



Keppel Telecommunications
& Transportation Ltd
(Co Reg No. 196500115G)
7 Gul Circle
Singapore 629563

Tel : (65) 6897 7372
Fax : (65) 6897 7872

MEDIA RELEASE

Keppel Logistics unveils new omnichannel logistics & channel management solutions with UrbanFox

SINGAPORE, 24 OCTOBER 2017 – Keppel Logistics, a wholly-owned subsidiary of Telecommunications & Transportation Ltd (Keppel T&T) has launched UrbanFox, an omnichannel logistics and channel management solutions brand with end-to-end capabilities from e-commerce channel management, warehousing and inventory management to last-mile fulfilment.

The unveiling of the new brand was officiated by Dr Koh Poh Koon, Senior Minister of State, Ministry of Trade & Industry and National Development; Dr Lee Boon Yang, Chairman of Keppel Corporation; Mr Loh Chin Hua, CEO of Keppel Corporation and Chairman of Keppel T&T; Mr Thomas Pang, CEO of Keppel T&T; Mr Chua Taik Him, Senior Advisor, International Enterprise Singapore; Mr Desmond Gay, CEO of Keppel Logistics and Mr Joe Choa, Managing Director of UrbanFox.

UrbanFox's logistics industry debut comes on the back of Keppel Logistics' strategic acquisition of a majority stake in Courex Pte Ltd (Courex) in 2016. Courex is a B2C (business to consumer) last-mile fulfilment start-up using a crowdsourcing model for deliveries and a cloud-based platform for logistics management.

UrbanFox will be helmed by Managing Director, Mr Joe Choa, the founder of Courex. The newly unveiled UrbanFox brings together the best of Courex's digital competencies with Keppel Logistics' established networks and trademark reliability to accelerate customers' growth in the digital economy.

The growing popularity of e-commerce coupled with changing consumer expectations towards retail experiences have brought fresh challenges to the traditional brick-and-mortar retail industry as well as logistics services providers that are faced with large last-mile delivery volume. UrbanFox offers a comprehensive suite of omnichannel logistics & channel management solutions that promises a seamless experience for brands and their customers. UrbanFox's services comprise:

- Omnichannel Logistics and Channel Management,
- Warehousing and Inventory Management,
- Last-Mile Delivery

Utilising UrbanFox's solutions, brands will be able to establish and grow their online retail presence by listing their products on leading online marketplaces and platforms such as Lazada, Shopify, Shopee and Magento. They may also choose to launch their own online webstore with UrbanFox while maintaining a centralised platform to manage content, inventory and transactions across all channels.

Tapping on Keppel Logistics' core strengths in third-party logistics solutions, brands will also be able to choose from a range of storage options for goods, including temperature-controlled warehouses. Finally, UrbanFox uses smart algorithms to power last-mile deliveries and optimise delivery routes by time and area, making the delivery experience a breeze for brands, customers, and delivery drivers alike. The delivery fleet comprises a hybrid of a fixed-fleet as well as crowdsourced drivers, allowing UrbanFox to be nimble enough to outfox seasonal peaks in delivery requirements.

Mr Desmond Gay, CEO of Keppel Logistics, said, "The logistics industry is at a crossroads, faced with emerging technologies and evolving customer expectations that are shaking up the sector. As always, Keppel Logistics remains committed to adapt and grow, helping our customers to sharpen their competitive edge in the process. We are pleased to meet the challenges of a disruptive ecosystem and the emergence of online and offline (O2O) sales platforms head-on with UrbanFox, which is set to be a force to be reckoned with in channel management & omnichannel logistics!"

With the help of agencies such as International Enterprise (IE) Singapore, SPRING Singapore and EDB, UrbanFox will be investing up to \$20 million over the next two years to scale up its omnichannel logistics and channel management capabilities, including automation and software development.

Said Mr Law Chung Ming, Group Director for Transport & Logistics, IE Singapore, "The logistics sector is instrumental in developing Singapore as a leading trade and connectivity hub. Singapore logistics companies such as Keppel Logistics are innovating business models to capture new opportunities in the digital economy. IE Singapore will continue to partner and assist companies in their transformation. We recently launched Professional Conversion Programme (PCP) - South East Asia Ready Talent, which helps the logistics sector develop talent with specific market skillsets to capture regional opportunities. Keppel is one of the pioneer participants on board this programme¹."

UrbanFox Managing Director, Mr Joe Choa, said, "We have been working hard behind the scenes since joining the Keppel family last year to build up new competencies together with Keppel Logistics. We are excited that our efforts have culminated in the launch of UrbanFox, a comprehensive omnichannel logistics and channel management solutions provider that can help brands compete effectively in the e-commerce space."

¹ Launched in May 2017 by IE Singapore, Workforce Singapore and Singapore Business Federation, the Professional Conversion Programme (PCP) - South East Asia Ready Talent (Logistics vertical) aims to provide logistics company with a competent and capable Singapore workforce that has global market experience and expertise in niche services e.g. project cargo logistics, cold chain logistics and e-commerce fulfilment.

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For further information, please contact:

Media Relations:

Kevin Ho (Mr)
Senior Executive
Group Corporate Communications
Keppel Corporation Limited
Tel: +65 6413 6581
Email: kevin.ho@kepcorp.com

Investor Relations:

Tang Yi Bing (Ms)
Assistant Manager
Group Corporate Communications
Keppel Corporation Limited
Tel: +65 6413 6474
Email: yibing.tang@kepcorp.com

This press release is also available on Keppel Corporation's website: www.kepcorp.com

About Keppel Telecommunications & Transportation Ltd

Keppel Telecommunications & Transportation Ltd (Keppel T&T), is a subsidiary of Keppel Corporation Limited, a leading company listed on the Main Board of the SGX-ST with core businesses in offshore and marine, property, infrastructure and investments. Keppel T&T is also listed on the Main Board of SGX-ST with logistics and data centre operations in Europe and Asia-Pacific. In Singapore, wholly owned subsidiary Keppel Logistics has more than 40 years of experience in offering customised integrated logistics solutions. It currently also operates logistics facilities with advanced IT infrastructure in China, Hong Kong, Malaysia, Indonesia, Vietnam and Australia.

Keppel Data Centres, Keppel T&T's data centre division has a track record of more than a decade in owning, developing and managing high quality carrier-neutral data centre facilities that support mission-critical computer systems. Keppel T&T is also the sponsor of Keppel DC REIT, the first data centre Real Estate Investment Trust (REIT) listed in Asia and on the SGX-ST. Together with assets owned through Keppel DC REIT, Keppel T&T has a global portfolio of 18 data centres located in key data centre hubs across Asia Pacific and Europe.

<http://www.keppeltt.com.sg>