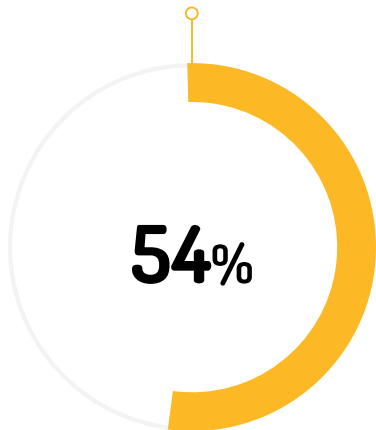


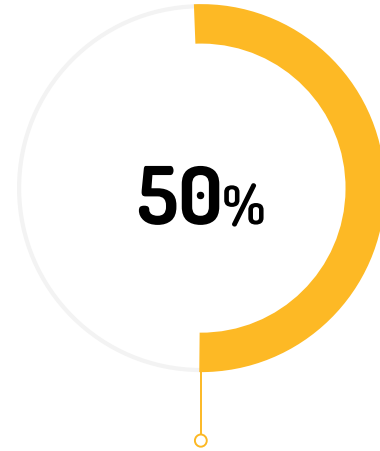
Reinventing The Last Mile

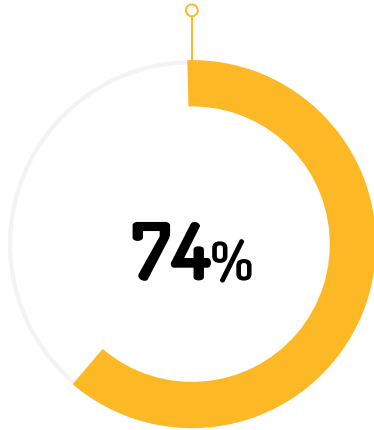




of consumers say that a **two-hours delivery option would increase their loyalty**. Yet only 19% of firms offer two-hours or faster delivery.

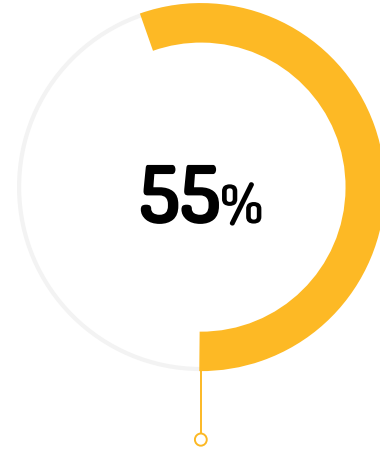
Half of online shoppers admit to **abandoning** online shopping carts because the **delivery choices** on offer **did not meet their needs**.





of satisfied consumers intend to **increase purchase levels by 12%** with their preferred retailer

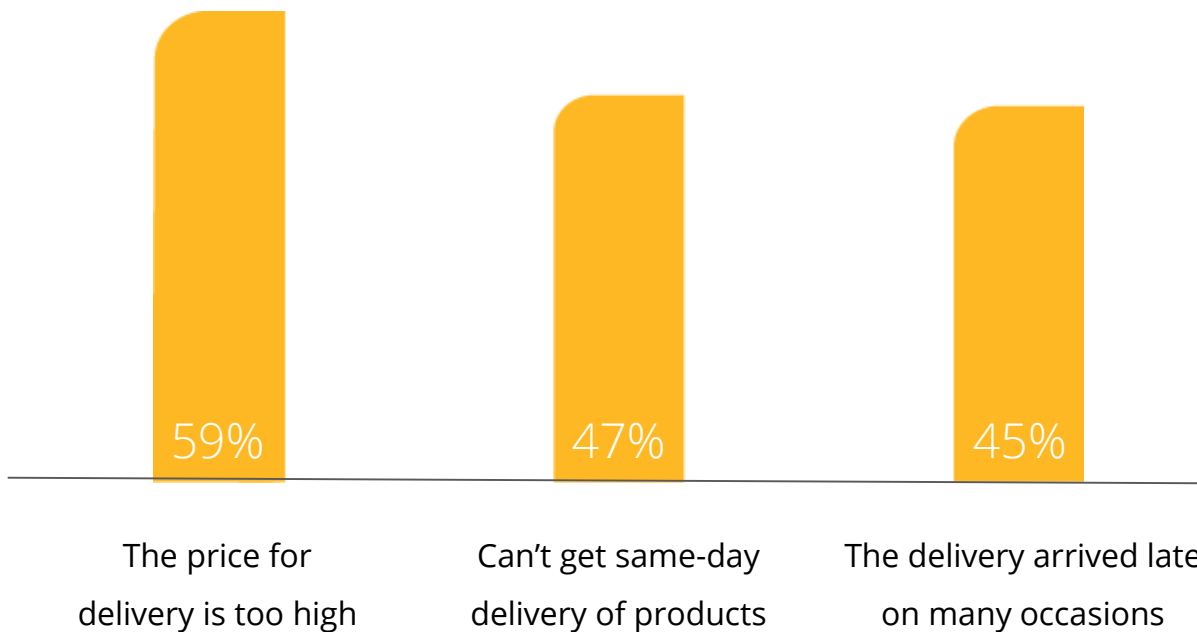
of consumers will **switch** to a
competing retailer/brand if it
offers a **faster delivery** service



With the explosion of eCommerce, one thing became clear:

The Speed of Delivery Matters!

Consumer will not recommend delivery services of retailers because

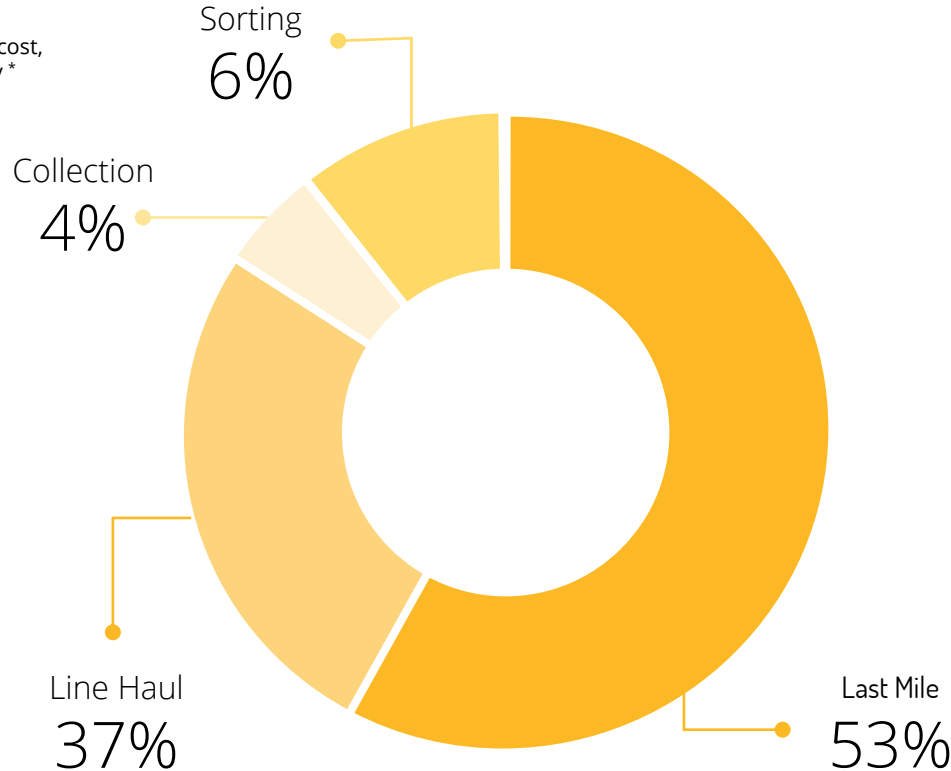




The Biggest Challenge:
LAST MILE DELIVERY

Main Challenges of Last Mile Delivery:

Share of delivery cost, by part of journey *



- **COST:** As a share of total cost of shipping, last mile delivery costs are substantial (53%).
- **TRANSPARENCY:** Consumers suffer from lack of transparency and visibility on package' status. Delivery services receive a Net Promoter Score (NPS) of negative nine (-9) on average.
- **EFFICIENCY:** Manual dispatching and unoptimized routes.
- **FRICITION:** Retailers suffer from friction in supply chain which results in high percentage of undelivered packages or late deliveries.



Why the LAST MILE is so complicated?



Peaks Seasons



Traffic



Volume of Packages



Distributions areas



Non- Deliverables



Lates



Parking

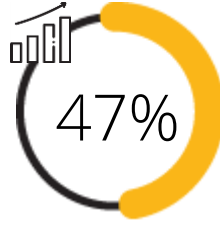


Ordering time

What are your most significant last mile challenges for retailers?



CUSTOMER EXPECTATIONS
AROUND DELIVERY TIMES



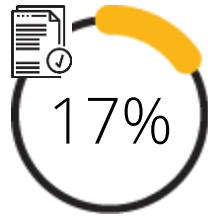
RISING SHIPPING COSTS



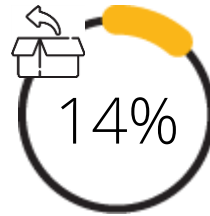
CUSTOMER EXPECTATIONS OF
FREE/LOW-COST SHIPPING



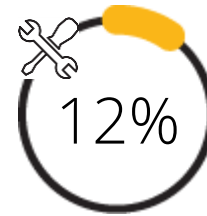
HANDLING CUSTOMER
QUERIES/COMPLAINTS EFFECTIVELY



DELIVERY/FULFILLMENT
LOGISTICS



RETURN MANAGEMENT



MANAGING POST-PURCHASE
SERVICE PROVIDERS



What should we do?

Reinvent the Last Mile

The Need For a Successful Last Mile Delivery Strategy

What should new technologies and operational models aim to achieve?



Cost

Able to offer Same Day Delivery at a **price point of traditional logistics**



Transparency

Full, **real-time visibility** to partners and end customers during the last mile



Efficiency

Solving bottlenecks and maximizing last mile **efficiency**



Frictionless

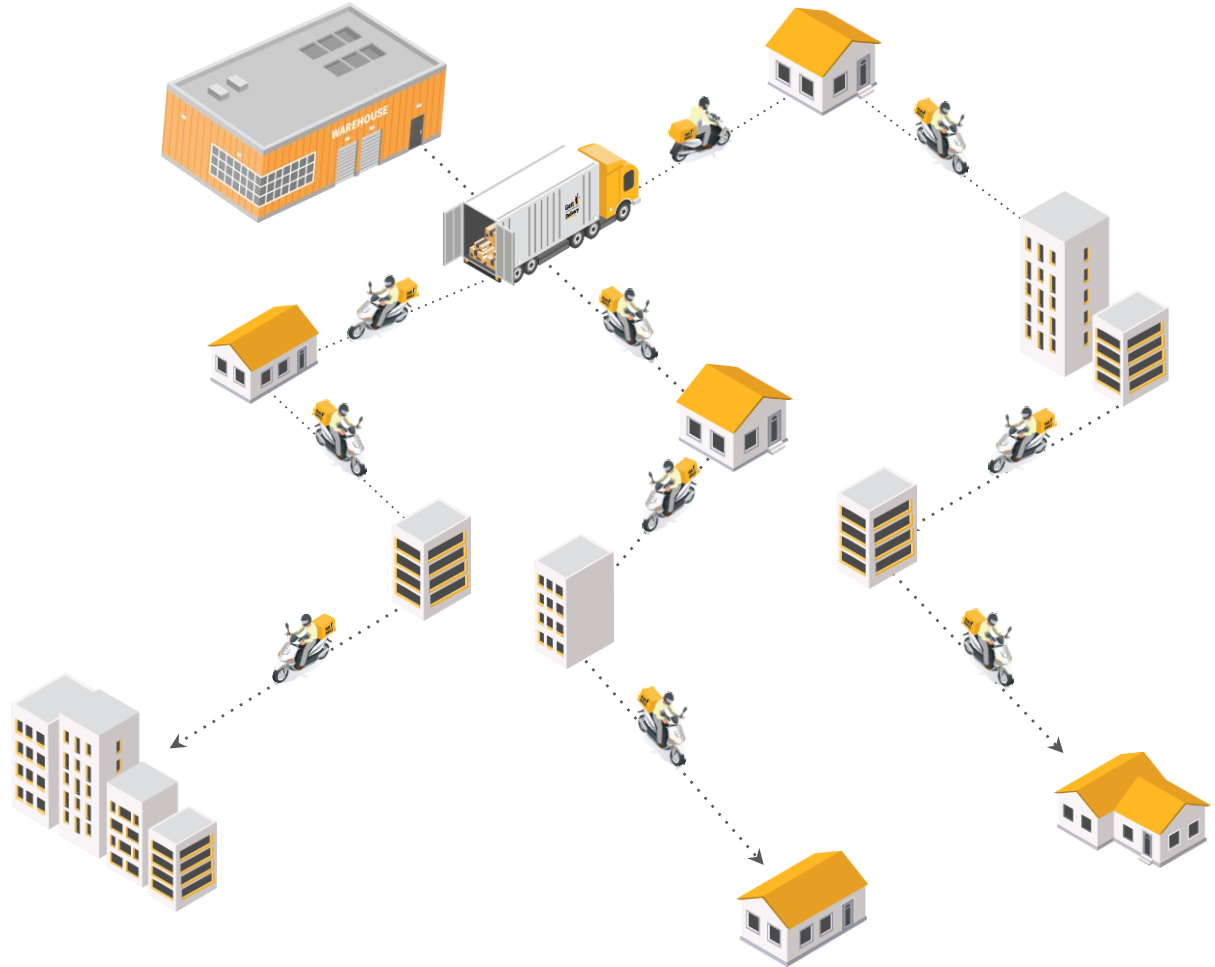
Technology ensures a frictionless experience, further reducing costs and **minimizing undelivered or delayed packages**

The Future of Deliveries According to Ford:



Gett Mobile Hub

- Same day delivery at attractive prices
- Allowing optimized proximity to clients using several agile hubs
- Couriers arrive at various pick up locations at predetermined times
- Eliminates the need for expensive real estate



Success Case

Gett Delivery & Espresso Club: Same day coffee capsules delivery

1 Truck

Stops at different location and dispatching relevant paks to gett's couriers

3 Pickup locations

Three different pick up locations allow the optimized proximity to customers. Locations could be adjusted on a daily basis.

~ 100 items daily

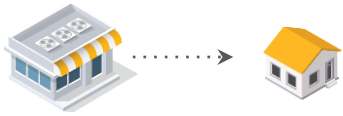
Mobile hub model allows same day delivery of dozens of items at extremely attractive prices



Store Fulfilment

For Better Last mile Experience

Point to Point On Demand:
delivery in minutes!



Premium service:

Store to door within minutes,
pickup in less than 10 minutes

Point to Multipoint:
same day delivery in precise 1-3h timeslot



Good for retailers who possess the following:

- Ability to manage inventory in the different locations
- Capacity to manage dispatching at scale
- Shorter routes enable better user experience

Meet the FedEx SameDay Bot™.





Success Case

**Israel Post
partnership with
Gett Delivery to
provide users
OUTSTANDING
last-mile
experience**

100,000 Packages

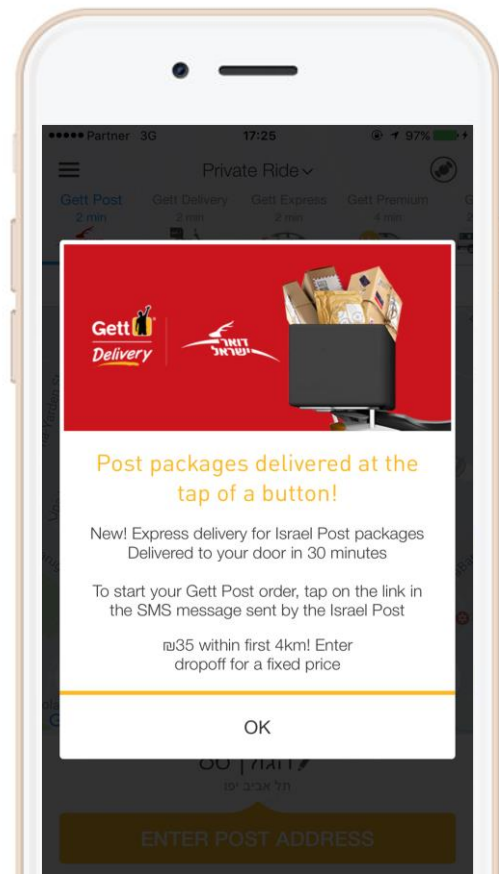
Users decided not to wait in lines and enjoyed express delivery

8:20 Min

Time of arrival to u

4.92

Rating of the service



Success Case

Gett Delivery & Ivory

36 stores

36 locations nationwide allow
4 hr distribution to **100 cities**

7 km

Avg. ride distance
from **store to client**

40%

Cost saving when aggregating **5 pks**
and shipping in an optimized route

The Ivory logo consists of the word "Ivory" in a blue, sans-serif font. A yellow swoosh underline is positioned beneath the letter "y".The Gett Delivery logo features the word "Gett" in a bold, black, sans-serif font, followed by a small icon of a person carrying a box, and then the word "Delivery" in a blue, sans-serif font.

Gett Delivery Partner with Traditional Logistics Partners

Gett Delivery partners with a fulfilment provider to enable Hub-and-spoke systems*

- Pick up of good from various retailers throughout the day
- Creation of optimal routes in near city center mini hubs
- Distributing pks late evenings



Success Case

Gett Delivery & Orion Logistics: 3h delivery window

>50 Retailers

Goods from more than 50 different retailers are transported throughout the day to mini hubs near city centers.

30 min

Optimization process allocates each pkg to the most suitable route saving up to 50% in last mile delivery cost per package.

3 hr

Delivery time window to end customers. Allows high successful delivery rates, reducing expensive returns & second attempts.

"We see our **customers** as invited guests to a party, and we are the hosts.

It's our **job** to make the **customer experience a little bit better"**

Jeff Bezos, CEO, Amazon.com



Thank You

