

## PUDO – Pick Pack Pont

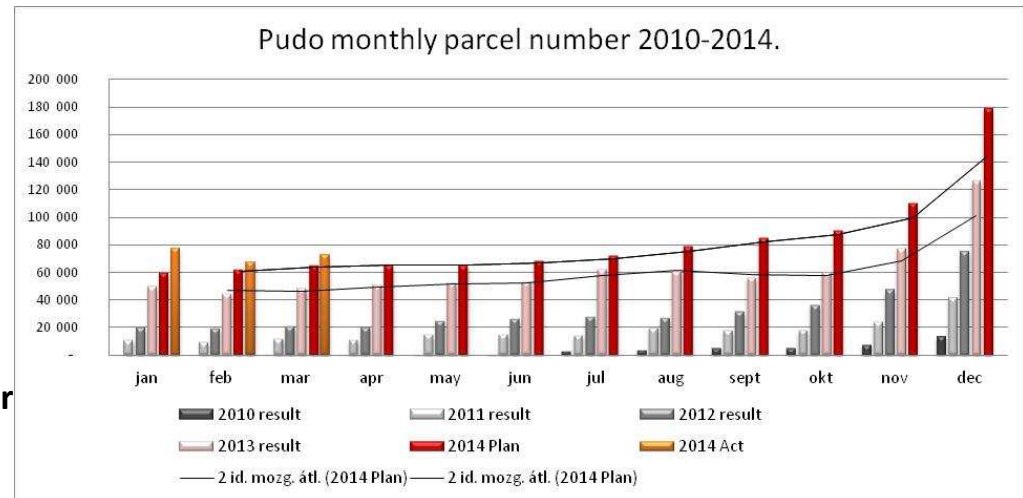
### Lapker PUDO service

General information  
and flow details



# Executive summary

- ✓ **PUDO Services - Pick Pack Pont** is one Lapker's success stories in business solution for **diversification needs**.
- ✓ Our service offer was based on a **new approach**: to offer a proximity delivery service for **the integrity of the local e-business market**.
- ✓ We were the **first to introduce** this service – based on a **self designed and developed IT system** - to the Hungarian market - in **November 2009**.
- ✓ We base our goals on **strong marketing activity supported by our new web site**, we are proud to introduce: [www.pickpackpont.hu](http://www.pickpackpont.hu)
- ✓ An important key for growth is **to integrate independent POS** to the PUDO network.
- ✓ **Our network**
  - ✓ 190 towns/cities
  - ✓ 630 points
  - ✓ Own network: Relay/Inmedio
  - ✓ Fuel stations: OMV, MOL, Avia
  - ✓ Fashion stores: Playersroom, Playmax, Sportfactory
  - ✓ Food chains: coop



- ✓ Our services are based on **existing synergies** of our company, Lapker, in terms of logistics, client service, IT and finance
- ✓ We experience a **growing demand** for PUDO services.
- ✓ In 2014 we plan to process **1.000.000 parcels**
- ✓ Listening to the market needs with **improved our offer** from simple parcel delivery to different reverse logistic solutions.



# PPP Service overview in Hungarian context

## The Hungarian e-business market

- ✓ In Hungary 6,1 M inhabitants do have internet access.
- ✓ From those 1,4 M ( 23%) are using e-commerce facilities for purchase. Compared to European average, (40 % ), we believe in a strong progress ahead.
- ✓ Number of webshops on the market is around 4000,
- ✓ We targeted to give a delivery solution for both compared to personal takeover from partners depot . (7 % from overall 51%) and to home delivery services
- ✓ 2013: 200 Billion HUF, 20 Million transaction

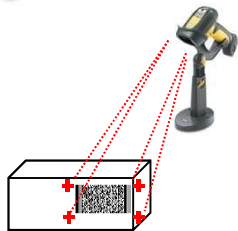


## PUDO service overview

- ✓ PUDO is an alternative proximity delivery solution.
  - ✓ We operate since November 2009.
  - ✓ From Hungarian webshops we have contact with 1500, and 900 of them is using PUDO services.
- daily parcel registration re coming from approx. 100 partners.



# PPP services in details



## PUDO Service

### Services for customers

- Liberty in choosing pick-up, drop off time – gain of time
- Central Client Service available from 7 to 20 o'clock from Monday to Friday
- Prompt information in e-mail/sms on parcel tracking
- Highly frequented POS network with flexible opening hours .
- High quality client service in PoS
- Web page with useful information and functionalities - parcel and store finder.

### Services for Partners

- Web based parcel registration – a turn key solution
- Interface connection solution with documentation and IT support
- All parcel is registered individually by barcode
- Larger Client service hours for Partners
- Delivery in 24-48 hours from reception of the parcel - depending on destination
- Track and trace information for the complete parcel flow
- High security standards
- A high level service for customers enhancing also the partner image
- Very low complaint or damage level
- Additional sales opportunity (for regional partners )
- Marketing activities : Web page, Facebook, local campaigns

### PUDO internal services

- PUDO SW designed and developed with own resources providing supporting financial, logistics and client service flows with all events recorded , analyzed and followed, with all transfer of responsibility administrated.
- PUDO dedicated team, from them **4 persons** for client services.
- Prompt logistics services providing in time solutions for local and regional destinations .
- Deliveries in 24-48 hours.
- Internal SAP based financial background.
- Internal operation and development of PUDO SW with dedicated ingroup IT team

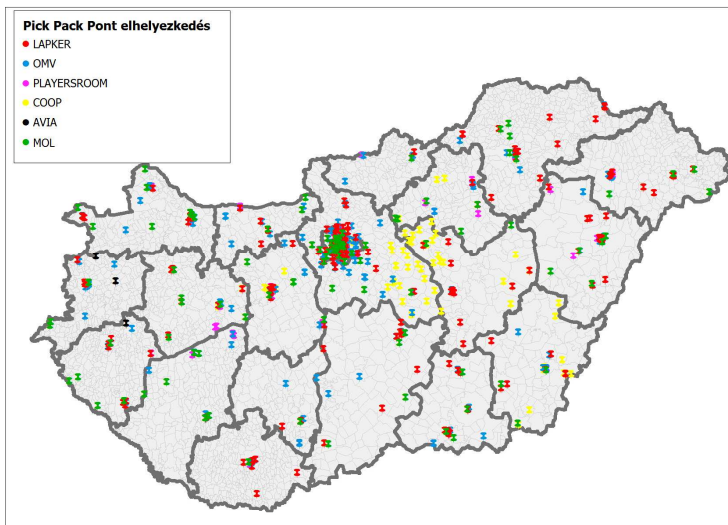
**Our goal is to provide high level service to consumers for an affordable price**

# Parcels and Pick up point information



## Parcel criteria

- Parcel size maximum: 60\*60\*60 cm
- 4 different size are available : s, m, l, xl. With a maximum weight of 20 kg.
- Maximum value set per parcel is : 330 EUR + VAT.
- Parcels and data are transferred daily from partners . (We also deal with anonymous parcels only with barcode.)
- Parcels can be delivered to :
  - Central warehouse
  - PUDO points
  - Dockings
- We are dealing with reverse logistics transactions between any PUDO points., with all parcels going through the central warehouse.



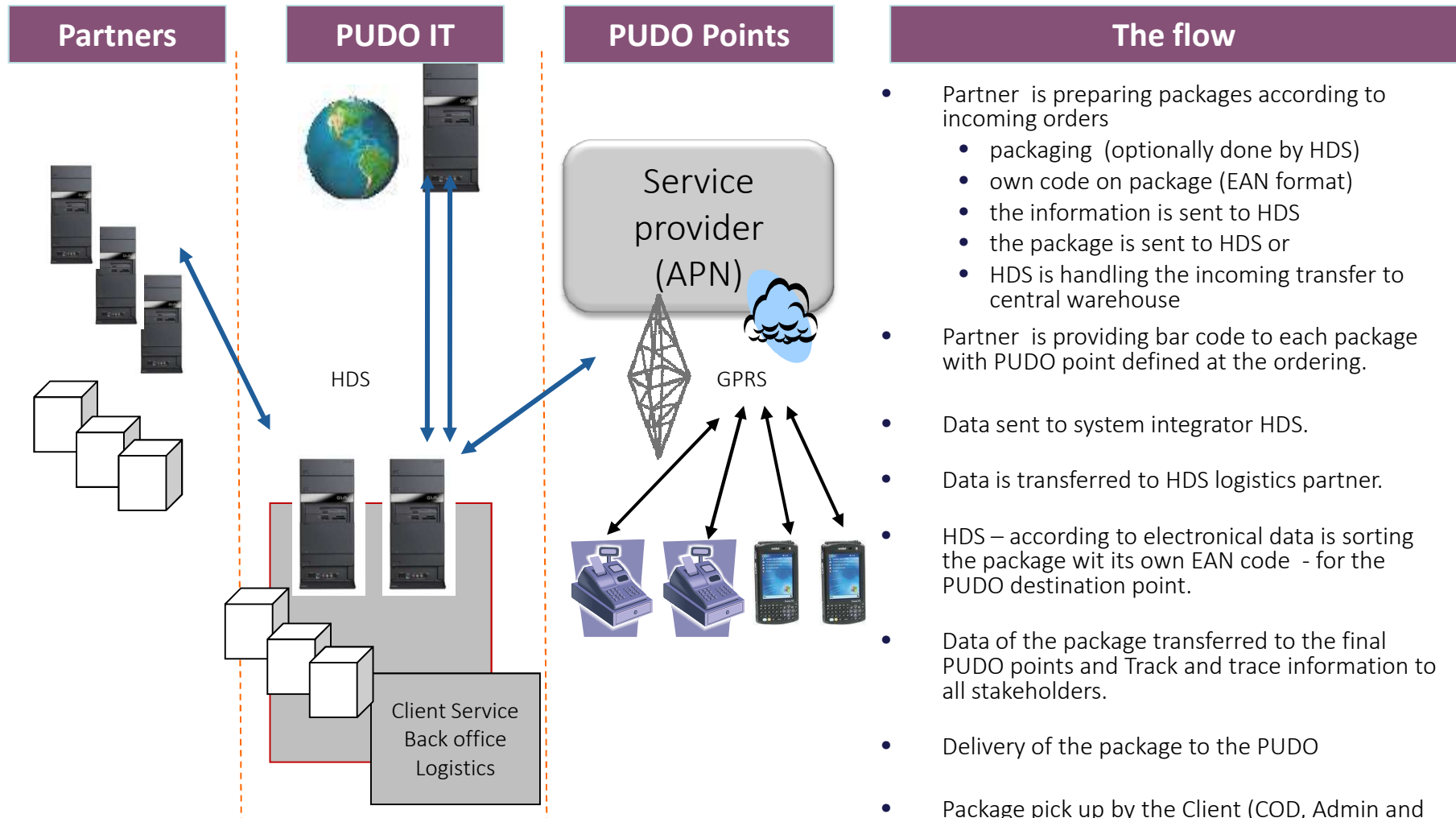
## Identification of the concept in PUDO points

The goal was the easy recognition of the concept with:

- Door stickers with „Pick Pack Pont ” logo
- For in-store communication surfaces – poster with logo plus slogan.

„ HOZZÁK, VISZED” - meaning - „ THEY BRING IT, YOU TAKE IT”

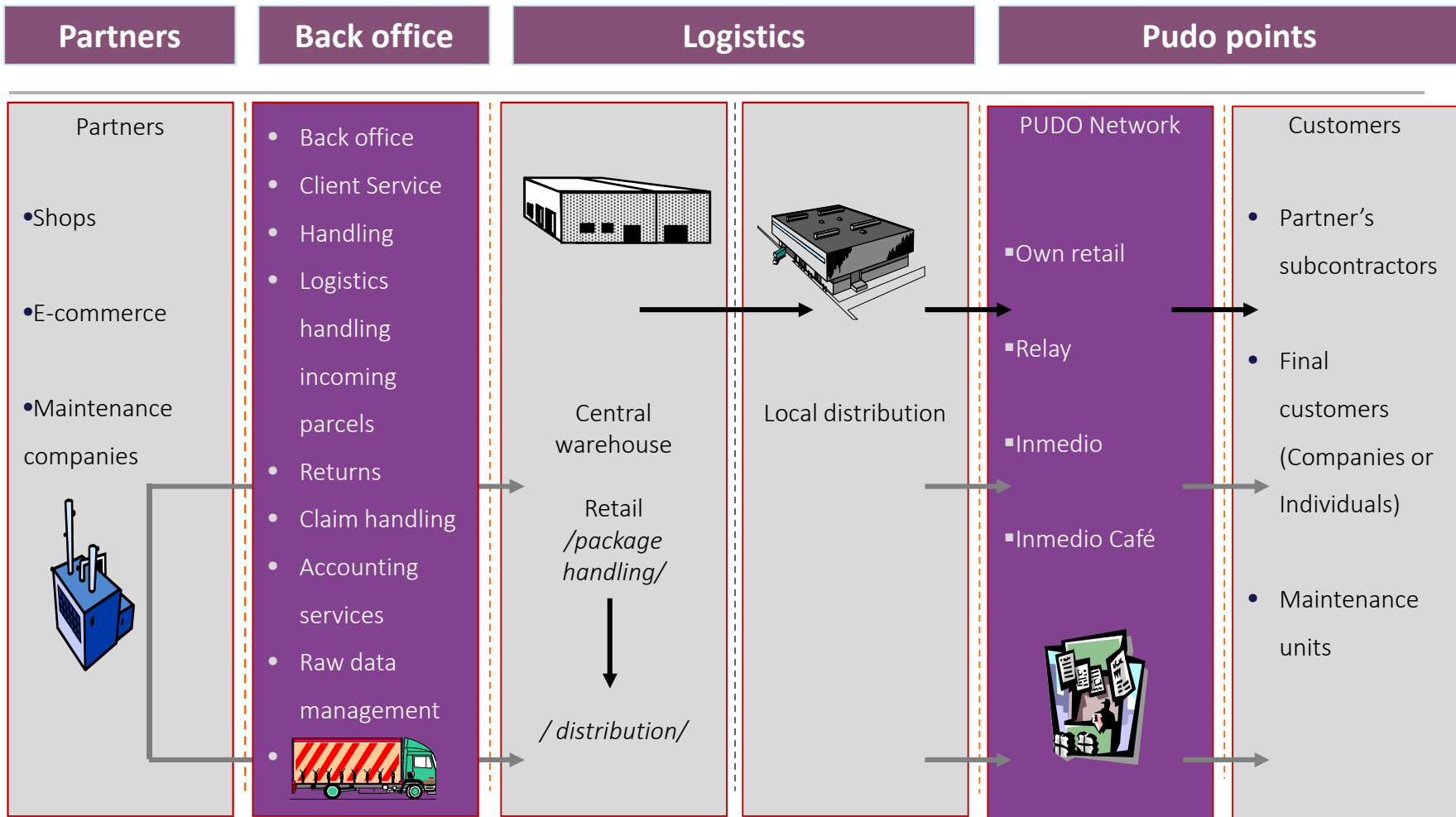
# PUDO dataflow



PUDO points are different branded retailer shops

- Partner is preparing packages according to incoming orders
  - packaging (optionally done by HDS)
  - own code on package (EAN format)
  - the information is sent to HDS
  - the package is sent to HDS or
  - HDS is handling the incoming transfer to central warehouse
- Partner is providing bar code to each package with PUDO point defined at the ordering.
- Data sent to system integrator HDS.
- Data is transferred to HDS logistics partner.
- HDS – according to electronical data is sorting the package wit its own EAN code - for the PUDO destination point.
- Data of the package transferred to the final PUDO points and Track and trace information to all stakeholders.
- Delivery of the package to the PUDO
- Package pick up by the Client (COD, Admin and TNT info sent to partner)
- A terminal or a web based PoS SW is available to handle the PoS functionalities in all kind of PUDO points

# PPP logistics flow



# PUDO – Partner information



Market type	Partners
<p><b>Partners from B2C segment</b></p> <p>Major flows are generated by:</p> <ul style="list-style-type: none"> <li>✓ Electronic</li> <li>✓ Book</li> <li>✓ Other webshops ( Photo, Nespresso, cosmetics, gifts, car spare part sellers, sexshops)</li> </ul>	
<p><b>Partners from B2B segment</b></p> <ul style="list-style-type: none"> <li>✓ FMCG partners</li> <li>✓ Service companies like OTIS</li> <li>✓ Questionnaires</li> <li>✓ POS materials</li> </ul>	
<p><b>POS Partners</b></p> <ul style="list-style-type: none"> <li>✓ Relay</li> <li>✓ Inmedio</li> <li>✓ OMV petrol stations</li> <li>✓ Playersroom</li> <li>✓ Coop Star</li> <li>✓ Avia</li> </ul>	