



# Last Mile Delivery:

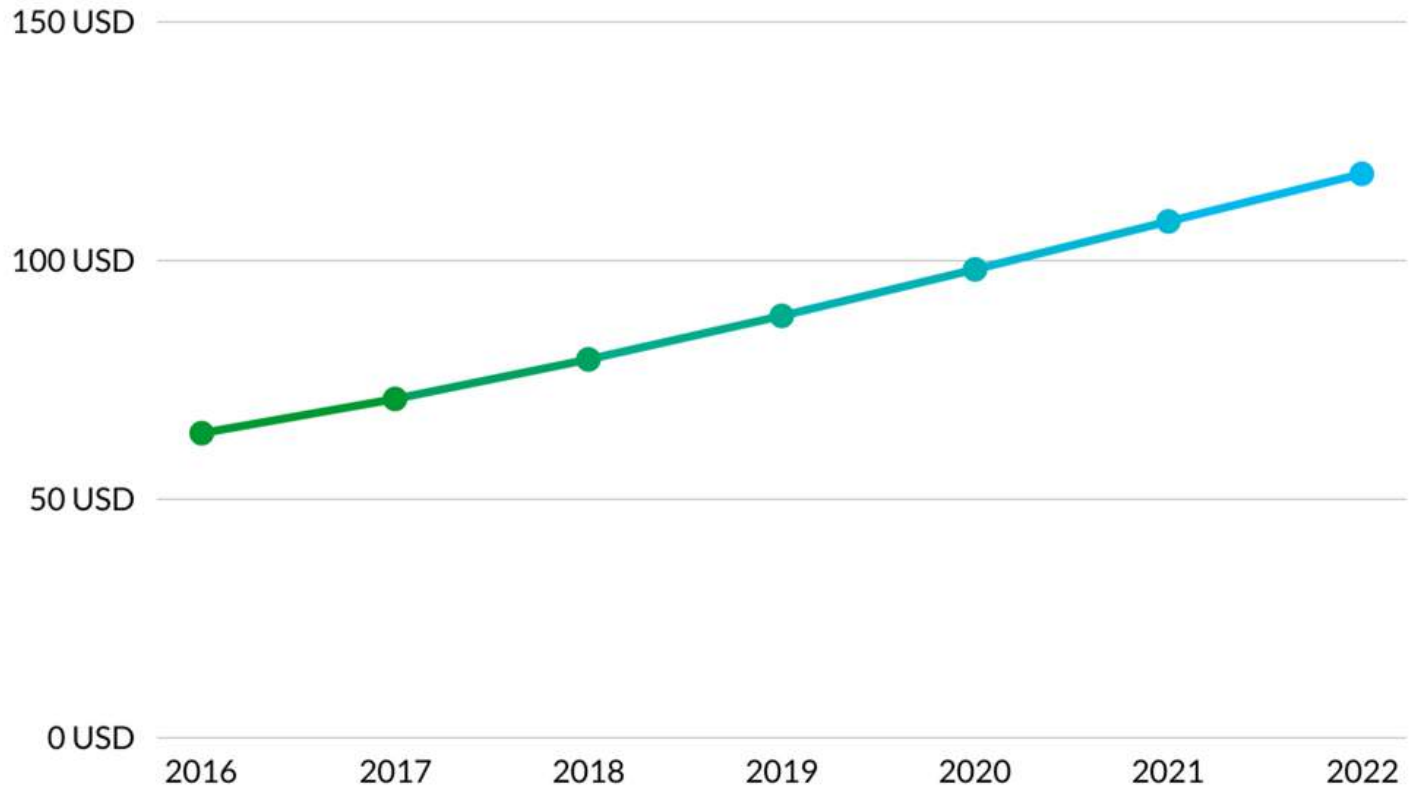
Enabling Superior E-fulfillment Experiences



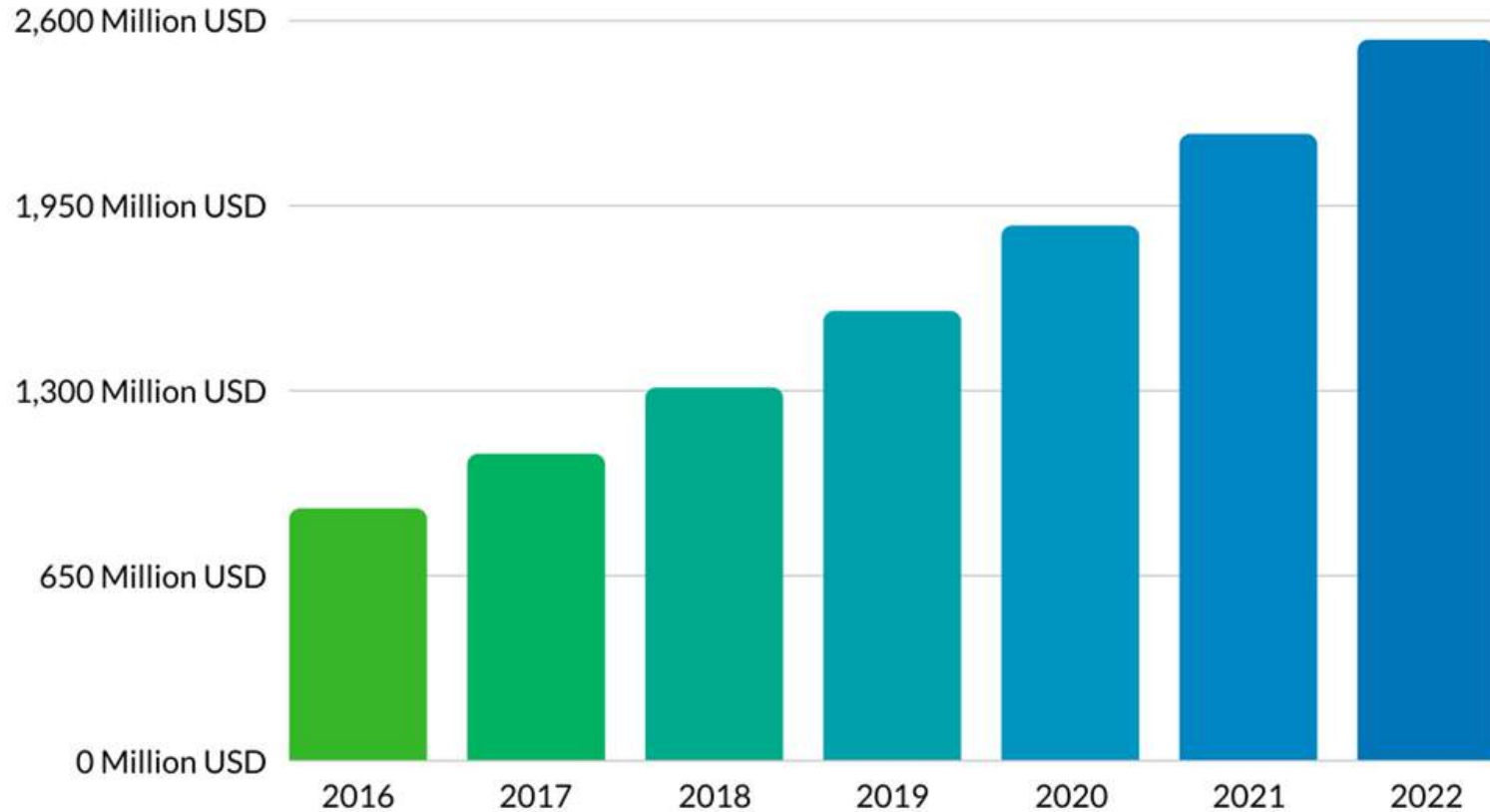
[www.pgeon.delivery](http://www.pgeon.delivery)

By:  
Khai ▪ Jan Bong

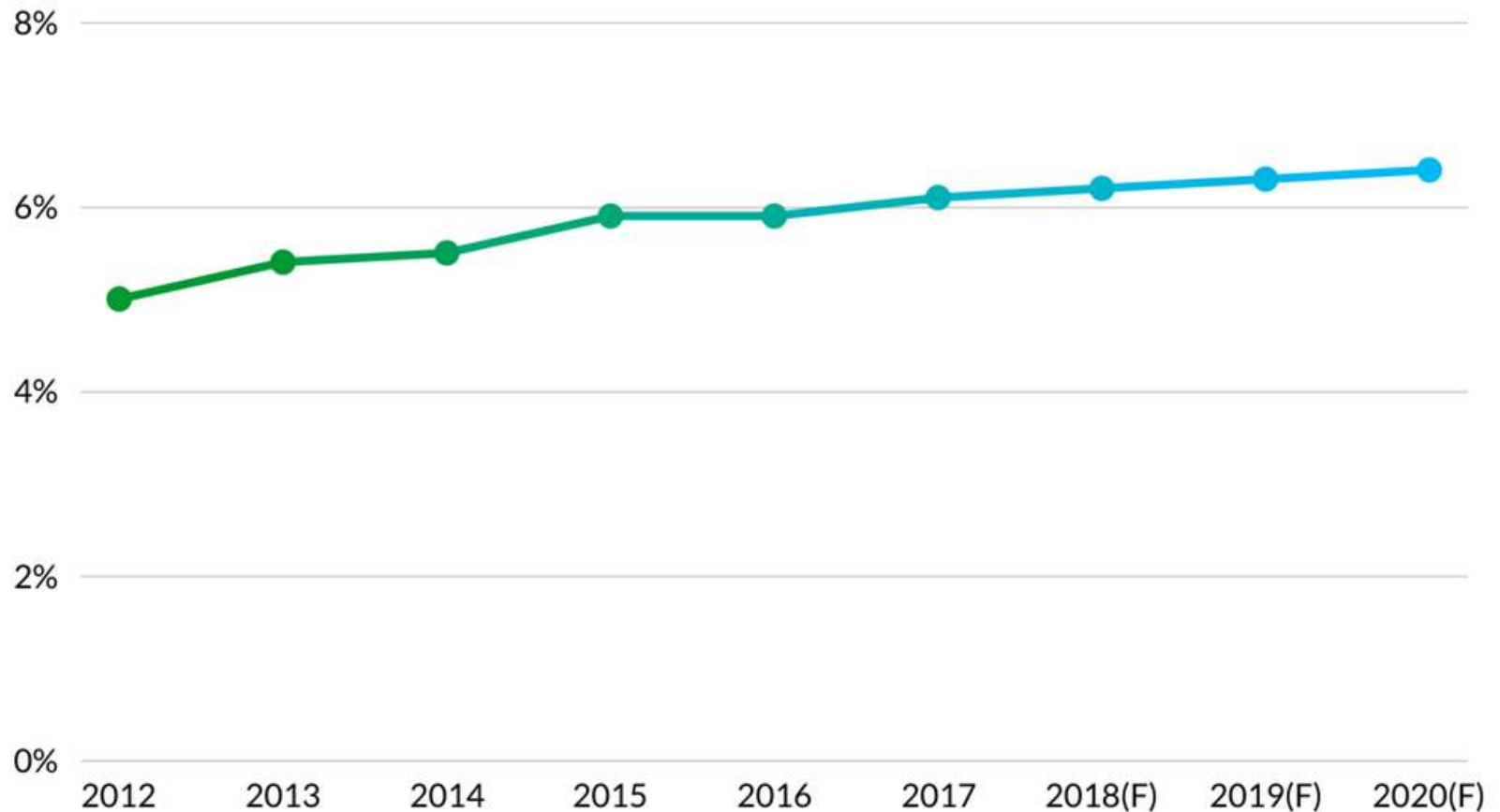
# AVERAGE REVENUE PER USER (ARPU)



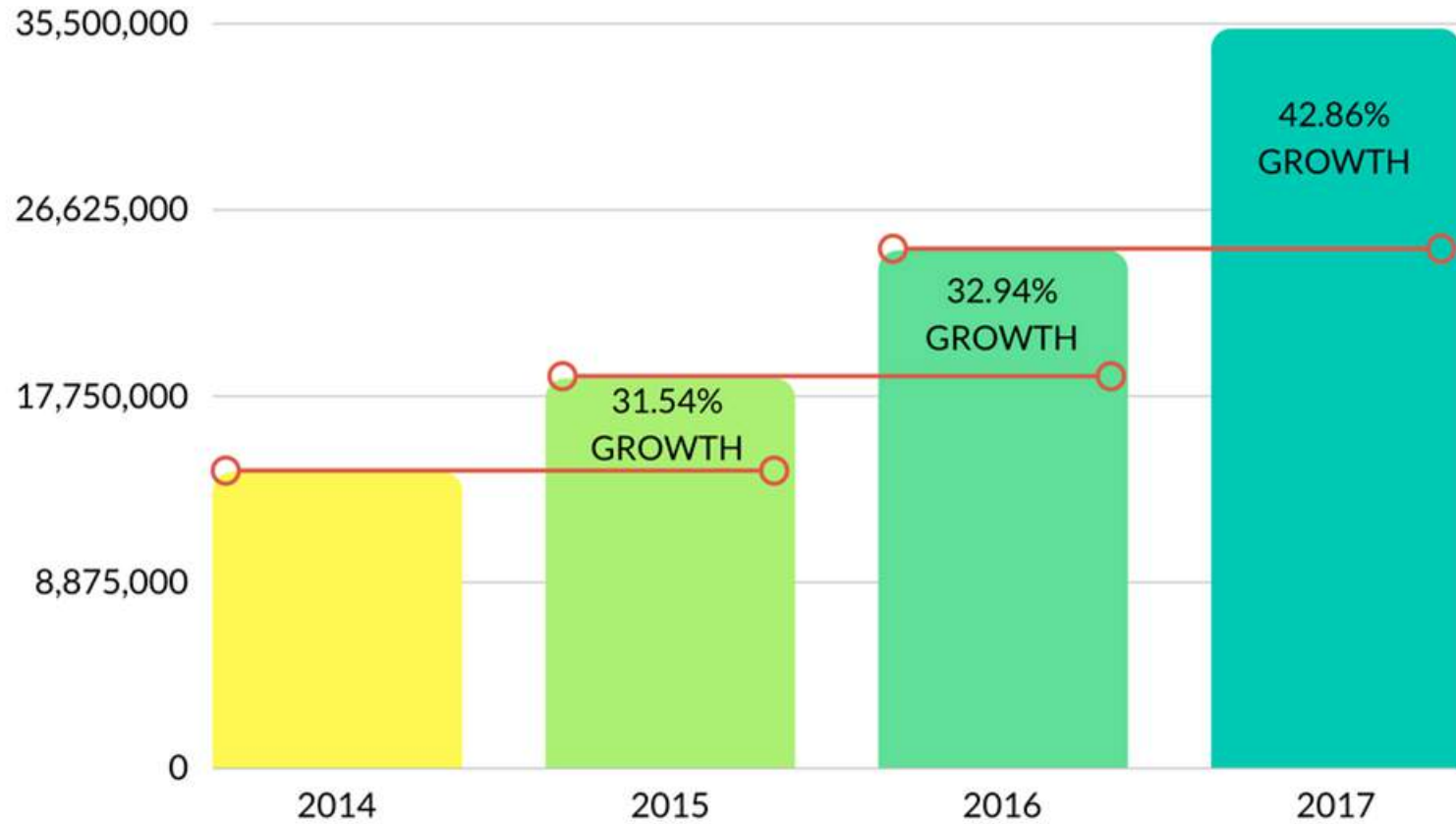
# ANNUAL REVENUE FOR E-COMMERCE INDUSTRY



# E-COMMERCE GDP CONTRIBUTION GROWTH



# VOLUME GROWTH OF DOMESTIC PARCELS



# CUSTOMER - CENTRIC PERSONALIZATION



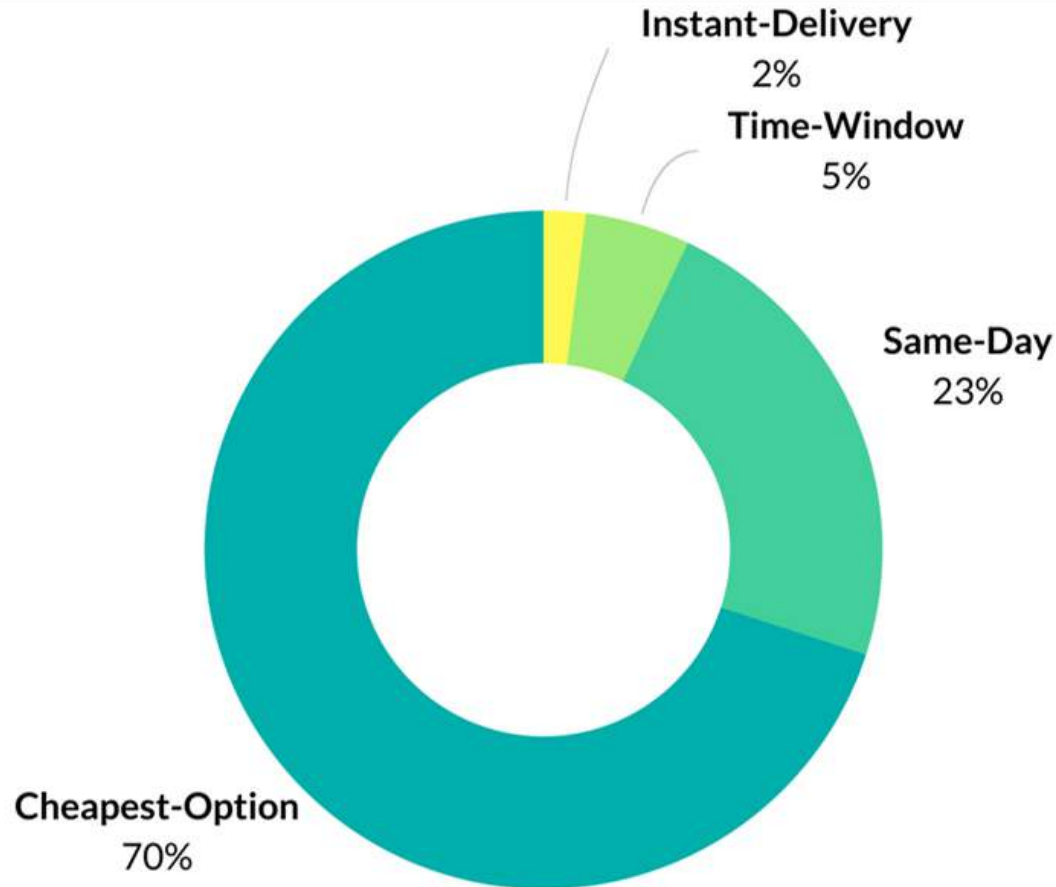
# CUSTOMER - CENTRIC REVIEWS



[www.pgeon.delivery](http://www.pgeon.delivery)

# CUSTOMER - CENTRIC

RELIABLE, FLEXIBLE & AFFORDABLE DELIVERY





# CHALLENGES

## PRICE SENSITIVE



# CHALLENGES

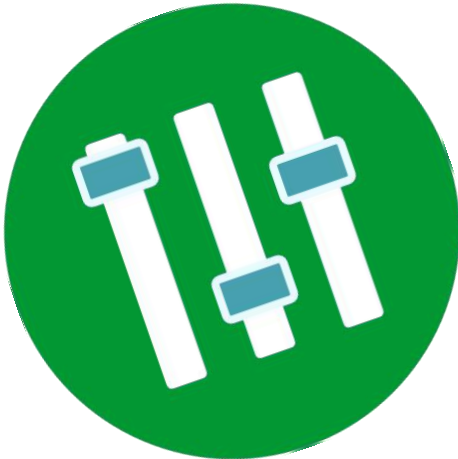
#SORRYWEMISSEDDYOU & #FIRSTWORLDPROBLEM



# CHALLENGES

MISSED DELIVERY PICK - UPS





HOW DO WE  
TACKLE THESE  
CHALLENGES ?



# Pgeon Points



3000+ Points



[www.pgeon.delivery](http://www.pgeon.delivery)

# Pgeon Services



**Pgeon Collect**

A self collection service that allows users to pick up parcels from more than 3,000 retail points



**Pgeon Delivery**

A reliable parcel delivery service for users to send parcel to and from either retail points or home address

# Pgeon Collect



Shop online on any e-commerce platform and select a Pgeon Point as recipient address



Once the parcel arrives, user will receive an SMS notification



User can collect their parcel from the designated Pgeon Point

# Benefits of Pgeon Collect

Long Operating Hours



High Coverage Area

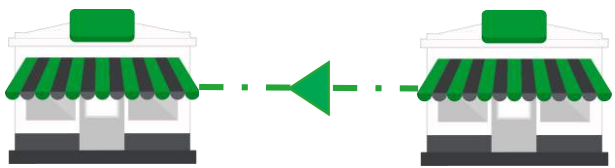


Safe and Secure

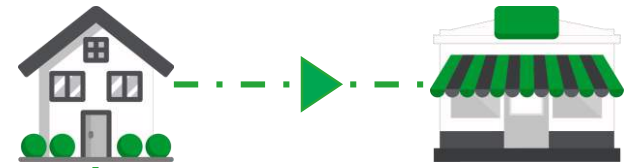




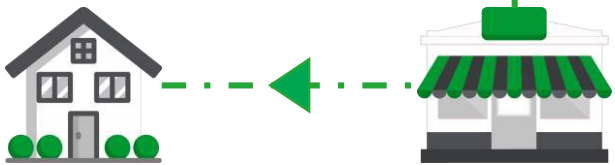
# Pgeon Delivery



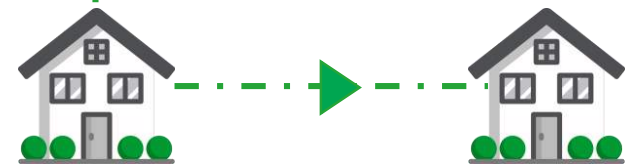
Point - to - Point



Door - to - Point



Point - to - Door



Door - to - Door

# Our Focus



## Cost

- 3 – 6% for traditional delivery value chain
- 10 – 15% for e-commerce delivery value chain
- RM5.90 up to 5kg parcel for all services



## Transparency

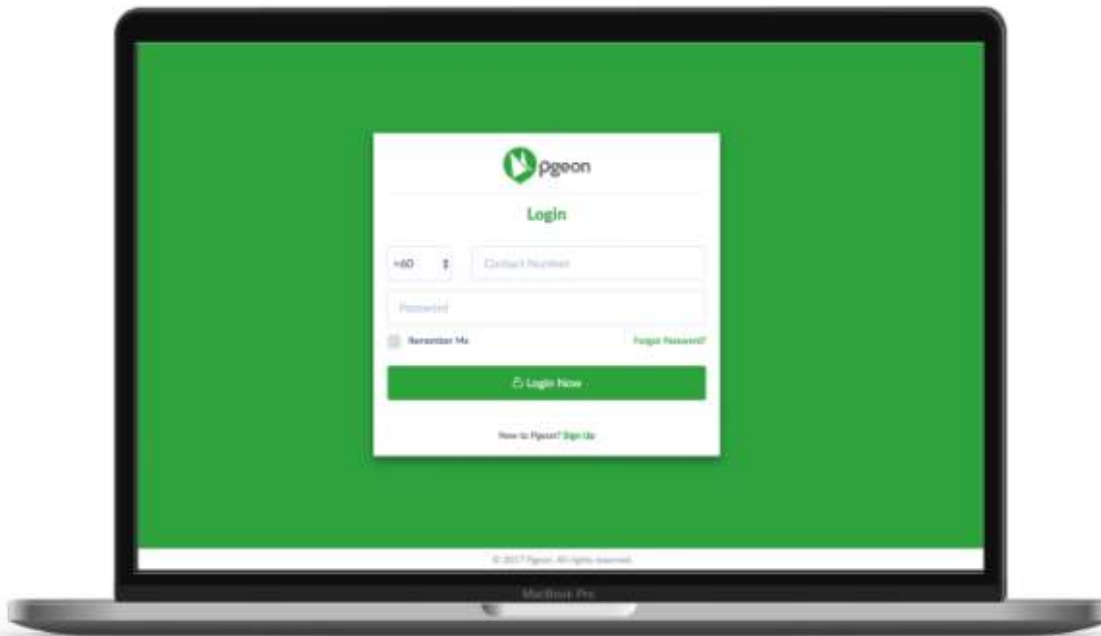
- Expectations of users have changed
- Prefer full, real-time visibility over their deliveries
- Real-time tracking and SMS notification



## Digitalization

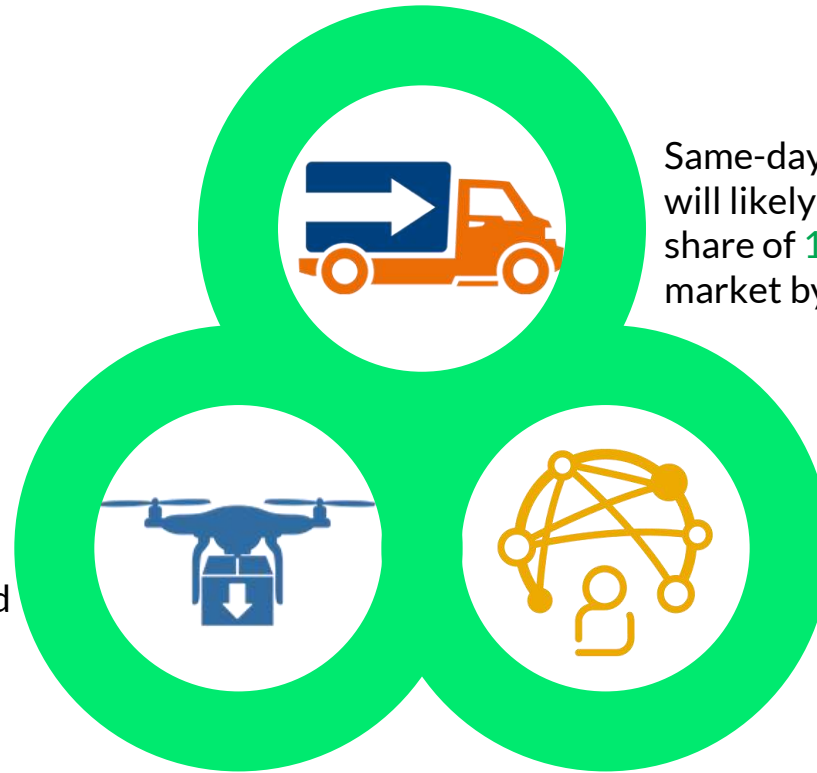
- Pgeon web-based application
- All delivery activities to be done online
- System to record the order and process by Pgeon

# Pgeon Digital Platform



- 1 Sign Up An Account
- 2 Choose The Preferred Service
- 3 Make Payment
- 4 Print Airway Bill
- 5 Track Parcel

# The Future of Last Mile Delivery



Same-day and instant delivery will likely reach a combined share of **15 percent** of the market by 2020

Autonomous vehicles to deliver **80 percent** of parcels (Drones & Automated Guided Vehicles)

Digitalization of the courier delivery industry will become essential to **gain real-time insight** into their own supply chains

# THANK YOU!

**Khai, Partnership Executive**

(khai@pgeon.delivery - 016-7150478)

**Jan Bong, Marketing Executive**

(janbong@pgeon.delivery - 017-4471925)



[www.pgeon.delivery](http://www.pgeon.delivery)