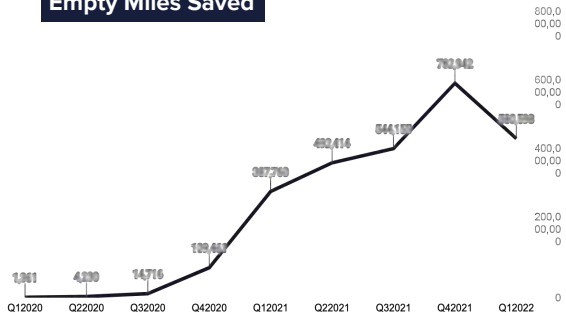
2022 ESG Report | 12

MEASURING OUR ENVIR. IMPACT

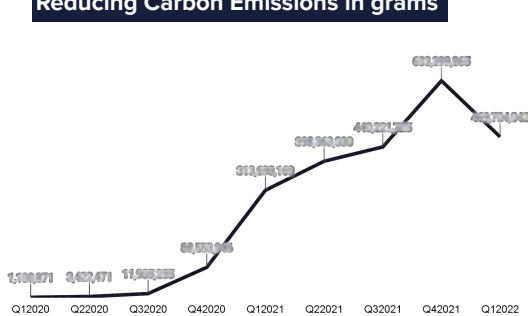
EFFICIENT VEHICLE MANAGEMENT

Trella is focusing on reducing the Co2 emissions by eliminating empty miles through backhaul optimization.

Empty Miles Saved



Reducing Carbon Emissions in grams



Year-to-Date

21%

Backhaul Rates

581K

Empty truck miles saved

470T

Reduction in CO2 emissions (tons)





Empowering our People & Communities

EMPOWERING OUR PEOPLE

TRELLA EMPLOYEES ('TRELLANS')

Trellans are our most valuable asset. They are the ones who make the impossible possible and commit on a daily basis to provide our customers with the world-class service we believe they deserve.

To better serve our people and strengthen our culture, Trella has created an engagement platform to provide recognition, activities, events, and competitions that motivate and engage team members. This, together with a highly relational career development and one-on-ones, ensures employee satisfaction and a high number of E-NPS.

HeadCount

Jobs created
across Egypt, PAK,
KSA & UAE

495

Global Engagement

Total Company
Completion

53%

New Joiners
1Q22

68

Youth
(under 35)

82%

Net Promoter
Score (NPS)*

51

**Anything above 20 is considered "favourable". Bain & Co, (source of the NPS system) suggests that above 50 is excellent, and above 80 is world class.*



EMPOWERING OUR PEOPLE

LEARNING & DEVELOPMENT

We care about creating a life-long learning culture at Trella. We want to promote the growth of Trellans' technical and soft skills, for themselves and the business. With learning and development raised as a need by Trellans (Q4 NPS score results), we are partnering with premium learning platforms to provide each vertical with recommended courses as a self-learning tool to cater for Trellans desire for continuous learning.

We are kicking-off the following:



Coursera - Open online course provider

Over **5,000** Technical & Soft Skills From **200+** Leading Universities & Partners.



Knack -Online Coaching Platform

Piloting with **20 Trellans** as part of a Management Development Program.

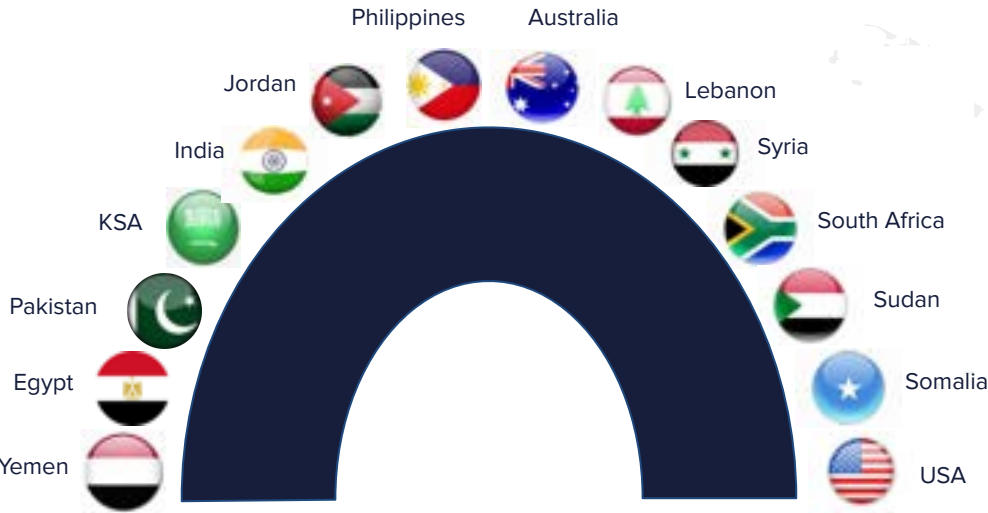


EMPOWERING OUR PEOPLE

DIVERSITY & INCLUSION

As we work to build a more sustainable future, we are committed to Diversity and Inclusion in our workforce. We proudly employ people from all backgrounds who possess the talent and energy that will drive us to achieve our vision together.

14 NATIONALITIES



EMPOWERING OUR PEOPLE

FEMALE EMPLOYMENT

Of all the industries to apply their skills, the logistics industry is possibly one of the hardest for female employees. We acknowledge and revere our female employees for embarking not only on a tough challenge, but who are also change-makers in challenging norms and biases, ultimately moving the entire industry forward.

“ We consider ourselves incredibly proud and lucky to have attracted such female talent to Trella. Diversity is more than just percentages, and at Trella this is what we are trying to promote. Our female talent features in all our businesses, leading many of our teams across Egypt, Saudi, Pakistan, and South Africa – moving us internally and externally forward. ”

Omar Hagrass, Trella Co-Founder and CEO

24%

of global employees
are women

29%

of management
employees are women



EMPOWERING OUR PEOPLE

CELEBRATING INTERNATIONAL WOMEN'S DAY

For the past two years, the world celebrated International Women's Day with the themes focused on **#BreakTheBias** and **#ChooseToChallenge**. Given that Trella was founded to challenge and disrupt the traditional trucking and logistics industry, these themes resonate deeply.

Globally, females employed in the logistics industry is $\pm 35\%$ in USA and UK. In the Middle East this number reduces significantly to $\pm 5\%$. Trella has achieved 5x this, achieving $\pm 25\%$ female employees. While this is a great achievement considering the challenge of sourcing talent in Logistics in the Middle East, it is far below our goal.

Furthermore, Trella is launching Women-In-Trella (WIT), our first Employee Resource Group (ERG) that aims to **Channel, Support & Celebrate** our female employees and we are partnering up with UN Women on their WEPs (Women Empowerment Principles) program to support us on the journey.



EMPOWERING OUR COMMUNITIES TO MOVE ECONOMIES FORWARD

CARRIERS

Carriers are at the core of our community. They are the jugular of any economy, moving 95% of all freight on wheels. In spite of their importance, they are significantly underserved. To move our economies forward, we first need to support the weakest link - the carriers.

EMPOWERING OUR COMMUNITIES

CARRIERS

During the Covid-19 global pandemic, while everyone was taking extreme precautions to protect themselves and their families, millions of carriers were on the frontline moving essential goods throughout the world. Without these carriers, our economies would have ground to a halt.

At Trella, we built a product that is guided by serving carrier needs to better facilitate their day to day operations. Our product caters for less human interaction and error in an end-to-end solution with cashless payments, replacing the current interaction-heavy, paper-based infrastructure.

31,596

Registered carriers
since Trella's
inception

19,954

New registered carriers
in 2021

6,638

Active carriers in 1Q22



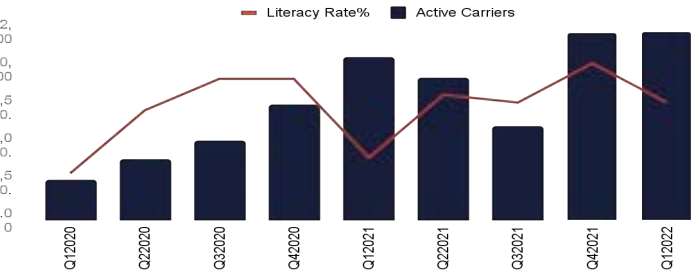
EMPOWERING OUR COMMUNITIES

CARRIER LITERACY

In emerging markets, the trucking industry typically employs individuals who have not had access to formal education, and a significant portion of these employees are technically illiterate making app adoption a difficult challenge.

To address this, an in-app walkthrough demo highlights all the primary aspects of the product when onboarding a new carrier. Additionally, an onboarding agent will ensure the carrier is satisfied in navigating the app and answer any of their questions and/or concerns. Before the carrier commences with his first load, accuracy is ensured with GroundOps Representative doing an additional walkthrough, as well as educating the carrier on other aspects of the app, beyond the core product.

Average Literacy Rate



32%

As of Mar'2022

Qualified Carriers*

50%

As of Mar '2022

Digital Literacy Rate

*A Carrier is considered Qualified once his documents are uploaded on the platform, his account verification and onboarding is done



EMPOWERING OUR COMMUNITIES

CARRIERS' FINANCIAL HEALTH

Promoting participation in the formal economy

In addition to making carriers' lives easier by giving them access to thousands of loads, Trella also focuses on offering various in-app cashless payment methods which assist with debtor collection and eliminate onerous visits to central locations (post offices etc.). In so doing, and by facilitating access to finance and financial services, we promote financial inclusion in our commitment to serve underserved communities.

+7000

Bank Accounts

+370

Prepaid Cards
(Meeza Cards)

+75

Payroll Cards
issued by Trella

+60

Hub Settlements

+720

Mobile Wallets



trella

2022 ESG Report | 23

EMPOWERING OUR COMMUNITIES

KNOWLEDGE SHARING

In line with our value **#ObsessOverOurCommunities** Trella is continuously looking to add tangible value to our partner communities. In 2021, we hosted an event for our carrier partners to tackle issues such as business growth, industry regulation and tax laws. The aim was to educate around financial well-being and industry best practices, as well as cultivate awareness of the importance of compliance. Trella promotes ethical business and prioritizes carriers that pay their taxes and file the correct paperwork.

This event showcases our culture of creating communities, building strong relationships and maintaining loyalty across all our stakeholder engagements. We are committed to listening to others so that we can better ourselves.





Conducting Business Ethically

CONDUCTING BUSINESS ETHICALLY

CODE OF BUSINESS CONDUCT POLICY

Trella's code of business conduct is essential to exercise healthy and proper behaviours that govern the way employees act in a business environment.

Topic Areas Covered

Compliance with Laws, Rules
and Regulations

Conflicts of Interest

Discrimination and Harassment

Record-Keeping, Financial
Controls and Disclosures

Confidentiality

Protection and Proper Use of
Company Assets



CONDUCTING BUSINESS ETHICALLY

BENEFITS & EMPLOYEE CARE

At Trella, we prioritise our employees' security and health first. In addition, we strive to offer a wide range of benefits that support Trellans' social wellbeing and financial stabilities. The below are examples of benefits we provide across our Markets:

- 1 Life and Medical Insurance**
Trella provides medical and life insurance for its employees
- 2 Consumer Finance**
Trella offers finance to its employees to assist them in purchasing items, with a preferential payment plan best suited to the individual
- 3 Early PayDay**
Nowpay offers individuals part of their salary at any time of the month if required
- 4 Employee Collaborative Lending**
The "New Gameeya Concept"- employees can save money and plan for their near future, with the most convenient money circles in the region, all what they have to do is to choose their desired amount and the payout date.
- 5 Premium Card**
Offers a 10-month installment period on all purchases, with no interest rate.
- 6 Flexible Hours & Work from Home (WFH)**
Employees are encouraged to occasionally work from home, and may choose their own working hours provided results and deliverables are met



CONDUCTING BUSINESS ETHICALLY

GOVERNING BODY

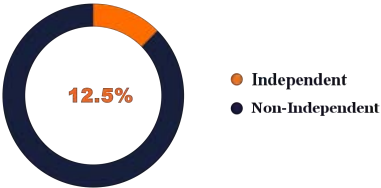
Trella is committed to conducting its business ethically and with integrity. Our Board of Directors is represented by Trella Founders and major Investors. The diverse Board represents a panel of experts from 4 different countries with a diverse set of backgrounds and skills whereas Women hold 14% of the board seats in Trella. The Company's Board serve as a trustee for shareholders and oversees the management of the business, which includes oversight of the company's strategy and priorities.

Trella adheres to robust standards of governance to ensure the principles of transparency, accountability, fairness and corporate responsibility. These are integral to sustainable and responsible operations.

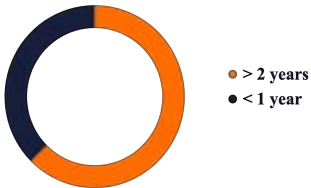
Background & Skills

Leadership	Machine Learning
Software Programming	Consumer & digital experience
Financial Expertise	Project Management

Board Independence



Board Tenure





GET IN TOUCH WITH US

Contact: Habiba Eissa
Email: habiba@trella.app
Phone: +20100 201 0020

Contact: Hatem Sabry
Email: hatem@trella.app
Phone: +20100 182 8939

