

# Advent eModal<sup>®</sup>

## FOUNDATIONS

### VISION:

Optimize the supply chain by digitizing the flow of intermodal freight and funds

### MISSION:

Deliver a market-leading, stable, secure and scalable technology platform that connects stakeholders and digitizes all intermodal transactions.

### OUTCOMES:

- Reliable and predictable departure and arrival of Intermodal Freight
- Frictionless electronic payments for all intermodal B2B transactions

### GUIDING PRINCIPLES



GROWTH



CONTINUITY



PROFIT

### BUILDING BLOCKS



PEOPLE GROWTH



TECHNOLOGY PROWESS



COMMERCIAL AWARENESS



BRAND STRENGTH

### ORGANIZATIONAL TOUCHSTONES

- PEOPLE MATTER
- DO THE RIGHT THING
- BUILD TRUST IN ALL INTERACTIONS
- GROWTH-MINDED FOCUS
- OWN IT, DON'T PUNT
- BRING SOLUTIONS, NOT PROBLEMS
- MAKE THE COMPLEX SIMPLE

# Advent

## 2022 PLAN & OVERVIEW



### GROWTH FOCUS

- Solidify and build upon the terminal operator position of strength
- Expand FinTech and collection activities
- Expand operational toolsets outward from the terminal

## ONE PLATFORM — MANY APPS



### TERMINAL APPOINTMENTS



### PAYMENT PROCESSING



### CARGO VISIBILITY



### BUSINESS INTELLIGENCE



### STAKEHOLDER APIs

## GROWTH

### What does this mean?

- Revenue growth
- People growth
- Market share growth

### How is this measured in results?

- 10% minimum YOY revenue growth
- Individual goal performance
- Learning library metrics
- Graduate program results

## CONTINUITY

### What does this mean?

- Talent growth and retention
- Roadmap health
- Customer relationship health
- Growth-focused deliveries

### How is this measured in results?

- Individual goal achievement
- Roadmap delivery
- Customer delivery
- Skill development and recruiting metrics

## PROFIT

### What does this mean?

- ROI for our people
- ROI for our company
- ROI for our customers

### How is this measured in results?

- Skill retention & growth
- 30+% EBITDA financial return
- Margin improvement
- Customer retention