

General Announcement::SingPost Launches SP Commerce, a Global Commerce Enabler for Brands and Retailers

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## **SingPost launches SP Commerce, a global commerce enabler for brands and retailers**

*SingPost is building a global omni-channel commerce and fulfilment platform with the integration of TradeGlobal and Jagged Peak*

**Singapore, 18 January 2016** – Singapore Post Limited (SingPost) is integrating its eCommerce division, SingPost eCommerce, with leading US-based eCommerce providers TradeGlobal Holdings, Inc. (“TradeGlobal”) which SingPost recently acquired and Jagged Peak, Inc. (“Jagged Peak”), to launch SP Commerce. The integration of TradeGlobal and Jagged Peak helps SingPost expand its eCommerce logistics footprint in the US, the largest retail market in the world, connecting the dots in building a global eCommerce logistics solution and a unique ability to provide access to China and the rest of Asia Pacific markets.

SP Commerce, a pioneer in omni-channel enablement for global brands and retailers, will facilitate commerce between geographies, providing the necessary infrastructure for customers to gain easy access to eCommerce markets around the world. The solutions that SP Commerce offer include end-to-end services spanning webstore development and operations, global fulfilment, omni-channel order management, cross-border commerce, performance marketing, and customer care services. SingPost now provides end-to-end eCommerce logistics solutions to more than 100 mono-brands such as Adidas, Calvin Klein, Cole Haan and Muji.

A Forrester study<sup>[1]</sup> commissioned by Accenture and Hybris Software, a SAP company, observed that driven by consumer online buying experiences, business suppliers are racing to meet buyer demands. The study also noted that 83 per cent of B2B sellers are either in the process of upgrading or implementing their eCommerce offerings or planning to do so within six months. The demand for omni-channel commerce is gaining momentum and it would require integrated technology, fulfilment capabilities on an international scale as well as strong localisation for brands and retailers to succeed in this arena.

SP Commerce has scalable logistics infrastructure to serve global customers across all key eCommerce markets. With about 1,000 eCommerce clients globally, SingPost operates more than 50 distribution centres across at least 18 countries – including major eCommerce markets in the US, Europe, China and the rest of Asia Pacific.

In 2015, SingPost saw a 384 per cent<sup>[2]</sup> spike in domestic eCommerce orders year-on-year in Southeast Asia and Australia during the Black Friday and Cyber Monday shopping period. It also shipped 4.6 million packages in cross-border eCommerce volumes in November which represents about 60 per cent increase year-on-year. SingPost processed about US\$3 billion in Gross Merchandise Value (GMV) annually through its eCommerce networks. eCommerce related revenue remains robust and was 29 per cent of SingPost Group’s revenue for the half year ended 30 September 2015.

“The launch of SP Commerce marks a significant milestone in SingPost’s transformation from a domestic postal service provider to a global eCommerce logistics enabler. We are well positioned to provide the gateway for brands and retailers, with sights set on

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<sup>[1]</sup> “[Building The B2B Omni-Channel Commerce Platform Of The Future](#)”, Forrester Consulting, November 2014

<sup>[2]</sup> This figure does not include TradeGlobal and Jagged Peak volumes.



international markets to grow their businesses leveraging our existing capabilities as well as newly acquired infrastructure and knowledge,” said Mr. Marcelo Wessler, Chief Executive Officer, SingPost eCommerce.

“Other than bringing businesses abroad, we are also focused on facilitating commerce in the domestic US market as we believe that a strong business foundation in the home market makes a solid springboard for global expansion,” he added.

More information on SP Commerce can be found at <http://spcommerce.com/>.

### **About Singapore Post Limited**

For over 150 years, Singapore Post (SingPost) as the country’s postal service provider, has been delivering trusted and reliable services to homes and businesses in Singapore.

Today, SingPost is pioneering and leading in eCommerce logistics as well as providing innovative mail and logistics solutions in Singapore and the Asia Pacific, with operations in 15 countries.

Building on its trusted communications through domestic and international postal services, SingPost is taking the lead in end-to-end integrated and digital mail solutions. The suite of SingPost eCommerce logistics solutions includes front end web management, warehousing and fulfilment, last mile delivery and international freight forwarding.

Listed on the Main Board of the Singapore Exchange in 2003, SingPost is a constituent stock of various main global benchmark indices - FTSE All-World Index Series, FTSE All-World Minimum Variance Index, FTSE All-World High Dividend Yield Index, FTSE RAFI Index Series, FTSE Global Infrastructure Index Series and FTSE ST Index Series. It has a strong credit rating of 'A/Stable/NR' by Standard & Poor's.

To find out more about SingPost, please visit [www.singpost.com](http://www.singpost.com) and <https://www.singpost.com/corporate-information/businesses.html> for more information on SingPost's subsidiaries and businesses.

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