



FOR IMMEDIATE RELEASE

Ninja Van to help MSMEs with delivery rate cuts

MANILA, Philippines (19 February 2021) — Ninja Van Philippines announced Friday a price cut to help the local retail industry get back on its feet after COVID-19 plunged the local economy into a recession.

The logistics provider said that this initiative is in line with the thrust of the Department of Trade and Industry to bring the economy back to life by supporting micro, small, and medium enterprises (MSMEs). Latest figures from the trade department shows that MSMEs comprise 99.5% of all businesses.

“Through this price cut we can support small businesses with a competitive pricing strategy. By lowering the delivery costs for MSMEs, we give them a choice of using the cost savings for greater purposes — either pass on the cost savings to customers or use the cost savings as additional capital. We are in a very unique circumstance and the only way we can all survive is to help each other out,” Martin Cu, country head of Ninja Van Philippines, said.

Since it started operations in the Philippines, Ninja Van has been focused on servicing MSMEs in providing first mile, middle mile, and last mile logistics. Even with the implementation of various modes of lockdowns across the country, Ninja Van strived to provide the logistical support that MSMEs needed.

P50 to anywhere in Metro Manila

One of the initiatives of Ninja Van is the P50 flat rate for parcels that will be delivered within Metro Manila, which is home to over 20.2% of MSMEs.

The promo is exclusive through its participating Metro Manila retail stores and shippers with Ninja Pro accounts, excluding Ninja Packs. The promo runs until March 18, 2021. The P50 flat rate is also applicable for deliveries within Metro Manila lodged through the Grab app until March 31, 2021.

Nationwide price slash

The tech-enabled express logistics provider is also looking at lowering the cost of deliveries from

Metro Manila to various locations across the country. Ninja Pack, the fit-all-you can poly mailer product of Ninja Van, will be having a flat delivery and packaging rate of P150 to areas outside Metro Manila starting February 22.

“As a consumption driven economy, we have to bring down costs as much as possible to get the public to start spending again and revving the economy to pre-pandemic levels. For Ninja Van, this is an opportunity for us to strengthen our position as a partner of MSMEs, not only when the winds favor us, but even when the going gets tough,” Cu said.

Currently, Ninja Van Philippines has a network of logistics hubs and over 8,000 last-mile riders that serves close to 100% of the country.

For media enquiries, please contact:

Patricia Baquiran

Public Relations Manager

patricia.baquiran@ninjavan.co

media@ninjavan.co

+63 920 973 5293