

PUDO

Pick Up & Drop Off station

E-Commerce Last Mile Delivery Solutions



The Problem

Home Delivery is not sustainable!

Increasing Orders.....

Increases

&

Decreases

Ops Expenditure
Fleet + Fuel + Returns

Ops Efficiency
Speed of Delivery + Margins

Home Delivery limits customer experience!

Ignores customer availability at home.

Orders left at the doorstep increase chances of .

THEFT

DAMAGE

POOR UX

ANXIETY



The Solution

A network of Pick up & Drop Off Hubs

For Example: In MENA Fodel has created a network of more than +2500 Fodel Hubs as Pick Up & Drop Off (PUDO) points across MENA.

Fodel leverages the strengths of different Hubs like Pharmacies, Laundromats, Convenience Stores, Salons and Dark Stores to offer delivery choices.

The Multiple Benefits to the E-Commerce Store

Gives Cx upto 4 days to Pick Up

Allows stores upto 14 days for RTO

Allows for Pick Up & Drop Off 24x7

Increase delivery Time & Volume

Allows for Prepaid, CoD & CC payments

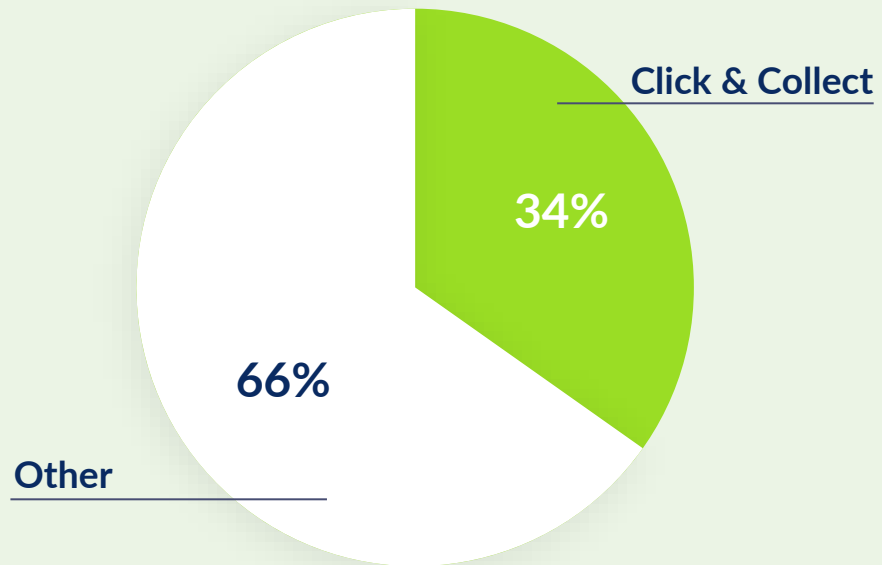
PROVEN CONCEPT

FODEL's model of pick-up and delivery solution is a proven concept around the world with high usage rate and many success stories

>34% of all deliveries are directed to pick-up and drop-off points in Europe

With many M&A transactions in the space as the solution creates

% online orders delivered to pick-up and drop off points, Europe



UK



UPS acquires Kiala (2012)

CHINA



Alibaba acquires Cainiao (2017)

FRANCE



dpd acquires Pickup (2009)

PUDO Across the World

PUDO Growth 70%

YoY Growth in Network Size

UK 34%

SHOPPERS PREFER PUDO

EU 450 K

LARGEST NETWORK OF HUBS

USA 52%

SHOPPERS CHOOSE OOH DELIVERY

 **24 Hubs
/10 K Cx**

FINLAND HAS THE DENSEST PUDO NETWORK IN THE WORLD

PUDO Use Cases

A way of addressing customer's needs through innovative delivery services



Discreet Delivery

Advantages

- Income generating delivery service.
- Promotable service.

Customer Type/Needs:

- Women & for Women.
- Gifting Occasions
- Conservative households.



Green Delivery

Advantages

- A CSR delivery service.
- Promotable service.
- Eco-Friendly Option
- Educational Tool.

Customer Type/Need:

- Eco conscious Customers.
- Gen Z



Anytime Pickup

Advantages

- Cost cutting Service
- Promotable service.

Customer Type/Need:

- Professionals working Night Shifts.
- Professionals working Odd Hours
- Cabin crew, Healthcare, Call Centre

Anytime Pick Up: Features

Leverage the strength of 24-hour open locations to optimize delivery.



Anytime Pickup

An E-Commerce delivery solution allowing E-Commerce Stores to deliver shipments to their customers across 24 hours.

This feature also enables customers to Pick Up their shipments at their own convenience anytime in 24 hours

Features:

Advantages to the Store:

- Faster Delivery: Avoid delays in delivery due to regular work hours.
- Optimize Resources: Increase number of deliveries per 24-hour intervals.
- Increase convenience for the customer.
- Cutting down costs.

Potential Customers Profiles:

- Professionals working Night Shifts:
- Healthcare Professionals: Doctors, ER Personnel, First Responders, Nurses.
- Service Professionals: KPO, BPO executives, Remote Working Professionals.
- Security Personnel: Police, Armed Forces.
- Airline Staff: Pilots, Cabin Crews, Airport Staff.
- Hotel Staff: Hotel Managers, Concierge

Discreet Delivery: Features

Leverage the strength of 24-hour open locations to optimize delivery.



Discreet Delivery

An E-Commerce delivery solution allowing E-Commerce Stores to deliver shipments to their customers discreetly.

This feature also enables customers to pick-up their shipments at their own convenience at a location of their own choosing.

Features:

Advantages to the store:

- Creating a wholistic customer experience.
- Deliver in Brand Free Packaging.
- Reduce Customer Drop-off.
- Reduce Return to origin costs
- Creating a promotable delivery option to drive traffic.

Potential occasions for usage:

- Gifting occasions for people in the same household.
- Delivery of Female products especially in conservative households.
- Perfect for items like Women's Clothing, Lingerie, Make up.
- Keeping your personal shopping private.

Green Delivery: Features

Leverage the strength of Pickup locations to reduce your Carbon Footprint



Green Delivery

An E-Commerce delivery solution allowing E-Commerce Stores reduce their carbon footprint and engage with their customers

This feature allows the younger eco-conscious to participate in building a Greener future

Features:

Advantages to the Store:

- Create a CSR & Green offering for your customers.
- Drive Traffic to the website using a promotable service.
- Appeal to the community to make E-Commerce delivery more sustainable.

Potential Customers & Occasions:

- Eco-conscious customers.
- Gen Z & Younger customers who shop with strong convictions.
- A Promotable Service during Earth Day & National Holidays..

Ideal Parcel for PUDO

Parameters for applicable shipments for PUDO Delivery

Parcel Dimensions

Parcel Volume Limit: 45 cms x 45 cms x 45 cms

Parcel Max Weight Limit: 10 Kilograms

Parcel Max Value: AED. 5,000

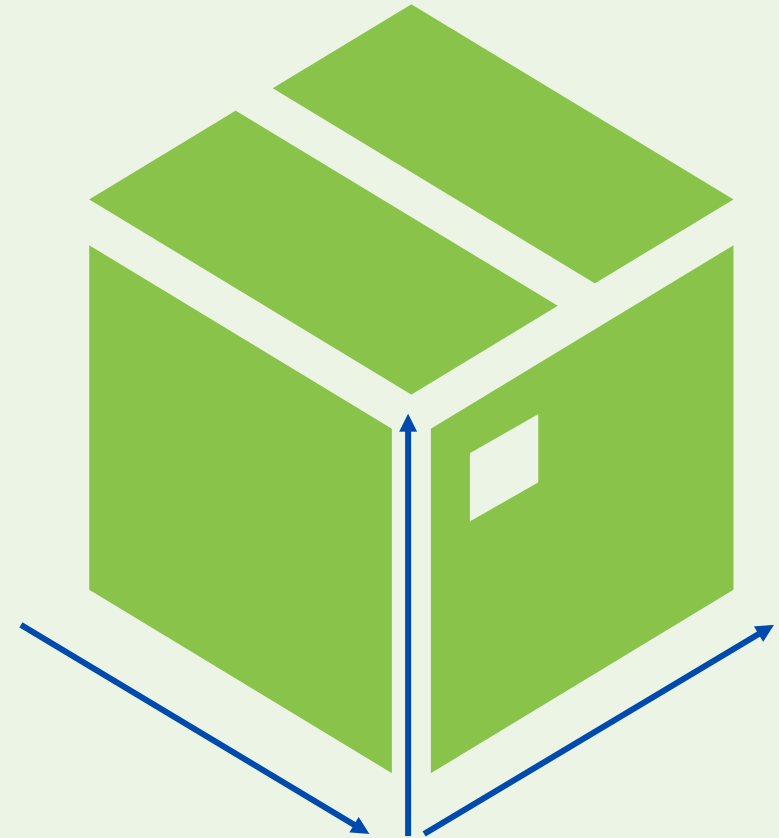
Duration of Storage:

Customer can pick up Limit: up to 4 Days or 96 hours

Merchant Storage limit: up to 10 Days or 240 hours

Merchant Volume : Ranges from 20-40 parcels per shop at any given time

(Capacity available at shops is managed using capacity management feature on a PUDO application. As soon as the capacity limit is reached at any shop it will disappear from checkout page for customer selection)



Promoting Campaigns to drive Sales



amazon

THIS RAMADAN
Don't let Home Delivery ruin the surprise.

Get your gifts delivered to a secret location of your choosing.

Pickup from 1000 locations right next to you.
Choose Discreet Delivery on Checkout.

Ramadan Kareem

GIFTING/FESTIVE OCASSIONS



max

Join Max in reducing UAE's Carbon Footprint.
Ditch Home Delivery, Choose Green Delivery

Pick up your order from 800 locations right next to you.

Green Delivery reduces our Carbon Emissions by
30%

EARTH DAY
22, APRIL

COMMEMORATION DAYS



نمتني
NAMSHI

24 HOURS

1 DAY DELIVERY WITH ANYTIME PICK UP

BLACK FRIDAY SALE
50% OFF

Choose Anytime Pick Up at Check-Out

www.namshi.com

PROMOTIONS & DISCOUNTS

Possible Marketing Campaigns



amazon

We've got you covered!

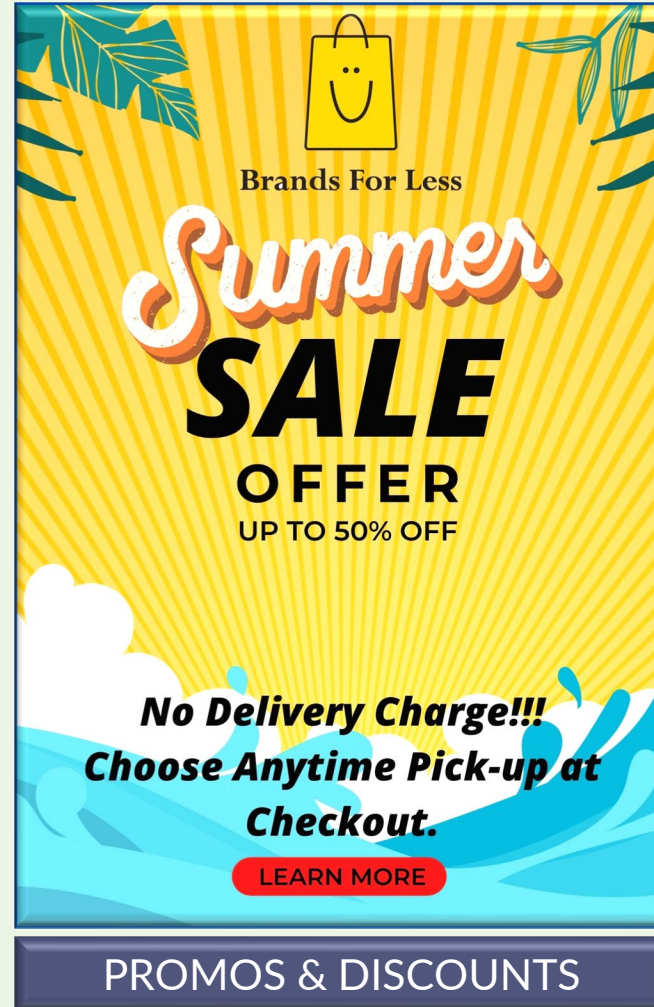
Working Hard with Busy schedules & Night Shifts?



We now deliver 24 hrs Pick up your order at your own convenience. Choose Anytime Pick Up on Checkout



TARGETTED OUTREACH



Brands For Less

Summer SALE OFFER

UP TO 50% OFF

No Delivery Charge!!!

Choose Anytime Pick-up at Checkout.

[LEARN MORE](#)

PROMOS & DISCOUNTS



نمشتي
NAMSHI



24 HOURS

1 DAY DELIVERY WITH ANYTIME PICK UP

BLACK FRIDAY SALE

50% OFF

Choose Anytime Pick Up at Check-Out

www.namshi.com

QUICK DELIVERY

Aligning Marketing



amazon

THIS RAMADAN
Don't let Home
Delivery ruin the
surprise.

Get your gifts delivered to a secret
location of your choosing.

Pickup from 1000 locations right next to you.
Choose Discreet Delivery on Checkout.

Ramadan Kareem

The advertisement features the Amazon logo at the top, flanked by two glowing lanterns. Below it, the text reads "THIS RAMADAN Don't let Home Delivery ruin the surprise." Further down, it says "Get your gifts delivered to a secret location of your choosing." and "Pickup from 1000 locations right next to you. Choose Discreet Delivery on Checkout." At the bottom, there is a silhouette of a mosque and the text "Ramadan Kareem".

GIFTING/FESTIVE OCCASSIONS



VICTORIA'S
SECRET

It's not a secret if it's not discreet
Choose Discreet Delivery
at Checkout
www.victoriasecret.com

The advertisement has a pink background with a silhouette of a woman in a green bikini sitting on a stool. The text "VICTORIA'S SECRET" is at the top. Below the image, a white banner contains the text "It's not a secret if it's not discreet Choose Discreet Delivery at Checkout www.victoriasecret.com".

WOMEN'S PRODUCTS



LIFE[®]

Keep your medication
Private

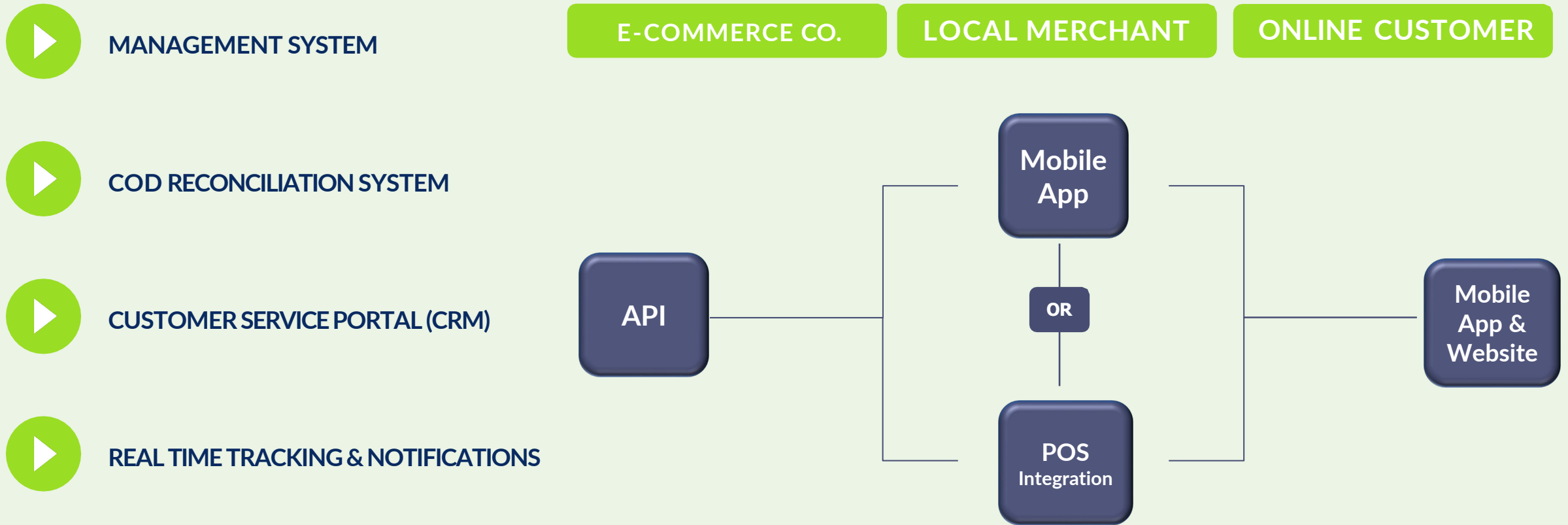
Choose Discreet Delivery at Checkout
www.lifepharmacy.com

The advertisement features the Life Pharmacy logo at the top, which is a stylized figure inside a blue shape. Below it, the text reads "Keep your medication Private". In the center, there is an illustration of a pharmacist in a white coat holding a tray of pills, with a pill bottle and other medical supplies nearby. At the bottom, a white banner contains the text "Choose Discreet Delivery at Checkout www.lifepharmacy.com".

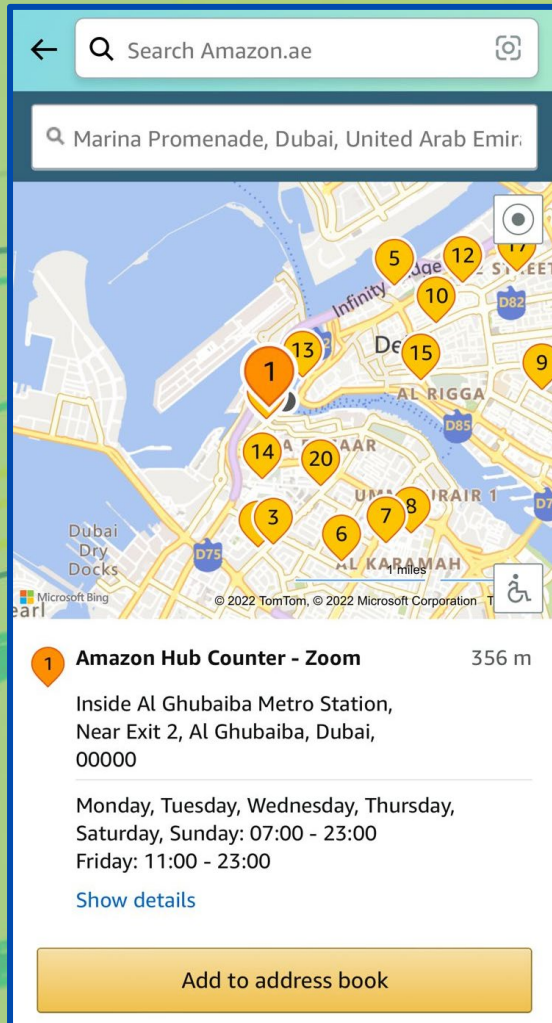
PRIVACY

Basic Plug & Play API Features

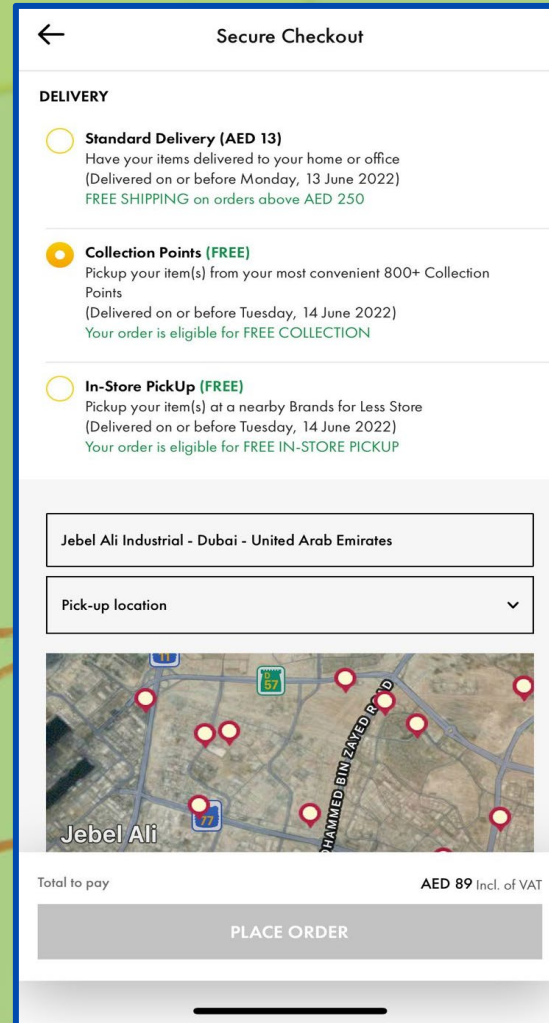
The solution is built on a robust technology designed to deliver, receive & return parcels in a few taps, with multiple integrations solutions allowing fast B2B onboarding.



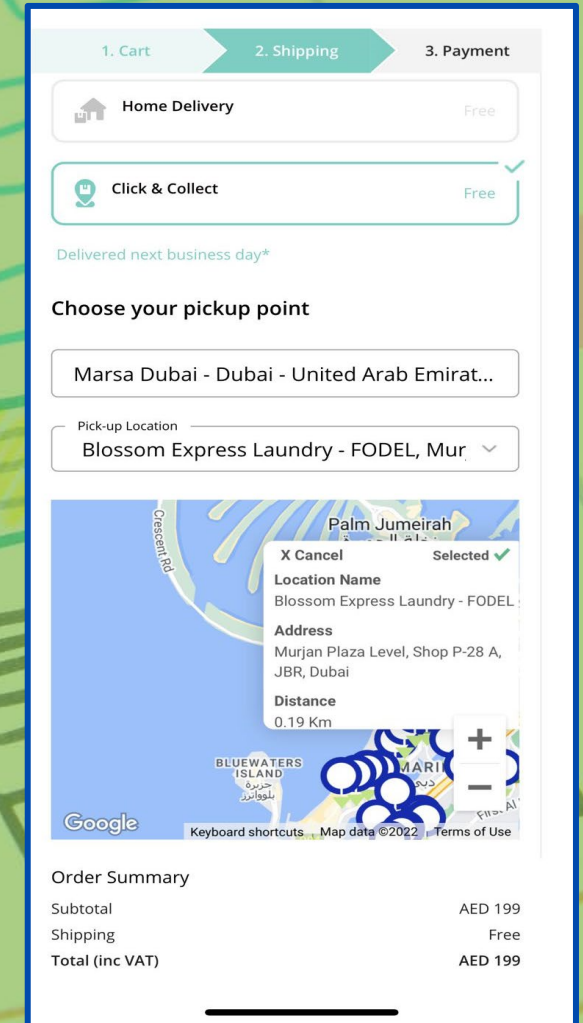
How PUDDO has been Integrated in MENA



ON AMAZON



ON Brands for Less




ON EYEWAA


Let's get in touch

For detailed pricing and operations please contact

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