

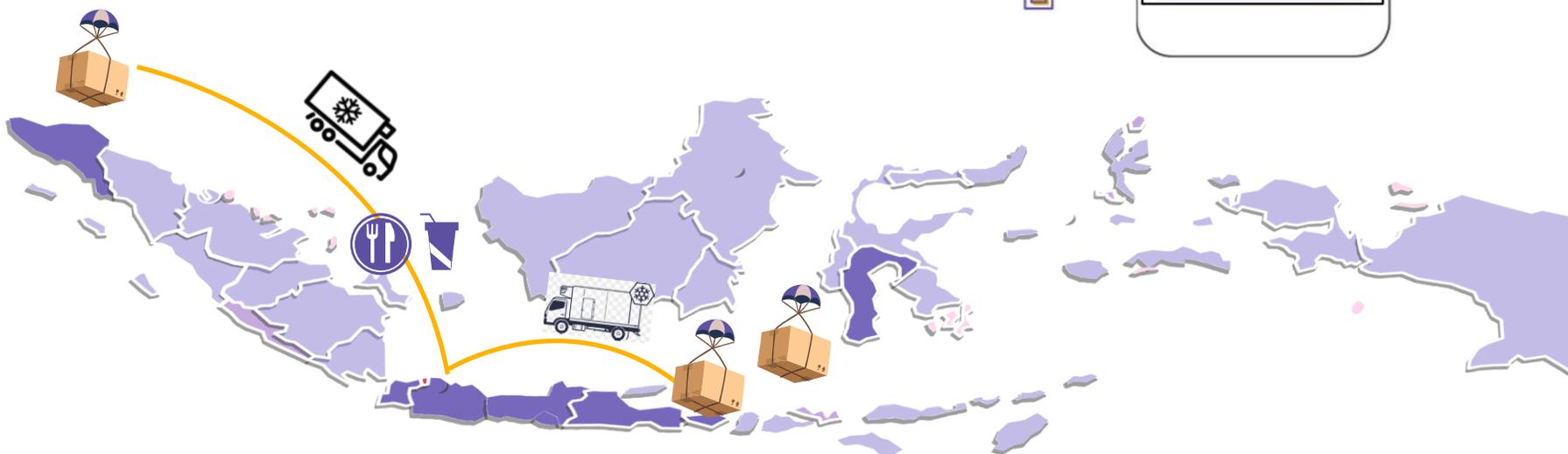
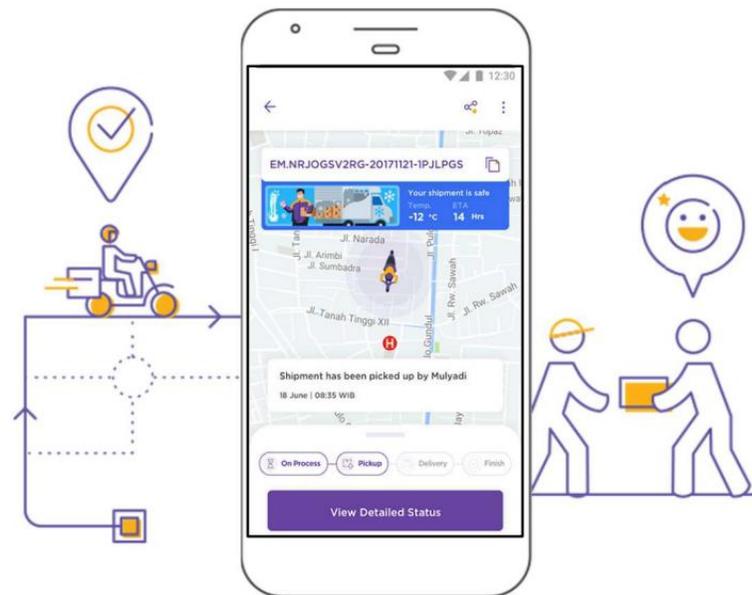


paxel

Paketmu Sehari Sampai

Integrated Cold Parcel Delivery Service

October 2022





Paxel at a Glance



Gabriela Citra
Mamasakan



Bu Nanik
Pisang Goreng Madu Bu Nanik



Widati Wulandari
D'mamam

> 1.700.000

Online Sellers and UKM

> 10 MILLION
Deliveries since inception

> 1.400
Couriers

> 300
Smart Lockers
Drop off & pick up point

-6-8 Hour

Delivery Intracity

-10 Hour

Delivery Intercity

Coverage

Java - Bali & Makassar



Palembang, Medan & Lampung



2022





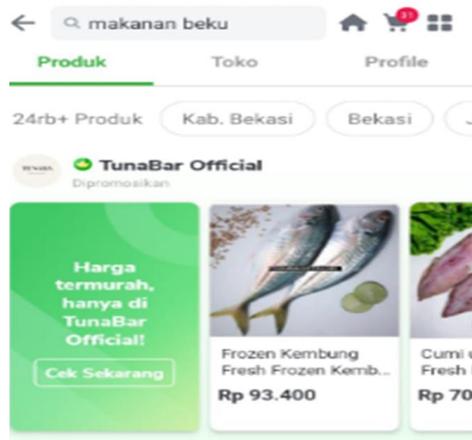
Food Industry Trends – Frozen Food increase significantly

3.3X

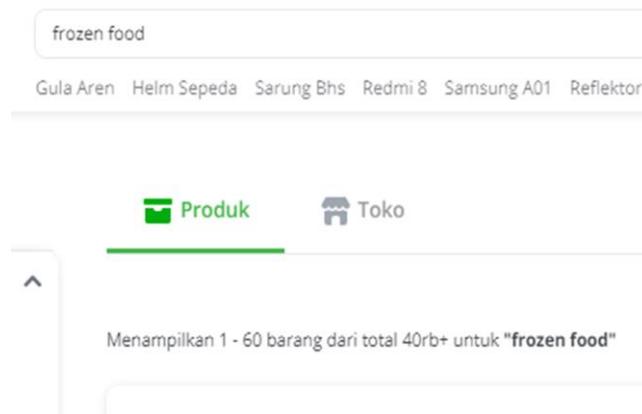
Increase frozen food products in E-commerce
Since **June 2020 – October 2022**

80%

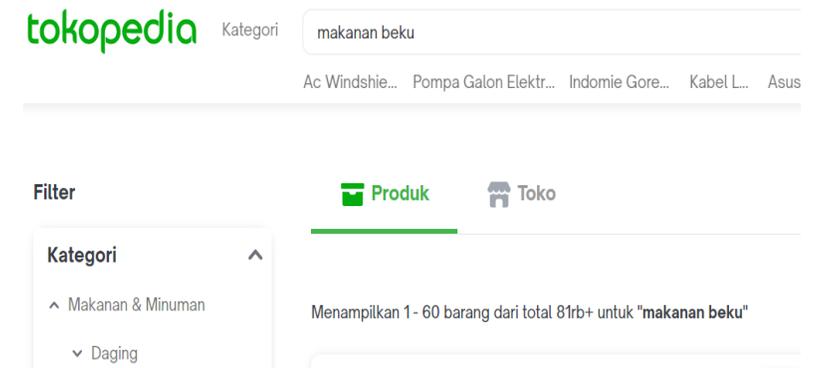
“80% of Paxel Shipment is Food and half of them
is Frozen Food”



Juni 2020 - **24k** Products



Maret 2021 – **40k** Products



October 2022 – **81k** Products



Challenges and Needs F&B Customer



Limited coverage area

Selling frozen product only
in Intracity



Fast Delivery

Deliver product
intracity and intercity



Food-Safe QUALITY

Cold Chain handling and
Food-guarantee



Affordable Shipping Cost

For deliver frozen and
perishable product



Large MOQ

waiting truck full loaded,
Large minimum order quantity



High Initial Investment

Expand store to another cities



Delivery Solution



Relay Delivery Model

Door to door delivery model

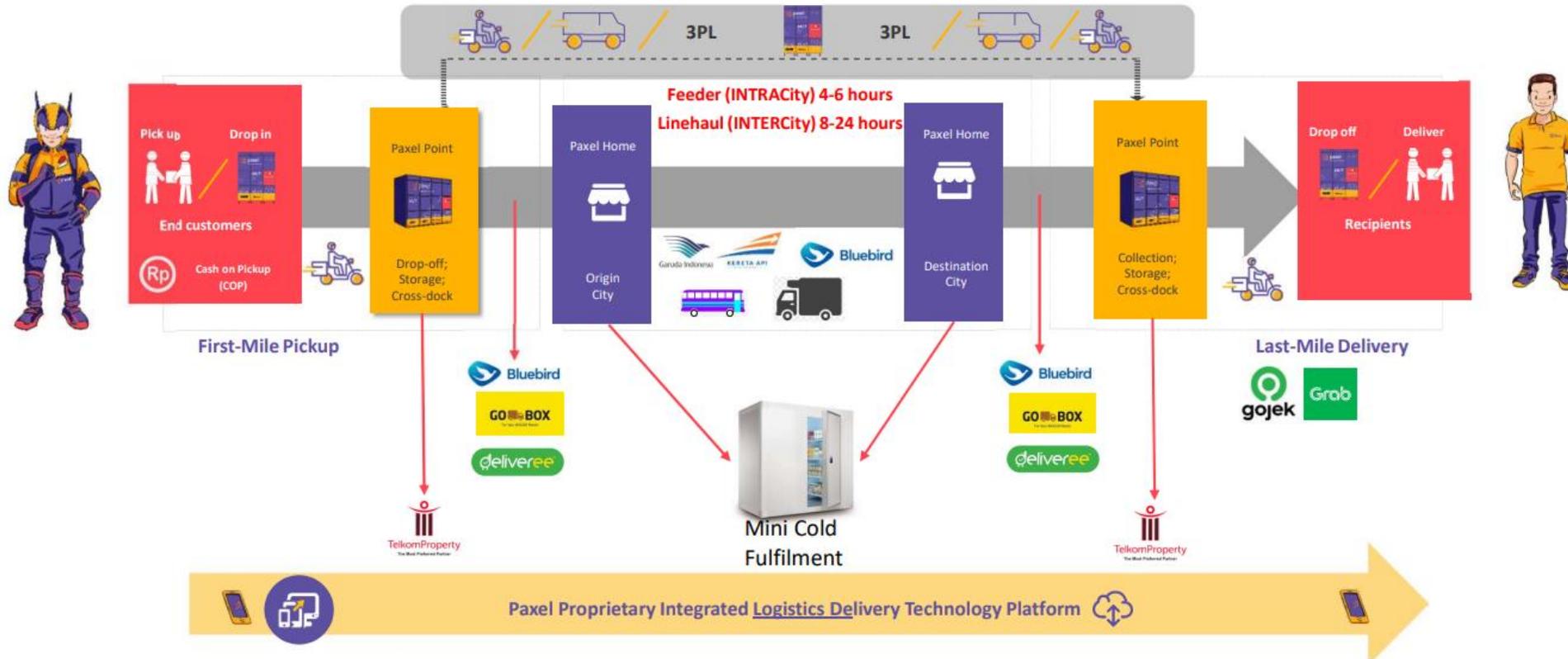


Fulfillment

Deliver from fulfilment warehouse to
Door (B2B, B2C)

Relay Delivery Model – Door to Door service

“80% of Paxel Shipment is Food and half of them is Frozen Food”

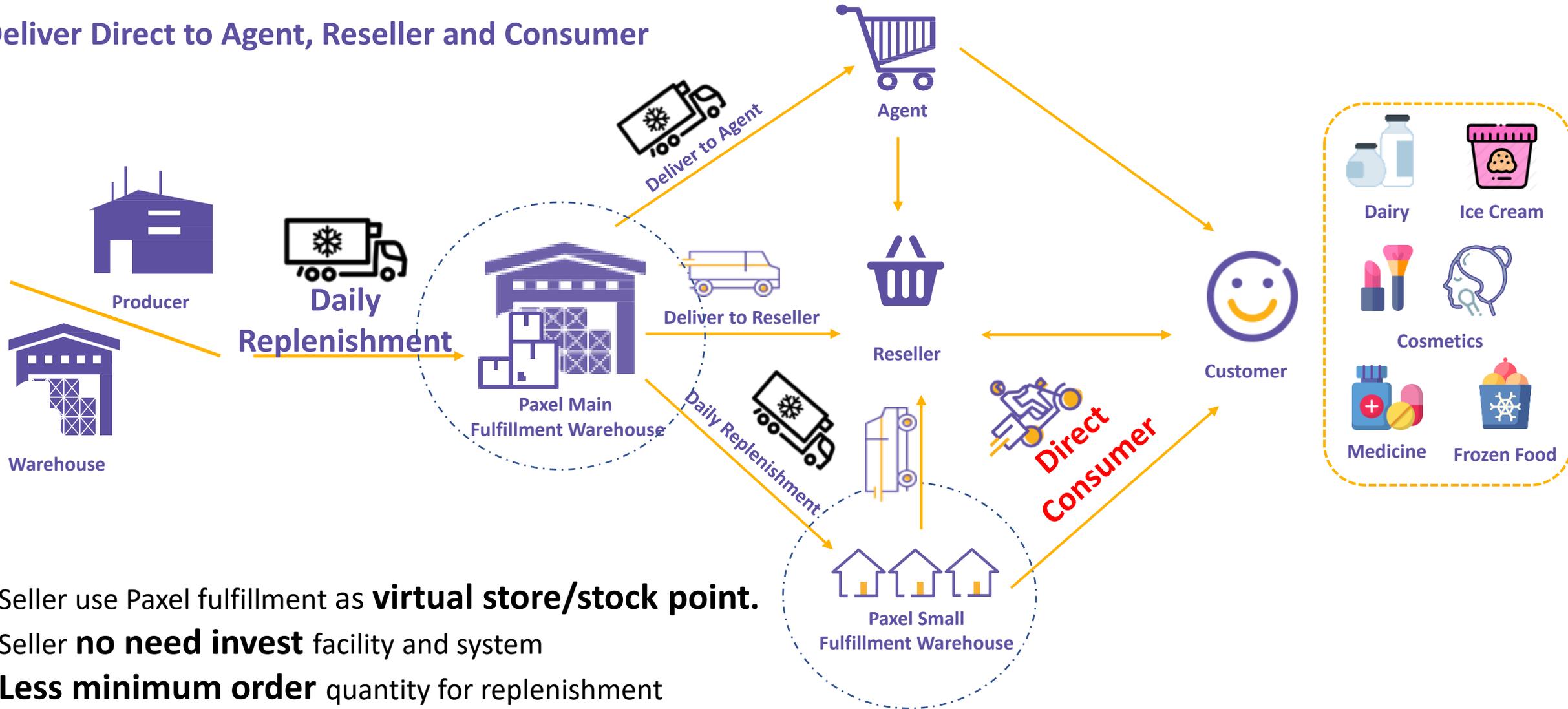


- Relay delivery model : **Deliver more efficient (Consolidation)**
- **cooling system** in transit and transportation process
- Same-day & Next-day delivery



Fulfillment Delivery Model – Fulfillment to Door (B2B & B2BC)

Deliver Direct to Agent, Reseller and Consumer



- Seller use Paxel fulfillment as **virtual store/stock point**.
- Seller **no need invest** facility and system
- **Less minimum order** quantity for replenishment



Paxel Full Enabler - Omnichannel Fulfillment



- Paxel system **integrated** with e-commerce platform
- **Order management** from e-commerce and social commerce handle by Paxel
- Additional service : Provide **Dedicated admin** as customer service in ecommerce platform



Before VS After – Fulfillment to Door

SEBELUM

- SLA 8 jam dengan Same Day
- SLA H +1 dengan Next Day



SESUDAH

- SLA 1-2 jam dengan Instant Delivery
- SLA 1-4 jam dengan Instant Multidrop
- Biaya delivery murah, karena lokasi dekat





Paxel for F&B Customer

- We are opening up a 3,000km selling radius for F&B Brands and Local SME Businesses



Pak Agus
Agus Tempe - Yogya



Bu Rintania
Gudeg Manggar Yogya



Bu Riri
Herbal Health Drink (Jamu) - Bandung



Tempe Mendoan
Purwokerto



Semusim Petai - Malang



Bu Mun - Banyuwangi

Before

- 100% sales from offline and hyperlocal 15km food delivery

18 months



After

- ✓ 100% Digital Sales
- ✓ 3x Growth by Selling Nationwide
- 75% Revenues from OUTSIDE hyperlocal 15km selling radius that otherwise they are unable to capture without Paxel partnership

75% of SME F&B seller that using Paxel is a woman

Income in Rural Areas increasing with selling more products to Big Cities for Food & Fresh category



Cold Chain Facility and Infrastructure

Fasilitas Pendingin

Di Setiap Proses Pengiriman Frozen Food



Paket di jemput dan di kirim dengan motor Freezer (Khusus Corporate partner tertentu)



Di simpan dalam Frezer atau Chiller untuk paket yang memerlukan waktu kirim lebih lama



Paket dikirim dengan Cold Truck (Khusus untuk pengiriman lebih dari 1 hari)





Customer Temperature Monitoring & Food Guarantee

paxel
Paketmu Sehari Sampai

AMAN KIRIM FROZEN FOOD

#PAXELINAJA

Udah kirim ke mana aja?

DARI AKU YANG KAMU TUNGGU

Shipment in transit
30 Nov 17:35 WIB

Swipe up to view more

Fitur Baru

JAMINAN MAKANAN AMAN

PAXEL = ANTI KZL
ANTI CANCEL
PALING FLEKSIBEL

+ Cuma tambah
Rp1000

Our Services



Sameday Delivery

Same day delivery within the City and inter City



Instant Delivery

Send packages faster with only 2 hours



Instant Multidrop

Multiple instant with just one shipment (with Grab Express)



PaxelRecycle

Manage your shopping waste for recycled



PaxelBox

Smart locker for rental, drop-off, and pickup



PaxelMarket

Online store for Nusantara's food, and groceries



Lew@tBox

Delivery via smart locker without physical contact



PaxelBig

Heavy shipment up to 20Kg, and 80cm* (with Bluebird)



Customs

The services to be fitted with requirements



**Paxel Kargo >20 KG
Frozen Handling**



NEW



NEW

**Fulfillment
Service**



Kirim Paket
SAMEDAY
Fleksibel
Harga Flat

www.paxel.co
paxel.co
810 6677



Kirim
Frozen Food?
*PaxelinAja!

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**Kiriman Frozen Food
Tetap Aman
dengan Paxel**