

Press release

Kerry Express joins forces with Central Retail to shake up the nation's logistics industry with Kerry XL, express delivery service for large bulky items, further reinforcing its position as No.1 in Thailand



(Bangkok – 14 February 2022) Central Retail Corporation or CRC, Thailand's number one retail company, announced its strategic partnership with Kerry Express (Thailand) Public Company Limited or KEX, the country's leading express delivery company, launching "Kerry XL," a unique and fast delivery platform serving the pick-up and deliveries of large, bulky items, with its first customer group being CRC business partners and customers to support its leaping omnichannel growth. KEX's superior express delivery standard under its unique Hub-and-Spoke model allows the service to be fast, convenient, and efficient at a competitive price. This service addresses Thai everyday needs, allowing customers to overcome long waits, high delivery costs and untraceable delivery problems. Kerry XL users will also have access to additional value-added services e.g., points for loyalty program, cash-on-delivery (COD) services, insurance on packages, assembly service (e.g., furniture), installation service (e.g., air conditioner), and exchange service. These services will allow our customers to get the products much faster with delivery status tracking and to manage their costs efficiently.

Mr. Alex Ng, CEO of KEX, said, "As we all know, Thais love online shopping. In fact, consumers also love shopping for bigger items like fitness equipment, furniture, white goods and construction materials online if deliveries can be less of a headache. And in it, we saw a business opportunity for this new service; Having observed that among sellers on social media and e-commerce marketplaces, there still is a multitude of demands for large parcel delivery

services for us to tap into. We are thus confident that the new Kerry XL service will cater to the needs of both buyers and sellers.

Being in the express delivery industry for over 16 years, KEX knows that the partnership with CRC, number one in retail, means a combined expertise to give consumers the ultimate user experience. Our goal is to set the new market standard, to provide reliable, predictable, visible, and easy-to-access services. We believe that with these conditions, continuous growth is guaranteed. The partnership between KEX and CRC creates a unique and impactful synergy between the two brands, both symbols of quality. KEX has deep experience in express deliveries, network management and has an extensive network serving all major e-commerce marketplaces and e-sellers on different social medias. CRC possesses a wide range of brands and clientele who increasingly buy and sell large-sized products on its omnichannel platform.

“We see demands not served. Look at Japan, Korea and China, the markets for large-item deliveries are much bigger and more mature there than they are here. Today, we see another golden opportunity to once again be the pioneer, as we did with the country-first’s express platform, and the first express delivery company to go IPO in Thailand” **added Mr. Alex Ng.**

Mr. Ty Chirathivat, Deputy CFO of CRC, revealed, “CRC aims to grow its business by leaps and bounds. We saw the need to expand our capacity and enhance our logistics system to satisfy the needs of our ever-prospering portfolio of partners and clients, especially for large shipments. This strategic partnership with Kerry is regarded as such a major milestone for us as it provides consumers with unprecedented convenience in the shipping of large and bulky items with reliable services enabled by Kerry's Hub-and-spoke model, which is in line with our strategy to enhance our Omni-Channel platform. We also attach great importance in collaborating with business partners who will grow with us in the long run, and this is thus yet another example of our business collaborations to further strengthen our retail leadership under the CRC Retailelligence strategy. We will continue to strive and develop our business, while constantly looking out for new opportunities and channels to complement every aspect of the ecosystem, so that it will be more complete, thereby ensuring optimal satisfaction of our partners and customers.”

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