

# ECOMMERCE



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The year marked a watershed in our vision of creating a global end-to-end eCommerce logistics solution. The acquisition of two leading eCommerce providers in the US transformed SingPost from regional pioneer to global provider as our geographical reach was extended to the world's largest retail market. As we integrate people, technologies and logistical infrastructure from our investments, our capabilities will enable global brands and retailers to better serve their customers across all major eCommerce markets.

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The acquisitions have given us a stronger customer base and greater eCommerce volumes. We process more than S\$5 billion (US\$4 billion) of gross merchandise value a year across our eCommerce networks and provide end-to-end eCommerce solutions to more than 100 leading brands including adidas, Calvin Klein, Cole Haan and Muji.

Domestic eCommerce orders in Southeast Asia and Australia, which exclude orders for our US subsidiaries, spiked 384 per cent in 2015 during the Black Friday and Cyber Monday shopping period. We also processed 4.6 million packages in cross-border eCommerce volumes in November 2015, a 60 per cent jump year-on-year.

## REACHING EVERY MARKET

The acquisitions of TradeGlobal Holdings and Jagged Peak have expanded SingPost's eCommerce logistics footprint in the US, connecting the dots in building a global eCommerce logistics solution with the unique ability to provide access to China and the rest of the Asia Pacific.

Full service eCommerce solutions have traditionally been geographically confined but our augmented eCommerce infrastructure provides a one-stop solution for brands and retailers to grow their business globally, while providing their customers with a seamless shopping experience.

TradeGlobal is one of the US's top end-to-end eCommerce companies, serving more than 60 leading brands in the fashion, beauty and lifestyle sectors. Jagged Peak, which specialises in high velocity consumer products, is a leading technology provider of omni-channel order management systems that operates more than 20 warehouse facilities across North America and Europe.

With the incorporation of TradeGlobal's and Jagged Peak's logistics networks, we now operate more than 50 fulfilment centres across 19 markets, supporting our eCommerce clients with flexible and scalable logistics infrastructure across all key eCommerce markets in the US, Europe, China and the rest of the Asia Pacific. Scalability and capabilities of our eCommerce logistics platform have also been enhanced, enabling us to better handle major surges in traffic and transactions during peak shopping seasons.

#### **ENABLING EVERY PART OF THE WAY**

Beyond extending our geographical reach, we built on our value proposition of providing

companies with end-to-end eCommerce solutions for easy, one-stop access to their home markets and to accelerate their global eCommerce expansion.

Our ability to serve US eCommerce customers was strengthened greatly. TradeGlobal offers a full spectrum of eCommerce services that includes website design, content management, marketing and analytics, fulfilment and logistics. Jagged Peak provides cutting edge software, as recognised by research firms Gartner and Forrester, and services that enable companies to blend online and offline retail channels by helping them manage orders, warehousing, fulfilment and even customer support.



*With 50 fulfilment centres across 19 markets, our customers are well supported by flexible and scalable logistics infrastructure that spans the world's most important eCommerce markets.*

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In Singapore and Australia, we rolled out the next phase of our cloud-based, fully integrated end-to-end eCommerce fulfilment solution ezyCommerce. Introduced in March 2015, ezyCommerce enables small and medium companies to grow their online business across multiple marketplaces and countries. Leveraging SingPost's efficient warehouse management and extensive distribution network, the easy-to-use platform handles everything from orders to last mile delivery and returns.

This cutting edge platform won international recognition last year at the Postal Technology International Awards where it was named the 2015 Digital Innovation of the Year.

ezyCommerce was launched in Australia in August 2015 and we are implementing it in other markets such as Hong Kong. We are also making the technology available to other postal operators around the world, which we may partner for more cost efficient research and development.



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