



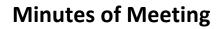
Meeting Title/ Name: Management Meeting with Mr. Mohannad Khayyat

Date: 26-Sep-2019 Start Time: 10:30 AM End Time: 4:00 PM Location: SMSA Dubai Head Office

Attendees				
Name	Department			
Mohannad Khayyat				
Yasser Zahreddine	COR			
Amir Ebadda	SLS			
Lalit Singhi	FIN			
Dilhan Daskateer	OPS			
Nigil Davis	SFD			
Justin Kuriakose	SFD			
Mir Taqui	CSD			
Mohammed Suhail	ITD			
Yathiraj Kotian	HRD			
Maridel Loretizo	COR			

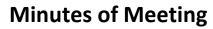
	Agenda					
Item	Topic/ Agenda Item	Presenter	Time			
1	General Updates - for the month of Aug 2019	Yasser Zahreddine	10:30AM			
2	Customer Account update/Revenue Report/Lost & Gained customer updates	Amir Ebadda	11:00 AM			
3	AR/AP Aging & collection updates	Lalit Singhi	11:30 AM			
4	Project update/Airline and recruitment	Dilhan Daskateer	12:30PM			
5	FTL/LTL/Airfreight volume updates	Justin Kuriakose/Nigil	1:30PM			
6	Trace calls/ Figures/Report/Account Volumes	Mir Taqui	2:30PM			
7	Mothly Dashboard/Licenses/Recruitment updates	Yathiraj Kotian	3:00PM			
8	IT General Updates	Mohammed Suhail	3:30PM			
9						
10						
11						

SN. Action Item Responsible Person Action Taken/ Remarks Status Deadline



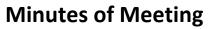


Meet	ing Title/ Name:	Manageme	ent Meeting with Mr. Mohannad Khayyat		
1. sto 2. CD Fa 3. SA (a) (b) (c) * F * CO	Revenue was affected due to potential client -AWOK ops because of payment issue. Insfrastracture - AL Quoz facility on process, We got DC final approval to fiished UMR Facility, Sharjah icility is operating completely. Plan for Y2020 ALES:) Freight - Land) Domestic - Ecom - Market Place (KSA)) Start Up - Fragile/ Migration of our team Proposed revise rates Cash rates new comcept for Retail Open Worldwide Be competetive elesales should be aggressive, active to create leads will the products, talked about product revenue. PERATIIONS: Iariable cost - with Mr. Samir (Industrial Engineer) Innvation skills ecuring our Operation Invalid relation to customer, DNATA, Airlines Customs,	Yasser Zahreddine	Closed	On-going	



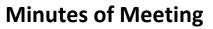


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1. Retail - Best sources for cash , Best profitability (a) To get the customer - c/o Marketing (b) To make them sellTo get the customer and to get them back - c/o Marketing 2. Great Infrastracture - quality improvement, smartness & choosing people. 3. To launch campaigne, Retails equipment should be in place and ready 4. Loyalty program - small development in Retail Frames Corporate. 5. Some point for Start Up (Incubator)- Building Portal, Application, Importing Goods, Last Mile 6. Telesales - committed 60call a day 7. Segmentation - Middle of Fusion system will assign , incentive system, variabe control and fixe amount for the computation. 8. Freight - Smartship - account segmentation, Portal done - Application 9. Digital Stream - (a) COD amount to customer (b) Domestic - Manage cost efffectively & visual to all markets.	Mohannad Khayyat	Closed	On-going	



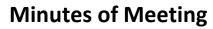


Meetin	ng Title/ Name:	Managemer	nt Meeting with Mr. Mohannad Khayyat		
the life in the li	new and retained account was done in Aug aside Eid holiday with physical revenue of USD 18K new client for E-com Signed in AUG with Expected athly revenue of USD 54K by Customer is been on Hold due to payment issues ach affects daily production for E-com with 1400 ment bining for Domestic UAE COD is on going and will at selling the Product aggresively by Territory Manager will join territory 2 in SEPT 1st complete the team berviews on going to hire an account executive for aitory 1 to complete the team by 10 Customer Updates, Revenue Figure, Gained & Customer, and Competetor News being presented. by Per Mr. Mohannad, (a) Noon Issue - Drop a mail co hibu to push business with them. For the top 5 Customer update put the expectation and added in the presentation.(c) New business (d) by Remittance - Ratios's. YTD Average and Monthly sentage.	Amir Ebadda	Closed	On-going	



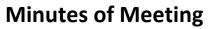


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*Recent performances in line with the rise of volumes and services were remarkable achievements by SMSAExpress in UAE. According to statistical comparisons, month after months operations had made progresses with higher customer satisfactions records as per CS report AlAin direct service by SMSA Courier reduced customer complaints and increased satisfaction New business gains amid 2 unique locations for will be added to SMSA in UAE in coming months as per KPI wheel. AUH will be an ideal for revenue growth to SMSA and great opportunities to sales and RTL. This could explore more SMSA's images for better prospectives. Finance to introduce solutions for cash remittances and handlings in remote locations. Dubai's second largest infrastructure under progress with a target to accomplish more opportunities with a positive drive to challenge Local and Global markets. Management moving forward with a plan to open this new 9600sqft facility in the 4th quarter. *Operation Dashboard/ Airline Updates Report *Project update/Airline and recruitment	A Dilhan Daskateer	Closed	On-going



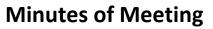


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A. Total revenue reported for the month is US\$ 746K and collection in Bank is US\$ 602K. Major collection are from Sport For All (US\$ 156K), TFM Express (US\$ 61K), Desert Online (US\$ 21K), National Reference Lab (US\$ 11K), 360 Souq (US\$ 49K), Miami (US\$ 10K), Elite Airborne (US\$ 7K), Immediate Courier (US\$ 6K), Cash collection (US\$ 142K) and others (US\$ 427K). B. AWOK payment plan has failed and management is in process of trying out alternative ways to recover the money. NO payment received since August 2019. C. Communication is on-going with Mashreq Bank relating to traditional POS machines. POS that can be used by courier is under testing phase in KSA and shall be getting a response in this week about feasibility of same. Cash deposit machine at URO WH is live now and domestic COD is being deposited in same collected by all the couriers on daily basis. D. System integration for SECOM and SIEBEL yet to be completed by KSA team. Automation required for manual invoicings and update required in SIEBEL to capture the slab rates and weight correction. Also, waiting for integration of fulfillment system and advance collector in UAE. E. Financial statement for year then ended is signed now.A copy of same has been submitted to Emirates Post as part of compliance requirement.	Lalit Singhi	Closed	On-going	





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7	*CS is in plan to have an Ecomm Support team which will help in respnse to the inquiries for the customers which are not on Key Accounts List. Registering for complaints is been in action. CS UAE will register all the complaints of UAE customer DOM/INT/ECOM which is delivered by UAE Ops/by 3rd parties and will give a closure to the complain as per company policy. *In general no of shipments/revenue has been increased in RTL department. Expecting to have good volume of shipments from New AUH RSC. In discussion with management to revise shipping rates for cash customer as per market status. **Dashboard and updates presented * Trace calls/ Figures/Report/Account Volumes	Mir Taqui	Closed	On-going	
8	* DB Schenker contract was Signed/Finalized and we got registered as a vendor with them. * Proconnect + Culligan unpaid invoices were verified and resolved along with customer meetings. *FTL/LTL/Airfreight volume updates *Dashboard and updates presented	Nigil Davis/Justin Kuriakose	Closed	On-going	





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9	Labor work permit of one local employee has been approved. (board date was expected on 1st week of September 2019). The Staff Survey has been completed ,and currently waiting for the outcome. Labor Case which filled by the Employee (Nishan Anuska 81017) is on progress. An existing Labour Case hearing (81042 Naveed Shahsad) was completed and currently waiting for the court decision. SHJ Retail license has been received & printed. Focusing on the training which been started on September 21,2019 to October 3,2019. Monitoring from time to time the new UAE Labor law / Rules and Regulations as it might change anytime. The Orientation for the new onboard employees has been conducted.	Yathiraj Kotian	Closed	On-going	
10	45 tickets closed for August Barracuda is ready waiting for the seating arrangements for structured cabiling POS is expected by first week of October as per Eng Hussein Etisalat has transferred the internet & Telephone line @ AUH Cisco IP Phones has been assigned to finance RTL & CSD at WH and HO	Mohammed Suhail	Closed	On-going	