



paxel

Paketmu Sehari Sampai

**Building Nationwide Port-to-Door
Cold Chain e-Distribution Platform
for Corporates and SMEs**



Sep 2022



Indonesia Logistics' Challenges

Archipelago and fragile infrastructure makes products expensive and results in large socio-economic gap across the country, ie. East Indonesia.

"It's cheaper to ship from San Francisco to Jakarta than from Papua"

USA

9.8mn km² area

LPI Score: **3.89**

LPI Rank: **14**

Logistics costs 8% to GDP

Singapore

Population: c.5.6M

Area: 721.5 km²

LPI Score: **4**

LPI Rank: **7**

Logistics costs 8% to GDP

India

3.3mn km² area

LPI Score: **3.18**

LPI Rank: **44**

Logistics costs 14% to GDP

China

9.6mn km² area

LPI Score: **3.61**

LPI Rank: **26**

Logistics costs 14.6% to GDP

Indonesia

LPI Score: **3.15**

LPI Rank: **46**

#5 in ASEAN
[WorldBank, 2018]

- Indonesia archipelagic geography is different compared to land mass USA, China or India.

- Need digitization and standardization for Indonesia's logistics industry.



Jakarta

Population: c.9.6M
Area: 661.5 km²

Logistics Challenges

- Indonesia's logistics cost is **24%** of GDP, highest in the region

- Indonesia's logistics performance index (LPI) lags behind Malaysia, Thailand, and even Vietnam

World's largest archipelago ~
c.17,500 islands

1.9mn km² area

34,000 mi of coastline
[BPS]



The physical movement of goods is still a bottleneck for e-commerce



1.9 DAYS

average transit time to first delivery attempt
In Indonesia



After

4.0 DAYS

90% of delivered parcels had first delivery attempt

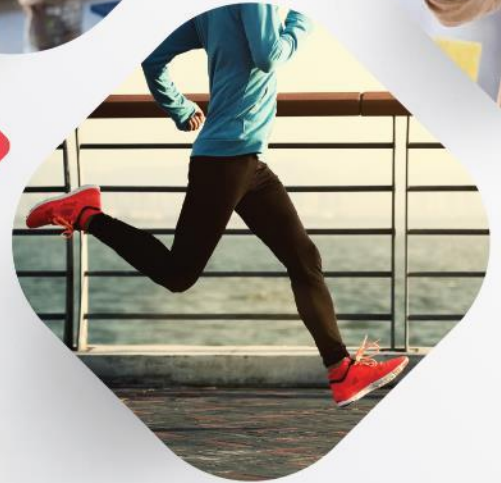
Source: parcel monitor

Brand Story

Acc[el]erate
(begin to move more quickly)

PAXEL

Pax
(packages or people)





Who Are We

We are a tech-based delivery company committed to solving last-mile challenges in Indonesia and the region.

Inspired by the urban, passionate and socially conscious generation who become the mindset of our design innovation. This is why we focus on delivering a customer-driven experience that allows convenience and control.

We make sure that what you want is ready when you want it and everything you need is just a click away.



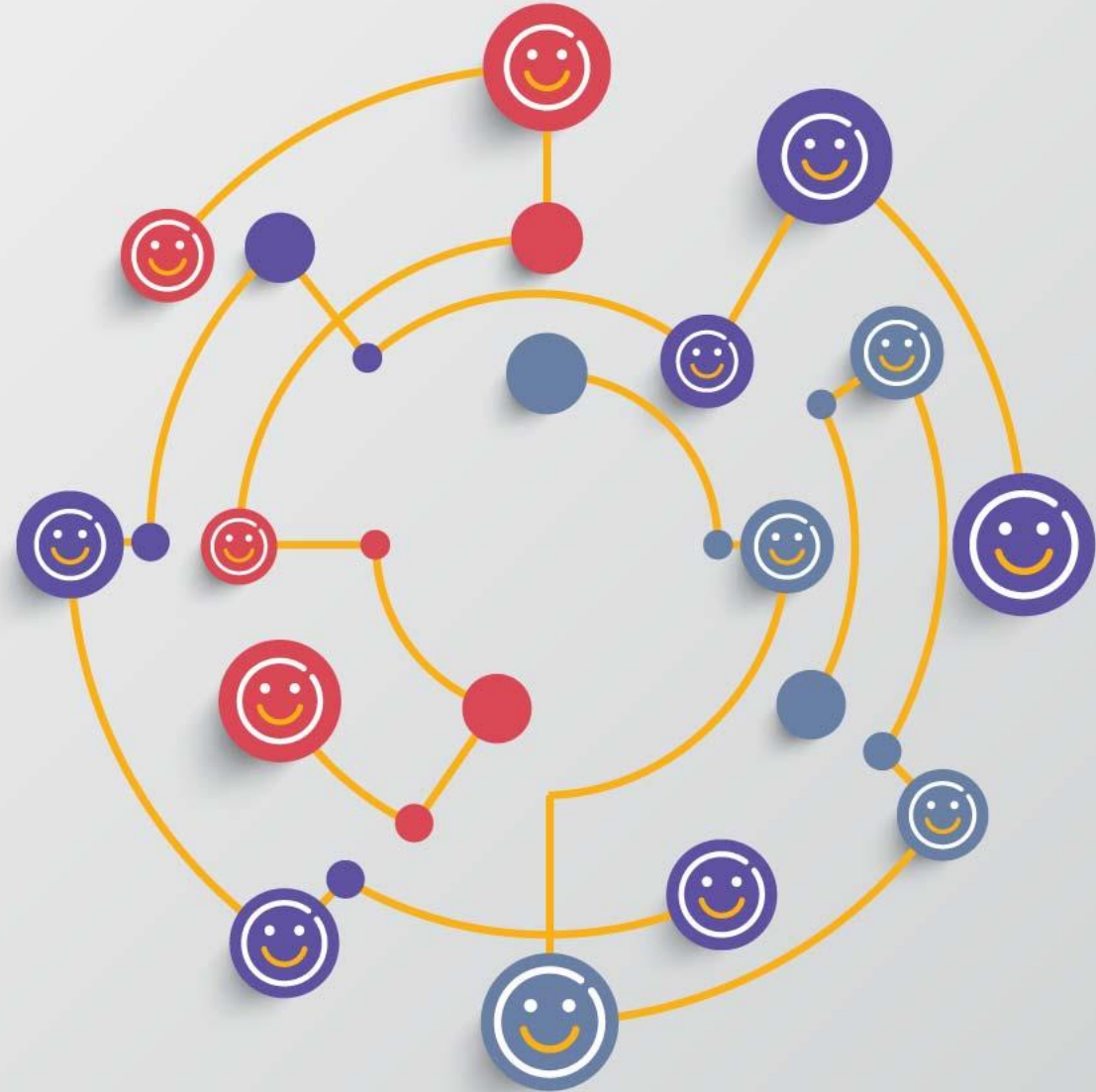


Growing and Partnering

We connect people through facilitating movement.

We love working with the people around us. And to come to work each day, fulfilled, as we serve our members and customers is a rich reward in itself. Our culture unites us as colleagues and it is the very life blood of Paxel.

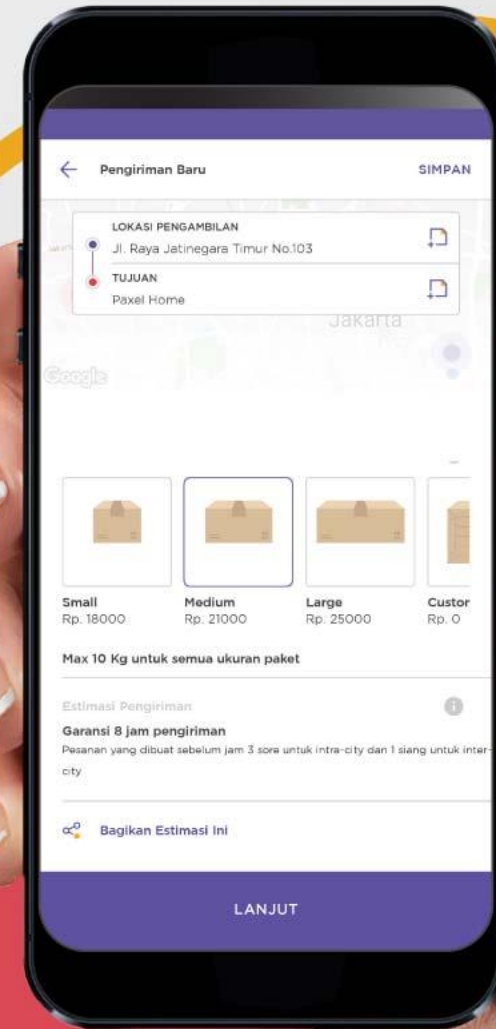
Together, we are passionate about making a difference. You can identify us running around town in purple and yellow. Our people, Paxmen and women are called to be innovative, pro-active, caring, courageous and humble. If any of this sounds appealing to you, we encourage you to consider joining us for this journey.





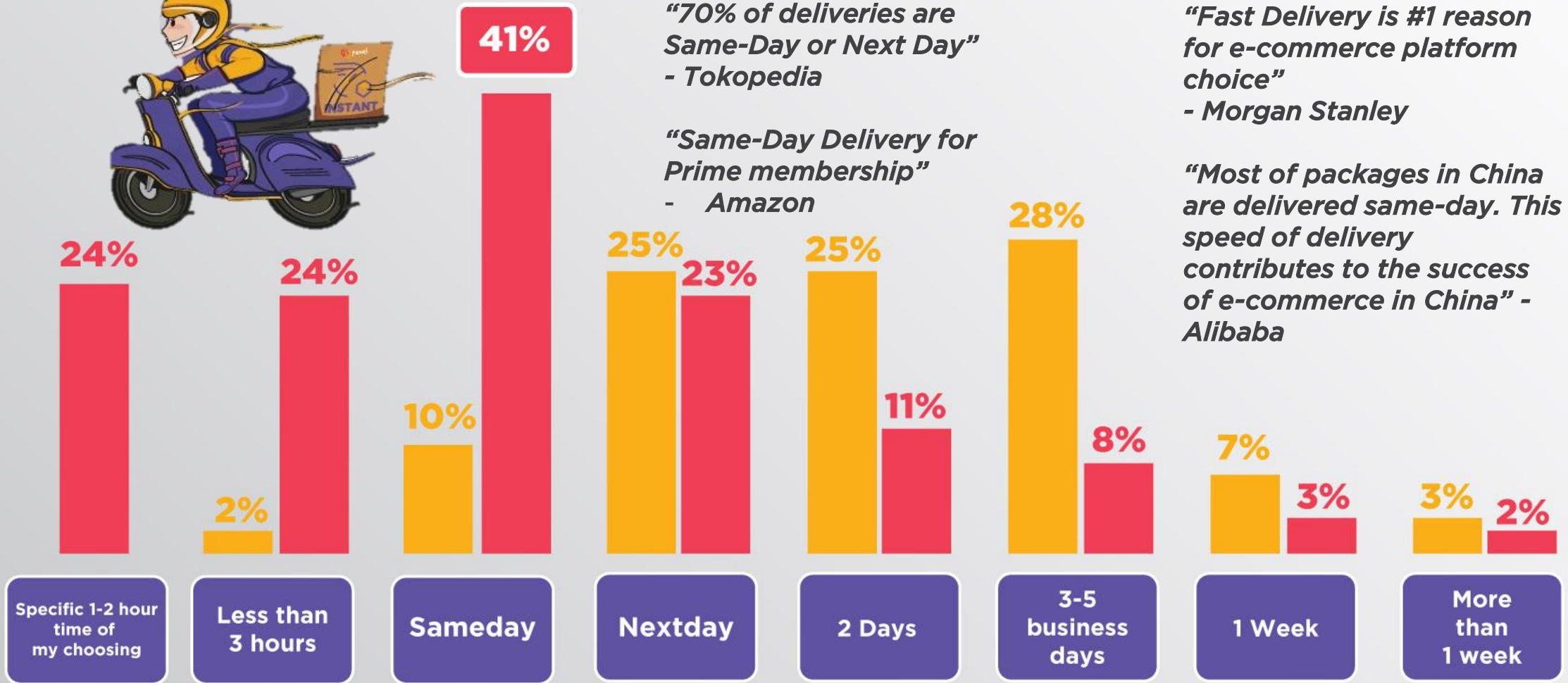
Empower Consumer

You have
more control
in your delivery





Customers Expectancy for Delivery Services



*“70% of deliveries are Same-Day or Next Day”
- Tokopedia*

*“Same-Day Delivery for Prime membership”
- Amazon*

*“Fast Delivery is #1 reason for e-commerce platform choice”
- Morgan Stanley*

“Most of packages in China are delivered same-day. This speed of delivery contributes to the success of e-commerce in China” - Alibaba

Source : PwC, Global Consumer Insights Survey, 2018

Expect to arrive

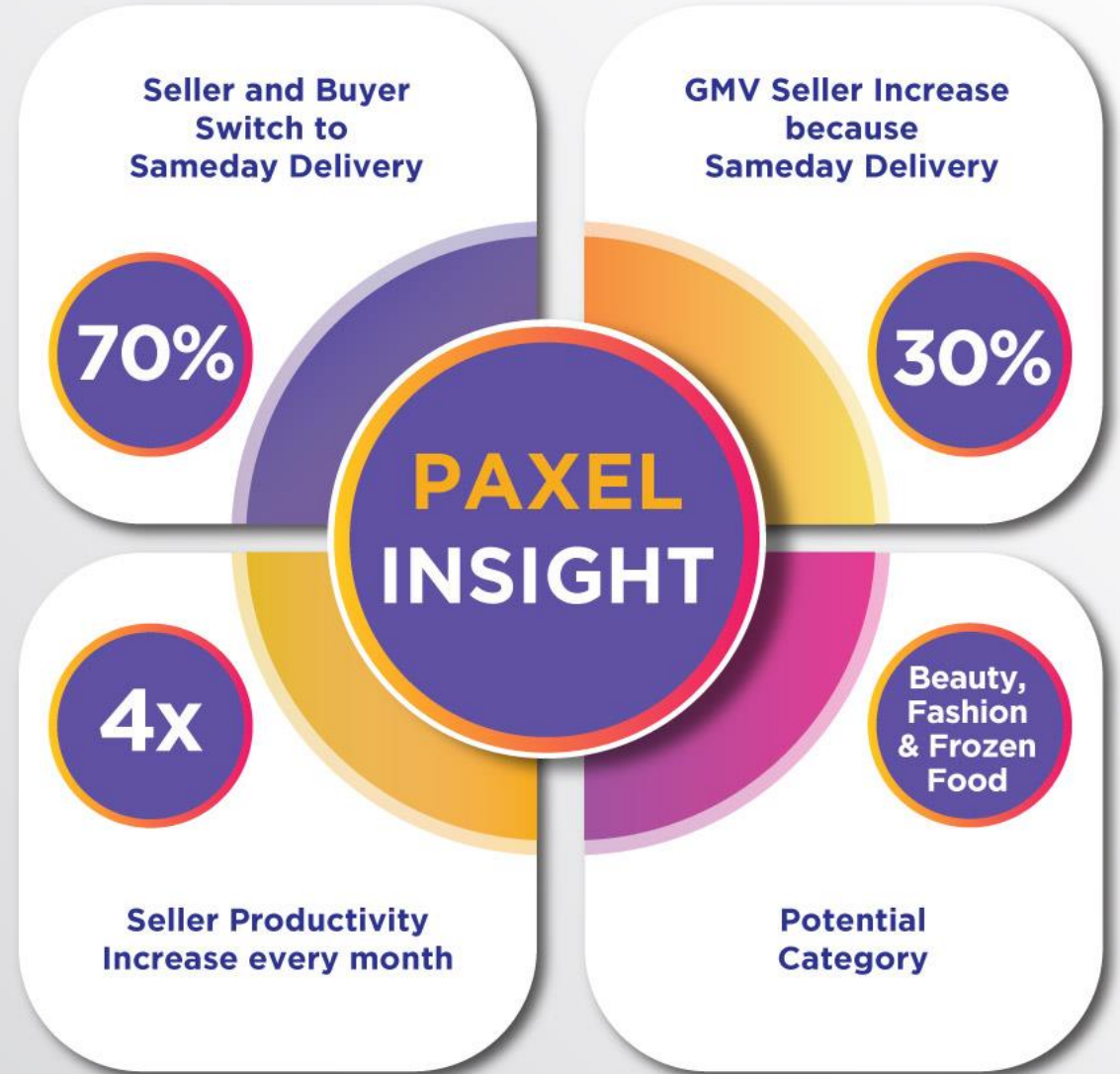
Willing to pay



Sameday Delivery Impact



Increasing Sameday Delivery ROI (Return on Investment) More than Regular Delivery





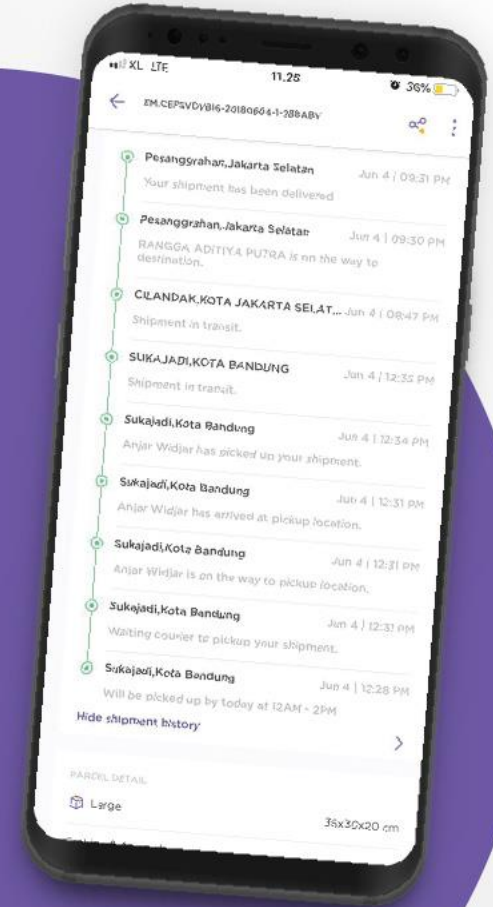
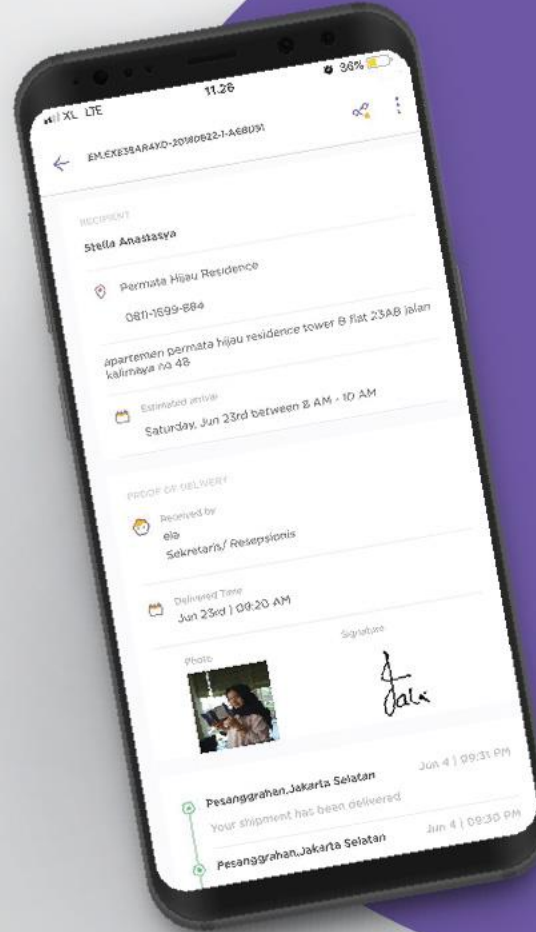
Paxel - Revolution of Last Mile Delivery Experience in Indonesia #antarkankebaikan





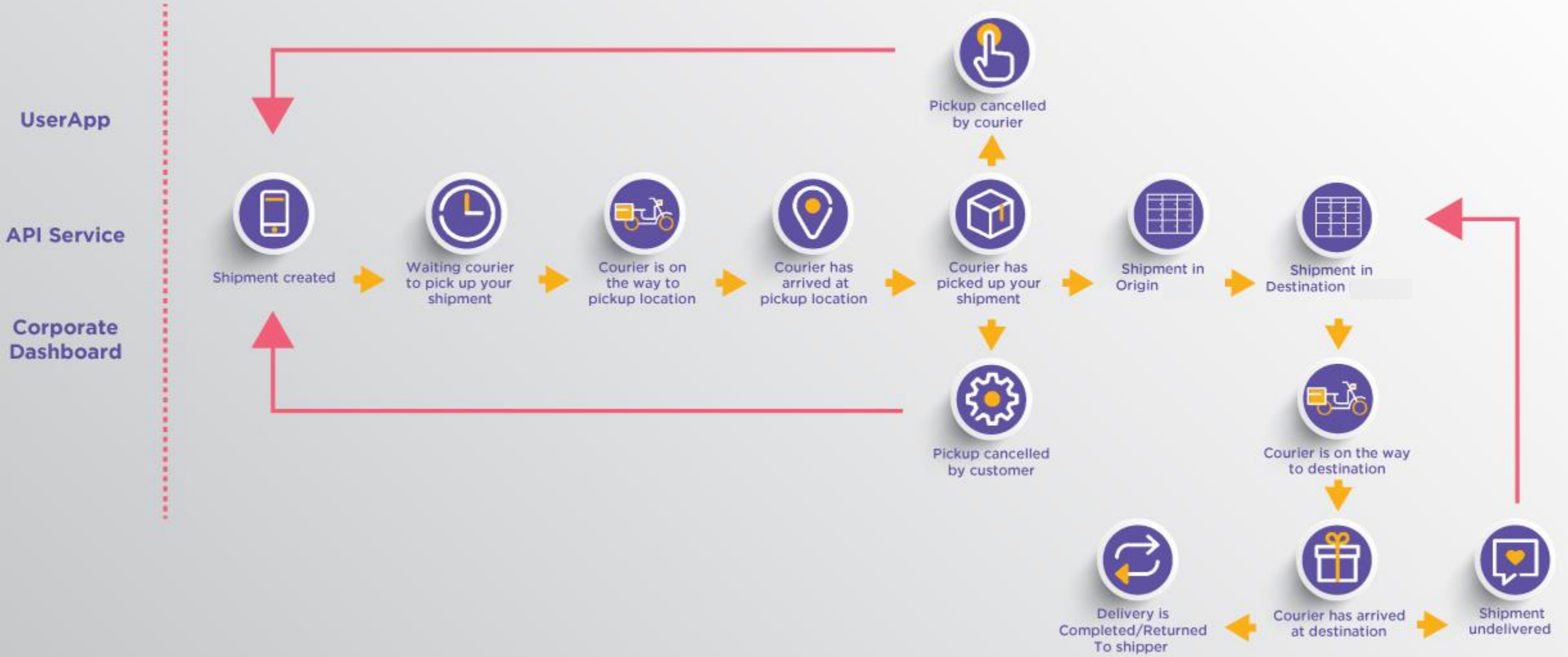
Service Feature

- 7 Days a Week (including Public Holidays)
- Real-Time Tracking
- ePOP & ePOD
- Proactive notification
- Web & Mobile App (iOS & Android)
- API Service
- 1 Day Claim Process
- Cash on Delivery service
- On-Demand Packaging





Shipment Flow





For Indonesia : Large Centralized Sorting Hubs or Distributed mini-warehouse/cross-docking nodes?

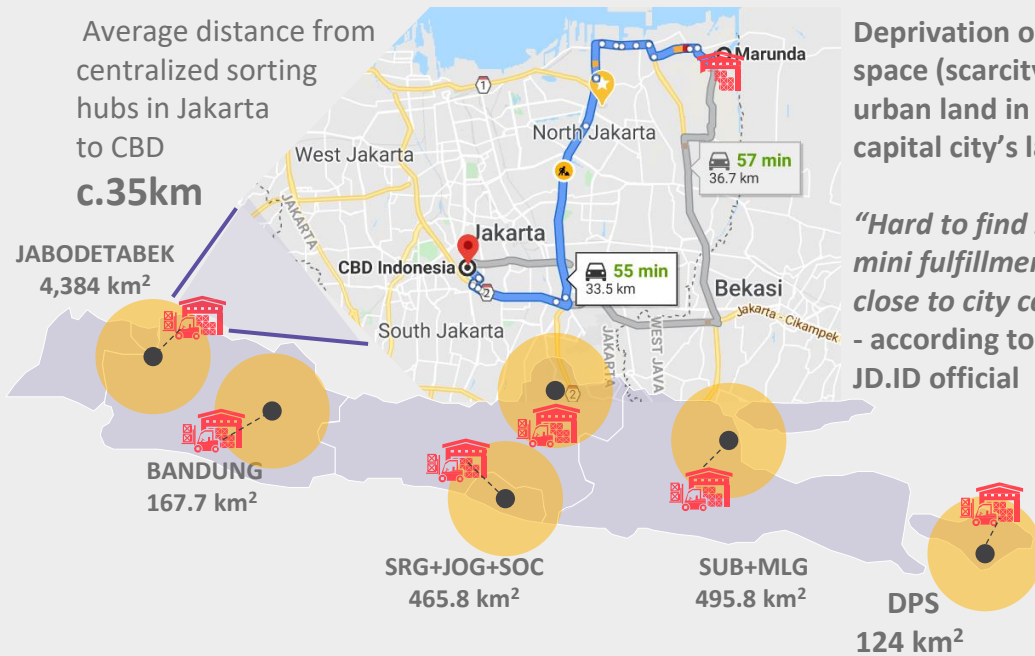
Large centralized sorting hubs

- further from city center

“Traditional supply chain networks are often not built for same-day delivery with excellent service” - McKinsey

Average distance from centralized sorting hubs in Jakarta to CBD

c.35km



Deprivation of public space (scarcity) urban land in the capital city's land area

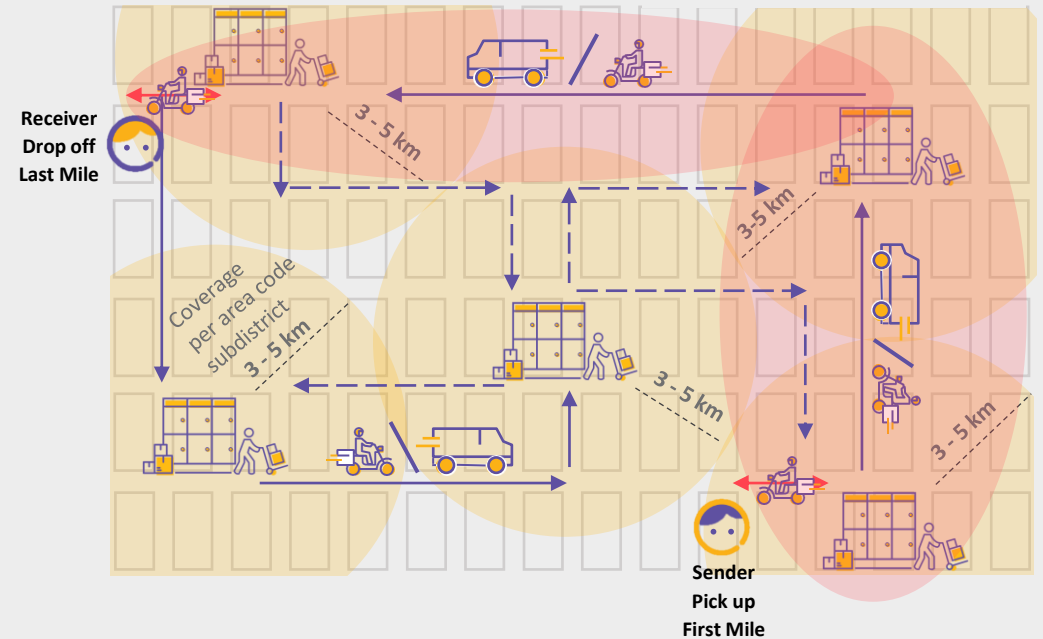
“Hard to find space for mini fulfillment center close to city center” - according to one of JD.ID official

- suffer **delays** with **traffic congestion**.
- have **difficulty** to **handle peaks (12/12, Ramadhan)** when vehicles have difficulty coming in and getting out.
- **Riskier** as whole system fails when centralized hub is **inaccessible** due to congestion (traffic, **flooding**, demonstrations, other force majeure)

Distributed sorting and mini-crossdocking

- closer to the end-customer

Urban Same-day Delivery: the Microhub / cross-docking nodes Model



- Act as shock-breakers and load balancers to peaks and when a single point is inaccessible.
- Increased delivery speed; lower first mile and last mile cost (distance). Optimized for speed and proximity
- Elastic
- Tuned to specific area demand characteristics
- Result >> Feeders drop packages at night (off peak) at hyperlocal Lockers. Starting 6am, Paxel couriers (Heroes) deliver last mile (<5km radius).

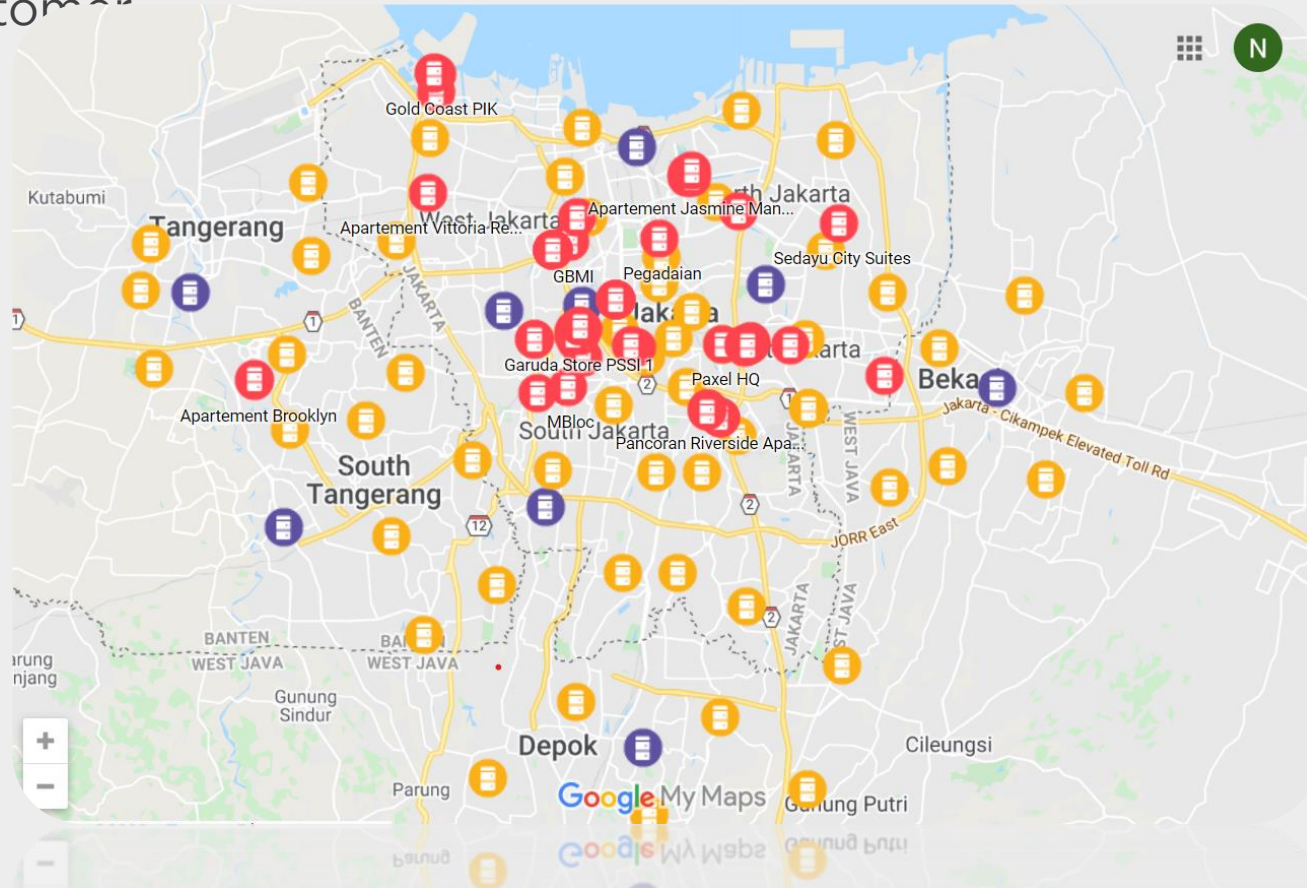


New Normal To Win

Need For Speed but Existing 3PL Network built for cheap Regular Service

- Building new same-day 24hr network is a big shift and expensive
- Reducing 2-day to 1-day delivery times = 2x frequency of trucks, delivery fleet and infrastructure

We build small fulfillment center and mini-crossdocking which can closer to the end-customer



Paxel Home

All items

Paxel Point Operational Locker

All items

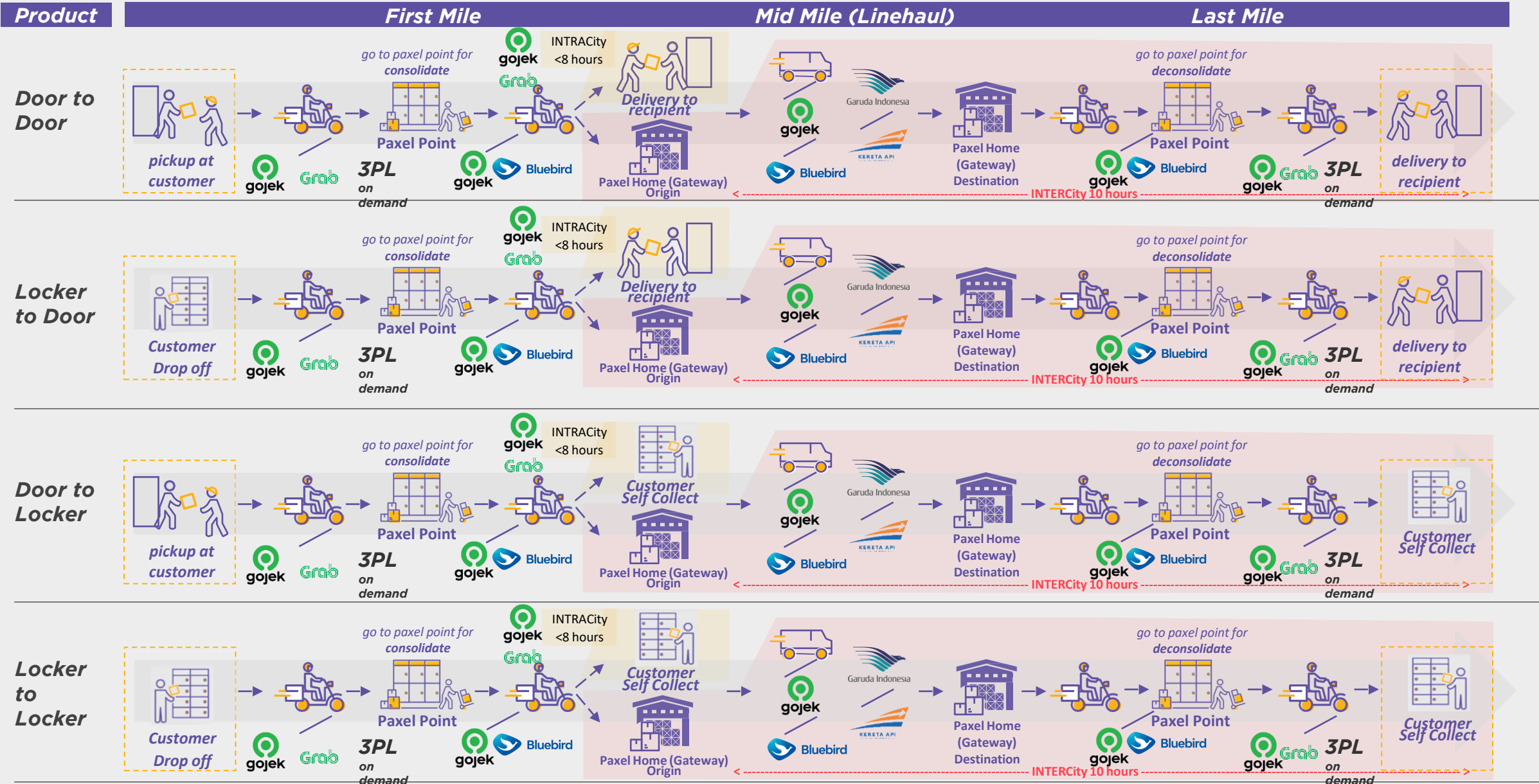
Paxel Point Customer Locker

All items





Paxel Delivery end to end process





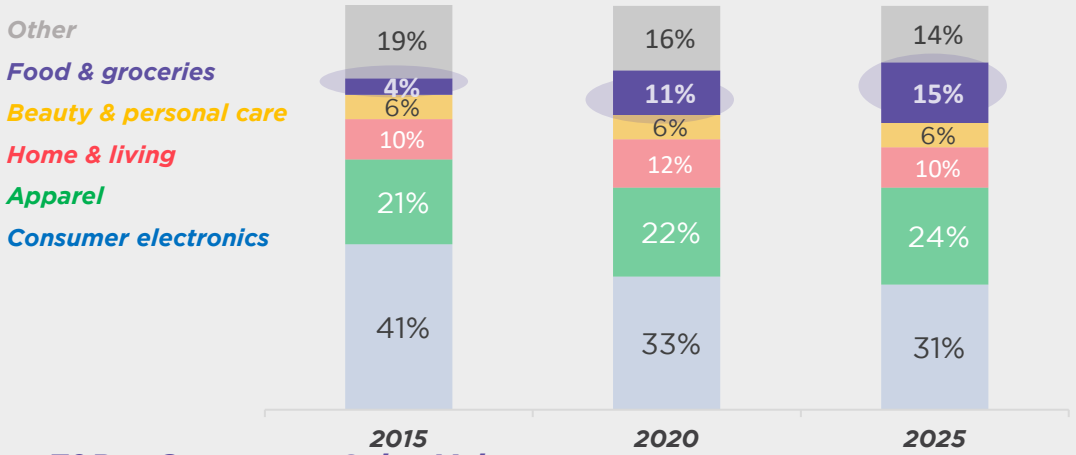
Indonesia e-Commerce trajectory leading by F&B

Indonesia is considered to have good prospects in the food and beverage industry, which is mainly driven by the frozen food industry, in line with the rapid growth of the retail business & e-Commerce

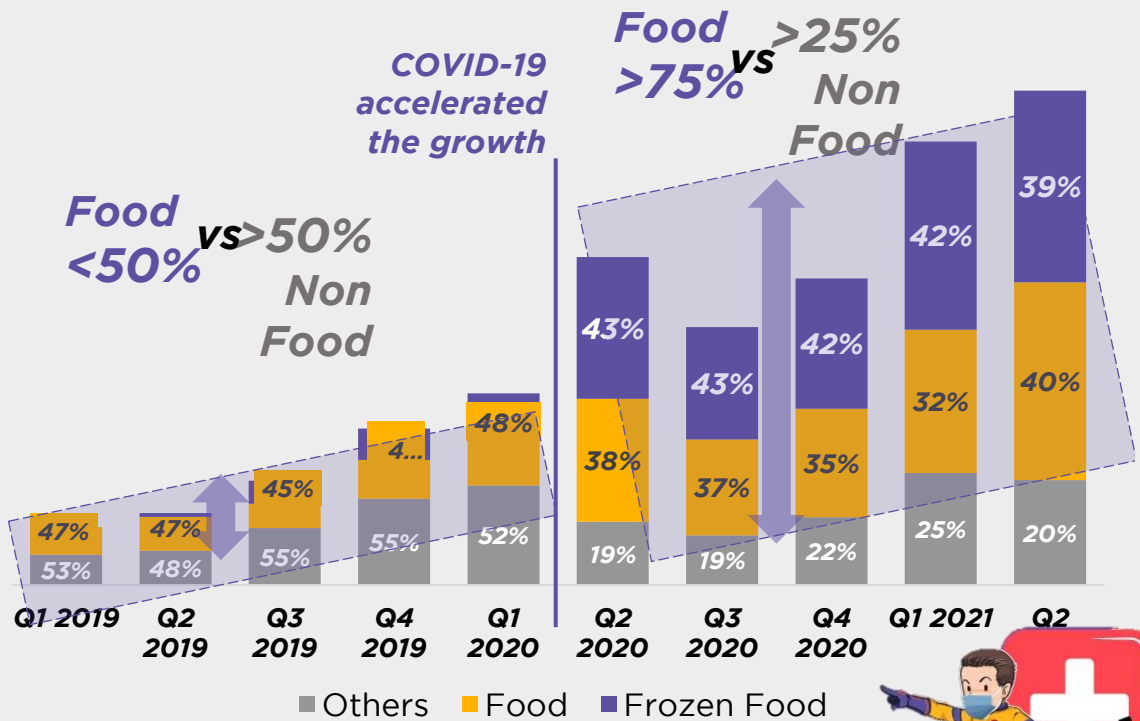
Shoppers are buying more groceries online - and they 're not going back

The Rise of RTC ("Ready to Cook") Food and Frozen Food Segment outpace Non Food Segment

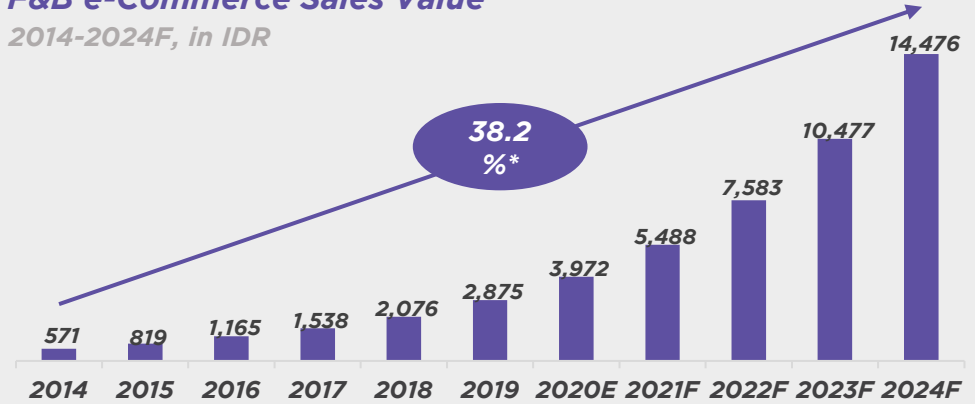
E-Commerce GMV, retail category distribution



Paxel delivery volume per product category contribution



F&B e-Commerce Sales Value 2014-2024F, in IDR



CAGR 38.2%* normal scenario (pre-COVID-19) YCP Solidiance

Source: Forrester

Source: Paxel



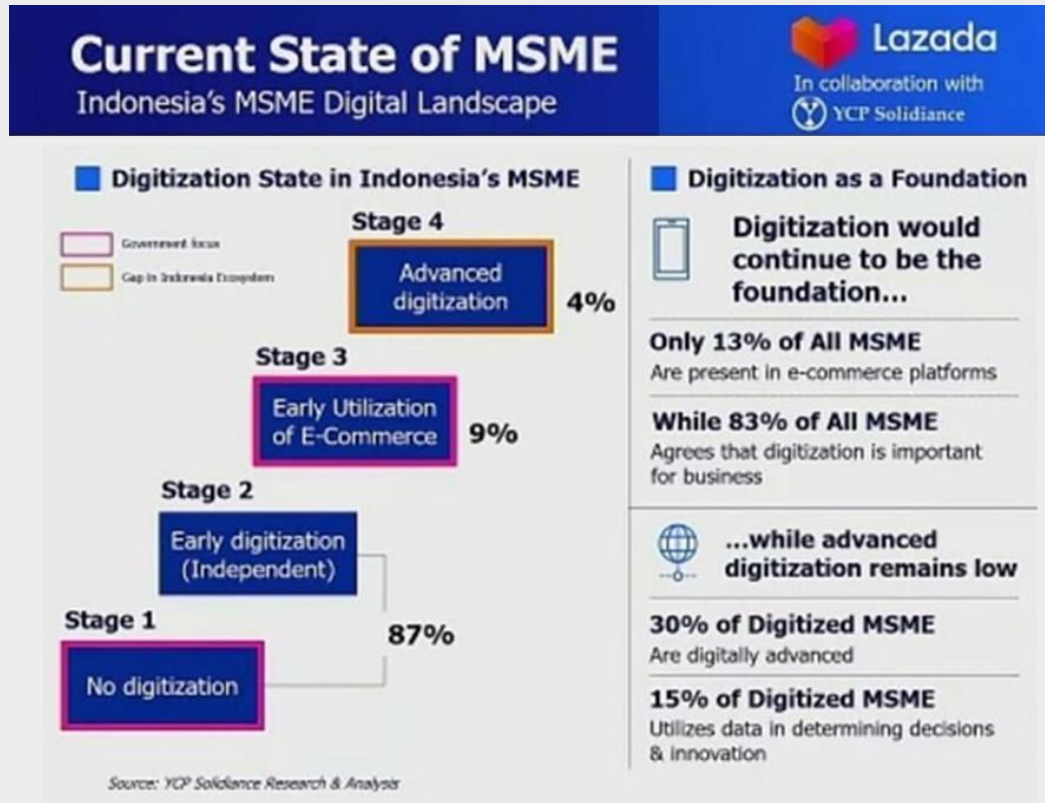


Indonesia MSME current state and Logistic + Cold Chain Challenges

Indonesia's MSME Digital Landscape

According to recently published Lazada & YCP Solidiance study **87 Percent** of MSMEs in Indonesia have **not been digitalized** and **65 Percent** of MSMEs in this category feel that **logistics** is one of the **biggest challenges** in developing their business.

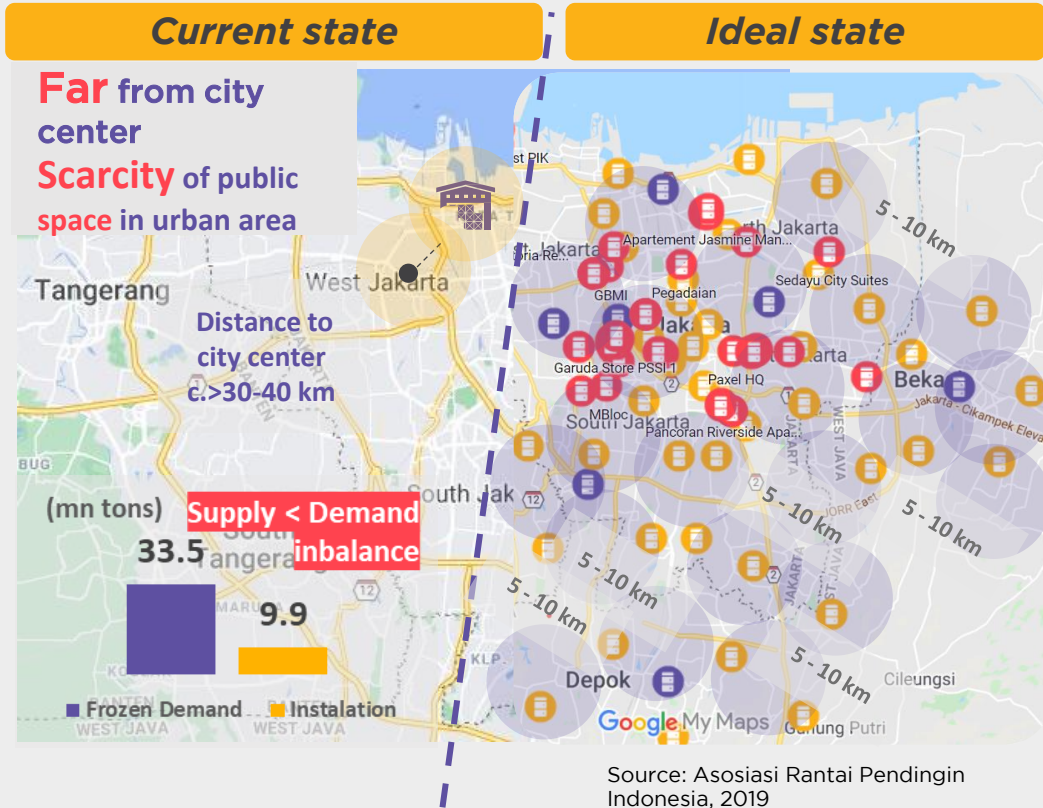
87 % of Indonesia MSME not been digitalized



Logistics & Cold Chain Still Underdeveloped

Indonesia currently lacks sufficient cold chain infra, where **demand > supply**, especially for food and frozen products handling during the initial process, storage and during transportation to the end consumers

Current state logistics demand > supply & far from customer





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SAMEDAY
Fleksibel
Harga Flat

www.paxel.co
paxel.co
810 6677



Google Play

Kirim
Frozen Food?
*PaxelinAja!

Download di
sit.tp/kirimput

kontak@paxel.com

**Kiriman Frozen Food
Tetap Aman
dengan Paxel**



Building Nationwide Port-to-Door Cold Chain e-Distribution Platform

Fast, Food-Safe Quality, and Scalable

1. We are the only ***tech enabled cold chain fulfilment and last mile platform*** that can deliver fresh + frozen food nationwide in Indonesia . Delivering ice cream door to door from Chicago to New York within 24hours at an average pricing of US\$0.4 per lb.
2. Our platform empowers Corporates and SMEs to ***scale nationwide deliveries*** without additional capex of setting up cold storage warehouses. As a result, growing our customer's revenues by creating new markets and distribution.
3. Our platform links 3rd party partners: motorbikes, refrigerated trucks, vans, and cargo that transit through ***250 refrigerated hubs*** that we operate across Indonesia. Each partner and hub is equipped with our application and IoT device to monitor performance, location and temperature.

4. We distribute frozen and perishable products through 2,000 reseller outlets, Modern Market channels and Marketplace Platforms

FAST

*1hr to 24hr door-to-door
on-demand delivery by
App or API*

Food-Safe QUALITY

*Cold Chain and Food-
guarantee*

AFFORDABLE

*Flat Price
Cheaper vs dry goods (non-
cold chain) delivery
alternative*



Creating Nationwide Food Platform

Empowering F&B SMEs & Brands to Scale Their Business

Through our nationwide food platform, we seek to :

- 1. Empower millions of F&B SMEs and brands to scale their businesses beyond hyperlocal <15km**; by reaching over 200 million Indonesian consumers nationwide
- 2. Give consumers the widest selection of their favorite Indonesian culinary products** delivered to their doorstep from anywhere within hours for as low as USD1.5 delivery fees.



Unique Cold Chain Platform Business Model Creates Large Moats

Only player with Door-to-Door Nationwide Cold Chain Fulfilment and Last Mile

On-demand, 3PL and B2B Cold Chain Distributor players have decided not to do it themselves.

Instead, they decided to partner with Paxel to offer door-to-door on-demand F&B nationwide home deliveries

	<i>Paxel</i>	<i>3PLs</i> (JNE, SiCepat, Etc)	<i>On Demand</i> (Gojek, Grab)	<i>B2B Cold Chain Distributors</i> (Diamond, Sukanda Jaya, etc)
<i>Nationwide Food Home delivery</i>	Yes	Yes, Paxel offered in Sales Counters	Yes through Paxel Partnership	Yes, through Paxel Partnership
<i>Food guarantee</i>	Yes	No	No	No
<i>On-Demand Cold chain Fulfilment and Last Mile</i>	Yes	No	No	No
	Note: New entrant would need to build cold chain infrastructure and have separate team, fleet and operations to handle on-demand frozen and perishable last mile home delivery.			
<i>ASPs JKT - Bandung Large ~ 4kg</i>	IDR30.000 (Cold Chain)	c. Through Paxel Partnership	Through Paxel Partnership	Through Paxel Partnership
	Note: To directly match Paxel pricing, 3PL players have to be prepared to drop prices by >60% and cannibalize their existing revenues and services.			
<i>Live Temperature Monitoring and GPS Tracking</i>	Yes	No	No	No
<i>Dimension-based pricing</i>	Yes	No	No	No
	Note: We containerize packages through dimension-based pricing that is designed to maximize our network utilization across our hubs and fleet. To match our cost, players have to change from per Kg or per Km pricing and replicate our package dimensions, process, fleet and infrastructure specifications.			



Leadership in Innovation and Technology

98.5% Actual On Time Delivery Performance

Real-Time Package Performance Monitoring in each leg of the journey

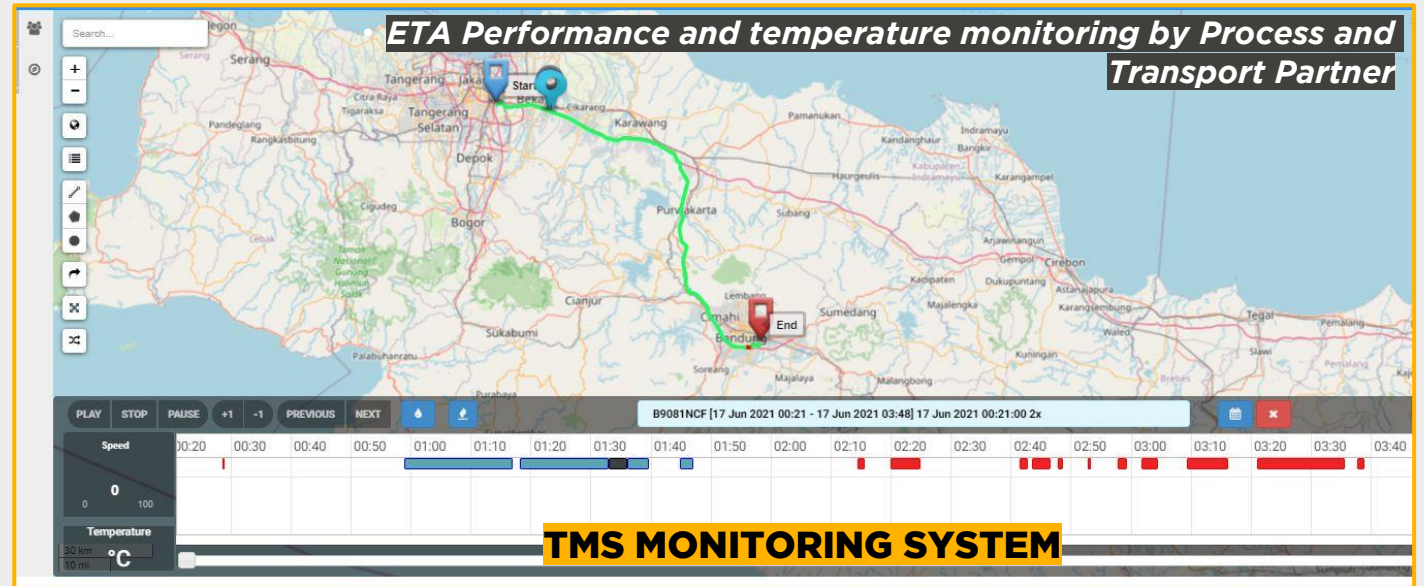
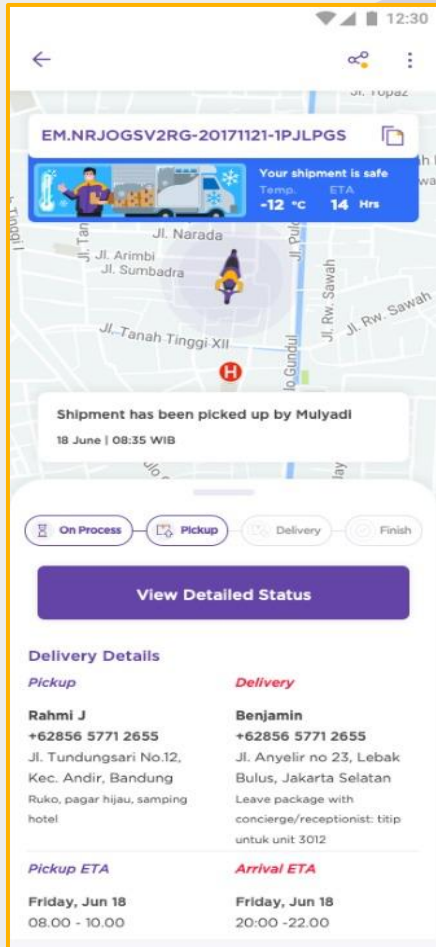
Real-time Temperature, GPS and ETA monitoring by Customers

Special handling service for frozen & perishable

Pickup and Delivery Routing Optimization

Customer - Hero chat for fast response

RFID tagging for quicker transit turnaround¹



Icebox on Hero Motorbike



Freezer/Chiller



Cold/Reefer Truck



USB Temperature data logger



Real time GPS & data logger



Paxel today



c.>**80%** said they know Paxel from friends/family

Source: #SahabatPaxel New Users Survey



Why customers use Paxel:



Same day delivery,



Flat price,



Added value (e.g. packaging i.e. box, bubble wrap, handling & facilities for frozen food pro



Excellent services

(e.g. good experience with partner driver "hero" and customer service)



3 million+

Mobile app install

100 thousand+

MSME use paxel

paxelmarket

Online Store Channel for Local MSME

200+ Corporate Partners



Capital Partners



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



NEW

PaxelAmplop

Send packages with max size of A4 only Rp10K t/o Java



Paxel Kargo >20 KG

Frozen Handling



NEW

Fulfillment Service

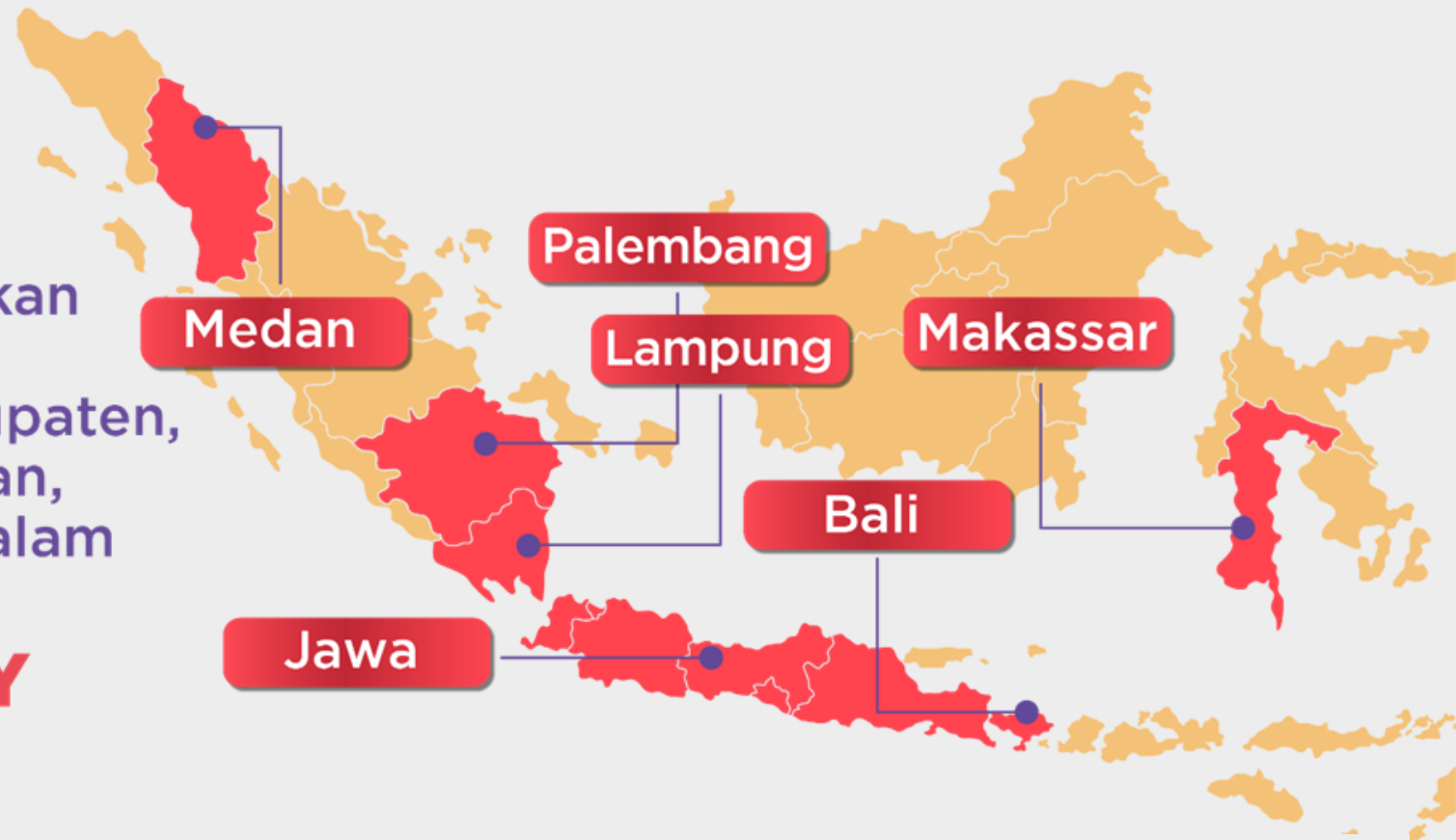


NEW



Menghubungkan
11 Provinsi,
80 Kota-Kabupaten,
547 Kecamatan,
4.358 Desa dalam
pengiriman

SAMEDAY



- JABODETABEK** : (1) **Jakarta**, (2) **Bogor**, (3) **Depok**, (4) **Tangerang**, (5) **Tangerang Selatan**, (6) **Bekasi**, (7) Cikarang
- West Java** : (8) **Bandung**, (9) Cimahi, (10) Sukabumi, (11) Tasikmalaya, (12) Cirebon, (13) Garut, (14) Kuningan
- Central Java** : (15) **Yogyakarta**, (16) **Semarang**, (17) **Solo**, (18) Sleman, (19) Magelang, (20) Klaten, (21) Cilacap, (22) Tegal, (23) Surakarta, (24) Sukoharjo, (25) Pekalongan, (26) Bantul, (27) Purwokerto, (28) Banyumas, (29) Batang, (30) Karanganyar, (31) Temanggung
- East Java** : (32) **Surabaya**, (33) Malang, (34) Batu, (35) Banyuwangi, (36) Jember, (37) Sidoarjo, (38) Pasuruan, (39) Gresik, (40) Kediri, (41) Ngawi, (42) Madiun, (43) Bondowoso, (44) Mojokerto, (45) Ponorogo, (46) Purbalingga, (47) Blitar
- Bali** : (48) **Denpasar**, (49) Gianyar, (50) Badung
- Sumatera** : (51) **Medan**, (52) **Palembang**, (53) **Lampung**, (54) Deli-Serdang
- Sulawesi** : (55) **Makassar**, (56) Gowa



The Team



Djohari Zein
Founder Advisor

- CEO & Co-Founder of PT Tiki JNE (Indonesia's largest express delivery company with c.720 million shipments p.a)



Zaldy Masita
Founder COO

- Former VP Bus Dev PT Tiki JNE.
- Regional APAC Operations Director, Brightstar.
- Operations Director, Linfox.
- Operations Manager, UPS
- Former Chairman of Indonesian Logistics Association



- MBA, Melbourne University
- BSc, Bandung Institute of Technology (ITB)



Bryant Christanto
Founder CEO

- Former Director, General Atlantic Singapore
- Vice President, Credit Suisse Indonesia
- Associate, Goldman Sachs Singapore
- Independent Board Member, Credit Suisse Indonesia



- MBA, AGSM Australia
- BSc, Boston University



Erick Soedjasa
Founder CTO

- Co-founder, Rebelworks (software)
- Ex-CTO, Indomog
- Head of Development, Kaskus
- Program Manager, Microsoft USA



- MSc, University of Michigan
- BSc, Northeastern University

Paxel at a Glance

SPONSORS



FORMER CEO & CO-FOUNDER of JNE



MDI Ventures
(Telkom Indonesia) &
KB Investment Group Centauri Fund



Astra Digital



SINAR MAS DIGITAL VENTURES



Centra Capital Ventura



East Ventures (Tokopedia & Traveloka)



DST Global Partners' Fund



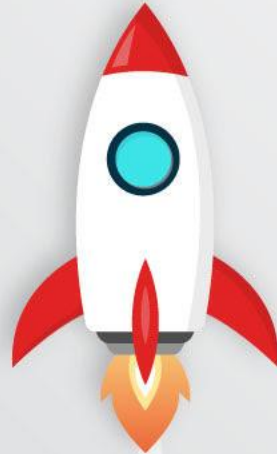
Endeavor



FJ Labs



RHL Ventures



OFFICES



JAKARTA (INDONESIA)



BANDUNG (INDONESIA)



SURABAYA (INDONESIA)



CHENNAI (INDIA)



400+

EMPLOYEES



60+

TECHNOLOGY ENGINEERS

STARTED IN

2017

Our Customers & Partners :



Lazada



STYLE THEORY



AmTrust Mobile Solutions



Rumah Zakat



Rumah Harapan Indonesia

pakpobox

Smart Locker Partners :



Tencent 腾讯





Unique Investment Opportunity in the First-and-Only Nationwide Food Platform in South East Asia's largest Digital Market

1

Pioneer with 100% Market Share in Nationwide Food Delivery

2

Unlocking Large and Underpenetrated Nationwide Food Delivery Market

3

Unique Cold Chain Platform Business Model Creates Large Moats

4

Consistently Increasing Order frequency, Highly Predictable Customer Behavior and

5

Accelerating growth Leadership in Innovation and Technology with 98.5% Actual On-Time Delivery

6

Performance Highly Experienced Founding team with 65+years combined experience in Strategic Management, Product & Growth Marketing, Logistics Operations, and Technology

7

Positive and Increasing Margins as Business Scales

8

Investment Proceeds to complete Ecosystem for Next Level Value Creation and Growth



Paxel Home

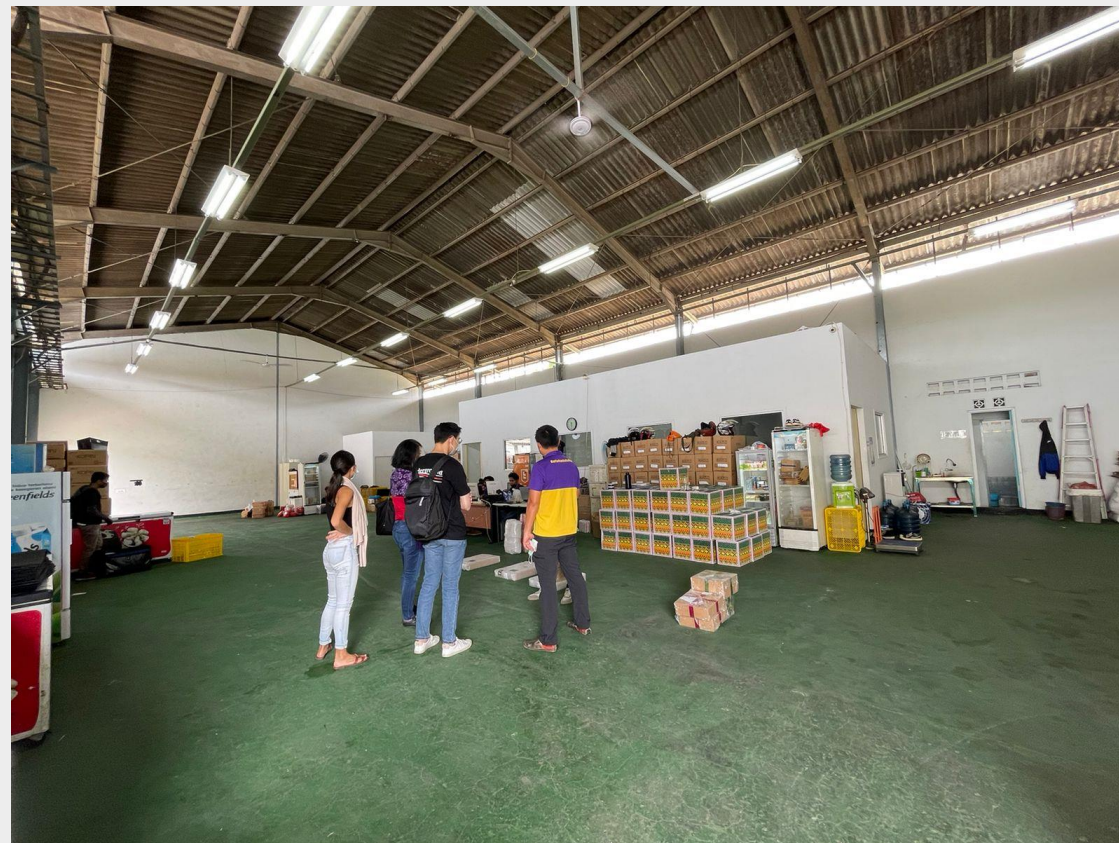
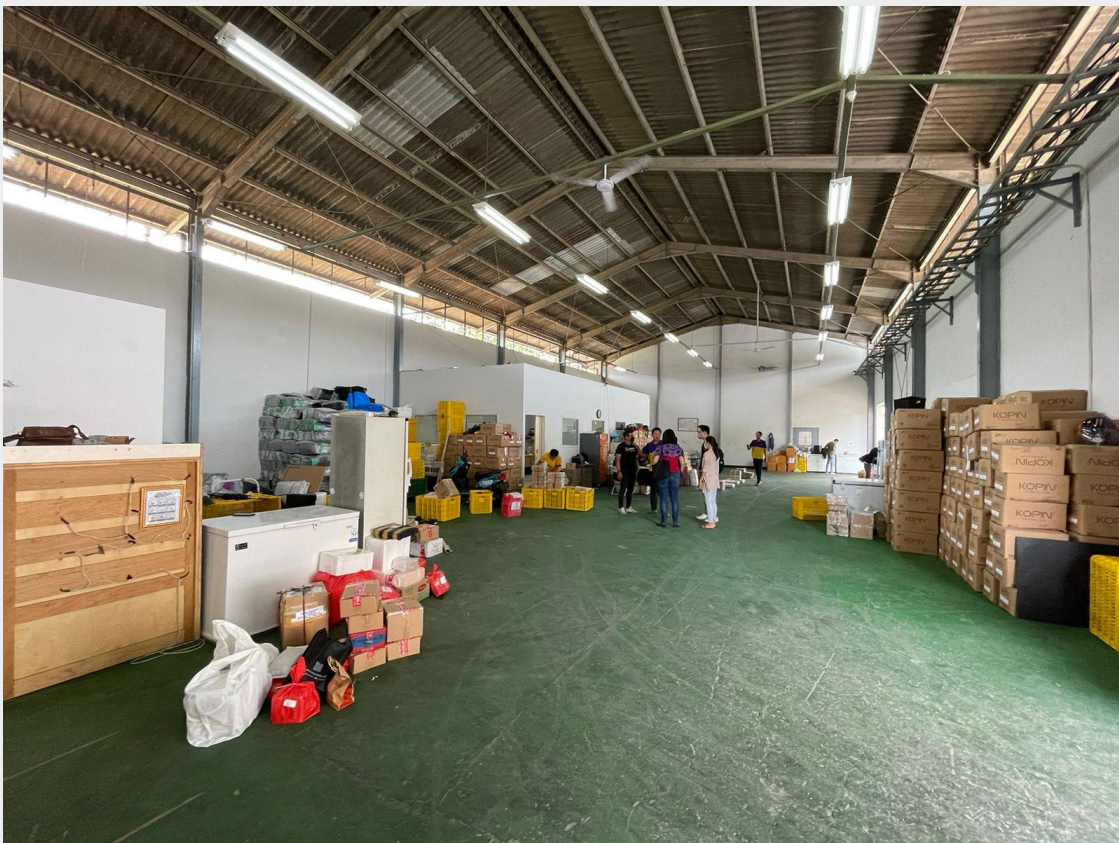
West Jakarta





Paxel Home

West Jakarta





Paxel Home

West Jakarta





Efficient, Convenient and Safe

Efficient storage platform. It is easy to use with just using a QR code to collect your package. Available 24/7, your package is keep safe until your collection.

The lockers are conveniently located near pathway or lobby and visible for tenants, couriers and merchants as well.



Automatic Notification



Secured Privacy & Safe



Accessible 24/7



No Physical Contact



Various Size S, M, L, XL



Easy to Use

PaxelBox Feature

 [How Paxelbox Works](#)



TEMPORARY STORAGE



HELP REDUCE LOADS



MULTIPLE SIZE



24/7 ACCESS



ANYONE CAN USING



AUTO NOTIFICATION



SAFE & SECURE SYSTEM SECURITY





C64 PLAZA TONGGARA

daxel | **GBK**
The First Move

**KIRIM PAKET SAMEDAY
DALAM KOTA & ANTAR KOTA**

- SAMEDAY DELIVERY SERVICE
- FLEKSIBEL ATUR WAKTU KIRIM
- ASURANSI SAMPAI IDR 10 JUTA
- HARGA FLAT DALAM & LUAR KOTA
- JAMINAN UANG KEMBALI
- JAWA - BALI COVERAGE AREA

GET IT ON Google Play

PaxelBox
Powered by **paxel**

Silakan Titip Tas dan Barang DISINI

Supaya olahraga maksimal, Titip di PaxelBox aja!

Bisa dibuka berkali-kali tanpa batas selama durasi sewa, serasa lemari sendiri

www.paxel.co
0855 7467 0318

TITIP Sepeda Lipat Mu di Sini

Jaga jarak untuk kesehatan bersama,
Jaga perasaan untuk Aku dan Kamu
Jaga barang saat olahraga?
Titip di PaxelBox aja!
Tinggal Scan!

Bisa dibuka berkali-kali tanpa batas selama durasi sewa, serasa lemari sendiri





**Kirim produk Jualanmu
di Tokopedia
Bisa Sehari Sampai
dengan Layanan
Day Paxel**



Day Paxel



**Ayo Seller!
Aktifin Paxel
Sekarang!**





 **gosend**

Enjoy
Intercity delivery
at your doorstep.

powered by

 **paxel**



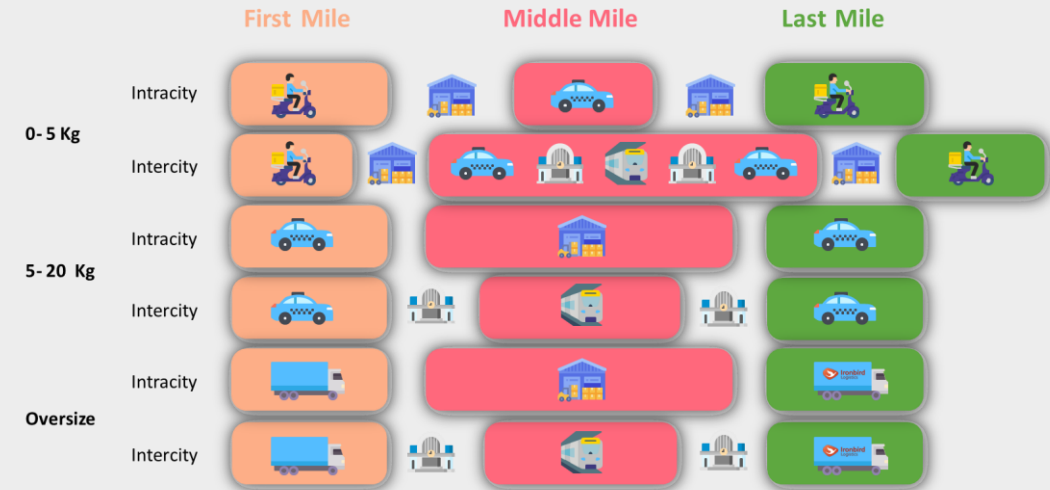
Bluebird <> Paxel Collaboration



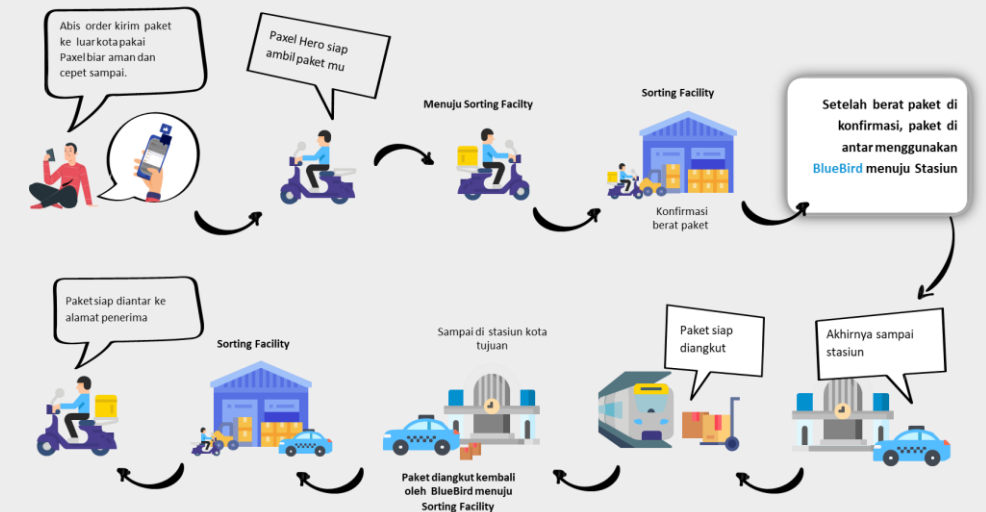
Multimoda Logistic Transportation



Operation Schematics



Customer Journey

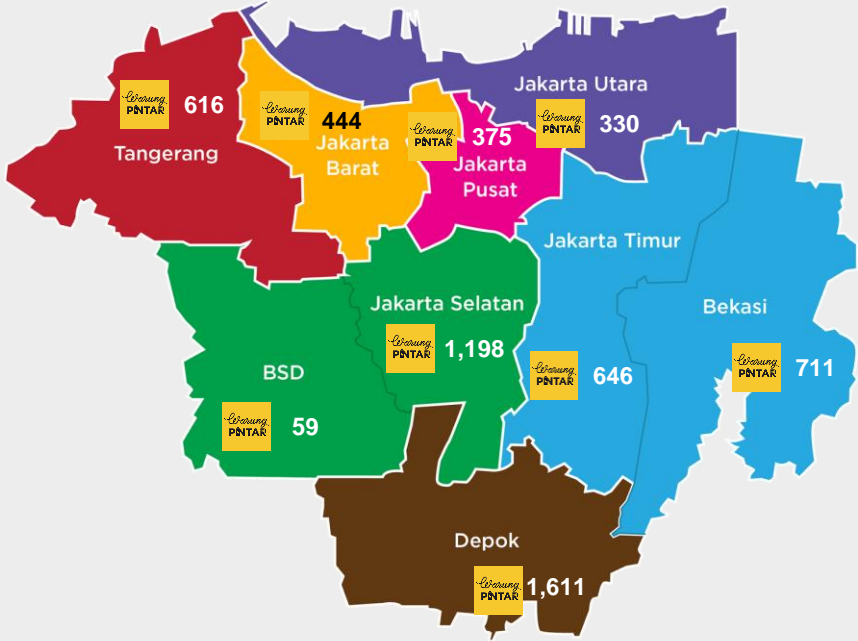




Warung Pintar <> Paxel Collaboration

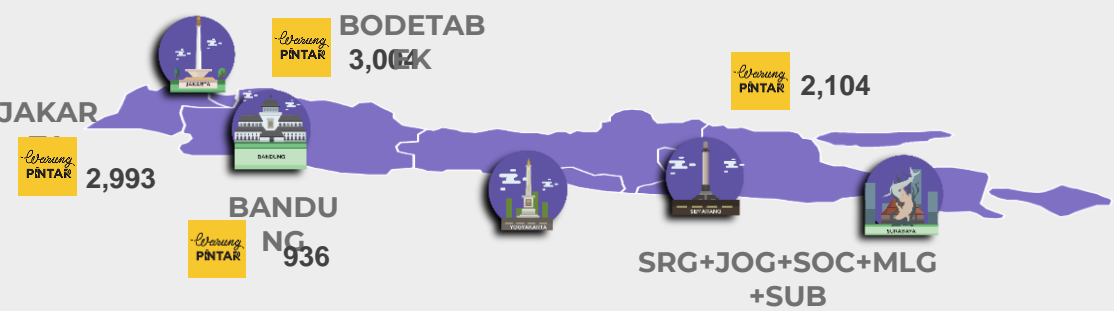
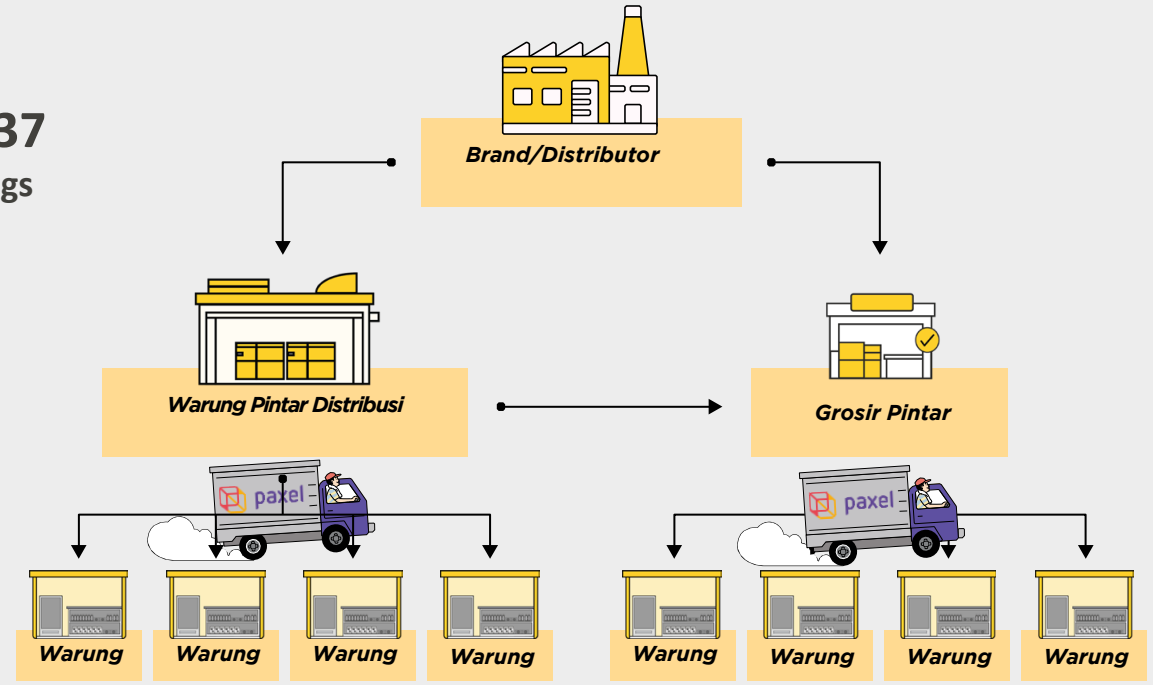


c.>9,000+ O2O # Warungs served hyperlocal delivery






c.9,037
Warungs





Telkom Property <> Paxel Collaboration



PaxelBox Telkom STO
 Telkom DBS
 (Beside Motorbike Parking Area)
Slipi

PaxelBox Telkom STO
 Front Area Lobby
Kebayoran



Rental locker to support employees & visitors needs



As a collection point/stock point for food parcel from all courier provider



paxel

Make the First Move

IN COLLABORATION WITH :



OFFICIAL LOGISTICS PARTNER
FOR TIMNAS INDONESIA



In Collaboration with



#antarkankebaikan

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