

## **MEDIA FACTSHEET**

### **PICK**



*Logo for Pick Network Pte Ltd*

The growth of e-commerce has increased demand for parcel deliveries. However, last-mile delivery infrastructure remains relatively fragmented. The Nationwide Parcel Locker Network thus aims to transform Singapore's last-mile delivery infrastructure, better address the needs of a fast growing e-commerce sector, and provide an efficient solution that gives consumers greater convenience and options for parcel deliveries.

The Nationwide Parcel Locker Network will also enhance the productivity and efficiency of Singapore's urban logistics sector, ease the strain on manpower for Logistics Service Providers (LSPs), and enable more sustainable delivery options (with lower carbon emissions). The self-collection model of the lockers will also provide for contactless delivery, which has become more salient since the COVID-19 pandemic.

### **About Pick Network Pte Ltd**

1. Pick Network Pte Ltd (Pick) is a wholly owned subsidiary of the Infocomm Media Development Authority (IMDA). Pick will deploy, own and operate the Nationwide Parcel Locker Network across Singapore to deliver a consistent service experience and ensure the pervasive and timely distribution of lockers. As a neutral and trusted operator, Pick will ensure fair and open access to the locker network, so that all LSPs can use it to serve their customers. Pick links e-commerce retailers and LSPs into a seamless and secure network in the heartlands and provides affordable pricing for LSPs to adopt the network.

### **Pick Logo**

2. The Pick logo represents the modern, friendly and approachable locker service that IMDA seeks to build. As a locker service that is technology-based, the brand expresses dependable reliability through its solid blue colour as well as its modern font

type. The exclamation mark expresses the surprising ease that people will find in using the lockers, while it subtly points towards the 5-minute mark on a clock, representing how near the lockers are to your home.

### **Role in Nationwide Parcel Locker Network**

3. From early 2021, Pick will begin progressively rolling out a nationwide network of 1,000 parcel lockers stations located in key public locations, including HDB estates, transport nodes such as MRT stations and bus interchanges, and Community Clubs.

4. Residents can look forward to having at least one parcel locker station<sup>1</sup> located about five minutes' walk or 250 metres of their HDB blocks, by end-2021. With the close proximity of the parcel locker stations to residential areas, consumers can enjoy greater convenience and more choices in their preferred parcel pick-up locations and timings.

5. Pick will ensure that the Nationwide Parcel Locker Network will be available for use by all e-commerce marketplaces and LSPs, complementing other delivery points in commercial areas and private neighbourhoods. Existing locker operators will also have the option to connect their lockers to the Nationwide Parcel Locker Network through Pick's interoperability platform. This open and fair access to the network will help reduce the number of missed deliveries and improve the efficiency of Singapore's logistics sector.

6. Pick also aims to help businesses offer their customers better receiving and returns experiences through the Nationwide Parcel Locker Network, while potentially enjoying revenue gains from lower last mile delivery costs. Hence, in preparation for the rollout of the Nationwide Parcel Locker Network, Pick has signed Memoranda of Intent (MOIs) with several e-commerce marketplaces such as Lazada, Qoo10 and Shopee, as well as LSP SingPost. The marketplace partners will offer customers the option of locker pickup on their e-commerce platforms when the lockers are available. Pick is also partnering other LSPs such as DHL, EasyParcel, FedEx, J&T Express, Qxpress, ST Logistics, UPS and WMG to enable seamless parcel drop-offs and returns.

7. Pick will continue to work with businesses and LSPs to develop innovative solutions.

### **Locker Alliance Pilot by IMDA**

8. Against the backdrop of a fast-growing e-commerce sector in Singapore's highly urbanised environment, IMDA led an inter-agency Locker Alliance pilot, to

---

<sup>1</sup> Each locker station contains between 30 and 50 lockers.

assess the demand for an open-access, shared parcel delivery infrastructure for e-commerce and LSPs. The pilot was launched in Bukit Panjang and Punggol and eight MRT stations in December 2018. E-commerce marketplaces, including Qoo10 and Zalora, participated actively in the pilot.

9. The pilot showed encouraging results. 75% of surveyed users in the two towns were satisfied with the service<sup>2</sup>. LSPs saw a four-fold increase in delivery efficiency<sup>3</sup>. The pilot showed that residents would like alternatives, because scheduling deliveries can be difficult. Businesses and logistics operators also welcome alternatives, because missed deliveries are inefficient.

10. Building on the pilot's achievements, Pick will scale up the network of parcel lockers and deploy them nationwide to better serve the needs of all Singapore residents.

---

<sup>2</sup> NUS Study Of Federated Lockers and Collection Points Programme Pilot, Sep 2019

<sup>3</sup> A driver was able to deliver up to 250 parcels in a day to the parcel lockers, four times more deliveries compared to doorstep deliveries

**Nationwide Parcel Locker Network** **SG:D** **INFOCOMM MEDIA DEVELOPMENT AUTHORITY**  
EMPOWERING POSSIBILITIES

**TRANSFORMING THE  
URBAN  
LOGISTICS  
ECOSYSTEM**



**OPEN TO ALL**  
e-commerce and  
logistics providers



**1,000 locker stations**  
at all HDB estates, MRT stations  
and Community Clubs



**24x7**  
locker operation



**Complements**  
commercial locker networks in private,  
residential and commercial spaces

**HOW IT  
WORKS**



Consumers shop online  
and opt to self-collect at  
locker station



Logistics companies make  
deliveries to the same  
locker stations



Consumer  
receives SMS  
notification



Consumer picks up  
parcel from  
assigned locker

**BUSINESSES**



**4x productivity**  
fewer failed deliveries;  
optimised delivery routes



**Helps**  
with shortage of  
delivery drivers



**Lower**  
carbon emissions

**BENEFITS**



**More competitive**  
last mile delivery cost



**Innovate**  
new delivery models

**CONSUMERS**



**Convenient**  
self collection



**No more**  
missed deliveries



**Free up  
waiting time**  
more 'me' time!

ADDRESSING SINGAPORE'S  
**E-COMMERCE  
GROWTH**



**~200,000**  
**parcels**  
delivered daily



**12-20%**  
**growth**  
annually till 2025

### CEO's Bio



**New** Soon Tee (Mr)

Chief Executive Officer  
Pick Network Pte. Ltd.

Soon Tee is a twenty-four year veteran from the Logistics, ICT and Manufacturing industries. As a Cluster Director for Trade & Connectivity in IMDA, he conceptualised ideas and solutions to transform Singapore's Trade, Logistics, Aviation, Maritime and Land Connectivity sectors. Soon Tee also led the implementation of Urban Logistics, Locker Alliance and TradeTrust initiatives for Singapore.

Prior to joining IMDA, Soon Tee was the General Manager of IT at Toll Global Logistics where he managed a team of 250 staff across Asia in support of 15 logistics businesses across 12 countries. Before that, he implemented enterprise IT solutions across various businesses in multiple countries for General Electric.

## Quotes from Industry Partners

“SingPost is excited to continue collaborating with IMDA in the development of the nationwide parcel locker initiative, as a follow up to our initial Locker Alliance trial. In this day and age, it is fundamental to bring to consumers an efficient and convenient way of receiving their eCommerce purchases. We have long been a strong supporter of parcel lockers and are focused on enhancing last mile delivery solutions for urban Singapore as part of our Future of Post strategy.”

*Mr Vincent Phang,  
Chief Executive Officer, Postal Services & Singapore  
Singapore Post*

“Qoo10 has engaged the Locker Alliance service for almost a year and it has boosted our logistics capacities. The Nationwide Parcel Locker Network will give us greater access to more locations, giving our customers a higher satisfaction and assurance in receiving their parcels, even if they are not at home to receive them. We can expect the deployment of islandwide coverage to bring exponential growth to the entire e-commerce marketplace.”

*Sam Too  
General Manager  
Qoo10 Singapore*