



2024 / 2025 Company Profile

We keep supply chains flowing – from shipper to customer – and help to deliver sustainable growth. By giving our customers the freight services they require

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JAYDFREIGHT
CLEARING AND FORWARDING

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Global Forwarding, Freight Solutions. Delivering Sustainable Growth.

Jayd Freight is on it's way to becoming one of the leading freight forwarders in the southern and eastern parts of Africa. We help companies connect with the world and ensure smooth and efficient storage and transport of their goods. Either by road, sea and air.

We keep our supply chains flowing, from client's collection point to destination. By giving our clients the logistics services they require, and by running a profitable operation that delivers return on investment for our clients. And also by giving our employees an inspiring place to work and equal opportunities to develop their talent.

By combining the latest technologies and the talent of our strong workforce, we make supply chains leaner and greener. That is how we will help to shape a sustainable future. Client centric technology solutions coupled with in-house IT integration capabilities allow innovative collaboration regardless of client systems

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Keeping a steady pace in a forever changing world

From the moment we set up this company in 2015, Jayd Freight has been committed to improving the freight and logistic industry for it's clients.

We are one of the leading freight companies today, offering complete freight & logistics solutions. By offer a wide variety of services to our clients, we make it easier for them to streamline their supply chain operations and achieve their business goals efficiently. Our dedicated team of professionals leverages industry expertise and cutting-edge technology to deliver tailored solutions that meet the unique needs of each client. Whether it's transportation management, warehousing, customs clearance, or freight forwarding, we handle every aspect of the logistics process with precision and care. With a global network of partners and a commitment to excellence, we ensure seamless coordination and timely delivery of goods across borders. Here at Jayd Freight, we take pride in our reputation for reliability, integrity, and customer satisfaction. Join us in redefining the future of freight and logistics.

Managing over 150 tonnes of cargo daily and over 20 trucks with all the leading technologies. We specialize in perishable, time-sensitive, temperature-sensitive and general cargo, and are also a known name in the market for customs clearance, freight solutions, shipment of hazardous cargo, etc..

Infrastructure is well-equipped to handle sensitive daily shipments under tight time schedules. We have a long legacy of service excellence that reflects a lasting commitment to putting our clients' needs at the center of our strategic planning, providing a value proposition to our clients and, over time, a long and trusted relationship.

Total transparency is key in our business, as we believe there can be no partnership without open communication and honesty.

In the past year, we saw several unprecedented factors conspiring across global supply chains.



9+ Years of Experience

Beyond the continuous pandemic lock-downs and restrictions, a surging demand for goods strained transport capacity, equipment, infrastructure and labour across the supply chain. Bottlenecks persist and have led to record-high freight rates since 2021. These disruptions continue to impact the global economy, raising difficult questions for the logistics industry and exposing global supply chain vulnerabilities.

There is no quick fix when it comes to solving these challenges. It will call for concerted collaboration between public and private sectors. We understand what our customers are going through, and we will keep finding solutions, optimising operations and mitigating all the risks we can to keep supply chains running smoothly.

Jayd Freight is in a good position to ride out the storm. We have solid relationships with carriers. We have strong freight forwarding capabilities and skilled people who take immediate action when needed. We have worked to develop our digital production platforms and ensure more transparent supply chains. We have modern, automated warehouses that can handle the larger inventories that come with increasing demand for e-fulfillment or increasing stock reserves.

Always a People-centered Business

Finally, I want to acknowledge the huge contribution of our employees and thank them for their resolute efforts in very difficult circumstances. The years have taught us many valuable lessons; most importantly, it reminded us that freight forwarding will always be a people-centered business – supported by digital tools and a flexible approach to how we operate. Whatever market challenges persist, we are optimistic about the future – and we are committed to keep supply chains flowing in this world of change.

Jasper Massao

Managing Director of Jayd Freight

Our Purpose and Strategy

We defined our purpose: Keeping supply chains flowing in a forever changing world. We are proud to be part of the critical infrastructure that enables our customers, employees at large to grow and prosper.

We do this by keeping our prices honest, by engaging our customers in a friendly way, and by contributing to sustainable development. We regularly conduct materiality analyses to determine the issues that we should focus on in our sustainability strategy. It is those material issues that we cover in this report.

Our Purpose

We are accessible to our clients to help businesses manage complex supply chains and unstable, disrupted logistics markets. Additionally, we seek to provide more sustainable and efficient transportation alternatives by harnessing innovative technologies, imaginative ideas, and enhanced planning.

Our approach is based on our company's goal of maintaining the integrity of supply chains, which recognizes our contribution to the global infrastructure that supports international trade.

Being one of the top freight forwarders, we transport millions of goods across nations. By facilitating the orderly and effective storage and delivery of our clients' goods by either air, sea and land, we have gained the respect of both clients and business associates.

We are committed to improving our service offerings and making the most of our industry-leading worldwide network as global supply chains grow more intricate. All with the goal of generating sustainable growth and long-term value for our clients, staff, and the community at large.

Sustainable Growth

We are available to our clients to assist businesses in navigating intricate supply networks and volatile, disrupted logistics markets. Moreover, to offer more Eco-friendly and effective transportation options by utilizing new technologies, creative thinking, and improved planning.

We help our employees grow. Our employees are the heart of our business and responsible for the long-term success of our company. Regardless of function or position, we respect our employees' rights and work to provide them with a safe, healthy and motivating workplace where everyone has the chance to grow and develop their talent.

To help our employees give their best, we give them the right tools, training and conditions. It is the skills and knowledge of our experienced teams that keeps the supply chains flowing.

As for any company, hiring and keeping talented employees is critical to our business. To attract, motivate and retain the best of them, we always seek to recruit new leaders internally.

Having a diverse workforce, with people from different backgrounds all able to realise their potential, brings great advantages. It creates an inclusive and responsive culture, makes our workplaces more dynamic, and ultimately leads to better business decisions.

Customers First

We are continuously advancing our industry expertise and digital solutions to strengthen our customers' experience. This enables us to take an outside-in approach, understanding our customers' pain points and proactively address topics like supply chain optimisation and sustainability.

Driven by acquisitions, our customer mix has changed in recent years, tipping from small and medium-sized customers towards larger customers. To strengthen our value proposition towards and relationship with this segment, This enables us to offer tailored solutions and one point of contact across our divisions for both commercial, operational and financial inquiries.

We continue to optimise and digitalise our customer facing applications, including our portal to improve the customer experience and provide supply chain visibility for our customers

Digitalisation is a Driving Force

Technology and digitalisation are paramount in achieving transparency, productivity and scalability in our business. We continuously monitor the latest trends and adopt new technologies that benefit our business and our customers.

We ensure transparency across our business by measuring productivity and financial performance, providing our managers with the required insights to inform their decision making. High data quality across systems, activity-based costing and a strong financial organisation are key elements in this.

To support our growth strategy, both our physical and digital infrastructure must be able to scale. Working according to the principle of one main system per business area, we run a consolidated, standardised and scalable IT platform and, where available, we use standard off-the-shelf IT systems with high focus on data quality and security. All planning of our infrastructure and innovation is based on enterprise solutions which can be applied across our network.

Our Key Resources

People

IT systems

Industry know-how

Standardised global workflows

Carrier relations

Global network with local presence





Through our global network, we provide a wide range of end-to-end supply chain solutions from shipper to consignee. We track our environmental impact systematically to make our operations as efficient as possible.

Our Business Model

We ship freight by land, sea and air – and provide contract logistics too. From shipper to consignee, our business model keeps the entire supply chain flowing.

The Right Resources to Keep Supply Chains Moving

We are able can quickly scale activities to match changes in market demand. We can also pick the best suppliers for any service – depending on factors like reliability, available capacity, transit time, sustainability factors and price.

We believe we have a unique combination of skilled people with industry know-how, advanced IT systems, modern warehouses and terminals, strong carrier relationships. This blend helps us meet the needs of our customers across the continent.

Working with container carriers, airlines, road hauliers and sea operators, we can move goods to wherever they are needed. We combine keen pricing and strong, long-standing relationships with carriers.

Adding Value to Complex supply chains

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Responsive Approach to Technology and Digitalisation



Technological developments have always driven change in our industry. At Jayd Freight, we monitor the development and adapt new technologies to ensure that we – and our stakeholders – benefit from new developments.

To fulfill our strategy and react quickly to our dynamic markets, we have a strong, scalable IT infrastructure. We take a hybrid computing approach blending on-premises and cloud-based infrastructure across operational systems, customer integrations and engagement services.

In the last couple of years we introduced a new advanced integration platform which enables us to connect our production systems with the cloud, ensuring that data can be delivered on time and accurately, supporting complex workflows and expanding data volumes.

We plan on developing a range of digitalisation tools on this foundation. The first was a Delivery transparency tool that went live in 2022. This allows us to systematically measure delivery data quality and work with customers to enhance it.



Through our global network, we provide a wide range of end-to-end supply chain solutions from shipper to consignee. We track our environmental impact systematically to make our operations as efficient as possible.

Digitalisation is changing the way we interact with customers and vendors through every phase of a shipment. From quote, purchase order, booking, shipment tracking and status alerts to final bills and reports. Our digital tools must provide supply chain visibility to our customers – and must make it easy to do business with Jayd Freight.

Our Strategic Solutions Targeted to Our Client's Needs

International transportation of Air Freight, Ocean Freight and Road Freight including Customs Clearance and related value added services like warehousing, cargo insurance, etc.

Client Focused

Value Proposition

- Best cost, high-value add services
- Sales order fulfillment
- Inventory management services and risk mitigation
- Warehousing (material management) and order fulfillment specialisation
- Improved supply chain visibility
- Customer centric

Client Segments

- Retail
- Tyre's and fitment centers
- ICT
- Automotive
- Manufacturing
- Raw materials
- Packaging materials
- Consumables

Internally Focused

Key Activities

- Inbound to receiving
- Inventory management
- Value-added services
- Outbound: From picking and packing to shipping
- Returns to source and from client

Key Resources

- Inventory management
- Warehouse Management System super users
- Systems integration





Road Freight

The road freight industry plays a crucial role in the global economy, facilitating the transportation of goods across various distances and regions. From carrying raw materials to finished goods, we offer customized road transport solutions to satisfy your demands across all global market areas

Strategic Highlights

Our effective procurement setup and strong network means that we are able to offer high service levels in combination with competitive prices. We believe that this is an important factor in providing top quality services to our clients.

We continue to develop our African group age network as part of our Road Way Forward program. We also continue to enhance our control tower setup, which enables us to offer our customers one point of contact to handle commercial, operational and financial inquiries.

The other part of the Road Way Forward program is the development of a new transport management system (TMS). While several parts of the TMS are already operational (for instance our booking, delivery and tracking system).

Key Areas

- For short distances, it's quicker and less costly than other modes of transport Inventory management
- It's easier to control
- It offers flexibility and agility
- Increased access to areas
- Door-to-door service
- It's the most effective mode of transport between land-locked countries
- GPS-equipped trucks ensure stable

Focus Areas

We are in a very competitive market, with activity level impacted by the different economical factors that include the unstable fuel cost. We continue to monitor the activity levels and adjust capacity when needed. Our target of delivering to quality services geographies remains unchanged.

Across our network, we continue developing our services to support the needs of our customers, and this year we will scale our control tower setup to increase visibility in our customers' supply chains. Another strategic focus area is our Road Way Forward program, where we continue to develop our African group age services by standardising processes and improving our geographical network coverage as well as our first/last mile distribution services.

Digitalisation remains an important focus area, and we continue to work on standardising workflows and improving data quality on digital bookings to improve.

Client service quality and boost productivity. We will redefine our requirements to a new transport management system as part of the ongoing Road Way Forward program, maintaining our ambition of achieving an effective IT setup for the Road division.

Air & Sea Freight

Demand for both air and sea freight continues to grow due to increasing global trade volumes and the rise of e-commerce

Strategic Highlights

Given the challenging market conditions, we are focused on adapting to an increasingly competitive market with lower rates. Our focus is on maintaining an efficient operation and creating value through our quality services.

Cost inflation is more than offset by productivity improvements and cost control measures. Our partnership with various companies, has strengthened our capabilities and offering within the industry. This has helped us in growing cross-border services to Eastern and Western Africa.

We continue to develop our LCL (Less-than-container load) product in sea freight, focusing on increasing consolidation in our terminals. This ensures a higher service level towards our clients and higher profitability per container.

We continue to develop our digitalisation efforts, focusing on improving digital customer integrations and booking data quality. The improved data quality provides better and faster supply chain visibility and increases our productivity.

Focus Areas

Over the years, we have built a strong global market position, and our target to deliver quality services remains unchanged.

We strengthen our focus and value proposition towards our clients. We expand our centers of excellence setup with needed industry specific capabilities. We offer tailored solutions and proactively address topics like supply chain optimisation and emission reduction.



Delivers to over 8 Countries
in the African Continent

Contract Logistics

Inevitably, companies involved in the provision of goods will at some point in their supply chain require warehousing facilities to better manage the flow of inventory and improve order fulfillment. All too often though warehousing is considered non-core to these companies, viewed as simply an additional expense, driven by financial transactions, rather than key operational execution competence. But in a consumer driven global economy, having the correct warehousing solution can be critical to meet the increasing demand for instant delivery and optimal order fulfillment.

We see contract logistics not as simply the process of moving goods, but as a far more comprehensive course of action that merges traditional logistics with supply chain management processes. We believe in a collaborative integration of warehousing solutions into our clients' supply chains delivering real business benefits, while allowing organisations to focus on what they do best - serving their customers. Our shared or dedicated (customised solution driven) warehousing facilities are designed for optimal flow and control of inventory, optimal capital and cost ratio as agreed with our clients and managed by experienced staff.

Value Added Services

E-Commerce is not only a buzzword in the industry anymore. Online retail and shopping has become the norm for shoppers and retailers alike. Retailers have to ask themselves “do they have the capability and access to multiple markets across sub-Saharan Africa?”



Swap Outs (Collect on Delivery)

An essential part to the Jayd Freight solution is the ability to collect goods as per client requirements using a number of tried and tested technology solutions ranging from through our integrated technology.

Specific to Collect-on-Delivery, we are able to capture and record the product details directly into our database which including the cross referencing detail to the original delivery. This procedure will ensure that our clients' request is tracked and managed throughout the Collect-on-Delivery process.

Should the clients product be deployed, all delivery and collection data is uploaded into the driver and at each driver drop point, the database is used to manage deliveries and collections. Importantly, each completed transaction is transmitted in real-time to our database and depending on a client's level of integration.

Package Tracking

Our clients enjoy full visibility of shipments as they move through the logistics life-cycle by being able to track their packages at any time.

As per our security protocols, the Track-and-Trace [Leap portal] solution requires users to be registered and functionality is enabled according to their specific profile. Once registered, clients are able to track and trace their consignments via an intuitive web interface by using the waybill number or their own reference numbers as captured into our distribution system. From this tracking interface the client is able to query all relevant data pertaining to a certain consignment from creation on our distribution system, up to the point where they can download any scanned proof of delivery documents to their local computer as images.



Risk Management

Risk Governance Structure

As a global transport and logistics company, we are exposed to a variety of risks in our operations.

Managing these risks is an integrated part of our management practices. Our approach to managing risks involves identification, analysis and reporting. These processes serve as the foundation for continual risk assessments and the subsequent implementation of relevant mitigating actions. Our organisational structure facilitates swift escalation and timely response to issues that could significantly impact our clients products.

Risk Management Processes

Our risk management process operates along two concurrent tracks: Operational risk management, which involves the continuous handling of identified risks arising from our day-to-day operations, and strategic risk management, which addresses key risks and other mid- to long-term strategic risks

Operational Risk Management

In addition to our general operational reporting and controlling, weekly reports on identified risks are submitted to the senior management team. These reports form the basis for the management's daily risk management activities and serve as input for the regular reporting. The weekly reports are shared with lower management levels to foster awareness and knowledge sharing.

Strategic Risk Management

The operational risk management process is followed up by annual high-level strategic risk assessments focusing on identifying and mapping the key risks facing our clients.

These assessments are based on input from the operational risk management process and extensive risk surveys involving a number of key employees across functions, departments and regions. The key risks identified are addressed by the Senior Management team and assigned to risk team within the company to make sure that relevant preventive measures are implemented. In line with the established framework.







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