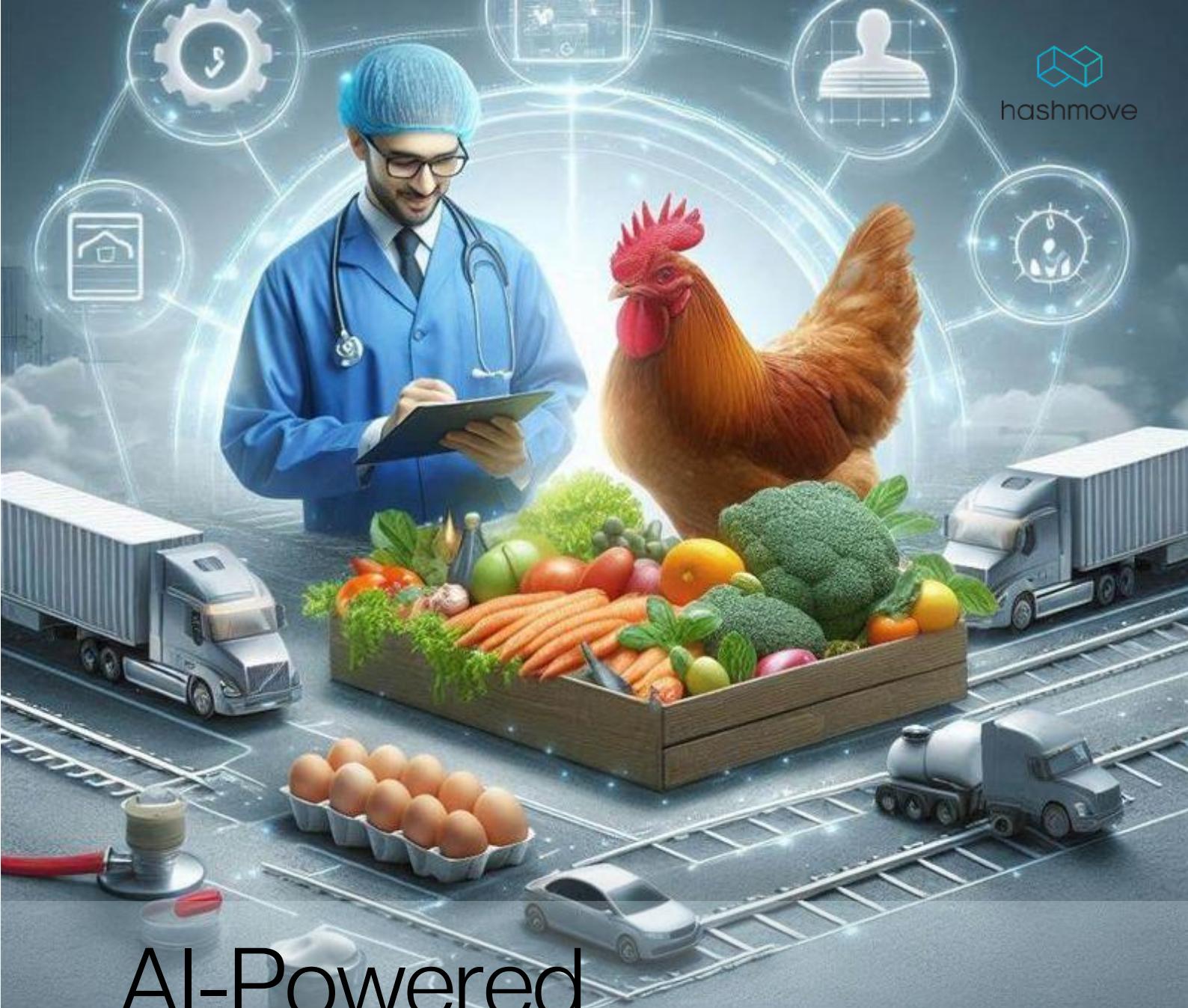


HASHMOVE®  
INDUSTRIAL SOLUTION

# PoultiFY™

AI-Based Logistics Platform for  
Poultry Industry by HashMove





# AI-Powered Poultry Logistics

PoultiFy™ is an innovative, first-of-its-kind AI-powered logistics platform designed to address the unique challenges of the poultry industry. Developed by HashMove as part of its Industrial Solutions suite, PoultiFy™ streamlines and optimises the entire poultry supply chain, from egg hatcheries and breeder farms to broiler farms, processing plants, and delivery to the end customer.

This cutting-edge platform integrates key logistics functions, including freight procurement, mortality management, regulatory compliance, temperature-controlled shipments, and sustainability, into a seamless digital solution. With PoultiFy™, poultry businesses gain enhanced visibility, improved delivery efficiency, reduced losses, and streamlined operations, all while maintaining control and ensuring compliance with industry standards.



# Elevate Your Profitability

PoultiFy™ next-gen logistics platform for poultry industry enables seamless tracking and management of poultry logistics across the full supply chain lifecycle. Whether a poultry business operates its own farms or collaborates with third-party suppliers, PoultiFy™ ensures transparency at every leg i.e from Eggs Breeder to Slaughter Houses

With PoultiFy™, every product cost is traceable from source to the final destination.

The platform also offers real-time status updates, geofencing alerts, and a centralized view of logistics activity, allowing poultry businesses to monitor timelines, performance, and exceptions, all in one place



Eggs Breeder



Hatchery



Boiler Farm



Slaughter House



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# From Breeding Farm to Slaughter house

Efficiently manage the entire poultry supply chain, from egg breeders to hatcheries, broiler farms, and slaughterhouses. Track every step, feed deliveries, chick movement, and live bird transfers, while ensuring cold-chain compliance from farm to processing plant. With real-time insights, PoultiFY™ ensures timely last-mile delivery to retailers, foodservice outlets, and distribution centers for a seamless poultry logistics experience



- Manage movement from egg breeder to hatcheries to broiler farms till Slaughter house.
- Track feed deliveries, chick movement, and live bird transfers.
- Maintain cold-chain compliance from broiler farms to processing plants.
- Enable timely last-mile delivery of processed poultry to retailers, foodservice outlets, and distribution centers.



# AI-Driven Mortality Insights for Poultry Business

Live poultry logistics carry inherent risks, particularly in long-distance transportation. Mortality rates directly impact profitability and animal welfare. PoultiFly™ introduces intelligent mortality management tools that empower poultry businesses to take proactive control.

PoultiFly™ doesn't just report problems—it helps prevent them. By understanding where, when, and why mortalities occur, poultry businesses can refine handling processes, vendor selections, and transport conditions to minimize risk.

Track and manage poultry mortality like never before. With PoultiFly™, you can log mortality figures at every stage, either automatically or with just a few simple taps. Get instant alerts when losses exceed predefined thresholds, allowing you to respond quickly and effectively.

Tag each event with specific causes such as heat stress, overcrowding, or handling delays to uncover hidden patterns. Powerful visual dashboards and trend analysis transform raw data into actionable insights, helping you reduce losses, enhance flock health, and take full control of your poultry operations.





# AI-Driven Insights for Continuous Improvement

PoultiFy™ doesn't just track poultry logistics, it continuously learns from it. The platform uses AI and machine learning to uncover hidden inefficiencies and unlock smarter decision-making.

PoultiFy™ delivers an advanced suite of dashboards designed specifically for poultry logistics managers and business owners. These dashboards transform raw data into powerful visual intelligence

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- Forecast demand cycles, mortality trends, and logistics bottlenecks.
- Receive AI-powered recommendations for optimal shipping windows, vendor selections, and route planning.
- Identify cost leakages and suggest areas for operational improvement.
- Build predictive models that improve planning and responsiveness over time.

# Sustainability with Every Shipment

Sustainability is no longer optional, it's a competitive advantage. PoultiFy™ empowers poultry businesses to align logistics with ESG goals and environmental responsibility



With PoultiFy™, you can monitor fuel consumption, emissions, and route efficiency for every shipment in real time. The platform enables you to analyze and optimize reefer truck usage to significantly reduce your carbon footprint.

Automated CO<sub>2</sub> reporting tools make it easy to support sustainability audits and corporate disclosures, while intelligent analytics empower you to make data-backed decisions that lower environmental impact without affecting your bottom line. PoultiFy™ helps poultry logistics go green without compromising on speed, quality, or control





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# HASHMOVE® INDUSTRIAL SOLUTION

HashMove Industrial Solutions is a powerful, industry-focused suite within the broader HashMove Platform, purpose-built to address the complex and evolving logistics challenges of key sectors such as poultry, petrochemicals, pharmaceuticals, manufacturing, and agriculture. Whether it's managing end-to-end cold chain logistics for the pharmaceutical industry, optimizing live bird movement and feed supply in poultry operations, or streamlining bulk vessel chartering for petrochemicals, HashMove delivers a comprehensive digital transformation journey. With smart freight procurement, real-time tracking, AI-powered planning, automated documentation, and sustainability analytics, the platform ensures complete visibility, enhanced efficiency, and data-driven control across the entire logistics value chain.

**Headquartered in Riyadh**, HashMove is a next-generation logistics ecosystem, engineered from the ground up to digitize, automate, and optimize every aspect of logistics and supply chain operations. The platform offers a modular, cloud-native architecture combined with intelligent automation and industry-specific configurations—empowering enterprises to scale rapidly, reduce costs, and enhance operational agility.

Today, HashMove stands as one of the fastest-growing logistics platforms in the region, enabling organizations to shift from manual, siloed processes to fully integrated, intelligent logistics networks. With a focus on speed, intelligence, and sustainability, HashMove is helping businesses move faster, smarter, and greener, shaping the future of industrial logistics

حلول هاش موف الصناعية هي مجموعة متكاملة مصممة منصة هاش موف تم تطويرها خصيصاً لتلبية احتياجات القطاعات الصناعية المعقدة مثل الدواجن، والبتروكيماويات، والصناعات الدوائية، والتصنيع، والزراعة. سواء كنت تدير سلسلة التبريد الدوائية من البداية إلى النهاية، أو تقوم بتحسين حركة الطيور الحية وتوزيع الأعلاف في قطاع الدواجن، أو تعمل على تحسين عمليات الشحن بالجملة للبتروكيماويات، فإن هاش موف تقدم رحلة رقمية متكاملة وشاملة. من التوريد الذكي للشحنات، والتتبع الفوري، وتحطيم الطلب المدعوم بالذكاء الاصطناعي، إلى الأتمتة وإدارة الاستدامة، توفر المنصة رؤية شاملة وذكياً وكفاءة تشغيلية على امتداد سلسلة الإمداد.

يقع المقر الرئيسي لمنصة هاش موف في الرياض، وتم تطويرها من الصفر لتكون نظاماً رقمياً متطوراً يهدف إلى رقمنة وأتمتة وتحسين دورة حياة العمليات اللوجستية بالكامل. تقدم المنصة بنية سحابية مرنة قائمة على الوحدات، مدعومة بالأنتمنة الذكية والحلول المصممة خصيصاً لكل قطاع، مما يمكن الشركات من التوسيع السريع وخفض التكاليف وتحقيق مرونة تشغيلية أعلى.

واليوم، تُعد هاش موف واحدة من أسرع المنصات اللوجستية نمواً في المنطقة، حيث تمكّن المؤسسات من التدول من العمليات التقليدية اليدوية إلى شبكات لوجستية ذكية ومتكاملة. مع تركيزها على السرعة، والذكاء، والاستدامة، تقدّم هاش موف مستقبل الخدمات اللوجستية الصناعية في المملكة والمنطقة.

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