



UrbanFox

Launch of UrbanFox

Media Conference

24 October 2017



Omnichannel Management



Warehousing



Delivery

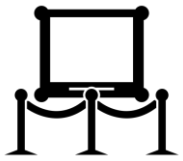
A **Keppel** Logistics Company

Agenda



Urbanfox

01



UNVEILING URBANFOX

02



WHY OMNICHANNEL
LOGISTICS

03



OUR OMNICHANNEL
MODEL

04



OUR CAPABILITIES

Overview of Keppel Logistics Network

UNVEILING URBANFOX



OUR NETWORK

SINGAPORE

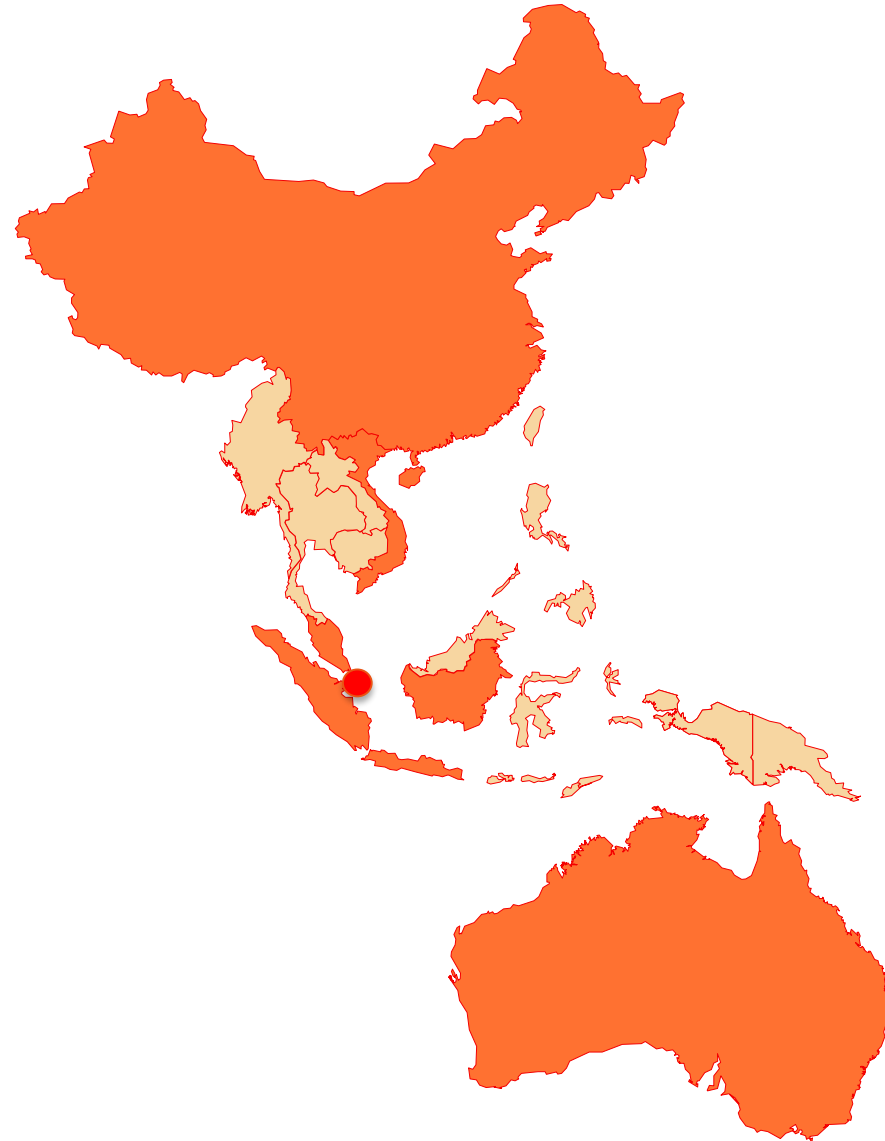
MALAYSIA

VIETNAM

CHINA

INDONESIA

AUSTRALIA



UrbanFox

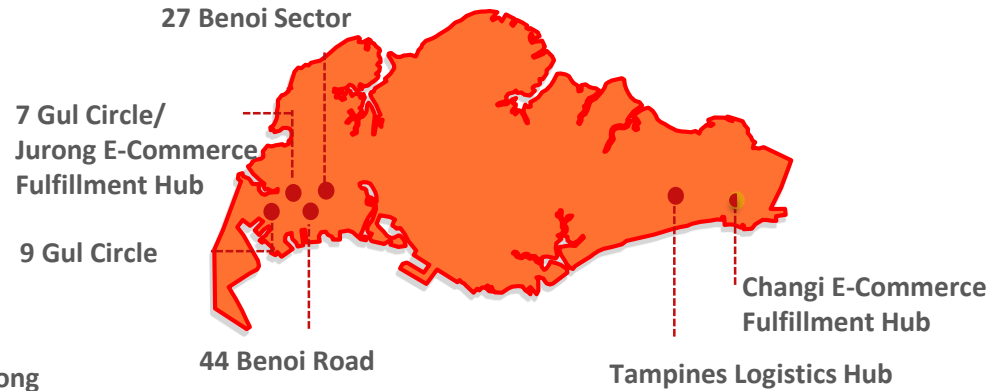
Overview of Keppel Logistics Network

UNVEILING URBANFOX

Vietnam



Singapore



China



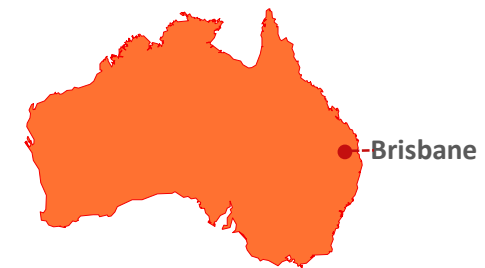
Malaysia



Indonesia



Australia

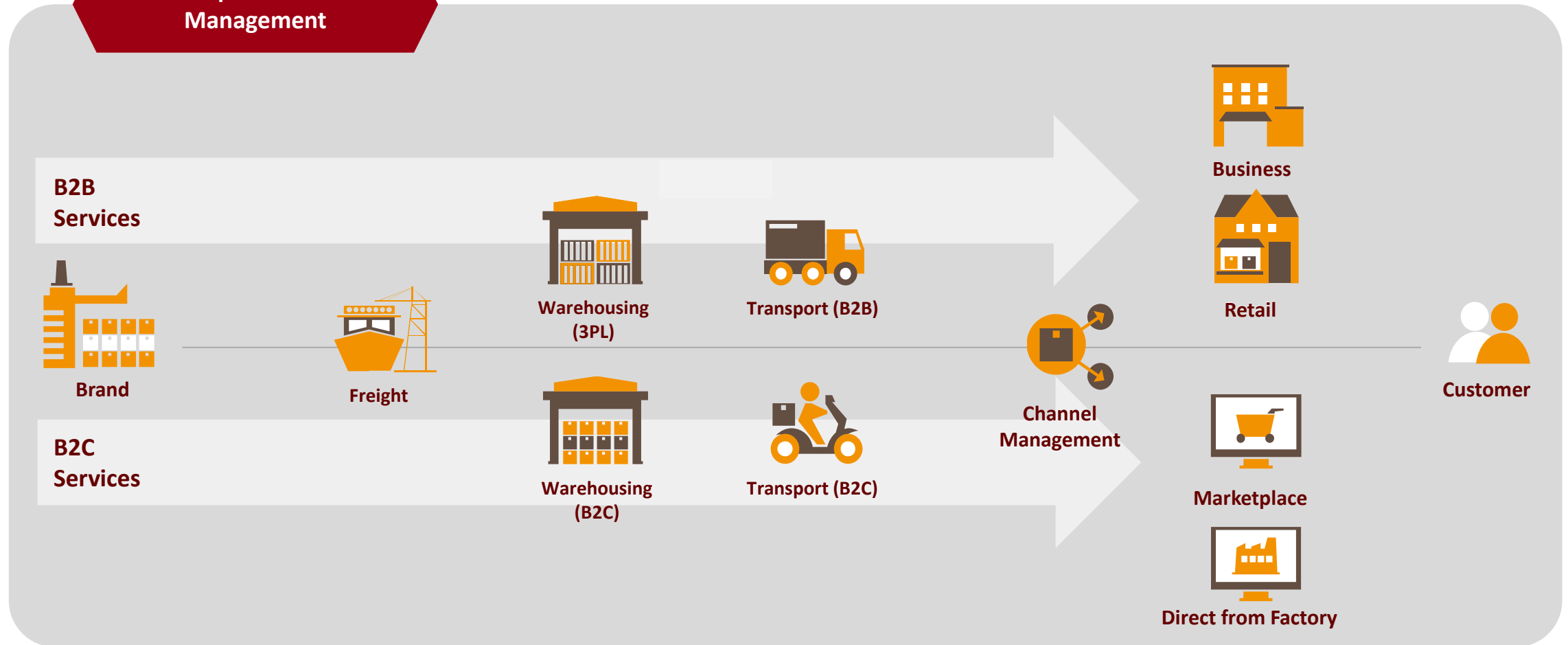


Keppel Logistics

Logistics as a Solution

UNVEILING URBANFOX

One-Stop Omnichannel Management



UrbanFox

Integration of Keppel Logistics and UrbanFox

UNVEILING URBANFOX

INTEGRATED SERVICES



Keppel Logistics (B2B)

- Warehousing
- Transportation
- Information
- Returns
- Value Added Services

Omnichannel Management

INTEGRATION

- Channel Management
- B2B + B2C Logistics
- Marketplaces
- Corporate Webstores
- Digital Marketing

Courex (B2C)

- Inventory Management
- Last-mile Delivery
- Real-time Tracking
- Crowdsourcing
- Value Added Services



Our Milestones

UNVEILING URBANFOX



Moved into warehousing services



Set up crowdsourced hybrid model



Feb 2009

Courex Founded as a Courier Company



Jan 2013

Apr 2015

Storeviva, our proprietary OMS/TMS turn operational



June 2015

Oct 2016

Majority stake acquisition by Keppel Logistics



Oct 2017: Rebranded to UrbanFox



UrbanFox



Introducing UrbanFox

UNVEILING URBANFOX

PROPOSITION:
Focus on Asia and
Omnichannel logistics

Introducing UrbanFox



1

LOGO:
Fox in a box

Our brand attributes

2

ATTRIBUTES:
Thorough, Nimble,
Ambitious

PERSONALITY:
Inquisitive, Curious,
Questioning

5

Proactively growing business in Asia through omnichannel logistics



As your logistics partner, we help fulfill the growth potential of your business.

That's why we take the big picture view, anticipate your growing needs, and offer a comprehensive set of omnichannel logistics services. From eCommerce support that cuts your idle inventory, to our proprietary software that makes inventory management seamless, and speedy fulfillment services, we help scale your business effectively. With Keppel's network across key Southeast Asian cities, we're in the prime position to help you rapidly expand your business.

As you grow your business, we're the end-to-end urban logistics experts to rely on.



MISSION:
Beyond
logistics

4

Beyond Logistics

1. Thorough

On a strong foundation of technical know-how, we offer reliable & comprehensive services, so customers can rest easy knowing they're in good hands

2. Nimble

We're responsive to customers' needs and want to get things done, so we take the initiative to develop new & better ways to meet our customers' needs

3. Ambitious

We look ahead and constantly explore new ideas, with the aim of adding value to our customers' businesses now & moving forward

Our business offers

eCommerce

Q: can we help you sell more online?

A: yes please!
Our eCommerce offer supports your business growth by helping you sell more online. Making your goods work, so much harder.



3

Urbanfox

Q: can we help you sell more online?

A: yes please!
Our eCommerce offer supports your business growth by helping you sell more online. Making your goods work, so much harder.

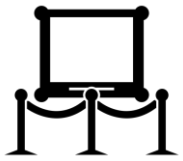


Agenda



Urbanfox

01



UNVEILING URBANFOX

02



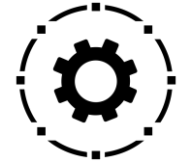
WHY OMNICHANNEL
LOGISTICS

03



OUR OMNICHANNEL
MODEL

04



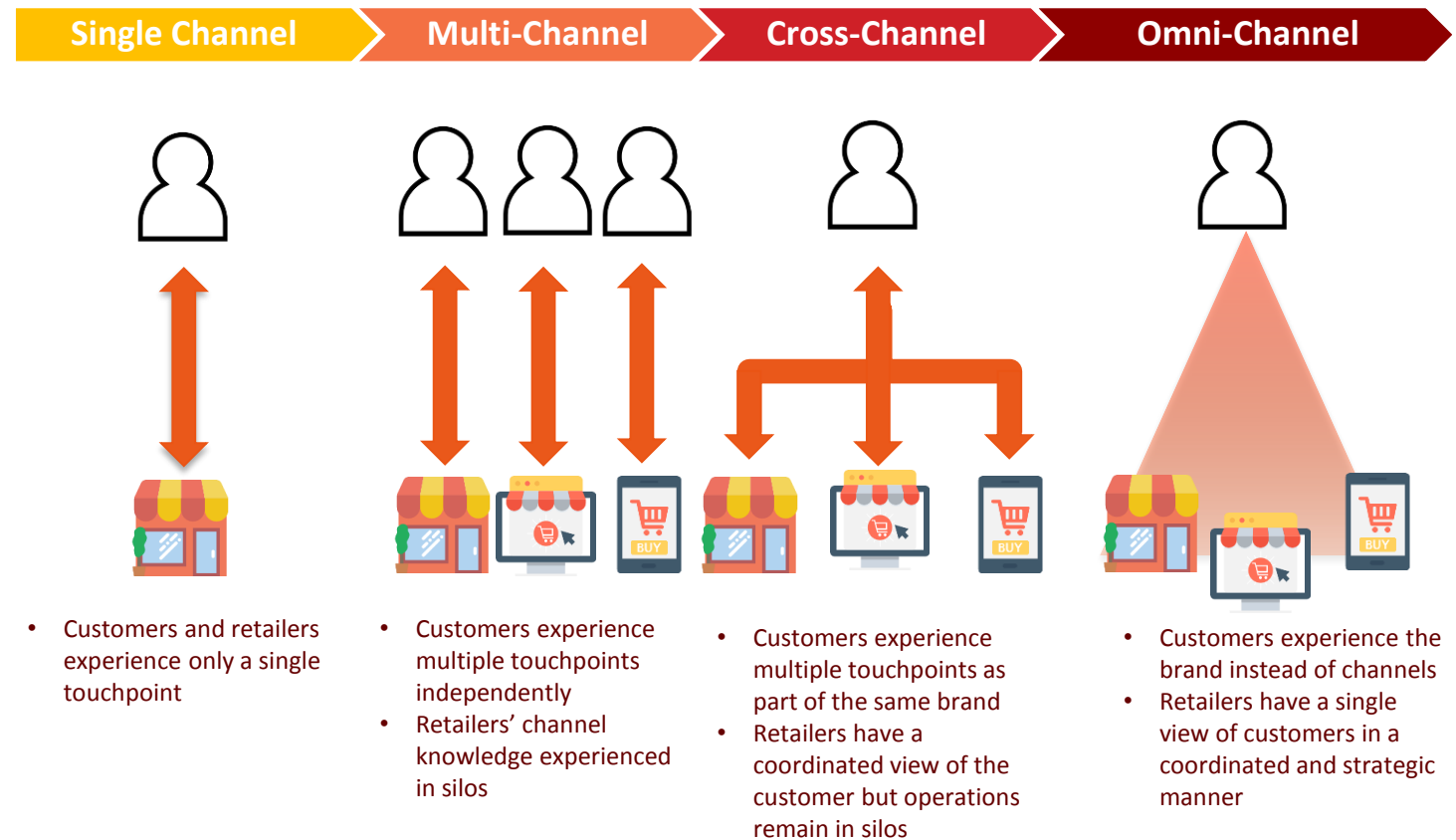
OUR CAPABILITIES

What is Omnichannel?

Consumption patterns have changed...

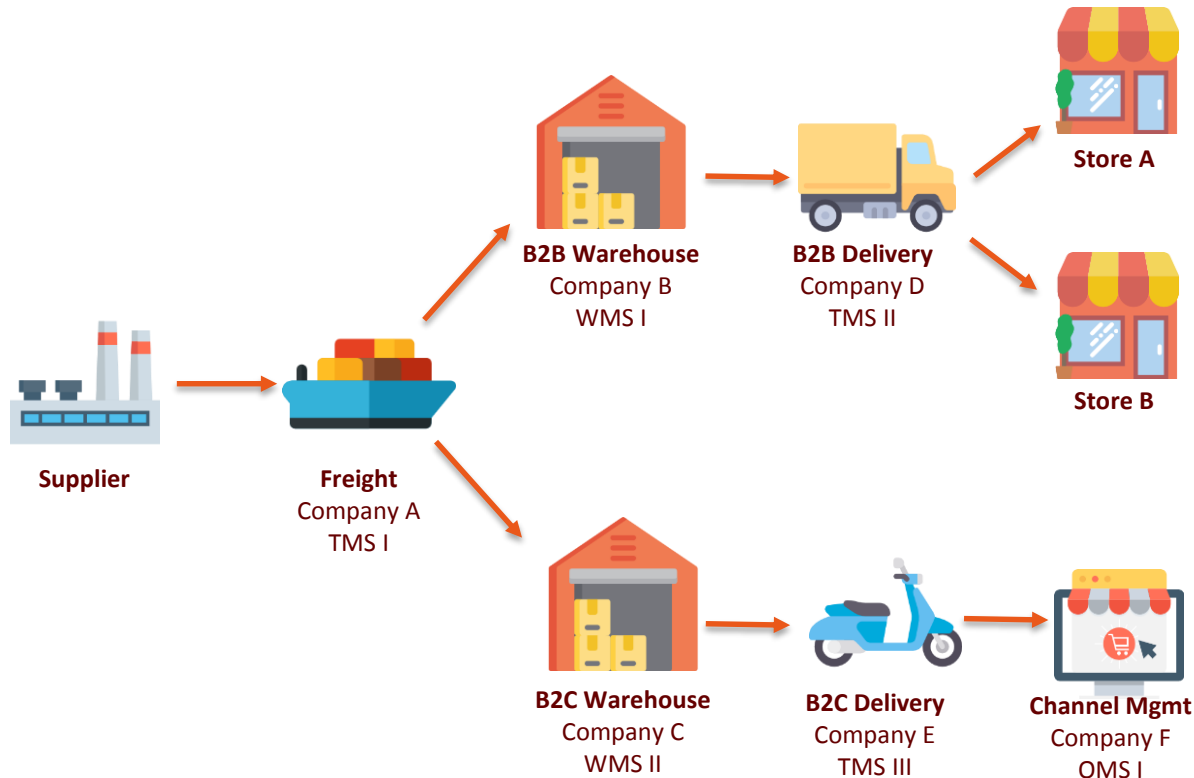


... and supply chains have to keep up







Gaps in Existing Omnichannel Logistics Models

Current Model for Fulfillment



Problems

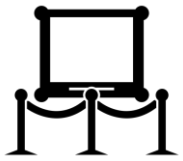
- 
Siloed Systems
 Each part of the supply chain run on different systems – lack of end-to-end visibility and optimisation
- 
Nobody Owns the Customer
 Every firm in the chain provides customer service only on its own products – confusing the customer
- 
Excessive Touchpoints
 Inventory has to be held and transferred between multiple locations – adding extra costs and lead time
- 
Difficult for Brands to Manage
 Brands have to coordinate between multiple firms to maintain logistics efficiency and brand consistency

Agenda



Urbanfox

01



UNVEILING URBANFOX

02



WHY OMNICHANNEL
LOGISTICS

03



OUR OMNICHANNEL
MODEL

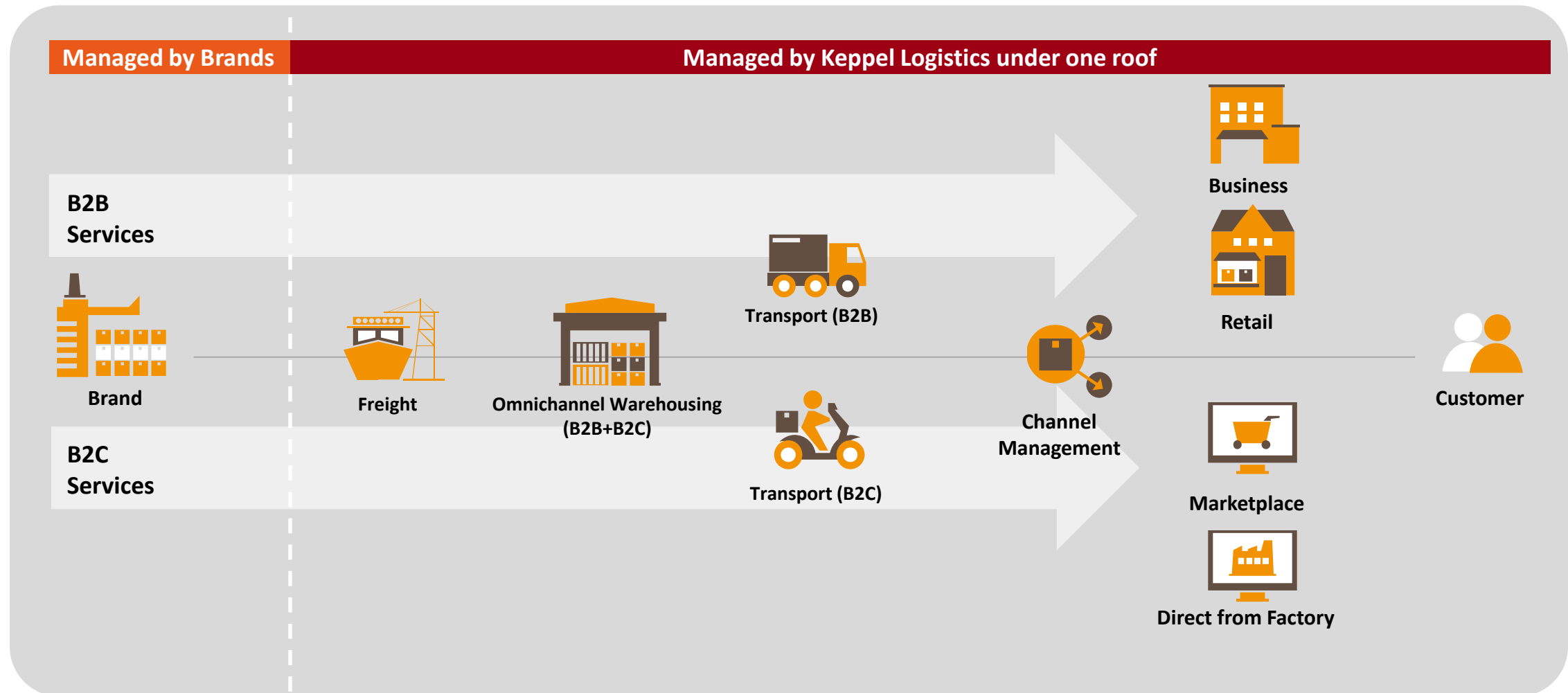
04



OUR CAPABILITIES

Rethinking Omnichannel Logistics – the Keppel Logistics Model

OUR OMNICHANNEL
MODEL



Logistics is no longer just a cost centre – Keppel Logistics is driving sales

Our Solution for Customers

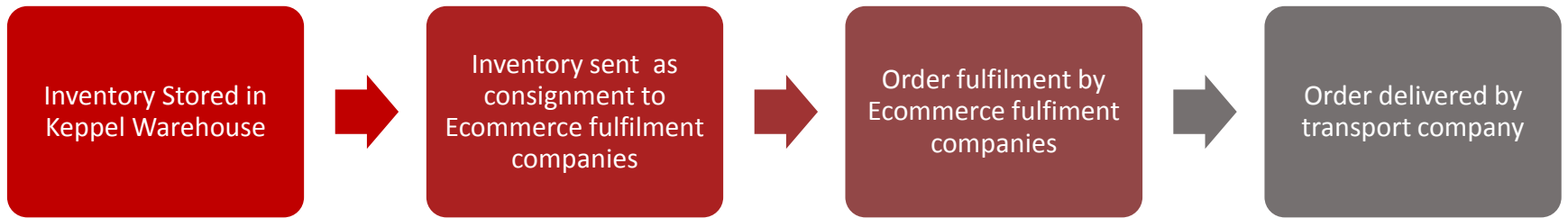


1. All stocks in warehouse synced online to maximize sales opportunities
2. e-Distributor Model: purchase stock from client
3. Simple “invoicing” for Ecommerce
4. Centralised inventory management for Omnichannel
5. Reduced touchpoint for shorter lead time and lower logistics cost

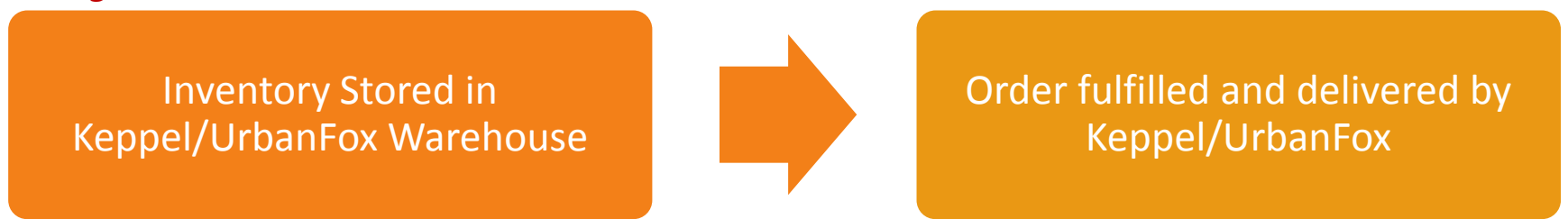
CHALLENGES

- To expand their online presence
- To establish a direct-to-consumer touchpoint

Traditional Process



Integrated Process

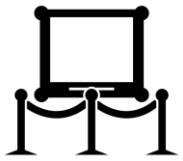


Agenda



Urbanfox

01



UNVEILING URBANFOX

02



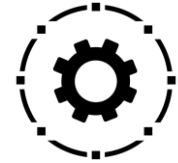
WHY OMNICHANNEL
LOGISTICS

03



OUR OMNICHANNEL
MODEL

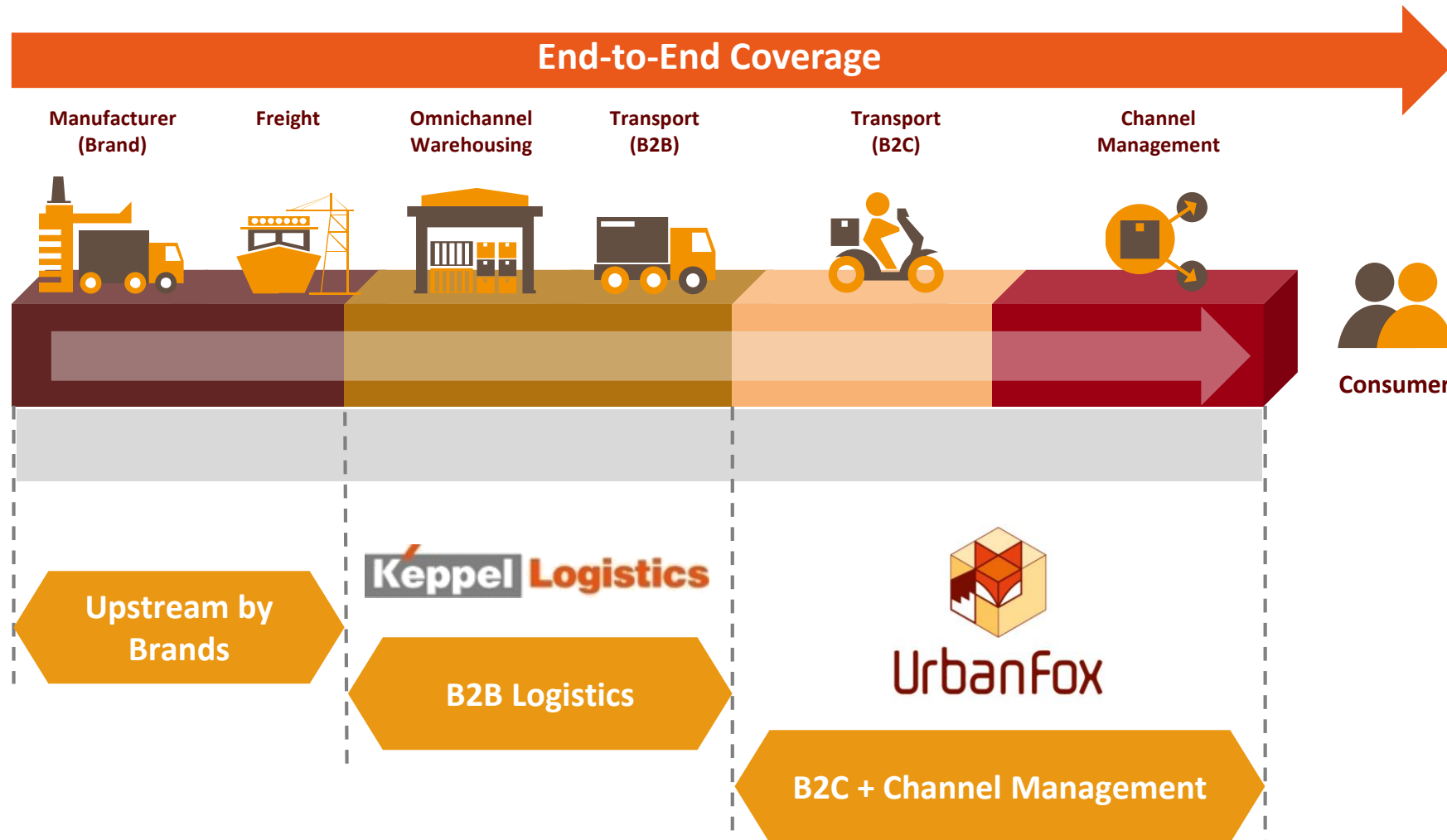
04



OUR CAPABILITIES

How UrbanFox Fits into the Keppel Logistics Omnichannel Model

OUR CAPABILITIES



Our Proprietary Software

OUR CAPABILITIES

Electronic Proof of Delivery

Instant confirmation and full visibility of recipient details for every delivery



1

Real-time Order Visibility

Full visibility into order status and delivery location



2

Marketplaces Integration

Product listings, inventory availability and orders seamlessly synced with major marketplaces



3

Distribution Points

Network of self-collection points island-wide for convenience to customers



4

International Shipping

Exclusive discounts with leading express players



5



UrbanFox

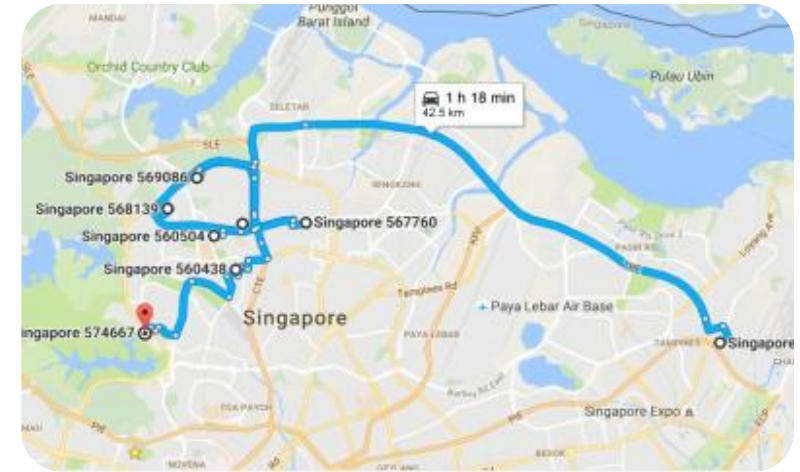
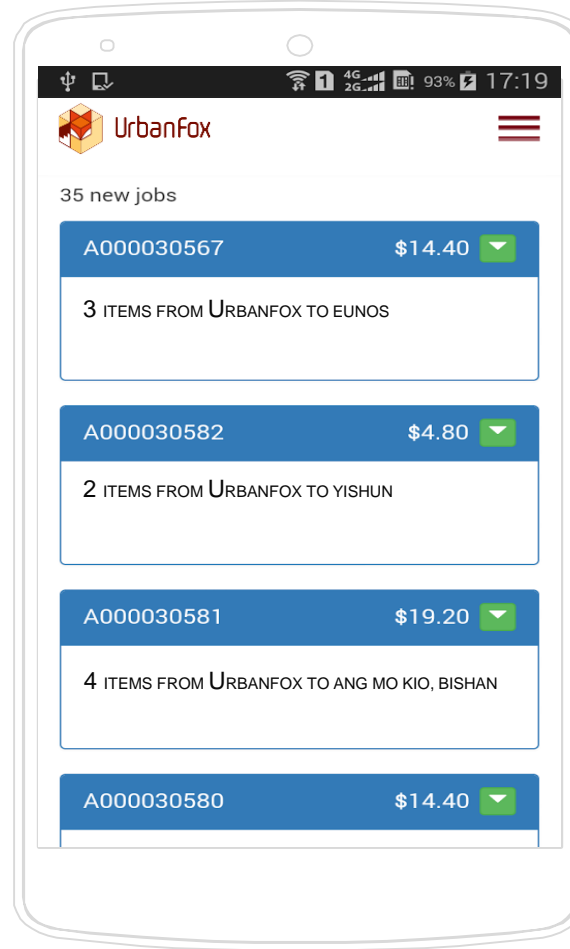
UrbanFox Last Mile Delivery Using Crowdsourcing

OUR CAPABILITIES



Hybrid Model

- ✓ Hybrid model of crowdsourced delivery personnel and in-house drivers
- ✓ Multiple distribution points island-wide



Route Optimisation

System creates route with multiple delivery points into optimum clusters through data analytics, artificial intelligence, mapping technologies

UrbanFox Channel Management

OUR CAPABILITIES



Channel Management

Platform integrated with major marketplaces for multichannel sales



Ecommerce Enabler

Extending into eCommerce services such as content management to form true eCommerce partnerships with Brands

Full Suite of Services



Marketplace Integration



Content Management



Price & Assortment Management



Webstore / Shopping cart design



Digital Marketing

Allowing brands to reach beyond brick-and-mortar

UrbanFox Channels

OUR CAPABILITIES



* Potential channel

Allowing brands to reach beyond brick-and-mortar

Acknowledgements

Our transformation would not have been possible without the extensive support from the following agencies:



Q&A