

MARKET RELEASE

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TradeWindow affirms guidance; provides product road map

TradeWindow (NZX: TWL), a global trade software company, today affirms its FY26 guidance, provides a progress update on its product roadmap and its plan to challenge its larger rivals, and explains its confidence in its competitive positioning.

At its Annual Shareholders Meeting being held virtually at 11.00am (NZT) today the company will tell shareholders it continues to expect FY26 revenue to range between \$10 million and \$11 million, that it expects EBITDA breakeven and that it is on track to become a 'Rule of 40' company¹.

TradeWindow Chief Executive AJ Smith said the global logistics software market represented a tremendous opportunity for the company, with the sector now valued at US\$59 billion and expanding at a compound annual growth rate of 10.5%.

TradeWindow is growing at more than twice the rate of the overall market and enjoys a total addressable market of more than 10,000 SME to mid-market freight forwarders across Australia, the UK and the United States where it is focusing its efforts.

"The fact that we are growing ahead of the market isn't incidental — it's being driven by the urgent need for smarter, faster, and more secure trade and logistics software. Mid-market freight forwarders are emerging as one of the most dynamic drivers of demand in the logistics software space.

"These firms operate with the complexity of global players — managing multi-country shipments, navigating regulatory hurdles, and meeting rising customer expectations — but without the deep IT budgets of the top-tier incumbents," Mr Smith said

Mr Smith said the competitive environment had fundamentally shifted over the last year and the company was confident that with its strong customer base, and cloud solutions combined with the AI-powered freight and logistics solution it is now developing positioned the company well for continued growth.

"What was once a fragmented ecosystem of shipper and forwarder-focused solutions has consolidated sharply. This aggregation has left competitors with significant operational cost and technical debt that will take years to rationalise and reconcile to meet customer expectations," Mr Smith said.

"For TradeWindow, this is the moment where our new Freight.AI solution can give us an unfair advantage. Yes, we too carry some technical debt. But the scope and scale of our challenges are vastly smaller than those of our largest competitors. We're nimble by design, which means we can move fast while others dig out."

"Our response is focused and bold: we're building an AI-first platform purpose-built for the SME to mid-market forwarder — a segment underserved by incumbents yet critical to global trade. We believe that this new product will give us the unfair advantage that we would not

¹ The Rule of 40 combines the growth rate and profitability into a single benchmark with the sum of two figures indicating strong value creation, whether by growing quickly, generating profits, or a mix of both.

have had if not for the fast evolution of artificial intelligence and the great use-cases we discovered related to trade.

“For mid-market freight forwarders, this platform will be a game-changer. It can reduce manual overhead, accelerate customs clearance, and ensure compliance across borders. More importantly, it positions TradeWindow as the AI-first backbone of global trade.”

Mr Smith said the company had sufficient capital to maintain current business operations and achieve its guidance. However, he noted additional funds could further accelerate growth.

Shareholders can join today's Annual Shareholders Meeting at 11.00am (NZT) by using the following link: <https://meetnow.global/nz>

The presentation to be given at the meeting and Chair Alasdair MacLeod's address is attached.

Released for and on behalf of TradeWindow by:

AJ Smith
Executive Director and Chief Executive Officer

ENDS

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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