



Packeta Poland

Global digital platform for e-commerce

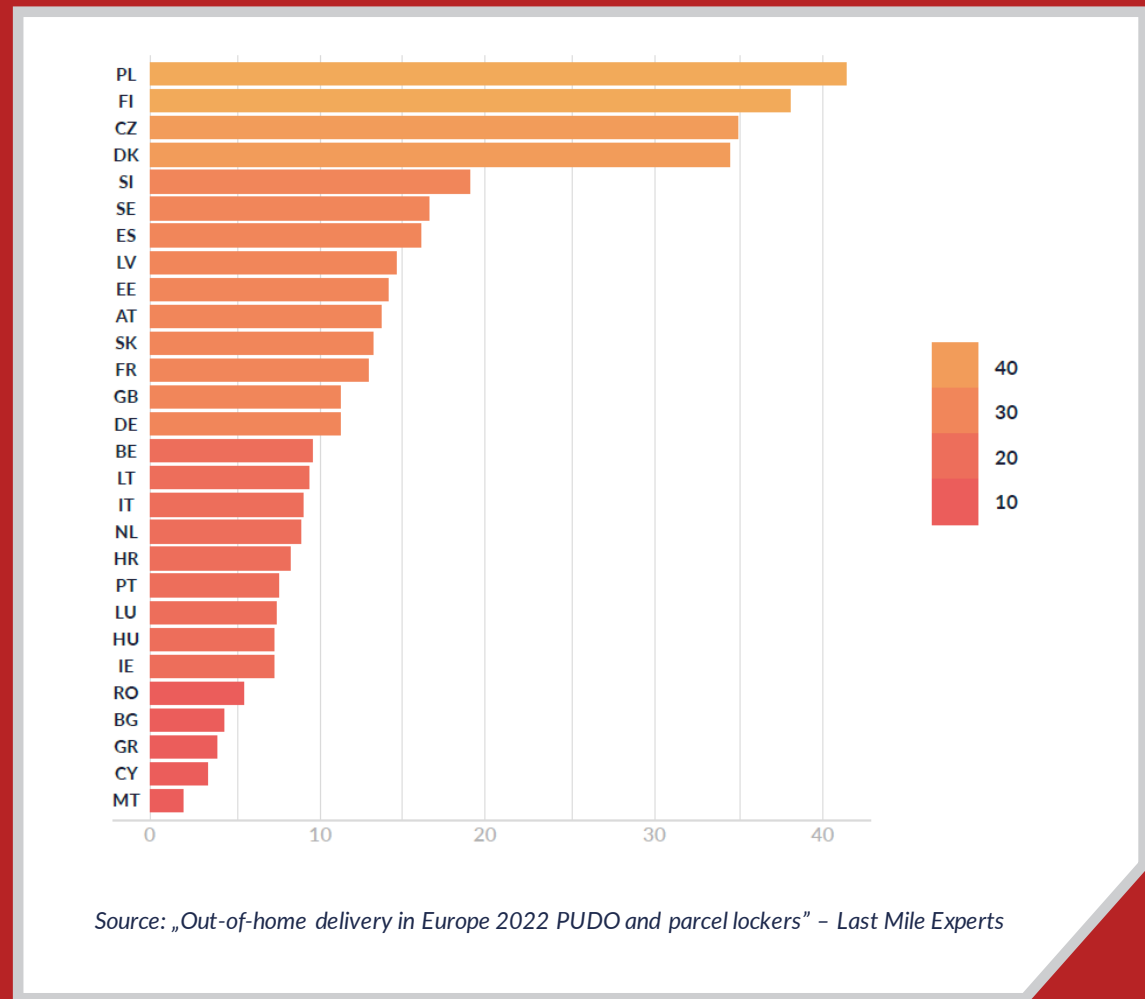
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Why are we called Lockerland?



Number of OOH POINTS per 10,000 population by country



Expectations and standards of e-customers

- Next day delivery
- In large cities, delivery even the same day
- Possibility to pick up the package at OOH points
- Ability to pay at the online store using fast payments, online card or BLIK
- Ability to buy now - pay later
- Free returns



The most common forms of delivery

- InPost Paczkomaty – Parcel Lockers
- Polish Post
- DPD - Home delivery and DPD pick up points



The most popular payment methods

- BLIK - Polish fast payment provider. Ability to pay from almost any banking application in PL.
- PayU
- Online card payment
- COD – already accounts for less than 20% of orders, popularity declines year by year



The most popular Marketplaces in Poland

- Allegro
- OLX
- Zalando
- Amazon
- Shopee



Summary

Polish e-client expects:

1. Possibility to choose the most convenient form of delivery;
2. The most convenient payment options;
3. Next day deliveries;
4. Free returns in OOH;
5. Deliver to OOH in the workplace or home;
6. An app that will give the ability to track and collect parcels.



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Thank you for your attention

