

**SANTA
POCKET**

The leading Smart Delivery solution in Vietnam

3

To-door delivery does not work well

LOGISTIC COMPANY
(SHIPPERS)



- Time-consuming at-door receipt
- Cost inefficient
- Package safety

PARCEL RECEIVERS



- Inconvenient pickup
- No flexibility of pickup time option
- Theft of packages

RELATED PARTIES



- Building & property venue
- Inefficient logistics
- Environment & Urban's negative effects

SantaPocket network – Simple, quick and convenient solution



WHAT IS SANTAPOCKET?

SantaPocket is a fully automated and secure smart parcel locker network that allows users

Parcel tracking & notification

Contactless send & receive

Authorize other to receive

Pick-up time extension

Recycling & Giving

Join Santa utility ecosystem

HOW SANTAPOCKET BENEFIT THE STAKEHOLDERS?

LOGISTICS COMPANY & SHIPPERS



↑ **20%** at-door delivery
↓ **10%** parcel handling cost.
Improve user experience & loyalty.

PARCEL RECEIVERS



↓ **80%** receiving time
Flexible pickup
Reduce parcel theft

BUILDINGS & FACILITIES OWNERS



↑ Service quality
↑ Diversify revenue stream
Optimal and effective asset management.

ENVIRONMENT, URBAN, & SOCIAL EFFECTS

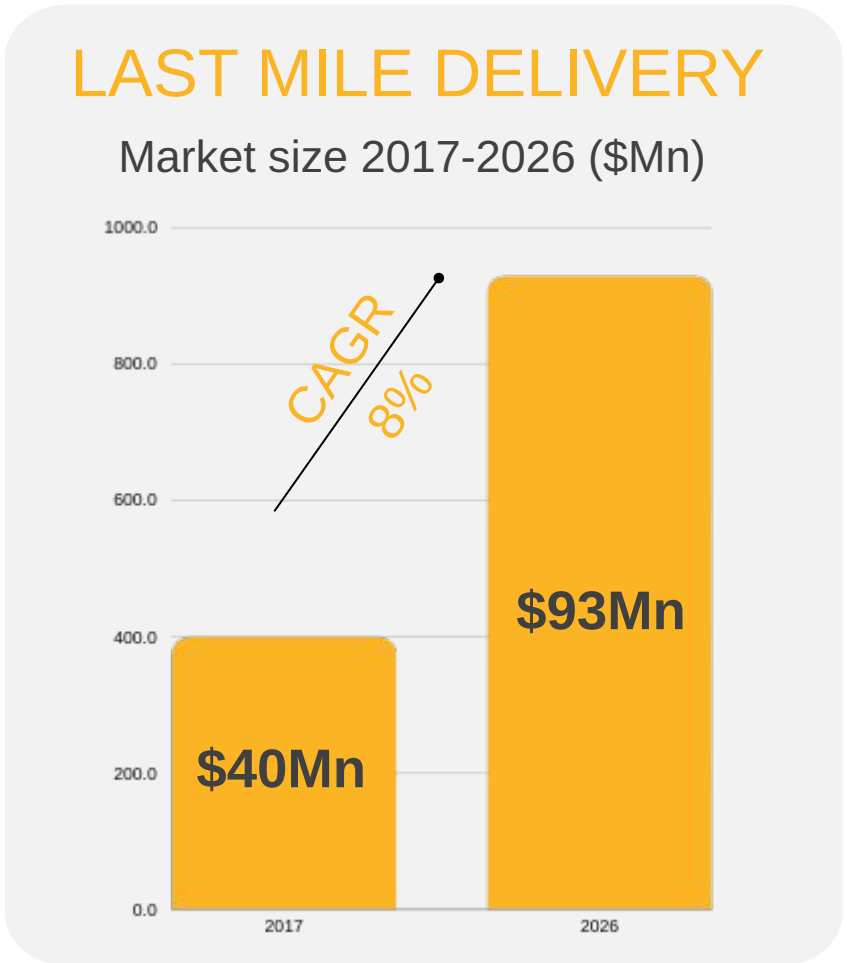
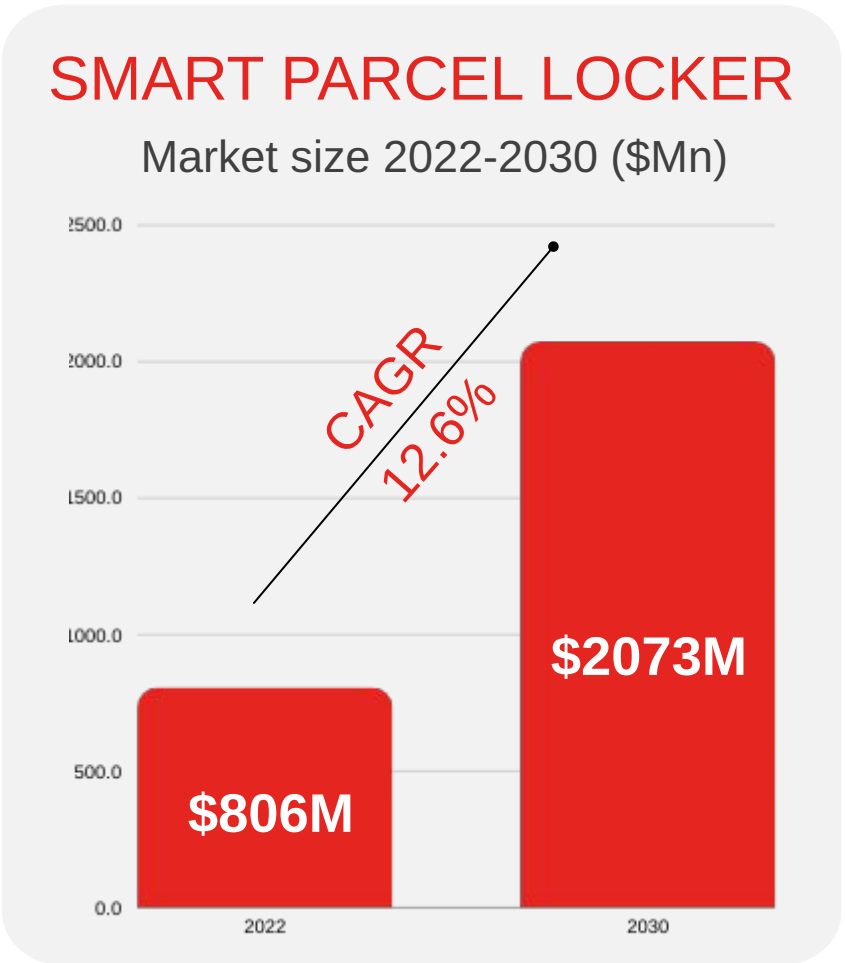
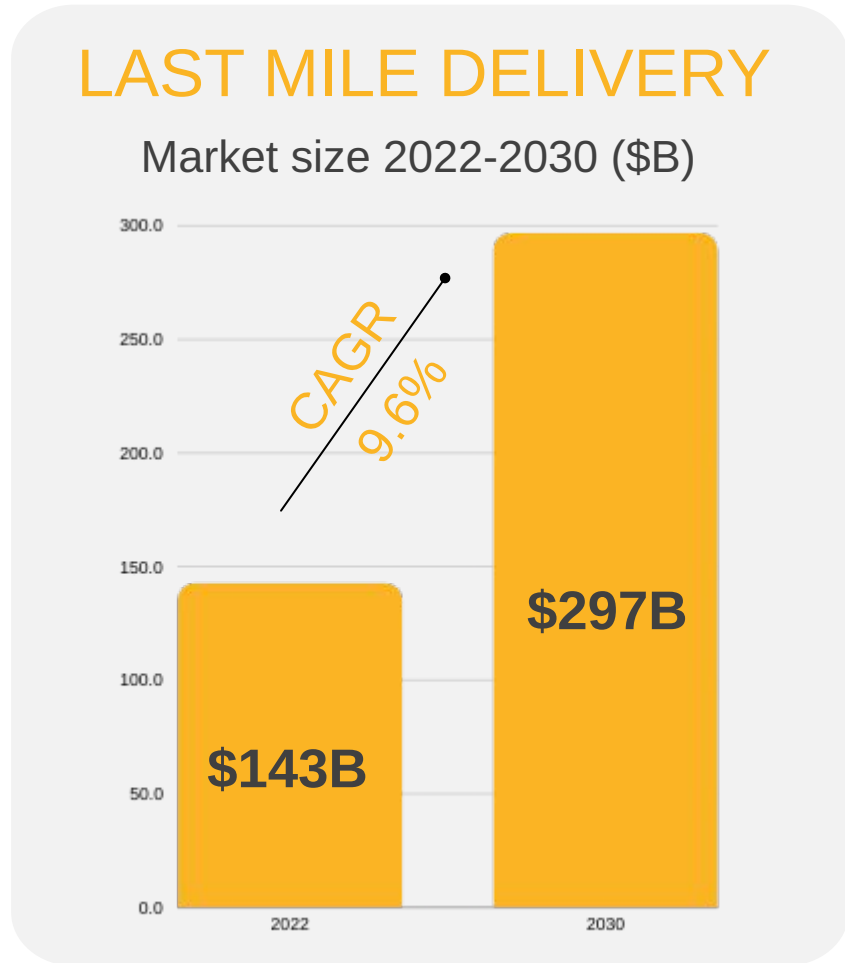


↓ Reduce CO2 and fuel consumption
↓ Traffic congestion
Promote charity & recycling activities

Global & Vietnam market potential

Global Market

Vietnam Market



41% of the whole logistics process comes from Last-mile delivery

Existing Smart Solutions for Last-mile delivery



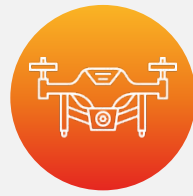
Smart delivery locker



PUDOs



Unmanned vehicles



Drones

Which Smart Parcel Locker (SPL) model suit Vietnam market?

SPL models thriving in developed countries

E-commerce marketplaces



Original Equipment Manufacturer (OEM)



Logistics companies



Reasons why common SPL models do not fit in the Vietnam market

Vietnam's Market traits & sentiment



Price-sensitive spending behavior



Poor public transportation



Low public asset security

SPL is a "startup unfavorable" industry



Large investment cost



High operating expense



Multi-side integration & operating complexity

Vietnam landscape promise opportunity but dictate the need for a modified & creative SPL business model

Product & Service - Locker services

SantaPocket service is operated via smartphone and eliminated of touchscreen



SEND

- Scan to Open (no need to download app)
- Place Parcel
- Close the drawer



SELF-RENT

- Click "Self-rent" on App
- Scan QR code on locker
- Choose drawer
- Place parcel into drawer
- Close drawer



RECEIVE

- Receive notification (via Zalo, SMS, mobile app)
- Scan to Open
- Take out the Parcel
- Close the drawer



AUTHORIZE to receive

- Receiver Click "Authorize"
Authorized person
- Receive notification
 - Scan to Open drawer
 - Take out the Parcel
 - Close the drawer

Product & Service

Industry-leading hardware powered by state-of-the-art and malleable software is how Santa is redefining parcel & last-mile logistics.



Smart Parcel Locker network throughout Vietnam

IoT-based Hardware (In-house-built)

- Low production cost
- Modular design
- Super-secure & safe locker
- Modern & friendly appearance
- High stability



Mobile app (In-house-built)

- User-friendly interface
- Convenient for use
- High security
- Utility-rich (payment wallet, Other services & Miniapp)

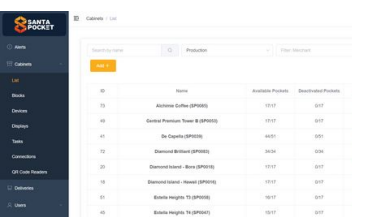


Software (In-house-built)

- Locker Remote Control
- Robust System Scalability
- Bulk Data Management
- All-Time Cloud Visibility
- Cross-hardware Interoperability

Management system (In-house-built)

- Interactive Dashboard & Digital process
- General Management (IoT application) feature
- Team Management features



Product – Seamless package experience

Level up customer satisfaction with uninterrupted smart locker services



24/7 Customer Support

Proactive contact customer at every stuck point



IoT based Health Monitoring

Monitor real-time reports of mechanical, electrical & connectivity failures



Instant Alerts via mobile

Deliver instant alerts for customer authentication and service notifications



Network and Data security

2048 Bit Protection of wireless data transfer and payment information



Reporting and analytics

Pre-programmed data analysis modules to track usage patterns and more

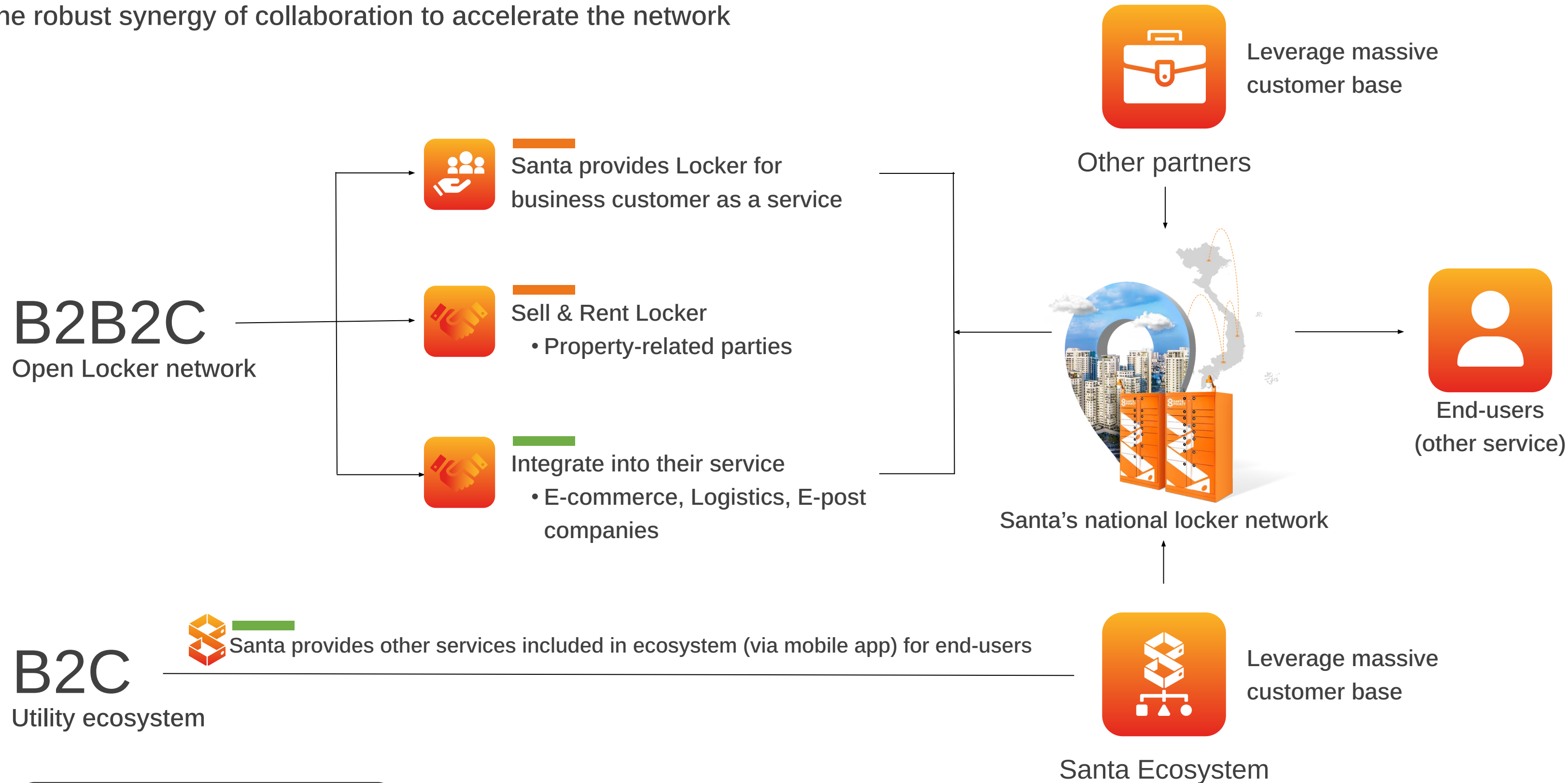


Free trial

Free for 2-week trial, 3 free first uses, first 1 hour free (until further notice)

Business Model

Utilize the robust synergy of collaboration to accelerate the network



Host a Locker
 Leverage Locker Network

Business Model - Monetization

Revenue stream & SantaWallet (CornToken)



Sale of Hardware

- One-time purchase
- Installment
- Revenue sharing



Sale of SaaS

- Subscription
- Revenue sharing



Locker rental

- Pay per use
- Subscription



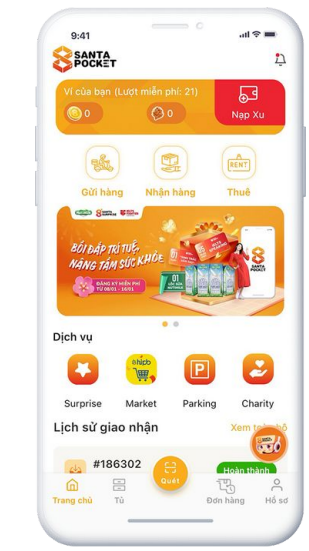
M&R & Operation Services

- Subscription
- Revenue sharing



Cross-sale commission

- Marketing service fee
- Transaction-based



SANTA WALLET



SANTA ECOSYSTEM

Corn Token in Santa Ecosystem

Multiple Usage Initiatives

User can

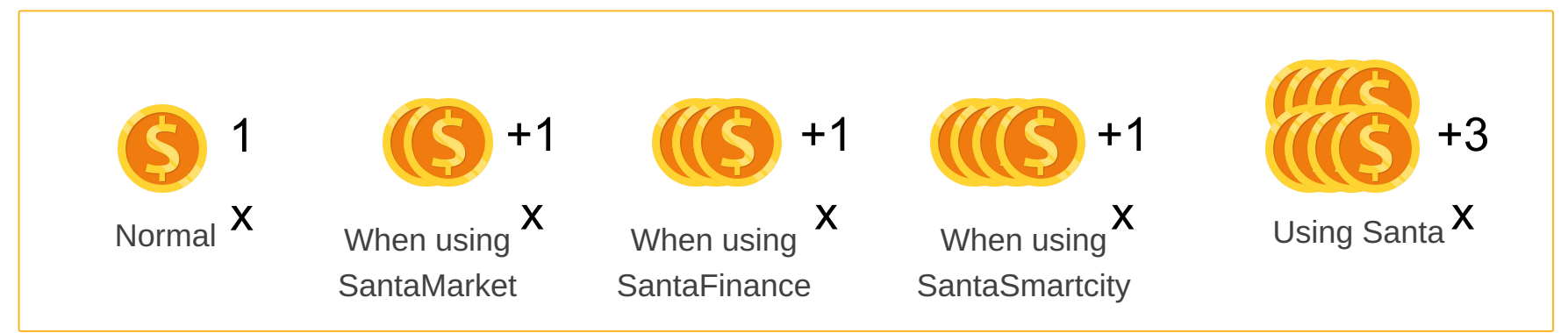
- Buy products & services
- Invest in Santa projects

User Loyalty can be improve by

- Point Up Program

Muilple Usage Initiatives

SPU (Super Point Up Program)



Business Model - Target customer & audience

Locker service user (key cities: HCM & HN)



End-consumer

Be proactive in delivering/receiving, have additional safe and convenient Parcel Locker receivers

Locker host



Delivery service provider

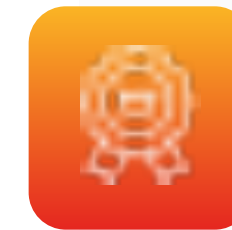
Reduce cost and manpower, provide new technology solution to optimize delivery
Ecommerce marketplace, logistics company, E-post company



Property-related parties

Minimize loss of goods, clean corridor areas, ensure landscape and service residents
Building owner, office, university, hospital, public space

Related parties



Brands

Brand promotion, discounts, online business.
Attract and track the number customer coming to "Try & Buy"



Charity organization

Organize charity activities and use the Santa app as a platform to call for and contribute directly



Payment service provider, FIs

Support payment when shopping at Santa pocket application

Competitive strategies - Creative elements for user growth & revenue streams

Unique miniapps that trigger and convert customers





SANTASURPRISE



Innovative sampling marketing solution

1K+ user registered

10+ company partners

Necessity goods	Daily food	Houseware	Other goods
			

SANTACHARITY (SANTAGIVING)



Innovative digital charity solution

1K+ Product donated in 1 month

200+ Cases helped

“Respect the old, love the young”	“Zero Tet Market”
	

Competitive strategies - Santa's Flywheel effect

A virtuous circle that underpins our growth strategy

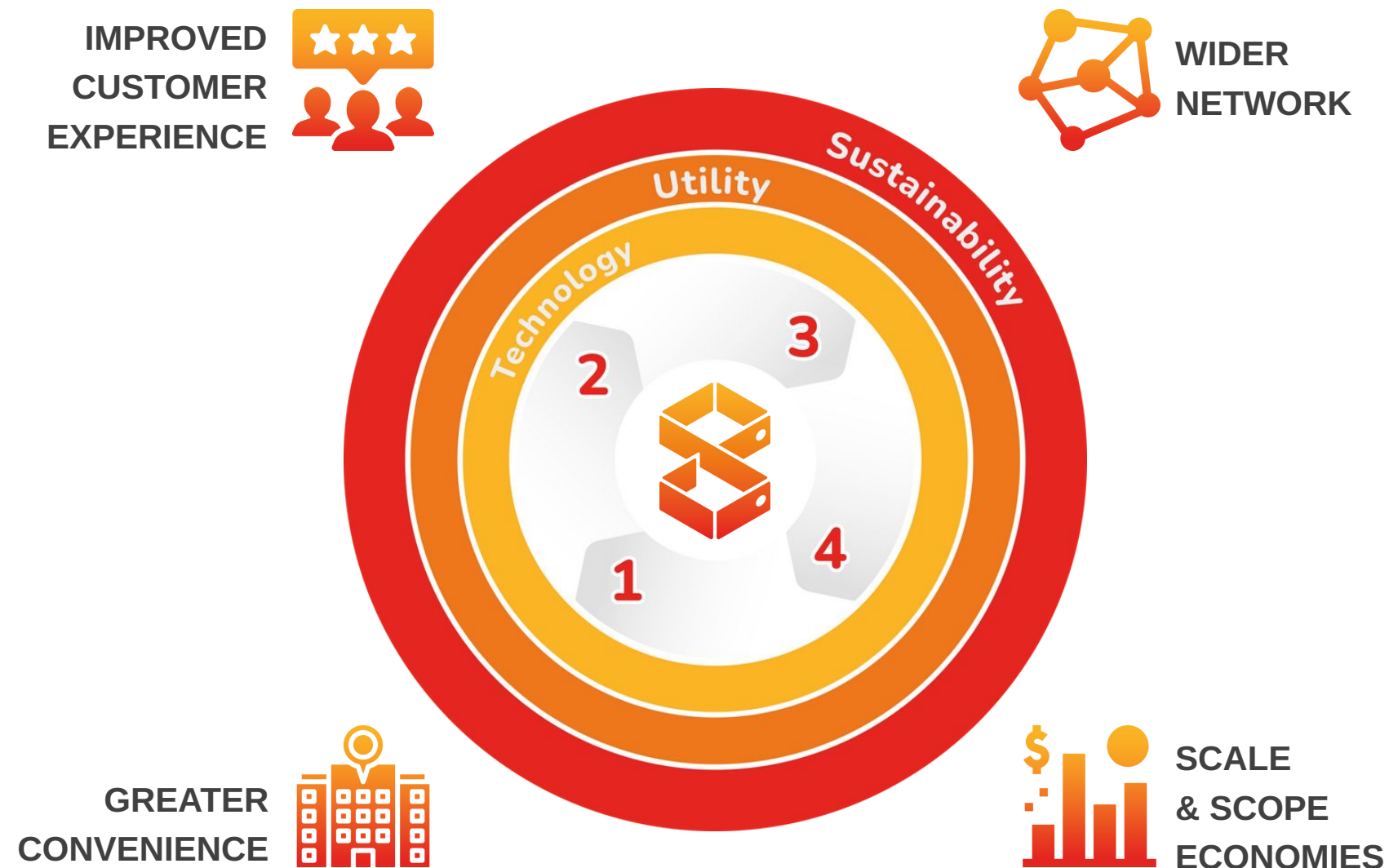
What we provide

For consumer

- ✓ Convenience & Flexibility
- ✓ Reliability
- ✓ Ease of use
- ✓ Sustainability
- ✓ Time-saving
- ✓ Utility-rich
- ✓ Value-for-money

For locker host/ locker partners

- ✓ More sale/ revenue
- ✓ Reliability
- ✓ Low delivery cost
- ✓ Sustainability



How we do

Step1: Educate the market

- ✓ Flagship profiles of 3 groups of users
- ✓ Invest/ partnership with current players
- ✓ Organic demands captured by marketing & brand strategy
- ✓ Focus on HCMC market

Step 2: User & Delivery agents growth by referral

- ✓ Continue to improve added values
- ✓ Users start to share their experience to others

Step 3: Business model diversifying

- ✓ Property managements will join more by franchise model
- ✓ More options to sell lockers/ solution
- ✓ Expand to other cities/ countries or other customer segments in the eco system

Traction & Amazing

Our tractions

37+
locations

100+
lockers

32K+
users

300K+
transactions



Our partners



viettel



post







THANK YOU