

Air France KLM Martinair Cargo to expand its digital offering in a partnership with cargo.one

- The airline is upgrading its advanced multi-channel digital distribution model by adding cargo.one's booking functionality alongside its own successful myCargo offering.
- This global partnership follows an extensive initiation phase with cargo.one that broadened reach and relevant customer traction.

Berlin/Schiphol, 6 October 2022 – cargo.one and Air France KLM Martinair Cargo today unveiled a partnership, bringing capacity from one of the world's largest combined cargo airlines to one of the leading marketplaces for digital air cargo bookings. The additional, high-quality digital booking option for Air France KLM Martinair Cargo will benefit many freight forwarders and offer ideal support for the carrier's extensive network connectivity. The airline will use this augmented distribution setup to reach more customers across most of its markets.

Combining the fleets and capabilities of two national carriers and a renowned air cargo operator, Air France KLM Martinair Cargo aims to provide seamless connections across the world. Offering 295 shipping destinations across 110 countries, its 500 aircraft fleet carried over one million tonnes of cargo in the past twelve months. Its dual hubs of Paris Charles de Gaulle and Amsterdam Airport Schiphol offer freight forwarders market-leading speed and reliability.

The airline has utilized digital distribution as a suitable extension of its mission "here to connect" – since its pioneering launch of myCargo in 2018, Air France KLM Martinair Cargo has delivered a full spectrum of digital services that allows forwarders to book, share, cancel and modify bookings online. The airline is continuing to build an extensive multi-channel distribution strategy focused on deriving maximum customer value from its strong network and capabilities.

Through its partnership with cargo.one, AFKLMP Cargo intends to continue expanding its digital presence and offer customers an additional booking option alongside its own myCargo online booking portal. The customer experience that cargo.one offers aligns perfectly with the high standards that AFKLMP Cargo sets.

The partnership began with an initiation phase in one of AFKLMP's main markets, meant to expand visibility and utilize the leading digital buying journeys to improve the efficiency of digital sales handling by local airline teams. Close monitoring and evaluation of the partnership benefits showed that cargo.one has indeed expanded



the reach and exposure of Air France KLM Martinair Cargo's existing digital offering, making it a valuable addition.

Implementation will proceed market-by-market, based on customer demand. The expanded offering will make the airline available digitally to more freight forwarders in every corner of the globe and will scale the advantages of partnering with a user-focused marketplace to benefit more of the airline's local teams.

Gertjan Roelands, SVP Sales and Distribution Air France KLM Martinair Cargo, comments: "The cooperation with cargo.one fits in with our overall channel strategy. We have our own full-service platform, myCargo, where we offer all of our services, including our most recent feature, Modify my Booking. We are investing significantly in our digital offering and expect to launch some unique new services soon in myCargo. Based on customer traction, we have decided to extend our cooperation with cargo.one by connecting our booking option. We believe this channel compliments our own online platform. We have been cooperating with third-party portals for some time now and we are delighted to add this new partnership. For us, it is key to be where our customers are!"

"I am delighted that Air France KLM Martinair Cargo sees demonstrable value in working with us globally for its distribution. After a successful start, and gains in incremental revenue and operational efficiency, it is exciting that our teams will now continue to work closely to iterate on the industry-leading technical infrastructure, processes and expertise that the airline and cargo.one can combine in this partnership," says **Moritz Claussen, Founder and Co-CEO of cargo.one.**

cargo.one also has the digital sales enablement expertise inhouse to help the airline's teams win more business. As partners, both companies will now expand upon their proven methods of collaboration to roll out the new channel to both central and local Air France KLM Martinair Cargo sales teams.

More than ever, large airline groups, combined airlines and smaller players alike are turning to cargo.one to help accelerate their trajectory with digital cargo sales. No other external sales platform has the proven capability to help airlines boost their bottom line revenues and navigate the necessary technological and organizational changes.

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About Air France KLM Martinair Cargo

The Air France-KLM Group is a global airline group with a strong European base. Its main areas of business are passenger transport, cargo transport and aeronautical maintenance.



Air France KLM Martinair Cargo is the Air France-KLM Group's dedicated air cargo business. Air France Cargo and KLM Cargo are members of SkyTeam Cargo, offering even greater network coverage. Please click [here](#) for all press releases online or visit www.afklcargo.com for more information about Air France KLM Martinair Cargo.

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About cargo.one

Founded in 2017, cargo.one (Cargo One GmbH) is a platform for booking and marketing air freight capacity. Used in 3000+ freight forwarding branches, cargo.one focuses on offering instantly bookable quotes across dozens of airlines, and was the first booking platform of its kind. Accredited freight forwarders can search, compare and book in real-time and receive an immediate booking confirmation. Operating as a virtual-first company, the cargo.one team combines international business experience, expertise in B2B technology transformations, and air cargo market knowledge.

cargo.one has partnered with dozens of global airlines such as Lufthansa, IAG Cargo, Singapore Airlines Cargo, Air Canada, LATAM, TAP Air Portugal, Finnair, Etihad, All Nippon Airways, JALCARGO and Nippon Cargo Airlines, while serving a fast-growing user base of thousands of freight forwarding companies, including leading players such as Hellmann Worldwide Logistics, Agility Logistics, DACHSER and Flexport. The company won the "Information Technology for the air cargo industry" World Air Cargo Award in 2022 and 2021, the "Innovative Logistics Solutions in Air Cargo" Award 2022 at the International Awards for Excellence in Air Cargo, and an Air Cargo News award in 2020.

cargo.one has raised over \$65M in funding to date from internationally prominent investors including Bessemer Venture Partners, Index Ventures, Creandum, Next 47, Point Nine Capital and Lufthansa Cargo.

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