

Modern Logistic Investment CEO Gerald Lee

Gerald Lee Investor Modern Logistic Brazil



New York, Feb 17, 2019 ([IssueWire.com](http://www.IssueWire.com)) - Evercore seeks US\$ 200 m from Partners for Modern Logistics

Assent manager DXA and Azul vice president of Azul star fundraising round to expand operations of an air freight company

Modern Logistics: Bringing American Investment and Expertise to Brazil

Gerald Blake Lee is a visionary entrepreneur and business executive with extensive experience in the growth and management of successful start-up ventures. He is the founder and current CEO of Modern Logistics, based in Sao Paulo, Brazil. Gerald is a resident of Sao Paulo, and also serves as president of Blackjet Investments and formerly as the managing director of Canela Investments, LLC, both based in Brazil. He was also the co-founder of Azul Brazilian Airlines, the third largest airline in Brazil, which recently negotiated a successful initial public offering. Prior to this, Mr Lee was, at various stages, the Vice President of Business Development, Director of Corporate Finance, and Corporate Counsel for Jet Blue Airways in New York.

Mr Lee is a former practising attorney with vast experience in the areas of mergers and acquisitions and securities law. Gerald earned a J.D. degree from the University of Virginia School of Law, and graduated with a bachelor of science degree in accounting from New York University. While Mr. Lee was in school at NYU, he was also undercover detective in the Organized Crime Control Bureau of the NYPD.

Mr Lee's extensive experience with Jet Blue and Azul and his reservoir of legal and business knowledge gave him the necessary insight and advantage to discern the opportunity involved with the formation of Modern Logistics. The country of Brazil has an extremely limited interior infrastructure and logistics to service its growing industrial capacity. Mr Lee cites the lack of rail transport, forcing companies to transport goods manufactured in the interior of the country to ports using poorly maintained roads, and also river barges. Because of domestic regulations, international logistics behemoths such as UPS and FedEx are prohibited from transporting goods within Brazilian borders and airspace. Similar to his invaluable experience with JetBlue and Azul, Gerald was able to recognize the disruptive opportunity available, and he started Modern Logistics to fill this critically important logistics/transportation void. The vision behind Modern Logistics is to provide cargo-only transportation throughout the vast interior regions of Brazil, but also perhaps more importantly, to provide the vital logistics and warehousing expertise which will allow an indigenous industry to provide competitive pricing and products.

Since inception, Modern has expanded from an initial 737 cargo plane to three 737's with plans to rapidly expand its fleet in 2019. Mr Lee recently partnered with Harley Davidson to transport product from their manufacturing facility in the Manaus area of Brazil to the twenty-one dealerships throughout the country. The corporate growth strategy devised by Mr Lee is to build a small package express business covering all of Brazil through business relationships servicing industrial customers with an air-based network. Mr Lee's involvement with JetBlue and Azul provides the disruptive perspective needed to grow Modern in a very challenging bureaucratic environment. Mr Lee is bringing American capital and

innovation to Brazil through Modern Logistics. In fact, the board of directors is based in New York City. As a result of his vision, reputation and experience, Gerald was able to arrange an initial private placement of approximately \$19 million from DXA Investments in addition to substantial amounts of investment capital from the US. This financing will enable Modern to be the logistics originator in Brazil, and the protection against foreign competition provides Mr Lee with an optimal environment in which to pursue his aggressive growth plans. The man and his experience are a perfect match for this innovative and groundbreaking logistics and transportation opportunity.

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