



How digital innovators can influence the transition to net zero road freight



🔗 Alistair Lindsay

- Chief Operating Officer @ Zeus Labs Ltd
- Naval Architecture & Ocean Engineering - University of Glasgow (1994 - 1998)
- AP Moller- Maersk (1998 - 2009)
- Tesco (2010 - 2021)
- Zeus Labs Ltd (2022 -)





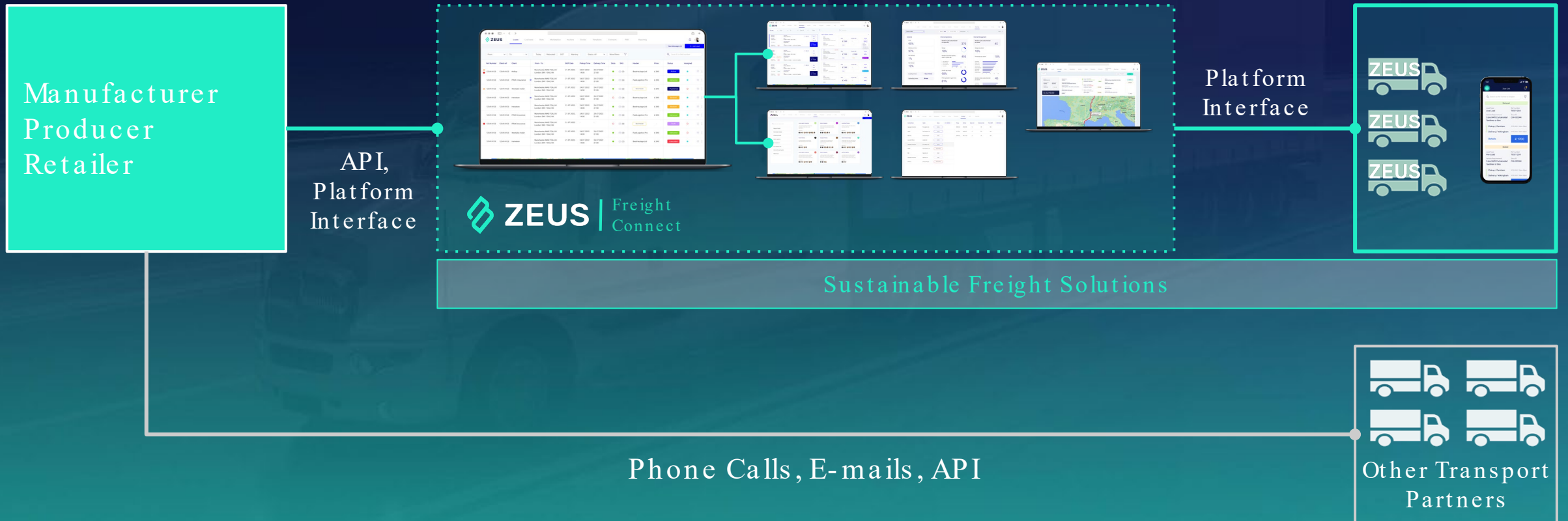
1. Introduction to Zeus
2. Our role in the freight decarbonisation transition ecosystem
3. Regulatory pressures = Challenge and Opportunity
4. Leading topics of the next 5-10 years
5. Key challenges
6. The role of a digital freight startup focussed on sustainable freight
7. The next 10 years



1. Introduction to Zeus
2. Our role in the freight decarbonisation transition ecosystem
3. Regulatory pressures = Challenge and Opportunity
4. Leading topics of the next 5-10 years
5. Key challenges
6. The role of a digital freight startup focussed on sustainable freight
7. The next 10 years

Freight Connect

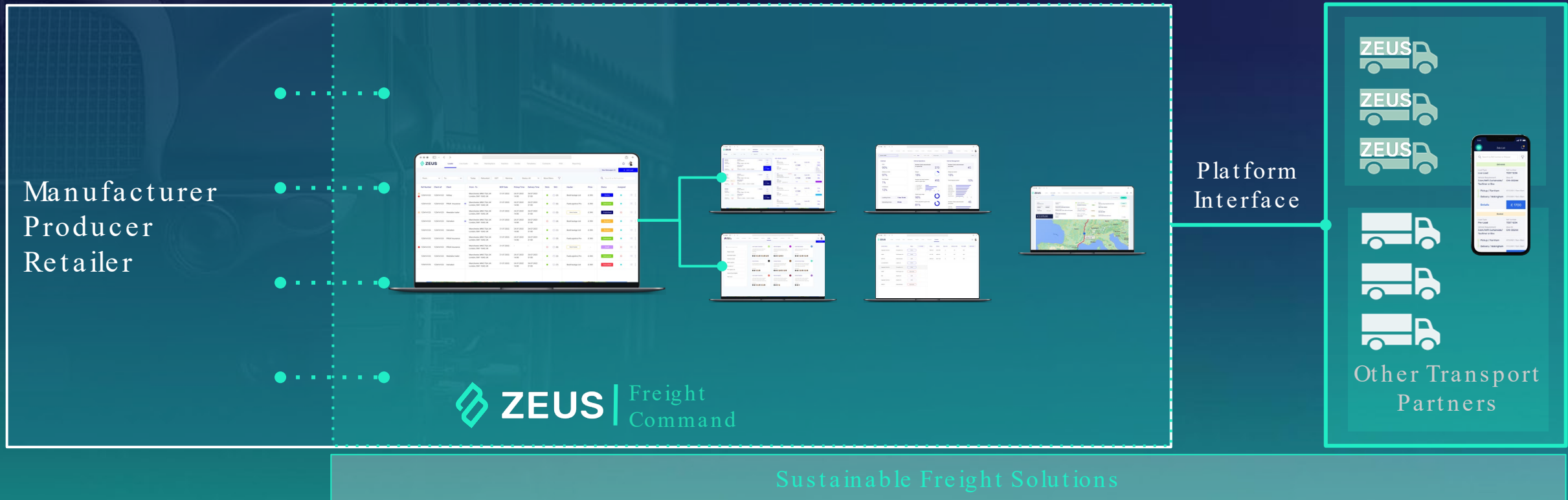
Aggregate supply and demand, connecting the 2 sides with the provision of a fully digitised overland sustainable transport solution.





Freight Command

Freight Command - second product. Harnessing the features and capabilities Freight Connect into a standalone enterprise software solution. Giving the user the power to manage their entire overland network seamlessly, accurately and sustainably (track, trace, deploy).





1. Introduction to Zeus
2. Our role in the freight decarbonisation transition ecosystem
3. Regulatory pressures = Challenge and Opportunity
4. Leading topics of the next 5-10 years
5. Key challenges
6. The role of a digital freight startup focussed on sustainable freight
7. The next 10 years



Leading as a Sustainable Business

Sustainable Freight is the Future.

Zeus is an award-winning sustainable freight pioneer. We provide companies with real and actionable ways to streamline, improve and decarbonise their freight transport.

The road to Sustainable Freight.

Zeus is dedicated to decarbonising freight and making it truly sustainable.

Zeus was founded and is dedicated to helping the industry migrate to zero emission transport and sustainable business practices across the world.

Empty miles, inefficient vehicle utilisation, and fossil fuels are no longer cutting it. At Zeus we use new technology, new fuels and new thinking to deliver real improvements that you can implement today.



“Climate responsibility is no longer a debate, it's a deadline. We all need to work together towards eliminating greenhouse gas emissions in a way that companies can trust and embrace easily. Zeus was founded to do just this and specialises in providing innovative solutions for decarbonisation that make real and consequential reductions in carbon emissions.”

Jai Kanwar & Clemente Theotokis
Founders, Zeus



1. Introduction to Zeus
2. Our role in the freight decarbonisation transition ecosystem
3. Regulatory pressures = Challenge and Opportunity
4. Leading topics of the next 5-10 years
5. Key challenges
6. The role of a digital freight startup focussed on sustainable freight
7. The next 10 years



Regulatory Pressures

Challenge

Or

Opportunity



Market Position

50,000+ European businesses must now report Scope 3 emissions ([CSRD](#)).

12,000 UK businesses will be required to report Scope 3 from 2024 ([SDR](#)).

Logistics emissions (Scope 3) can account for up to [90%](#) of business' carbon footprint.

Logistics will now be included when reporting net - zero progress, giving rise to an expected [surge in demand for low - carbon freight](#) .

At present, the supply of low - carbon vehicles and fuels is [limited](#) and is distributed amongst a web of [1000s of independent hauliers](#) .



1. Introduction to Zeus
2. Our role in the freight decarbonisation transition ecosystem
3. Regulatory pressures = Challenge and Opportunity
4. Leading topics of the next 5-10 years
5. Key challenges
6. The role of a digital freight startup focussed on sustainable freight
7. The next 10 years

Leading Topics in short and medium term

★ Bio-fuels



★ Mass-balancing, book & claim



★ EV preparation and trials



★ Data sharing for emissions reporting



★ Lane-matching & empty trips



★ Costs, costs, costs





1. Introduction to Zeus
2. Our role in the freight decarbonisation transition ecosystem
3. Regulatory pressures = Challenge and Opportunity
4. Leading topics of the next 5-10 years
5. Key challenges
6. The role of a digital freight startup focussed on sustainable freight
7. The next 10 years



Key challenges

- ★ Scalable and Flexible Fleets and Bio-Fuels
- ★ Certainty and assurance around biofuels use
- ★ EV Fleet and infrastructure investment
- ★ Cost apportionment - Who pays?
- ★ Government indecision and policy
- ★ ‘Kicking the can down the road’



1. Introduction to Zeus
2. Our role in the freight decarbonisation transition ecosystem
3. Regulatory pressures = Challenge and Opportunity
4. Leading topics of the next 5-10 years
5. Key challenges
6. The role of a digital freight startup focussed on sustainable freight
7. The next 10 years

🔗 The role of a digital freight startup focussed on sustainable freight

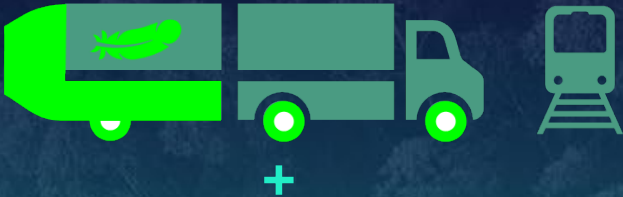
What we want to do -

How we're doing it -

“Pioneer a new universal standard in sustainable freight”

1

Efficiency improvement



Awareness

Vehicles

Energy-saving tyres
Aerodynamics
Lightweight trailers
Eco-driving

Logistics

Logistics optimisation
(lane - matching)
Modal shift
Vehicle utilisation

2

Transition fuels



HVO100 (Hydrotreated Vegetable Oil) *

Biomethane (bio -CNG / bio -LNG)

FAME biodiesel *

* Drop-in solution for diesel trucks
(FAME may require modifications)

3

Net zero technologies







Battery electric vehicles



Hydrogen fuel -cell electric
vehicles
(assuming green hydrogen)

We are already unlocking significant environmental savings

Solution		WTW CO2e savings*	
	HVO	>	84% ave. (up to 90%)
	Biogas (LNG/CNG)	>	80% ave. (up to 130%)
	Intermodal (diesel)	>	75% approx.
	Intermodal (HVO)	>	80% approx.
	Battery electric	>	86% ave. (up to 100%)

Customer use cases



27% of P&G-Zeus tonne-km on HVO or intermodals since Nov 2022, reducing their CO2e by **22%** (550,000 kg CO2e saved).



84% of AB InBev-Zeus tonne-km on intermodal (diesel) since Aug 2023, reducing their CO2e by **63%** (108,000 kg CO2e saved).



100% of Diageo-Zeus tonne-km on mass-balanced HVO since Aug 2023, reducing their CO2e by **84%** (58,000 kg CO2e saved).

*All savings relative to a 40t diesel HGV. Intermodal savings based on European ave. diesel/electric locomotion and a 2000 km route with 100 HGV km. Assuming UK average grid mix. 100% saving with EV can be reached if using renewable electricity. Electric savings assume a UK average grid mix - 100% saving can be reached using renewable electricity. Bio - gas savings can exceed 100% with certain organic feedstocks. WTW = "well -to-wheel" (full lifecycle).



1. Introduction to Zeus
2. Our role in the freight decarbonisation transition ecosystem
3. Regulatory pressures = Challenge and Opportunity
4. Leading topics of the next 5-10 years
5. Key challenges
6. The role of a digital freight startup focussed on sustainable freight
7. The next 10 years

❖ The next 10 years and beyond...

Race against time.... We need a strong final lap...!



The CAT rates the UK's climate targets, policies and finance “**Insufficient**”



The CAT rates the combination of the US 2030 climate targets, policies, and climate finance as “**Insufficient**”



The CAT rates Japan's climate targets, policies and finance as “**Insufficient**”



The CAT rates Germany's overall climate targets, policies and finance as “**Insufficient**”



The CAT rates India's climate targets and policies as “**Highly Insufficient**”



The CAT rates China's climate targets and policies as “**Highly Insufficient**”

✧ The next 10 years and beyond...

- ★ Commitment from every part of Government and Industry is a critical/ 'must have' requirement (Policy and Investment).
- ★ Strict and highly enforced mandatory measures in place QUICKLY
 - Incentivise prime movers
- ★ Stronger industry collaboration - Data sharing, Co-opetition.
- ★ Zeus will continue to EDUCATE and INNOVATE, along with the rest of the industry



Thank You

