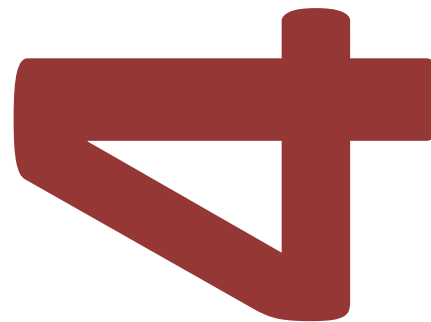


E-commerce impact on the logistics market in Kazakhstan



Kazport Today

Mission

To stimulate the development of a modern digital society based on an effective ecosystem that provides customers with the opportunity to quickly and securely receive postal, logistics, financial and agency services.

Strategy



Digital transformation



Ecosystem for e-commerce



Organizational Transformation

Vision

A leader in providing a range of high-quality postal, logistics, financial and digital services.

High level of geographical presence About 3,000



post offices



Over 18,000

Staff



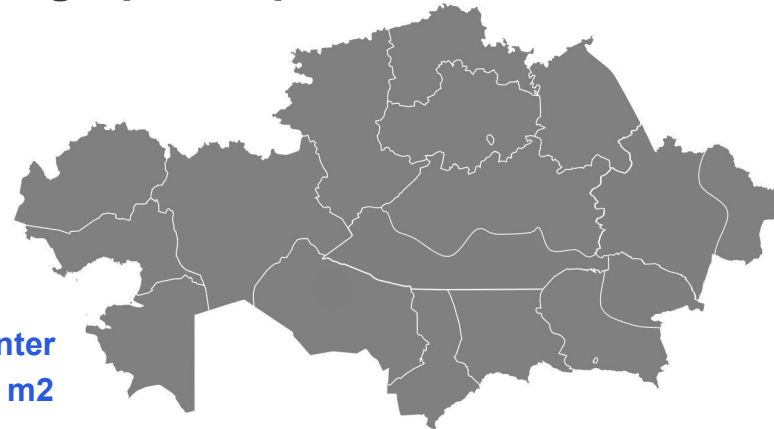
2000

Units of transport



3 Fulfillment Center

Total area 15200 m2



- ✓ Almost every letter is sent through Kazpost.
- ✓ Every 2nd parcel is sent through Kazpost.
- ✓ 100% Country coverage.
- ✓ 120 thousand parcels per day are processed by Kazpost.
- ✓ The 1st and only bonded warehouse in Kazakhstan on the border with China.

National postal operator with high brand awareness

Revenues

52% Postal services

32% Financial & Agency Services

16% Other

Postal services

Letters

Parcels International

Mail Ems

PrintФинансовые услуги

Transfers Utility payments

Pension and social payments Payment cards

Brokerage and dealer services

Agency services

Bank loans

Ticket sales

Insurance sales

Market trends in Kazakhstan



Last Mile Focus



Long-distance transportation = cargo delivery market



Collection of orders within 500 meters



Delivery within 2 hours



All orders in cities

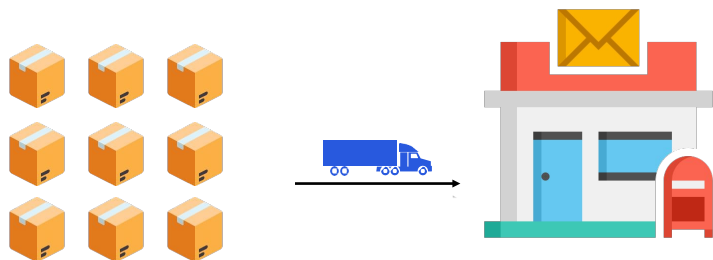


You can store your products anywhere

Hyperlocal logistics

Parcel is a convenient way to deliver

Was



Customers pick up orders from branches

Calls:

Fast delivery

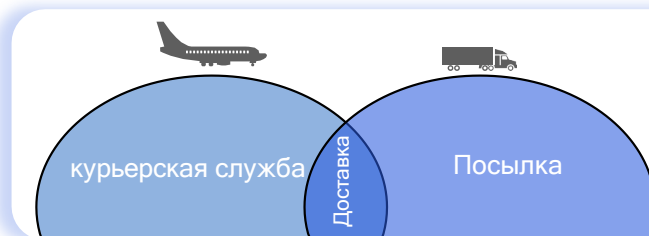
Cheap Shipping

Order flow optimization

Became



- The number of orders, technologies and partners (uber, yandex, etc.) allow you to deliver parcels directly to your home from the nearest branches.
- Any courier service or aggregator can connect to delivery from branches.
- The compartment can be used as a point
With pickup, sellers can store orders in locations for fast delivery.



From competition to partnership

From Smart Routing to Data Analytics

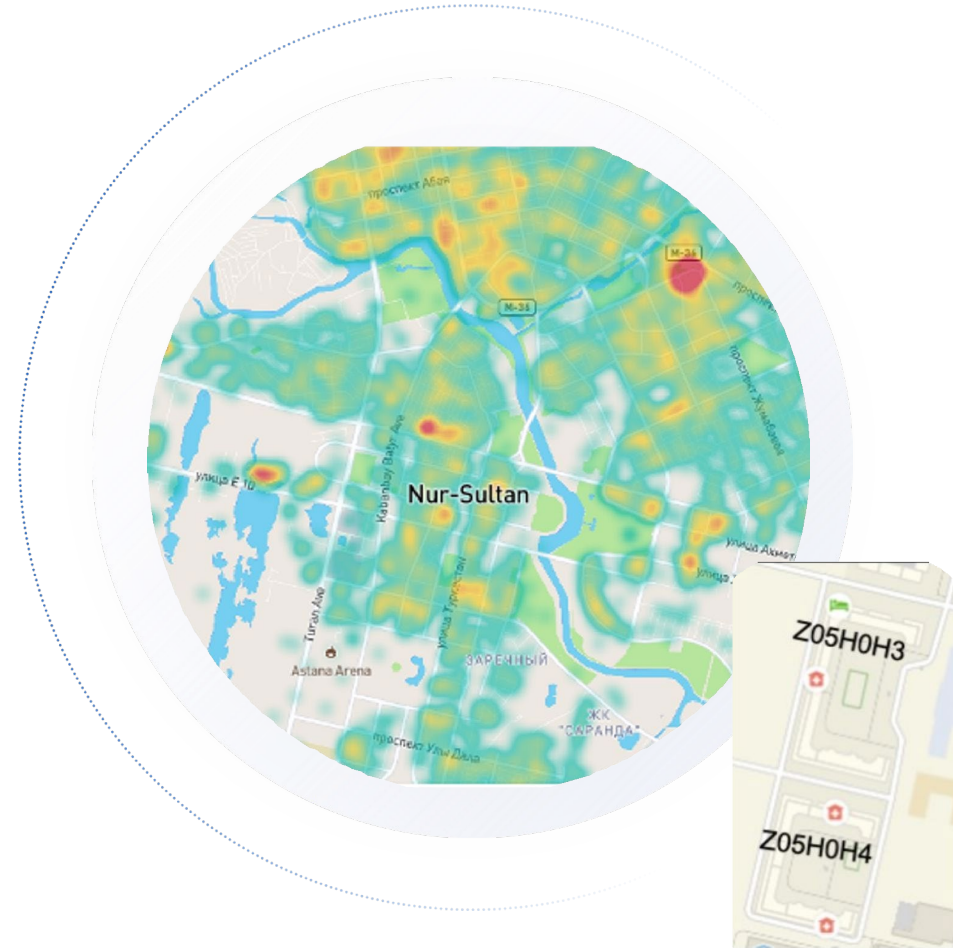
How?



These are neighboring buildings, we build a heat map based on the frequency of orders.



The final stage of improvement
The "last mile" is the selection of departure points for the "last mile".



...что нужно для точной доставки

Q/A

Спасибо за
внимание!