

# Press Release

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## Parcel Santa to Collaborate with Singapore Press Holdings and Buzz Express to Expand E-Commerce delivery coverage. Seeks funding for Enlarged Footprint and Regional Expansion.

**Singapore based End Mile logistics player, Parcel Santa, to raise Series A funding to expand locker footprint to 500 condominiums in Singapore and embark on regional expansion.**

March 15, 2018 (Singapore) – One-year old sensor technology and parcel locker start up, Parcel Santa, has inked an agreement with Singapore Press Holdings and Buzz Express to utilize the latter’s extensive delivery network to make e-commerce deliveries to Parcel Santa lockers, located in Singapore condominiums.

Parcel recipients will be informed via SMS when their parcels are delivered to secured lockers, which they have up to twenty-four hours to collect, using a One Time Password (OTP). Recipients may choose to reschedule delivery to lockers or pay a small fee to extend the collection period.

The entire delivery process is monitored by Parcel Santa’s back office system, with sensors able to identify when authorized recipients have collected their parcels. The use of sensors and real-time communication ensures that parcels are received without repeated delivery attempts – which is in line with Parcel Santa and SPH’s corporate objectives to be environmentally friendly corporate citizens.

As part of this collaboration, non-perishable items delivered by SPH’s network may also leverage Parcel Santa’s back office system and lockers as an end-mile collection point by recipients.

The service offers the following benefits to the ecosystem:

1. Environmental Sustainability – minimizes the use of motor vehicles to make repeated delivery attempts
2. Safety and Security – parcels and couriers are pre-registered and tracked, and only authorized recipients may collect them
3. Consumer Empowerment – to facilitate e-commerce, shoppers can make purchases and not have to wait for delivery
4. Property Asset Enhancement – condominiums can offer this service with the latest customer-recognition, IoT (Internet of Things) and 3G/4G wireless transmission technology

Parcel Santa lockers have been installed in one hundred residential condominium locations across Singapore. The company is in the process of Series A fund raising to expand its target footprint of 500 condominium installations in Singapore – and initiate its expansion into the Southeast Asian region. With the latest addition of SPH, Parcel Santa’s delivery partners include DHL Express, FedEx, UPS and WMG Delivery. Once registered, couriers from partner companies may use Parcel Santa lockers to facilitate deliveries.

*“Since launching one year ago, we have been playing catch up with increasing e-commerce activity in Singapore as the demand for online shopping and other deliveries is on the rise, said Mr. Jim Huang, Co-Founder and Chief Executive Officer of Parcel Santa. “The addition of SPH and Buzz Express’ networks is a very natural progression in partnering with one of Singapore’s most established delivery networks to provide wider convenience and brings great value to our customers”, he said.*

*“SPH has a long history of delivering media and parcels in Singapore, with a reputation of being always on-time and reliable, said Mr. Spencer Tan, Deputy General Manager of SPH. “With a delivery network of 3,000 delivery staff, SPH and its Buzz Express reaches every corner of Singapore as we deliver media and consumables. As we strive to become a Greener player in the end mile logistics industry, Parcel Santa offers a unique ability to prevent or minimize failed or missed delivery attempts”, he said.*

## About Parcel Santa



Founded in Singapore in 2017, Parcel Santa is the brainchild of CEO Jim Huang, who hails from the logistics industry in Asia. Initially designed to address end-mile deliveries to residents of private condominiums in Singapore, Parcel Santa aims to place intelligent lockers at the virtual door-steps of residents, ensuring a concierge-like service. Since inception, Parcel Santa has been adopted by 100 condominiums in Singapore serving some 30,000 households. With plans to be installed in 500 condominiums by the middle of 2018, Parcel Santa has coined the End-Mile Logistics as the enabler of e-commerce. Parcel Santa also intends to address the commercial and industrial building market in 2018 with plans for regional expansion.

<http://www.parcelsanta.com/>

## About Singapore Press Holdings & Buzz Express



Incorporated in 1984, main board-listed Singapore Press Holdings Ltd (SPH) is Asia's leading media organization, engaging minds and enriching lives across multiple languages and platforms.

<http://sph.com.sg/>

Buzz Express is a wholly-owned SPH service which delivers breakfast groceries and other items to the doorstep or parcel lockers. Operating a near real-time model, customers place orders by 10PM the evening before to have them delivered by 7.30AM the next day.

<https://bexpress.sphbuzz.com/>

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# Photographs of Parcel Santa's Intelligent Lockers



Source: Parcel Santa, Pandan Valley Condominium



Source: Parcel Santa, Silversea Condominium



Source: Parcel Santa, Costa Del Sol Condominium