

MilkRun

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➤ Overview

➤ What is Milk Run Model? (Core Problem and Solution)

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➤ Current Status and Achievements

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➤ Innovation, Technology and Cost Saving

➤ The Team

➤ Revenue and Funding

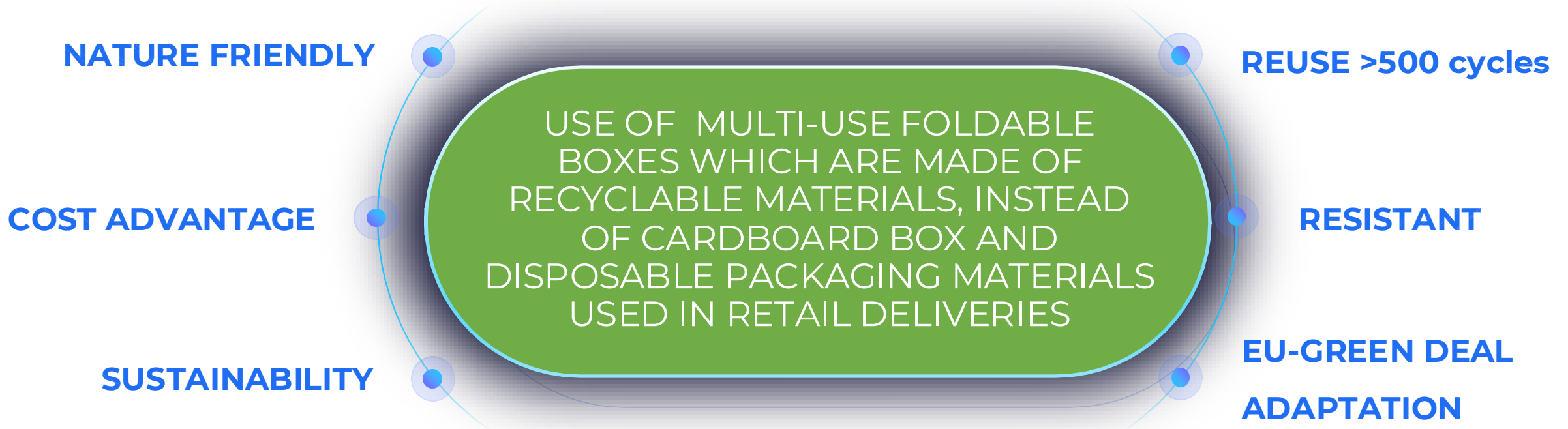
➤ Sustainability Mission

➤ Strategic PR Works and Collaborations

LOGD – Overview

AIM OF PROJECT	START OF PROJECT	OPERATION	FOUNDER	SHARE HOLDERS
USE OF MULTI-USE FOLDABLE BOXES INSTEAD OF CARDBOARD BOX AND DISPOSABLE PACKAGING MATERIALS USED IN RETAIL DELIVERIES.	FOUNDED 2021 R&D WORKS FOR BOXES SOFTWARE DEVELOPMENT TEST PHASES WITH SEVERAL RETAIL COMPANIES	OPERATIONAL FROM 09.2022 COVERS WHOLE TÜRKİYE ADAPTABLE TO DIFFERENT LOGISTICS MODELS FAST DEPLOYMENT	SEYHAN GÜLHAN WORKED FOR SEVERAL RETAIL COMPANIES AS DIRECTOR AND ALSO HAS CONSULTANCY EXPERIENCE SUPPLY CHAIN - LOGISTICS	OWNED BY SEYHAN GÜLHAN
SUSTAINABILITY	PROVEN	BREAK-EVEN	+ 25 YEARS	100 %

WHAT IS MILK RUN MODEL?



OPERATION MOVIE
<https://www.youtube.com/watch?v=w5w-CdmVkB1>

Logd performs all these needs as a service business, on behalf of the retail company, which cover supply of boxes, cleaning, repair of boxes, need for additional boxes for campaign periods, software and dashboard used, outsource delivery needs, etc.

The Core Problem: Excessive and Unnecessary Consumption

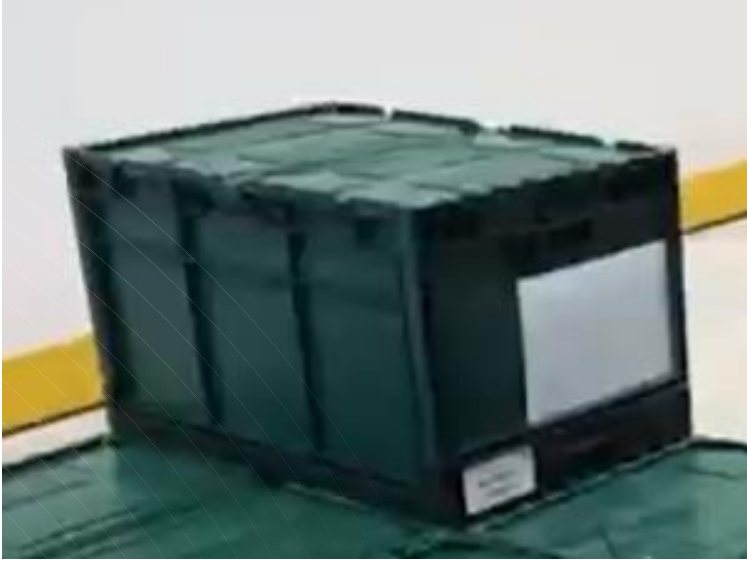
Cardboard Box, Package Tape, Top Label, Plastic Film, Bubble Nylon, Foam, Cargo Pocket Bag, etc.

Reasons...

- Depletion and Pollution of Natural Resources
- Sticking on Traditional Methods
- Lack of Innovation
- **NOT Cost Saving**



The Solution: end single use! switch to multiple use!



- Resistancy
- Multi use (>500)
- Cost advantage
- Easy installation (less than 5 seconds)
- Safety
- Productive stocking
- Nature Protection



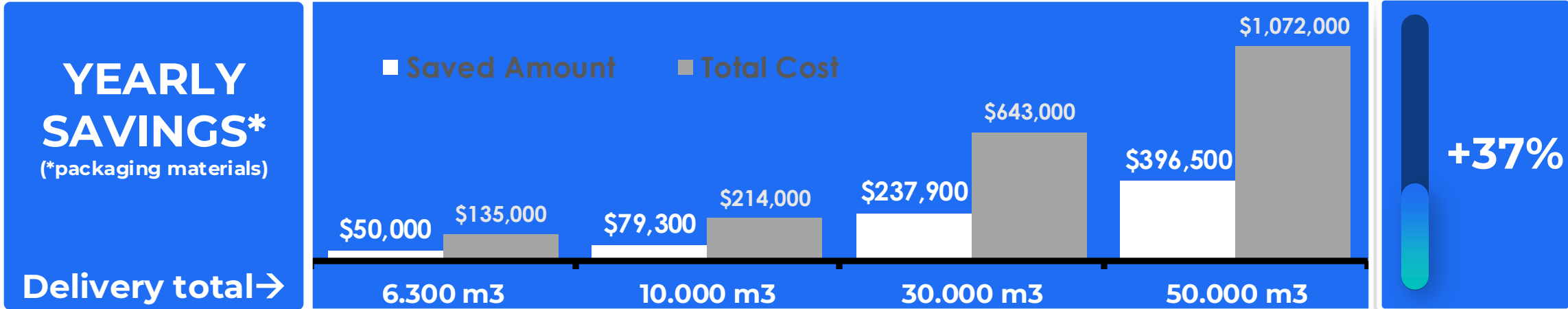
- Single use-disposables
- Functional with disposable packaging materials
- Not cost effective
- Negative effects on Natural Resources



Cost Advantage: Milk Run vs. Cardboard Box

The cost is approximately 37% less with compare to total cost of cardboard box operation.

In other words, a retail company working with the milkrun project saves 37% in the use of packaging materials in logistics shipments.



*Box Management: Supply of boxes** – Maintenance – Cleaning – CRM Portal – Field Support – Store Support – Trainings - Customer Services

**Supply of boxes: It doesn't just mean working with a certain number of boxes. Also means providing extra boxes during campaign periods or reducing number of boxes during low seasons

Milk Run Business and Revenue Models

The main goal: Each of our customers should be able to implement the business model that suits them.

simple

The foldable boxes which are shipped from the logistics center to the locations are taken back by the company's own vehicle (or delivery company) and brought to the logistics center for reuse.

standard

Foldable boxes which are shipped from the logistics center to the locations are taken back with the LogD contracted delivery company and brought to the logistics center for reuse.

premium

All transfers between the Logistics Center and the Stores are fulfilled by the LogD contracted cargo company

green opening

Store openings are made using the Milk Run Management System with a zero waste and environmentalist approach.

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SUSTAINABILITY MISSION

- Our solution has a significant impact on CO2 emissions and water use for the environment.
- 100.000 rounds of foldable boxes per month means 6.500.000 liters of water saving and 1.720 trees are saved.
- Since the system we created will be a hub, shipments to shopping malls will be made collectively with a single shipping vehicle that will be used by many companies,

RECYCLING



Recycled materials are already used for production of **LogD** boxes

SAVING THE NATURE



1 tree is cut down for production 58.8 **cardboard** boxes units

Source:
<https://sifiratik.gov.tr/ka-git-atik>

CO2 FOOT PRINT



In the production of 1000 **cardboard** boxes, 0.75 tons of CO2 is produced, which corresponds to 17 trees.

WATER FOOT PRINT



65 lt of water necessary for production of 1 **cardboard** box

The Team



Seyhan Gülhan

Founder

Samsonite

PttAVM BOYNER

+25 years

Worked for several retail companies as director and consultancy experience

Supply chain, logistics



Coşkun Soyer

Management Consultant

RENAULT

MediaMarkt

SONY

+25 years

Worked for retail and automotive industries

More than 10 years consultancy experience

Supply chain, VAS, after sales, customer relations



Ali Subaşı

Operation Manager

BOYNER

modanisa

+20 years Operation and accounting experience from several retail companies,

Supply Chain, logistics



Şenol Şahin

Field Service Responsible

Field experience with different industries; ecom and supply chain



Sedef Miraloğlu

Business Development

Automotive and Logistics experience



Üzeyir Öztemur

IT Specialist

IT development experiences and support functions



Ece Kaynak

Customer relations

Responsible for customer relations Stores, warehouses and supplier communications

Current Status And Achievements

Recurring Revenue Stream

LogD creates a recurring financial model with its customers,

Expansion Potential to Worldwide

Negotiations with DBT.UK for possible investment in UK and Gulf Region deployment investigations with a private investor

Sustainability Effects

LogD has proven itself with positive effects on "Green Future"

With last year(2023) cycles (more than 300.000) figures of foldable boxes; we prevented consumption of 5.200 trees, 20.000.000 liters of water and 230 tones of CO2 emissions

Selected for CFA* program – 2023

*CFA: The Climate Finance Accelerator (CFA) is a £12 million technical assistance program funded by International Climate Finance (ICF), through the UK government's Department for Energy Security and Net Zero (DESNZ).

<https://www.gov.uk/government/publications/climate-finance-accelerator/climate-finance-accelerator>

Already running and contracted business with more than 20 well known international and local customers

Some of them are indicated on "Revenue" slide

Already Break-Even Point is Succeeded

At the end of sept. 23, LogD succeeded to reach break even point





WEB

www.logd.com.tr

SOCIAL

[Instagram.com/logdmilkrun](https://www.instagram.com/logdmilkrun)

www.linkedin.com/company/logd/

CONTACTS

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