

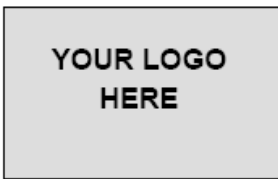


**We connect you
with your customers**



General Overview

Cellnet Logistics has proven experience and knowledge in logistics and distribution within the Australian and New Zealand markets. A very strong infrastructure supports our distribution network, centralised from our Brisbane and Auckland distribution centres. Cellnet provides third party logistics services to a number of companies and are expanding this part of our business, providing a simple 'fee for service' centralised distribution model. Cellnet has positioned itself as a niche, customised third party solution, focusing on goods 5kg or less, but capable of handling all product. Cellnet is one of the largest customers of Australian Air Express in Brisbane and the economies of scale results in extremely competitive national air freight rates. Goods are distributed via an overnight service to your customers across the country. Cellnet distributes B2B and direct to end users and strips unnecessary 'back end' costs from your supply chain. Delivery dockets with your logo on them can be supplied with orders and your members will see a seamless integration (see below)



DELIVERY DOCKET

Your Company Pty Ltd
 ABN 67 00 000 0000
 Level 1, 1 Your Street
 SYDNEY NSW 2000
 Ph: (02) 5555 5555
 Fax: (02) 5555 5500



Delivery Docket To :

YOUR CUSTOMER
 34-45 SOMEWHERE STREET
 MELBOURNE VIC 3000

Delivery To : JLADD1 Page: 1

YOUR CUSTOMER
 ATTN: JOHN SMITH
 34-45 SOMEWHERE STREET
 MELBOURNE VIC 3000
 Ph: 03 4444 5555 Ref: JANE SMITH

Invoice Date	Internal Salesperson	Whs	Delivery Method	Account No.	Customer O/N	Invoice Number
01/01/11	134	BR1	SS	C0000	YOUR ORDER #	3295985
Item Code	Description	QUANTITY				
		Ordered	Shipped	B/O		
10000001	PRODUCTNAME Your product description	1	1	0		

Questionnaire

The following questions have been designed to provide Cellnet Logistics enough information to customise a high level third party logistics solution, an indicative quote and initiate further dialogue. The answers are for use in this process only and will remain completely confidential. Please provide as much information as you can, to assist this process. If answers are difficult or data can not be extracted easily, please provide your best estimate.

Background

1. What is your company name?

2. What are your retail brand names (if applicable)

3. Please provide the main contacts name

4. Please provide the following contact details

Email address

Phone Number

Address

5. What are the key reasons why you are considering outsourcing your logistics?

- Goods to market faster
- Cost saving
- Free up time
- Improve our stock control
- To aid our growth
- To access better freight rates
- Access logistics expertise
- Other:

Distribution

1. Do you deliver business to business (B2B) or business to consumer (B2C), if both please advise the percentage?

B2B _____ %

B2C _____ %

2. How many customers do you have and what is the geographic spread of these customers (i.e. how many customers per state).

_____	_____
_____	_____
_____	_____
_____	_____

3. Could you supply I list of potential business to business (B2B) delivery addresses?

_____	_____
_____	_____
_____	_____
_____	_____

4. Do you absorb the cost of the freight or do you pass on freight per delivery?

5. What Road courier do you use today?

6. What Air courier do you use today?

7. What is the estimated breakdown of Road versus Air freight (percentage only)

Road _____ %

Air _____ %

8. What are your current Airfreight rates?

<500g = _____

500g-1kg = _____

1-3kg = _____

3-5kg = _____

9. Do you consolidate your orders or are they picked and dispatched as they arrive?

10. Do you offer customers back orders, if so are they sent out as soon as they arrive or with the next order?

11. What are your customer's expectations in regards to deliveries from order placement, what is a standard lead time?

- Overnight 72 hours 1-2 weeks
 48 hours 7 days

12. Are there service level agreements in place with your customer base?

Warehouse

1. How many staff do you employ to handle distribution and logistics?

2. What is the size of your current facility?

- 0-50m² 200-1500m² 3000m²
 50-200m² 1500-3000m²

3. What percentage of the warehouse is utilised?

- 0-25% 25-50% 50-75% 75-100%

4. Is your current facility owned or leased?

5. Do you have the flexibility to scale up your operations in peak periods, if so please explain how?

General Volumes

1. How many products (SKU's) do you hold at any one time?

1 2-10 10-30 30-50

50-100 Other _____

2. How many orders do you despatch per day?

0-10 10-30 30-50

50-100 100+

3. What are the average lines per order outbound?

1 1-3 3-5

5-10 10+

4. What are the average units per line outbound?

1 2 3

4 5+

5. Please provide us with a list of products (SKU's) you would like us to hold and distribute on a third party logistics basis. Note: if more than 40, please attach a spreadsheet.

3. Do you currently have an ERP and if so, please advise what it is?

YES our current ERP is _____

NO

4. Are you able to send orders electronically and if so, please advise what method you would prefer

csv. File EDI Web Services Other _____

5. Do you have a need for a reverse logistics solution?

YES NO

6. Does your computer system track serial numbers?

YES NO

7. What types of reports do you use, can you list some examples?

8. Do you offer or provide your customers parcel tracking on line?

YES NO

9. Do you send ASN's (advance shipping notices) or consignment details at the time of despatch?

YES NO

General

1. Do you have distressed stock clearance procedure?

YES NO

2. Do you require any value add services? Please circle any below that are applicable

Kitting Bundling Labeling Bar-coding
 Specific packaging Other _____

3. Where are your products predominantly sourced or procured from?

Domestically _____

Internationally _____

4. To ensure our insurance cover is adequate, what is the average value of stock you hold?

- 0-\$10,000 \$10,000-\$50,000 \$50,000-\$100,000
 \$100,000-\$500,000 \$500,000+

5. Are there any dangerous goods storing and shipping requirements for you products and if so, please advise the details below:

6. What security measures do you have in place to protect your stock on hand asset and are there any specific security requirements?

The answers to the questions will enable us to provide you a third party logistics quote and formulate some potential solutions. It is not essential to answer every question, we understand some information is sensitive, but the more information we receive the more accurate the quote. Feel free to supply reports or spreadsheets electronically as part of your response.

Please respond to the questionnaire via one of the following methods:

Email: ben.watts@cellnet.com.au
Online: www.cellnet.com.au/3PL
Fax: 1800 CELLNET
Post: Cellnet Logistics
Attention: Ben Watts
59-61 Qantas Drive
Eagle Farm 4009

Commercial in Confidence

Some advantages of using Cellnet Logistics as your 3PL provider:

- Simple cost model: Handling + Freight only
- Specialists in <5kg parcels that can be centrally distributed
- Next day*, door to door, tracked delivery
- Complete scalability
- Experts in direct-to-consumer logistics
- Increase your speed to market
- Smooth, professional end-user experience
- Access to 'Economies of Scale' freight rates
- Range of value-added services
- China-to-Australia supply chain
- ISO9001:2008 accredited quality company
- State of the art ERP and paperless picking warehouses (AUS/NZ)
- Customised reporting
- Economies of scale
- Freight savings
- Next day delivery
- Scalability to meet demand
- Web order tracking
- Labor and on cost saving
- Engage logistics experts
- B2B & B2C capability
- Reduced lead times
- Happy customers
- Simple cost model
- State of the art security
- ISO9001:2008 accredited
- ASX listed company
- High level reporting

*Guaranteed to capital cities and regional centres

We connect you to your customers.

