



## **SingPost introduces Singapore's first islandwide open parcel locker service**

**SINGAPORE, 27 July 2016** – Singapore Post Limited ("SingPost") introduced today Singapore's first islandwide open parcel locker service: Rent-a-POP, an exciting new service for POPStation. Retailers and consumers can now rent a POPStation locker to deliver their parcels conveniently 24/7. The service provides an innovative last mile delivery option to blogshop owners, marketplace sellers and consumers.

Currently, there are limited cost effective delivery options which provide end-to-end tracking for this customer segment. SingPost's Rent-a-POP service addresses this gap in the market, and provides a convenient solution that is easy to use.

A marketplace seller can rent a POPStation locker at a location that has been agreed with the buyer. Upon confirmation of the rented POPStation locker, the seller can drop off the parcel directly to the POPStation locker without having to arrange for courier delivery or meeting up with the buyer. The buyer will be notified and can collect the parcel anytime within the rental period, at the buyer's convenience.

Users can rent from about 140 POPStations locations in Singapore, including commercial and neighbourhood areas such as HDB shopping complexes, community centres and clubs, post offices, and tertiary institutions.

Ms Lim Ann Nee, Senior Vice President, SP Parcels, SingPost said, "Rent-a-POP continues to revolutionise last mile delivery for the growing eCommerce industry. SingPost is the first in Singapore to offer an islandwide open parcel locker service. Since the inception of POPStation, we have seen how smart lockers have given retailers and consumers parcel delivery flexibility that caters to today's busy lifestyles. We welcome the Singapore government's federated locker system initiative to ease last mile delivery challenges for small parcels."

"Opening up our POPStation for rent encourages the development of a sharing economy," added Ms Lim. "We optimise our resources as parcels can be delivered by retailers and consumers to a rented POPStation at their convenience. Recipients can collect their parcels easily near their homes or offices."

Prior to today's launch of Rent-a-POP, SingPost ran a one-month trial with online marketplaces and blogshops. During the trial, about 50 per cent of these parcels were delivered outside of office hours<sup>1</sup>. There was a 100 per cent collection rate, with almost 90 per cent of the parcels being collected the next day. These results suggest that the users seek the convenience that POPStation and its Rent-a-POP service provide.

Trial participant Airfrov is a peer-to-peer platform where people who want to buy items from overseas (Requesters) are connected to people who are able to purchase them on their behalf (Travellers).

Mr Cai Li, Co-Founder, Airfrov said, "Rent-a-POP gives Airfrov and our Travellers who bring back overseas products, an additional delivery option in serving our Requesters. It brings convenience to Travellers who can easily deposit the purchased items at POPStations of their choice. They can now deliver the goods without the time restrictions of courier delivery

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<sup>1</sup> Office hours refer to Monday to Friday, 9am to 6pm.



or meet-ups. Another benefit is there is no need for additional packaging or waybills to be printed, hence reducing the workload."

He added, "Our customers, the Requesters can also collect their parcels at their own convenience, instead of being restricted to the traditional operation hours or having to wait for courier delivery."

Rent-a-POP has benefitted Airfrov's Travellers such as June who said, "It is so much more convenient as I don't have to arrange for meet-ups with Requesters anymore." One of Airfrov's Requesters, Kimberly is a happy user of Rent-a-POP and commented, "This is an excellent service! I'm always on the move and now I can easily collect my parcel on the way home."

The POPStation service is secure. SingPost has centrally controlled systems and surveillance cameras which enable all parcels to be tracked. Also, the users will receive a unique one-time PIN and QR code which ensure that only the intended users can access the POPStation locker. Users of POPStation also have access to 24/7 customer care support.

In addition, the POPStation provides a holistic solution for eCommerce. Customers can collect and return their parcels, as well as make payment for their online purchases with our partner retailers at the POPStation.

The rates for Rent-a-POP are dependent on the size of the POPStation lockers (there are three sizes available) and the number of rental days. More details for Rent-a-POP are in this link: <https://www.mypopstation.com/rentapop>.

#### **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 around the world, with operations in 19 markets.

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.

SingPost has been listed on the Main Board of the Singapore Exchange since 2003. The market capitalisation of SingPost stood at S\$3.53 billion as of 31 March 2016. The company has a strong credit rating of A-/Stable 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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