

HYPER-LOCAL WAREHOUSING

# INTRODUCING HYPER-LOCAL WAREHOUSING

(OR HOW TO MAKE CUSTOMERS SMILE, QUICKER)

PARCELLY IS THE UK'S MOST-ADVANCED network of carrier and retailer-agnostic pick-up and drop-off locations. We help you to move your goods more efficiently, swiftly, and sustainably. Now your first mile just got better!

Our **Hyper-Local Warehousing** solution brings your products closer to your customers in demand areas you define, for the 'instant' delivery they want. By using our unique network of curated local warehouses, proven stock management and distribution technology and third-party delivery partners (3PD), your customer will have their order fulfilled on-demand.

Oh, and along with many other advantages it's more environmentally friendly too.

parcellly 

# THE BIG IDEA

THE ESSENCE OF HYPER-LOCAL WAREHOUSING is keeping some of your selected key goods, flash sale or promotional items as close to your customer base as possible (ideally within four miles) so that they can be delivered instantly.

Parcellly operates over 3,000 high-street locations across the UK and US, and you can store a selected range of products at as many of these as you strategically need—we help you pick the products and map locations that will work best for you. When a customer makes a purchase, the product is picked at the nearest local warehouse and carried the last mile (or less!) by an on-demand or same-day 3PD of your choice. From purchase to product, delivery takes less than 90 minutes (within a 2.5 to 4 mile radius).

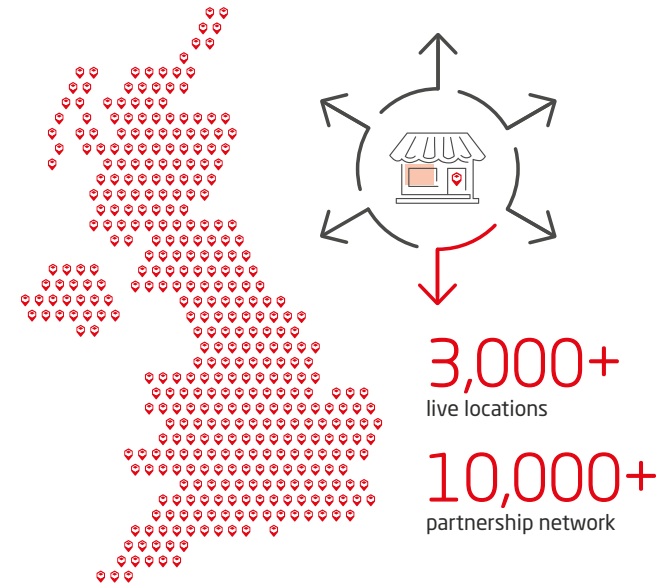
And it's as easy to set up as it is to use. Our Hyper-Local Warehousing model is asset light, requiring no CAPEX investment from you, and manpower-

light Parcelly locations do all the work. This makes it an excellent way to trial new markets with minimum risk, reaching as many as 200,000 potential customers with each new location.

Through a brief discovery phase, we'll identify the storage requirements of your product and help map your optimised warehouse location postcodes based on customer reach and other KPIs. Once agreed, the storage set-up is completed with the first stock-replenishment. Stock level alerts, pre-agreed replenishment processes and your allocated account manager ensure all products remain available for sale and delivery. At the end of month you are invoiced for each store ('License fee'), the storage space if greater than 1 EU pallet ('Storage fee'), and for each order pick ('Transaction fee').

**Leaner, closer, faster! It's hard to think why you wouldn't want to try it.**

## A TESTED AND DEPLOYED TECHNOLOGY

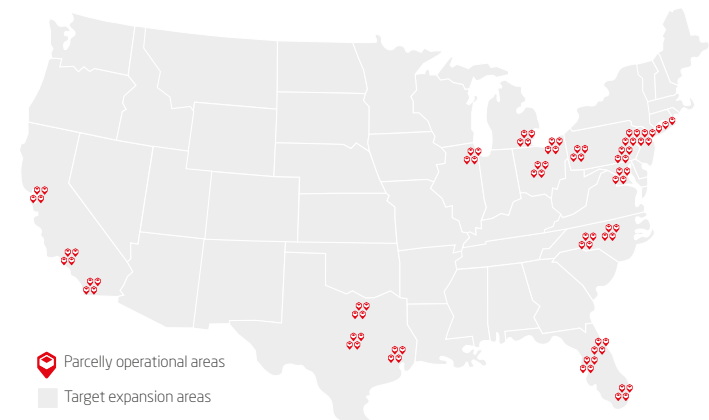


## WHY HYPER-LOCAL WAREHOUSING WILL WORK FOR YOU

There are many reasons to try Parcellly's Hyper-Local Warehousing, but here are 5 of our favourites:

1. Super-fast fulfilment (instant or under 90 mins)
2. Encourages incremental sales (reach 200,000 people per location)
3. Low-cost entry (you've very little to lose)
4. Flexible and scalable (try it, love it, grow it further)
5. Rapid ROI (need we say more?)

Oh, and of course it's also more sustainable—better for business and better for everyone.

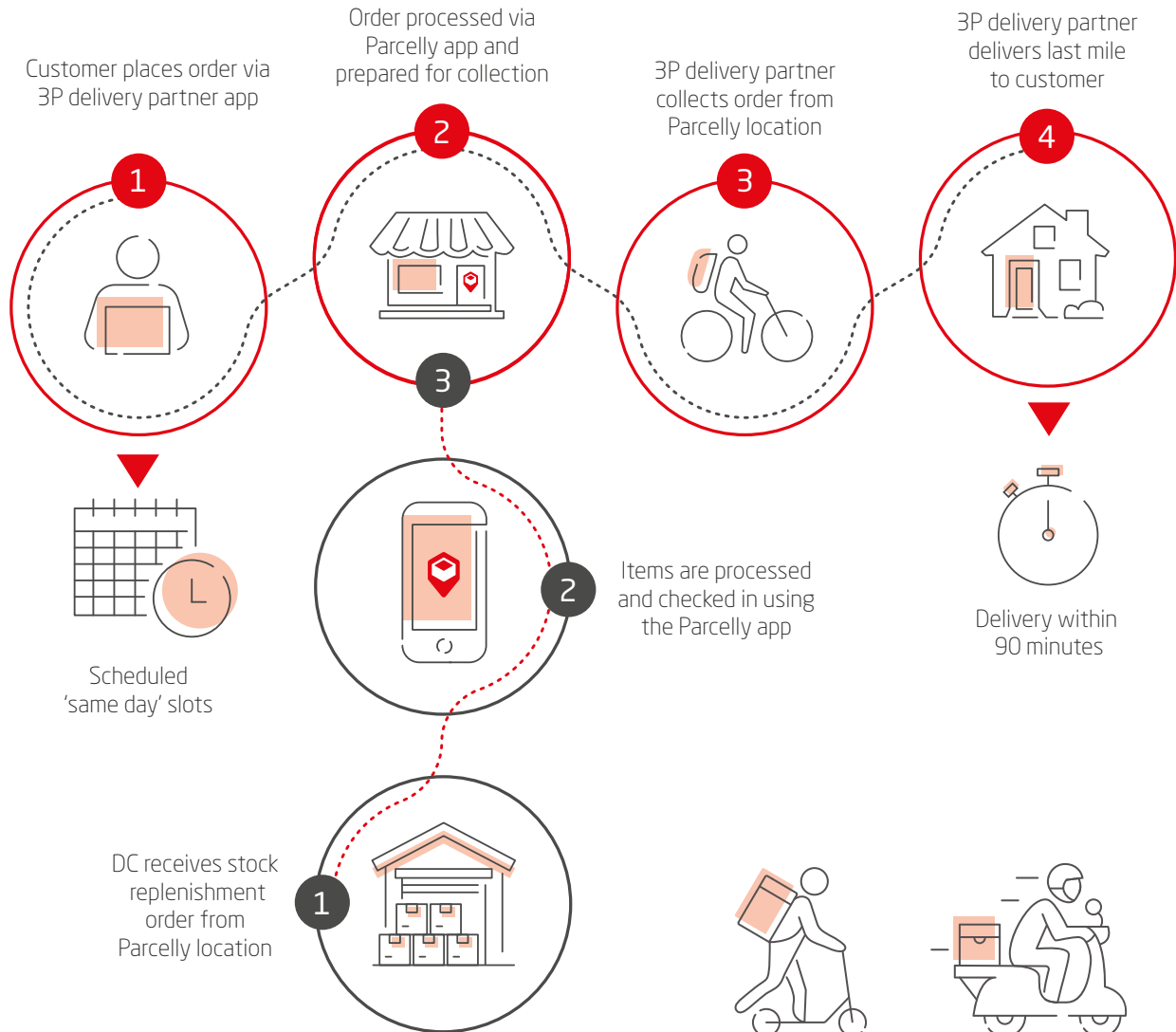


# THE NUTS & BOLTS

## THE ORDER AND FULFILMENT PROCESS

When an online purchase is made via your website, it triggers a delivery request through your dashboard or API to the nearest appropriate Parcelly warehouse. They pick the order for despatch while a 3PD is notified to collect and carry your product the last mile by traffic-beating bicycle, cargo-bike, scooter or car. With the courier handing the product to the customer, the order is fulfilled. And it all happens within that crucial 'instant-delivery' time frame. Meanwhile, using our automated systems when your stock starts to run low, you'll be notified to arrange replenishment.

It's all powered by Parcelly's tried and tested automated systems that have successfully fulfilled millions of items—and counting.



### SOME BRANDS WE WORK WITH

Aēsop.

**ALLPRESS**  
ESPRESSO

Blondies Kitchen

**bryson**?

**DHL**

**Krispy Kreme**  
DOUGHNUTS

# THE KRISPY KREME SUCCESS STORY

## (HOW HYPER-LOCAL WAREHOUSING BROUGHT BAKED GOODS TO A GRATEFUL NATION)

EVERYONE LOVES A KRISPY KREME so the company wanted to grow its network to reach even more doughnut lovers. Krispy Kreme was already using Parcelly's Hyper-Local Warehouses as dark stores and took the next logical step to rapidly expand using our Hyper-Local Warehousing. In just six weeks, we grew Krispy Kreme's Parcelly network from eight locations in five cities to 50 locations in 14 cities.

And we manage the whole process. Parcelly couriers pick up Krispy Kreme's yummy doughnuts from their bakeries and deliver them to the chosen Hyper-Local Warehousing locations. Krispy Kreme sell them through third-party delivery platforms with Parcelly locations picking the pre-boxed goodies for collection and handing them over to last-mile couriers to take them to the lucky customer. At the end of each day, we return any unsold goods for recycling. (There aren't many.)



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**“** WE CHOSE PARCELLY IN 2018 AS A strategic partner to find new ways to extend our reach in the on-demand delivery of Krispy Kremes.

We required a partner that had a strong logistics network, that could provide the highest level of service and standards and that could underpin our 'Made fresh daily Model'”.

**RICHARD CHESHIRE**  
Chief Executive Officer, Krispy Kreme UK

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LET US TAKE YOUR  
FULFILMENT WHERE  
YOUR CUSTOMERS ARE.

To explore how Parcelly's Hyper-Local Warehousing can grow your business, contact us!

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