



For Immediate Release

SingPost Enables Online Retailing for Canon Singapore

Singapore, 22 September 2015 – Canon Singapore has collaborated with Singapore Post Limited (SingPost) to build and support its first official web store, the Canon eShop (shop.canon.com.sg), to digitally extend its retail presence and enhance customer experiences.

This collaboration sees Canon deepening their relationship with SingPost by leveraging SingPost's growing capabilities in providing end-to-end eCommerce logistics solutions. SingPost's solutions are helping monobrand eCommerce players like Canon Singapore strengthen their offerings in this part of the world. More and more industry players are jumping onto the bandwagon, especially when the B2C eCommerce market in Asia Pacific is expected to hit US\$175 billion by 2016¹.

"In this digital age, a segment of customers appreciate the convenience, accessibility and option to research and shop online. Our customers' needs are important to us and we aim to deliver a multichannel approach for a seamless Canon experience." said Mr Edwin Teoh, Assistant Director, Consumer Business Marketing, Canon Singapore.

"The Canon eShop complements our physical retail network, an integral part of our business that offers the tactile experience whilst essentially offering our customers more options," he added.

Mr Marcelo Wessler, CEO of SP eCommerce, said: "SingPost's strong track record in localized eCommerce puts us in a unique position to connect brands with their consumers in the digital retail space. To meet the evolving appetite of consumers, we are continuously enhancing our eCommerce solutions to cater to the needs of our B2C customers and ultimately those of their consumers. We are committed to being the eCommerce enabler and very happy to be working with an exciting brand like Canon."

The strong logistics ecosystem that SingPost has built makes it a good facilitator and accelerator for eCommerce in this region. SingPost's solutions complement Singapore as a superior incubator for eCommerce as advanced digital payments and security platforms are also readily available.

¹ Forrester/Transport Intelligence



Screenshot of the Canon eShop (shop.canon.com.sg)

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About Singapore Post Limited

(Reg. No. 199201623M)

Singapore Post (SingPost) is the leading provider of mail, logistics and ecommerce solutions in Singapore and the Asia Pacific region, with operations in more than 10 countries.

As Singapore's national postal service provider, SingPost offers trusted communications through domestic and international postal services as well as end-to-end integrated mail solutions covering secure data printing, letter-shopping, delivery and mailroom management, among others. For over 150 years, SingPost has been delivering a trusted and reliable service to citizens, residents, corporations and businesses in Singapore.

As part of its transformation, SingPost has been steadily expanding beyond Singapore, leveraging its regional platform Quantum Solutions and other subsidiaries and partners. With its regional network and infrastructure, SingPost offers fully integrated ecommerce logistics solutions covering the four areas of freight, customs & regulations management, warehousing & fulfilment, last mile delivery & returns as well as ecommerce web services, to its customers.

SingPost won the World Mail Award for ecommerce in June 2014 and was ranked the top postal agency in the world in an Accenture report. SingPost also gained international acclaim when it was bestowed the Service Provider of the Year 2014 award by Postal



Technology International. SingPost is the only company to win to the Universal Postal Union's EMS Cooperative award for its Speedpost courier service every year since 2001.

SingPost was listed on the Main Board of the Singapore Exchange in 2003. To learn more about SingPost, please visit www.singpost.com.

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