

**MEDIA RELEASE****TradeWindow pushes into Thailand with new sales agency agreement****27 July 2022**

Auckland, NZ. TradeWindow (NZX: TWL), a leading Australasian TradeTech company, has further expanded its reach into Southeast Asia. The company has inked a sales agency agreement with Mastersoft Solution Co Ltd, which provides software solutions in the major cargo market of Thailand. Last month TradeWindow announced a similar agency agreement in the Philippines with InterCommerce Network Services Inc.

TradeWindow CEO AJ Smith, says the agreement reflects the company's ongoing strategy to forge deep connections in the extensive cargo eco-systems across Asia.

"Thailand is an incredibly dynamic freight market with large consumer, manufacturing and primary industries sectors. In such a large and nuanced market, it's important to have Thai-speaking people on-the-ground with expert market knowledge to ensure TradeWindow's solutions are integrated into local and regional networks in the most relevant way," Mr Smith said.

Mastersoft Solution Co Ltd offers solutions that include freight management, factory and warehouse automation systems, eGovernment solutions, and HR and payroll systems. Mastersoft's CEO, Apilak Waengwan, says that the agreement is a strategic move for the two companies, expanding TradeWindow's reach into Southeast Asia and Mastersoft's suite of product offerings to the Thai market.

"This agreement is one with many benefits to both parties, and we look forward to a long and fruitful relationship with TradeWindow", said Mr Waengwan.

The business will become a sales agent for the TradeWindow Freight solution, which provides a cost-effective and reliable operating system for small to medium sized freight forwarders – from quotation to freight management and reporting.

"Freight forwarders and their customers are under constant pressure, so we are passionate about supporting greater efficiency in the sector. This is another exciting step for TradeWindow, and we look forward to working with Mastersoft Solutions to support more efficient trade for their customers," Mr Smith said.

Thailand has a population of just under 70 million people and its exports totalled USD \$271 billion in 2021, up 17.14 per cent on the previous year. The country's key exports are manufactured goods, with a focus on electronics, vehicles, machinery and equipment, and foodstuffs.

"Thailand is the second largest economy in the ASEAN region and as an export-led country, we see digitalisation of trade for the Thai market bringing many benefits to exporters, importers, and the wider economy", says Mr Smith.

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**About TradeWindow:**

*Founded in December 2018, TradeWindow is an NZX-listed software company that provides digital solutions for exporters, importers, freight forwarders, and customs brokers to drive productivity, increase connectivity, and enhance visibility. TradeWindow's software solutions integrate to form a cohesive digital trade platform that enables customers to more efficiently run their back-end operations, share information and securely collaborate with a global supply chain made up of customers, ports, terminals, shipping lines, banks, insurance companies, and government authorities.*

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