



Record Double Digit Growth in Volume for 2021, Ninja Xpress Supports no-drama for Customers!

Jakarta, 16 February 2022 - Ninja Xpress, the leading last-mile delivery service company in Indonesia, closed 2021 with an impressive increase in the volume of goods delivery, which saw strong double digit growth as compared to last year.

In addition, another interesting note is shown by the 4 time increase in package shipments during the Harbolnas season compared to 2020. The significant surge in shipments during the online shopping festival season, namely Harbolnas at 10.10 to 12.12 proves that the online shopping season is still a moment of interest for all consumers in Indonesia.

Andi Djoewarsa, as **Chief Marketing Officer (CMO) of Ninja Xpress** explained, “The impressive achievements which were achieved by Ninja Xpress this year are proof that SMEs do not want to be swayed by the pandemic and do not give up on the challenges. Through this achievement, Ninja Xpress wants to show our commitment to assist SMEs in maximizing their business potential so that they are free from drama in shipping goods.”

During 2021, Ninja Xpress delivered an average of up to one million packages per day. These shipments were dominated by the category of small packages (more than 90%). Generally, the goods sent are in the form of children's clothing, sportswear, cosmetics, and personal care products. This data is in line with a survey conducted by NielsenIQ Indonesia regarding Harbolnas 2021, where there is an increase in the number of SMEs with local product categories such as fashion, cosmetics, and personal care who use *e-commerce* in marketing products.

By region, SMEs with the most delivery areas came from West Java, Central Java and DKI Jakarta, which are still the top three provinces since 2020. Meanwhile, for the most delivery destinations, West Java, Banten, and East Java shifted Jakarta and Central Java from the position of the top three provinces for shipping destinations the previous year.

Ninja Xpress's impressive achievements in 2021 cannot be separated from the various service innovations and series of programs that have been carried out. In early 2021, Ninja Xpress launched service to provide convenience and comfort in solving problems experienced by our customers through improved customer service that is hassle-free and without drama.

Ninja Xpress Customer Care Service will provide Quick Response or feedback for 30 seconds by telephone, 3 minutes via *platform*, 2 hours via email, and a maximum of 2x24 hours. Not only that, Ninja Xpress will also always try to present the Right Resolution for every shipper or consumer need.

In addition, starting 2022, Ninja Xpress strengthens its commitment to be ready to help SMEs by presenting Creative Business Solutions Programs in Jakarta, Bogor, Bandung,



Yogyakarta, Tasikmalaya, Garut, Kuningan, Malang, Pekalongan, and Medan. This program supports SMEs to connect with technology-based and digital ecosystems in developing or marketing products so that they can maximize business potential in the midst of the digitalization trend.

“With a focus on providing hassle-free and drama-free delivery services, we always put our customers as the top priority for our services. Although this year Ninja Xpress managed to achieve good results and surge in shipments, we don't want to be complacent. In the future, Ninja Xpress will continue to present various service innovations and a series of programs to continue to help SMEs in Indonesia,” concluded **Andi Djoewarsa, CMO of Ninja Xpress.**