

25 September 2024

SHOPEE DOUBLE DOWNS ON ON-TIME GUARANTEE PROMISE FOR MALAYSIANS WITH STRATEGIC LOGISTICS PARTNERSHIPS



KUALA LUMPUR, 24 September 2024 – Shopee today announced the signing of a Memorandum of Understanding (MoU) with leading logistics providers BEST Inc Malaysia, City Link Express, Flash Express, GDEX, Ninja Van Malaysia, and SPX Express to provide service excellence to sellers and consumers, reiterating on the company's On-Time Guarantee program that assures prompt delivery times in order to achieve greater customer satisfaction levels. This collaboration marks a significant step forward in further strengthening the delivery services in Malaysia, enhancing the overall user experience with more reliable, efficient, and timely deliveries.

With Malaysia's e-commerce market expected to grow by 12.8% in 2024, reaching USD 11 billion (MYR 50.3 billion), this collaboration underscores Shopee's role as a growth driver in the sector. In 2023, the market grew by 15%, reaching USD 9.8 billion (MYR 44.6 billion), reflecting the increasing consumer preference for online shopping and the significant potential for continued expansion¹.

"By collaborating with third-party logistics partners such as BEST Inc Malaysia, City-Link Express, Flash Express, GDEX, Ninja Van Malaysia, and SPX Express, Shopee aims to further enhance service excellence for both sellers and consumers across Malaysia, optimising every point in the delivery chain to ensure shorter delivery times and improved logistics efficiency, as data shows that in Southeast Asia, 80% of respondents would shop online more frequently if packages were delivered on time, and 80% of Malaysian respondents echoed the sentiment².



"This MoU reflects our commitment to make e-commerce as accessible and as convenient for everyone. By partnering with leading logistics players, we aim to set new standards in delivery efficiency, especially as our year-end festive seasons are approaching. The On-Time Guarantee initiative is another testament to our ongoing effort in implementing new practices to meet and anticipate the needs of both our buyers and sellers, and helping Malaysian businesses to expand beyond their state," said Cheng Xun (CX) Chua, Director, Shopee Malaysia.

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"Our collaboration with Shopee further enhances our ability to reach more customers nationwide, offering faster and more efficient delivery services. We are thrilled to be part of this milestone and look forward to contributing to Shopee's growth and delivering greater value to its customers," added Ronald Tan, Chief Executive Officer, City-Link Express.

"This partnership is built on mutual trust and shared goals of improving logistics performance and delivery times. By working together, we can leverage each other's strengths to enhance the overall delivery ecosystem in Malaysia. We are excited to embark on this journey with Shopee and other logistics partners," echoed Chong Hui Chuen, Chief Operating Officer, GDEX.

Shopee's On-Time Guarantee program is part of their commitment to high service quality, promising timely delivery services for all Malaysians. The initiative has seen approximately 95% of orders delivered within the promised timeframe to date, with users receiving a RM5 voucher for any delivery delays.

Shopee's robust fulfillment network, bolstered by leading delivery partners, guarantees the programme's smooth operation. By improving delivery efficiency and consistency, Shopee not only meets customer expectations but also contributes significantly to Malaysia's digital economy, especially Micro, Small and Medium Enterprises (MSMEs) by connecting them to a wider audience across East and West Malaysia, while ensuring positive user experiences that foster loyalty and repeat business.

As Malaysia's leading e-commerce platform, Shopee is gearing up for the upcoming year-end festive season by strengthening its logistics capabilities to handle the expected surge in orders. This year, with the bolstered logistics network and On-Time Guarantee, Shopee is poised to deliver exceptional value to consumers while providing sellers with the logistical support they need to thrive in an increasingly competitive market.