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URBANFOX ANNOUNCES EXPANSION PLANS IN MALAYSIA FOLLOWING APPOINTMENT AS MDEC'S CROSS-BORDER E-COMMERCE INITIATIVE PARTNER

Partnership Will Include UrbanFox's Establishment of Corporate Office and Omnichannel Logistics Warehouse in Shah Alam, Selangor

KUALA LUMPUR, 21 AUGUST 2019 – UrbanFox, a subsidiary of Singapore-based Keppel Logistics, today announced its plans to expand its operations to Malaysia, further strengthening its logistical service portfolio. This follows the company's appointment as a Cross-Border e-Commerce Initiative Partner in the Digital Free Trade Zone (DFTZ) initiative by Malaysia Digital Economy Corporation (MDEC).

As part of the partnership, UrbanFox will work closely with MDEC to enhance the export competitiveness of Malaysian SMEs by enabling them to scale their businesses online and across the region, offering their employees access to a unique online employee shopping platform, and lowering the total cost of logistics through the integration of the entire supply chain.

MDEC COO, Dato' Ng Wan Peng, said, "Malaysia's Digital Economy is built on strong public-private partnership and UrbanFox's participation in the DFTZ initiative is an extremely welcomed one. This partnership will further widen Malaysia's Digital Economy ecosystem, as we accelerate the push for our brands and businesses to digitise and tap into cross-border opportunities through the power of e-commerce."

As part of its expansion in Malaysia, UrbanFox will be replicating its digitally-enabled omnichannel logistics warehouse designed to deliver the company's unique omnichannel logistics solution, and serve both domestic and regional markets.

Brands that have signed up to tap into UrbanFox's planned 133,000 sq. ft. omnichannel warehouse include Clarks, Mothercare as well as a host of other infant care brands. UrbanFox will also be opening a corporate office in Selangor to better support brands in Malaysia.

Joe Choa, Managing Director, UrbanFox, said, "The ambition and commitment by the Malaysian government to accelerate e-commerce growth has transformed Malaysia into an attractive destination for e-commerce enablers like UrbanFox. We look forward to be a part of Malaysia's Digital Economy journey."

UrbanFox will make it simpler for Malaysian brands to sell their products through multiple popular Business-to-Consumer (B2C) e-marketplaces including Lazada, Shopee and Qoo10, via a single proprietary platform which enables brands to rapidly 'plug and play' e-commerce capabilities.



The platform provides brands with a full view of available inventory across all marketplaces and near real-time tracking of all goods, enabling them to scale across the region by selling directly to consumers, eliminating traditional barriers to regional expansion.

Malaysian companies can also sign up for access to the UrbanFox eClub, a corporate employee-only e-marketplace platform hosted by UrbanFox where employees can redeem or purchase discounted products from UrbanFox's stable of customers. The closed platform may only be accessed by employees of participating brands, and is not open to the public.

In Singapore, where it operates a network of warehouses and distribution points across the island, UrbanFox enables brands to pull stock from a single inventory for multiple channels in near real-time, inventory management and last-mile needs through omnichannel fulfilment capabilities, significantly reducing the total cost of logistics.

UrbanFox manages the logistical, channel management and last-mile delivery needs for more than 500 brands and over 20,000 types of products from various industries from food to books to fashion.

About UrbanFox

UrbanFox offers a comprehensive suite of omnichannel logistics and multi-channel commerce solutions. A subsidiary of Keppel Logistics, UrbanFox leverages Keppel's establish and extensive network to provide services spanning:

- Channel Management – enabling brands to tap into multiple e-commerce channels and integrate e-marketplaces such as Lazada, Shopee and Qoo10
- Omnichannel Logistics – providing end-to-end fulfilment services, from one-stop B2B and B2C warehousing solutions to real-time inventory management and more
- Last-Mile Delivery – providing a combination of owned and crowdsourced delivery partners to cater to the diverse delivery needs of businesses

Working with more than 500 brands, UrbanFox's customers span a wide range of industries from FMCG to Fashion.

UrbanFox was founded in 2009 as Courex, a B2C last-mile fulfilment start-up. It was rebranded as UrbanFox following the acquisition by Keppel Logistics.

Find more information about how UrbanFox is shaping the future of logistics at <https://www.urbanfox.asia>.

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About Malaysia Digital Economy Corporation (MDEC)

Malaysia Digital Economy Corporation (MDEC) is the government agency under the Ministry of Communications and Multimedia Malaysia entrusted with leading the nation's digital economy forward.

To future proof Malaysia for the digital age, MDEC will leverage our proven track record, industry credibility and experienced leadership to connect, catalyse, and commercialise digital initiatives to advance thriving and sustainable digital communities with diversity and inclusivity at its core.

#DigitalMalaysiaForward #LetsBuildTogether

To find out more about MDEC's Digital Economy initiatives, please visit www.mdec.my or follow us on:

Facebook: @MyMDEC Twitter: @mymdec

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