

SP eCommerce powers the launch of Timberland's first official eCommerce store in Southeast Asia



SINGAPORE, 12 October 2016 – World-leading footwear and apparel brand Timberland has partnered SP eCommerce (www.spcommerce.com), a Singapore Post Limited (STI: S08) company, to launch its first official eCommerce store, shop.timberland.com.sg, in Southeast Asia.

The Timberland online store went live in October 2016.

SP eCommerce has been working with Timberland to develop and launch the Singapore-based online store leveraging SP eCommerce's enterprise technology stack, providing a highly secure eCommerce front-end based on Magento Enterprise and best-in-class order management system, digital marketing, store operations, and customer care to grow Timberland's business and drive the acquisition of new customers. Fulfillment of online orders will also be handled across Singapore through SingPost's last-mile distribution network.

SP eCommerce's capabilities, resources in eCommerce and fulfilment help Timberland focus on delivering a seamless shopping experience, with exclusive online promotions in addition to their full retail catalog.

"eCommerce is a natural next step for Timberland," said Daisy Tan, General Manager for VF Corporation, Singapore and Malaysia, the company that owns Timberland. "The possibilities for delivering convenience and boosting our brand presence are enormous. Like everything else that characterises the Timberland brand, we aim to leverage it to the fullest and give our consumers the modern brand experience they deserve."

"In SP eCommerce we have a single partner who has the best-in-class commerce expertise and infrastructure to support our eCommerce roadmap in Singapore and beyond. Working with one partner for the entire shop-to-ship process, allows us to focus our attention on serving our customers with a superior online experience and growing our business," she added.

Marcelo Wesseler, CEO of SP eCommerce, added: "It's great working with a global organisation like VF Corporation. Timberland has a very strong product offering and their potential for expansion in Southeast Asia is exciting. We are honoured that they chose us to help Timberland build and optimise their online presence here in Singapore, and expand into more markets."



About SP eCommerce

SP eCommerce, a Singapore Post Limited (STI: S08) company, is a leading Asia Pacific full-service eCommerce provider. With end-to-end eCommerce services covering enterprise-grade eCommerce Technology, Warehousing, Delivery & Returns Management, Webstore Operations, Customer Care and Performance Marketing, SP eCommerce helps global brands launch and expand their online business in Asia Pacific. www.spcommerce.com

About Singapore Post Limited

For over 150 years, Singapore Post (SingPost) as the country's postal service provider, has been delivering trusted and reliable services to homes and businesses in Singapore.

Today, SingPost is pioneering and leading in eCommerce logistics as well as providing innovative mail and logistics solutions in Singapore and around the world, with operations in 19 markets.

Building on its trusted communications through domestic and international postal services, SingPost is taking the lead in end-to-end integrated and digital mail solutions. The suite of SingPost eCommerce logistics solutions includes front end web management, warehousing and fulfilment, last mile delivery and international freight forwarding.

SingPost has been listed on the Main Board of the Singapore Exchange since 2003. The market capitalisation of SingPost stood at S\$3.53 billion as of 31 March 2016. The company has a strong credit rating of A-/Stable by Standard & Poor's.

To find out more about SingPost, please visit www.singpost.com and <https://www.singpost.com/corporate-information/businesses.html> for more information on SingPost's subsidiaries and businesses.

Media Contact

Hong Mei Yu
SingPost
T: +65 6845 6298
E: hongmeiyu@singpost.com