

MARKET RELEASE

TradeWindow announces strategic partnership with Australia's Freight & Trade Alliance (FTA) to launch digital Certificate of Origin service

2 July 2025

Auckland, New Zealand – TradeWindow (NZX: TWL), a leading Australasian provider of digital trade software solutions, today announced a non-exclusive strategic partnership with Freight & Trade Alliance (FTA), Australia's peak body representing over 530 international supply chain businesses, including leading customs brokers, freight forwarders, importers and exporters. FTA is also the contracted secretariat of the Australian Peak Shippers' Association (APSA), the peak body as designated by the Federal Minister for Infrastructure with the prescribed role to protect the interests of Australia's cargo owners and shippers in respect to shipping and international logistics services.

Together, FTA and APSA form an influential advocacy alliance ensuring that members are at the forefront of all emerging supply chain issues through responsive operational support, professional development training, industry updates, commercial services and corporate events.

TradeWindow Origin provides a fast turnaround certificate of origin (COO) service already favoured by a growing number of shippers and freight forwarders, particularly those handling perishable or time-sensitive freight. By offering the digital COO service to FTA's national network, Australian exporters and logistics operators will benefit from faster COO issuance, reducing processing times.

"Partnering with FTA delivers added value to its members with access to a faster, efficient certificate of origin service, while also expanding TradeWindow's reach into a wide network of prospective customers across Australia's trade sector," said CEO AJ Smith of TradeWindow. "Today's exporters need fast, reliable and compliant certification to meet the rules of origin under Free Trade Agreements like ChAFTA, JAEPA, AANZFTA, UKFTA and more, and this partnership ensures they can do this, helping them stay competitive in global markets."

FTA Director Paul Zalai added: "We represent a broad base of organisations, and TradeWindow Origin aligns perfectly with our mission: to improve profitability, compliance and efficiency across Australia's supply chain through advocacy, best practice and trusted partner solutions. This collaboration brings meaningful benefits to Australia's trade community."

TradeWindow Origin digital certificates of origin service forms part of a broader suite of TradeWindow solutions. These are designed to digitalise and automate traditional paper-based trade processes, including export documentation, compliance, supply chain collaboration, and traceability.

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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.

www.tradewindow.io

About Freight & Trade Alliance (FTA)

Freight & Trade Alliance (FTA) is Australia's leading representative body for the international supply chain, bringing together exporters, importers, customs brokers, freight forwarders, logistics providers and industry groups. FTA is committed to setting a global benchmark in biosecurity, border compliance, trade facilitation, and logistics efficiency — all while supporting the profitability and long-term sustainability of its members.

www.ftalliance.com.au

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