







Supply Chain Visibility for Consumer Packaged Goods Shippers



SUPPLY CHAIN VISIBILITY RESOLVES COMMON CPG SHIPPER PROBLEMS

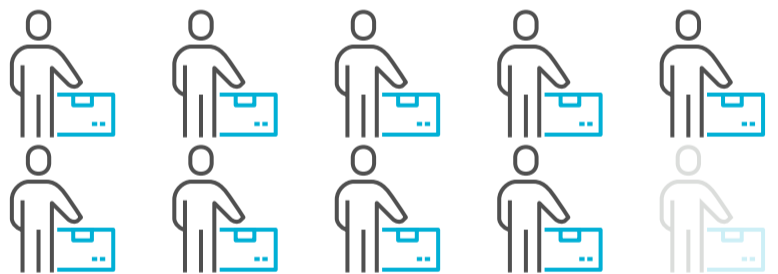
COST		SERVICE	
Problems	Solutions	Problems	Solutions
<p>Fines for OTIF and missed appointments</p> 	<p>Improve on-time delivery with predictive ETAs</p>	<p>Faster, more transparent delivery processes</p> 	<p>Create a single source of truth for customers, carriers and shippers</p>
<p>High transportation costs</p> 	<p>Maximize resource utilization</p>	<p>Capacity crunch and trouble tendering loads</p> 	<p>Become a shipper of choice by supporting your carrier network</p>
<p>Driver productivity</p> 	<p>Reduce dwell to add more time on the road</p>	<p>Greater variety of products offered across channels and locations</p> 	<p>Stabilize inventory flow and maintain minimal safety stock</p>

“ The potential to preemptively identify and manage appointment and transit exceptions before they occur allows us to manage ‘out of window’ shipments in real time. This level of proactive concentration allows us to be exception-based, to resolve issues before it’s too late and to communicate any required changes ahead of time to improve our overall performance. ”

Brian Stoufer, Senior Director of Transportation at Conagra Brands

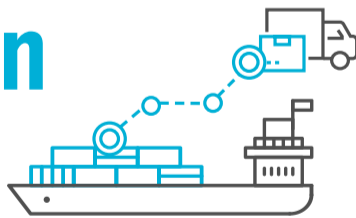
9 of the top-10

global consumer packaged goods (CPG) companies use FourKites to increase on-time delivery, reduce overhead costs and deliver superior customer service



3.6 Million

CPG loads tracked by FourKites in the past year via all modes



Of CPG loads tracked in the last year, FourKites proactively identified that



36% arrived late

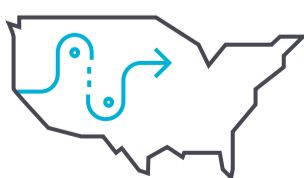


1100+

unique carriers providing visibility to CPG shippers through FourKites

CPG loads tracked by Fourkites travel an average of

410 Miles



187 million

load location updates on CPG shipments tracked by FourKites in the past year