

NEWS RELEASE

Kewill launches integrated global forwarding solution for air, sea and road

Singapore – 31st January 2008 – Kewill Systems plc, a leading provider of global solutions for the dynamic supply network, is launching a global end-to-end freight forwarding solution that improves the visibility and control of goods through global supply chains, to minimise transaction costs and shrink delivery schedules.

The movement of goods across international borders is being hampered by the different languages and systems employed by shippers, carriers, and agents that are involved in this complex business. Kewill Forwarding is a global software solution that addresses these issues by providing a highly dynamic and integrated platform to enable visibility at every stage of the execution chain, from initial order to final delivery.

Kewill Forwarding was born from the expertise Kewill obtained from the IPACS acquisition in February 2007 and through the provision of IT solutions to 23 out of 25 of the world's largest freight forwarders. Paul Nichols, CEO at Kewill outlines the significance of this latest offering, "This is a great advance in freight technology, it can span the entire globe and allows forwarders to reduce the time spent on administration whilst simultaneously increasing the speed with which cargo moves through the supply chain, ultimately making their services more attractive to potential customers."

Zhang Zhen Liang, Assistant General Manager, at ADP, a freight forwarder based in Shanghai that has more than 1500 employees, has recently chosen to implement Kewill Forwarding and agrees it is a powerful tool. "ADP has chosen the right partner to assist the company in its mission to provide customers with value-added services and improve its competitive advantage."

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About ADP

Set up in 1994, ADP is a licensed NVOCC to handle international freight forwarding, customs clearance, cargo inspection, international and domestic airfreights, exhibition transport, private article international moving, express service, road transportation, dangerous goods, international trading, and international cargo insurance. ADP has been ranking within 30th among top 100 Chinese freight forwarders. The company's registered capital is 22 million RMB. In 2004, ADP was appraised by Ministry of Commerce of China the AAA1 grade of credibility, and in 2005, was granted the AA grade for credibility by Shanghai Shipping Exchange and Shanghai Freight Forwarder Association. ADP is also qualified to hold the ISO9001-2000 Quality System Certificate.

For more information on ADP, please visit www.adp.com.cn/en/.

About Kewill Systems Plc

With over 35 years experience in the supply chain space, Kewill is a long-time innovator of software focusing on business integration, order management, transportation management, international trade logistics, service logistics and visibility solutions for global trading communities.

Kewill has implemented over 40,000 systems worldwide and our global customer base which entrusts us with the management of their supply networks includes Allianz, A.N. Deringer, Atlantic Forwarding, Baltrans Logistics, BHS, DHL, DSV, FedEx, Frans Maas, General Electric, General Motors, Glasgow City Council, JD Williams, Littlewoods, Marks & Spencer, Mazda, Mitsubishi, MMA, Nintendo, Nisa Today's, Legal & General, Panalpina, Philips, Pratt & Whitney, Sainsbury's, Texas Instruments, TNT, Towergate Insurance, UPS.

The Dynamic Supply Network

The dynamic supply network enables enhanced responsiveness to customers through flexible connectivity between partners, suppliers and other parties in the supply chain, providing improved visibility and effective compliance, bridging the gap from a traditional rigid supply chain.

Over the past 15 years supply chain solutions have matured from simple forecasting and factory scheduling applications through supply chain planning and supply chain execution onto supply chain event management as businesses have seen the benefits of improved visibility and the ability to make real time decisions across the extended supply chain. These solutions have to cater for relationships beyond the four walls of factories, warehouses and offices and provide capability across countries, regions and continents.

We no longer see the supply chain as being a linear process of steps from sourcing of raw materials sourcing to the final end customer use. It is in fact much more complicated and creates a true cross-functional network of global partners all dependent on the performance of the other to ensure the product reaches the end customer in the most efficient and profitable manner. Kewill believes that this widened scope and capability is what creates true dynamic supply networks.

The ever increasing amount of global trade will inspire businesses to find ways to reduce potentially longer lead times, manage more complex supply chains and to do this whilst working with more partner organisations and a greater requirement to be able to demonstrate compliance with regulatory controls. Those businesses who accept the challenge will look to solution providers like Kewill who have not just a suite of integrated products but also deep domain expertise required to deliver excellent customer service thereby generating greater business opportunity and enhanced profits.