NINJA VAN
Cutting Edge Deliveries
What does a Ninja do?

NINJAS

What society thinks we do

What clients think we do

What we think we do

What we actually do
Service Excellence
A relative or absolute standard?
To be the **#1 transport logistics provider** in Southeast-Asia, providing the most **efficient** solutions, powered by **best-in-class technology**.
How Ninja Van Works?

Transport Demands

- Ninja Dashboards
- External system using Ninja API
- Ninja Routing and Allocation Processing

Ninja Web Services
(Unified Protocol)

- Ninja Core
Self-Owned Fleet

- Reserve Fleets

Ninja Fleet Management System
Ninja Distribution Point System

An analogy to AWS & VMware

Scalable processing power on demand

AWS protocol for processing power management and allocation

Virtualised assets to be allocated and subdivided dependent on requirements

Comparable with AWS self-owned server farms for SLA reliability

Comparable with VMware to virtualize assets for plugging into Ninja Web Services
Ninja Van’s regional roadmap

- Jul 2014: Singapore
- May 2015: Malaysia
- Sep 2015: Indonesia
- 1Q 2016: Thailand
- 2Q 2016: Vietnam
- 4Q 2016: Philippines
Massive E-Commerce Opportunity in SEA

Low e-commerce penetration in SEA

Percent of retail sales made online
(2014, % of total retail sales)

Tremendous e-commerce growth in SEA expected

Estimated E-Commerce Growth Rate

Sources: Frost & Sullivan; A.T. Kearney analysis
Identifying our key stakeholders

**MERCHANTS**

**CUSTOMERS**
An industry-wide shift in expectations is expected and happening

“e-commerce has fundamentally altered service expectations from our key stakeholders”
Merchants: Then & Now – Cheaper Logistics!

Then:
Physical marketplaces

Now:
Integrated online platforms

Merchant’s concerns are affected by changing cost structures,
minimizing logistics costs now becomes a priority

How can I minimize my shop rental costs?

How can I minimize my logistics costs to provide free shipping?
An industry-wide shift in expectations is expected and happening

“e-commerce has fundamentally altered service expectations from our key stakeholders”
Customer Support: Then & Now – Immediacy!

Then:

• Call service centers to track packages

Now:

• Expect immediate tracking update and delivery report

Immediacy as a result of technology penetration has dramatically increased customer expectations

Please deliver tonight between 9 to 10pm

Call me 1 hour before you arrive

Where is my parcel? It should have arrived 5 minutes ago

Please deliver to my office instead
No single solution works across the heterogeneous geographies in SEA.

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Maturity of Logistics
- Transport infrastructure
- Warehouse readiness and automation

Culture/ Way of Living
- City vs Village life
- Smartphone usage

Internet Penetration
- Availability of online credit services
- Mobile Web 2.0
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Relative standards for service excellence, catered for each market.

“No matter how hard you try to teach your cat general relativity, you’re going to fail.”
- Brian Greene, Renowned Physicist
Bridging the expectations gap between merchants and customers

Technology

- Delivery route optimisation
- Maximizing vehicle utilisation
- World-class notification systems
- Advanced addressing systems

Demand Shaping

- Aligning customer expectations via merchant touchpoints
- Providing optionality for customers to make informed choices

Merchants

Customers

Cheap, Cheap!

Fast, Fast! Early, Early!
Thank You!