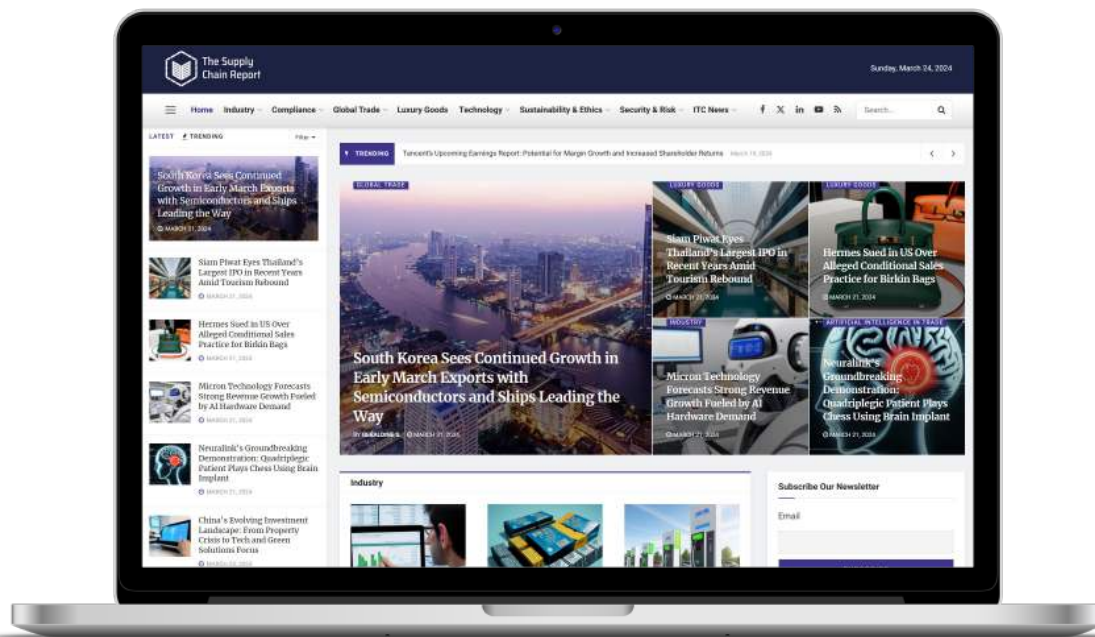




THE SUPPLY CHAIN REPORT

In December 2023, the International Centre for Trade Transparency (ICTTM) launched The Supply Chain Report (www.supplychainreport.org), a dynamic daily news portal dedicated to the world of supply chains and logistics. This platform plays a pivotal role in augmenting the success and visibility of our Chamber and Association Partners by engaging a broader audience for them and their members.



The Portal's Contribution to ADAMftd's Success

Daily In-Depth Coverage: Producing 12-15 unique, relevant, news articles daily, The Supply Chain

Report delves into supply chains, logistics, transportation, warehousing, sustainability, and trade regulations. This rich content base enhances the value proposition of ADAMftd by providing contextual and complementary insights.

Growing Online Presence: With thousands of daily views, the portal serves as an effective platform for disseminating ICTTM news and insights, thereby elevating the profile of our partners (and their members) among industry professionals and enthusiasts.

Knowledge Hub for Industry Insights: The Supply Chain Report positions itself as the go-to source for comprehensive coverage and analysis of global supply chain management. It aligns with industry associations missions to provide detailed, actionable insights for businesses and policymakers.

Social Media Followers:

Information as of the 14th March 2024.



@SupplyChainRep

5862 Followers



@thesupplychainreport

~7100 Followers



@the-supply-chain-report

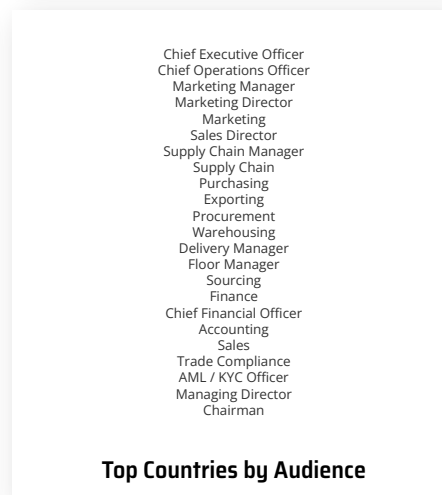
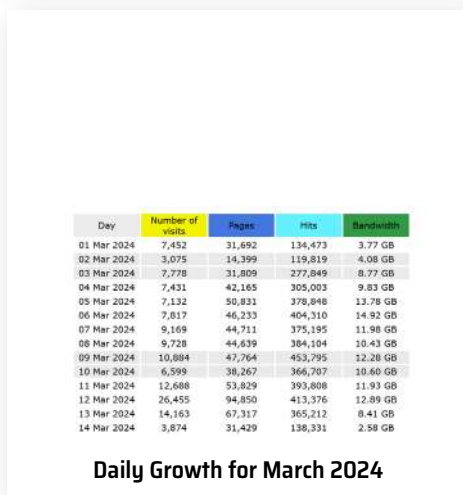
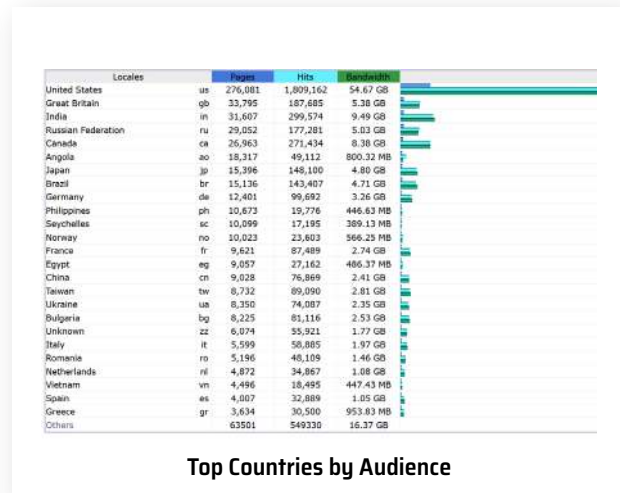
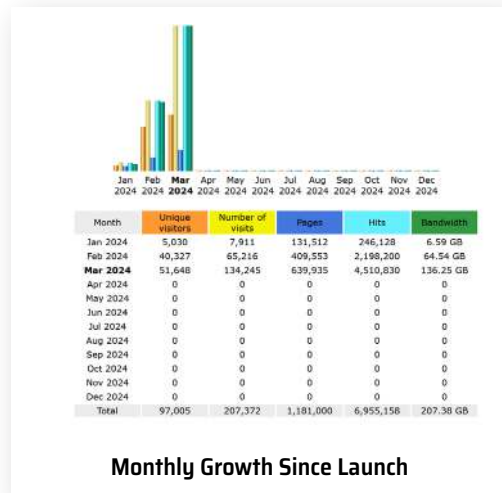
1579 Followers





Rapidly Growing Web Audience

Information as of the 14th March 2024.



Future Expansion Plans:

- **Daily Video News Summary:** We are also excited to announce the launch of our daily video news summary, produced entirely by our back-office team in the Philippines. Each 1.5-minute segment will deliver the day's most important headlines, providing viewers with a quick yet comprehensive overview of the latest in supply chain news. For more detailed coverage and insights, we will invite our audience to visit our website. This new feature is designed to keep professionals and enthusiasts alike informed and engaged with the evolving world of supply chain management.
- **Integration with ICTTM and ITC:** Plans are underway to incorporate more content from ICTTM and its partner organizations, such as the International Trade Council (ITC). This integration will ensure that the portal not only serves as a news source but also as a platform for community engagement and idea exchange.
- **Building a Robust Online Community:** A slow expansion of the portal aims to foster a vibrant community of supply chain professionals, encouraging discussions and sharing of insights, further promoting ICTTM's capabilities and the ADAMftd application.

