

FOR IMMEDIATE RELEASE

Ninja Van Thailand forms major alliance with SABUY Group

The logistics provider will be partnering with four brands under The SABUY Group, including its private postal group service and Sabuy Maxi.



Bangkok, Thailand – 16 December 2021: Ninja Van Thailand, Southeast Asia’s leading logistics provider, forms a major alliance with the private postal group service under SABUY Group, expanding its network and service channels to include over 8,000 branches from the Group, and providing coverage throughout Thailand. To start the partnership, Ninja Van will start rolling out special promotions for Shipsmile. Other brands will be launched in January next year to further strengthen the express logistics business and in turn fully cater to customers’ requirements. In addition, Ninja Van Thailand has also signed an insurance deal with SABUY Maxi to provide coverage for both its personnel and parcels.

Adzim Halim, Country Head of Ninja Van Thailand and Malaysia, said, “Ninja Van Thailand is delighted to partner with the SABUY Group. My first encounter with the Group was the vending machines set up within our distribution centres. We found rather interesting the various businesses with great potential of the SABUY Group ranging from financial transaction service, online top up kiosks, vending machines, food court management system, and retail management system (POS) to parcel delivery post shops which is a solid business that enormously benefits Ninja Van’s customers.”

“That’s the reason why we decided to partner with the SABUY Group. More importantly, we saw the opportunity to expand our networks and increase service channels to enable our customers to enjoy an easier, more convenient and faster parcel delivery service through SABUY Group’s private postal network which comprises 4 brands and 8,000 branches throughout Thailand. We will kickstart our services at Shipsmile, followed by Plus Express, The letter post and Point Express in January 2022.

Narisara Kongcharoensukying, Head of Commercial of Ninja Van Thailand said, “At present, we have a total of 220 parcel delivery PUDO stores in central, western and eastern regions. We are committed to help our customers by providing them with technological support and personal customer service. From this partnership with SABUY Group, aside from greater service accessibility, we anticipate an increase in volume of Ninja Van’s parcel delivery; and we are well prepared to offer the best service at the best rates as a result of our solid express logistics basic structure. For the month of December, customers who use the services of Shipsmile can enjoy special promotions such as a starting delivery price of 16 baht for parcels weighing less than 3 kilos and overall size not exceeding 80 centimetres and long distance deliveries.”

Wirach Morakotkarn, Chief Commercial and Investment Officer of SABUY Technology Public Company Limited added, “In forming a partnership with Ninja Van Thailand we saw the potential in our two companies growing together because SABUY Group has also continuously invested in parcel delivery business. We have altogether 4 brands and more than 8,000 branches and we are delighted that Ninja Van Thailand has become our postal partner in parcel delivery service within the whole SABUY network. Aside from this, Ninja Van Thailand has joined the SABUY Ecosystem via SABUY Maxi, finance broker arm of SABUY, who will present insurance products suitable for Ninja Van staff. SABUY Maxi Insurance Broker Co., Ltd. has divided its insurance plan for Ninja Van Thailand into 2 groups: Corporate business insurance with emphasis on various risks, e.g., risk in Ninja Van’s logistics business, property and warehouse insurance, third party insurance, business interruption insurance, insurance of delivery vehicles, and delivery service insurance to enhance confidence amongst customers. The second group is insurance for Ninja Van staff. SABUY Maxi has drawn up an insurance policy as a special employee welfare for the staff as well as their families including insurance for car (compulsory and voluntary), home, personal accident, cancer amongst others. SABUY Maxi is working in cooperation with various leading insurance companies to provide protection conditions, value insurance premium at special rates, up to 50% savings as well as numerous benefits starting from 1 January 2022.”

Korkiat Wattanakasikul, Head of Channel Management of SABUY Technology Public Co., Ltd., said, “Currently, our company has 4 brands in the parcel delivery service and more than 8,000 branches throughout the country:

- 1) Shipsmile (5,000 branches)
- 2) Plus Express which witnessed a swift expansion in the number of branches, and only after 3 months of launching, it recently opened its 1,111th branch
- 3) The letter post store (820 branches)
- 4) Point Express (850 branches)”

“We are excited to add Ninja Van Thailand to our portfolio of postal brands within the SABUY Group, and this partnership will enable them to expand its delivery volume as high as 8,000 branches throughout the country within a short period of time to meet the needs of customers.”

“With our vision and a partner who is poised to take a leap in the same direction as us and prepared to grow together, this partnership is a positive starting point and a significant step towards raising the standards of our delivery services which will enable us and our partner to grow from strength to strength and achieve our future goals,” said. Mr. Adzim.

Aside from this in order to build on the business in general, the management of SABUY Technology Public Company Limited has given permission to set up the following:



- SABUY Digital Company Limited, to study and invest in digital assets and other digital businesses to support SABUY's ecosystem.
- SABUY Accelerator Company Limited, to study and invest in various innovations to upgrade product quality and service under SABUY's ecosystem
- SABUY POS Company Limited, to invest in and develop Point of System - SABUY Speed Company Limited, to use in investment in Drop-off and related businesses.