



Press Release

Ninja Xpress to revolutionise deliveries for e-commerce retailers in Indonesia

*Real-time tracking available from time of parcel deposit
Drop and go at Ninja Points - no more handwritten waybills*

6 September, 2016, Jakarta – Southeast Asia’s fastest growing last-mile logistics company Ninja Van has officially extended its services to Indonesia, bringing e-retailers in the country a competitively priced and highly innovative delivery solution. Branded as ‘Ninja Xpress’ in Indonesia, the Singapore-based company will give Indonesian retailers of all sizes access to a fully integrated and customisable system, ensuring packages reach customers quickly and efficiently.

“We have successfully partnered with large e-commerce retailers in Singapore and Malaysia, and are pleased to be using Ninja Van’s technology-based logistics solutions to support Indonesian businesses that require an efficient and reliable delivery partner,” said Mr Lai Chang Wen, CEO of Ninja Van.”

Country Head for Ninja Xpress, Mr Indra Wiralaksana said, “Indonesia as an archipelago poses significant challenges for e-tailers and logistics providers to ensure efficient and timely deliveries. As the leading technology-based logistics provider in Southeast Asia, we aim to provide transparent and highly reliable last-mile delivery services. This will help our e-commerce partners in the country achieve much greater customer satisfaction.”

Retailers can choose from several delivery options – a regular courier service called **Ninja REG**, a next-day delivery service called **Ninja FAST**, and same day delivery option, **Ninja SUPER**. Ninja Xpress provides clients with detailed monthly reports and real-time status updates so that they are able to easily monitor the status of their deliveries.

PERSONALISED, TRACKABLE SERVICES FOR BUSINESSES AND CUSTOMERS

Via the website www.ninjaxpress.co, customers and retailers are able to track their packages in real-time from the moment their parcel is deposited.

Unlike traditional courier services, Ninja Xpress offers an online order management system which can be integrated in the shipper’s website for fully streamlined operations. This system allows round-the-clock access for easy reservation of pickup time slots, uploading of bulk orders and

tracking of packages. Ninja Xpress will also send customers an SMS in the morning on the day of delivery, so they know their parcel is on the way.

The company believes in tailoring its service to serve the unique needs of each market it operates in. For example, Cash-on-Delivery is a popular method of payment in Indonesia, and Ninja Xpress is able to provide this as a service to merchants, with measures in place to prevent losses.

NO NEED TO QUEUE, JUST SHOP AND DROP

Online and offline retailers, as well as shoppers who wish to conveniently send their purchases home can use Ninja Xpress' services at its conveniently-located shops called **Ninja Points**. There are currently five of these shops in Jakarta, at Thamrin City, ITC Cempaka Mas, ITC Mangga Dua, ITC Kuningan and Pusat Grosir Cililitan (PGC). The company plans to open 50 Ninja Points by year end.

"We are constantly striving to improve the customer experience, and knowing that e-tailers and customers in this market demand convenience led us to these solutions," said Mr Wiralaksana. "We aim to make deliveries a breeze for retailers and shoppers in Indonesia, and welcome all suggestions and feedback on how we can make things even better."

Also in the works is an Android-based mobile app for consumers, to make the parcel deposit process easier, a lot faster than what is currently available and paperless.

Ninja Xpress services are currently available in any location within Jabodetabek, Bandung, Surabaya, Sidoarjo, Gresik, Medan and Malang. The company currently has a fleet of close to 1,000 riders and drivers across Indonesia, and will continue to expand its network and fleet to better serve retailers and customers throughout the archipelago.

E-commerce is set to be the next driver of growth in the Indonesian economy, with the government's recent announcement of a roadmap which will allow 100 per cent foreign ownership in local e-commerce businesses. Valued at US\$12 billion (S\$16 billion) in 2014 and US\$18 billion last year, the government has reportedly said to be targeting an e-commerce transaction volume of US\$130 billion by 2020.

Ninja Xpress customers enjoy a suite of services including:

- REAL-TIME TRACKING of parcels via ninjapress.co
- MANAGE orders from all marketplaces on ONE DASHBOARD
- CASH-ON-DELIVERY (COD) service in all areas of coverage
- A PERSONAL TOUCH with Ninja's delivery communications suite
- SWIFT and EFFECTIVE customer service

ABOUT NINJA VAN

Launched in 2014 and headquartered in Singapore, Ninja Van is Southeast Asia's fastest growing technology-driven last-mile logistics company, powering businesses with innovative transport solutions. Passionate about breaking the bottlenecks in logistics in SEA, Ninja Van currently has operations in Singapore, Malaysia, Indonesia, Thailand and Vietnam.

With an in-depth understanding of e-commerce, modern consumers and the need to create open, honest and seamless customer experiences, the company seeks to deliver innovative and scalable logistics solutions to businesses of all sizes.

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