Asia-Pacific
Economic Cooperation

2021/CTI/TF/WKSP4/005

QuadX – Building Futureprenuers

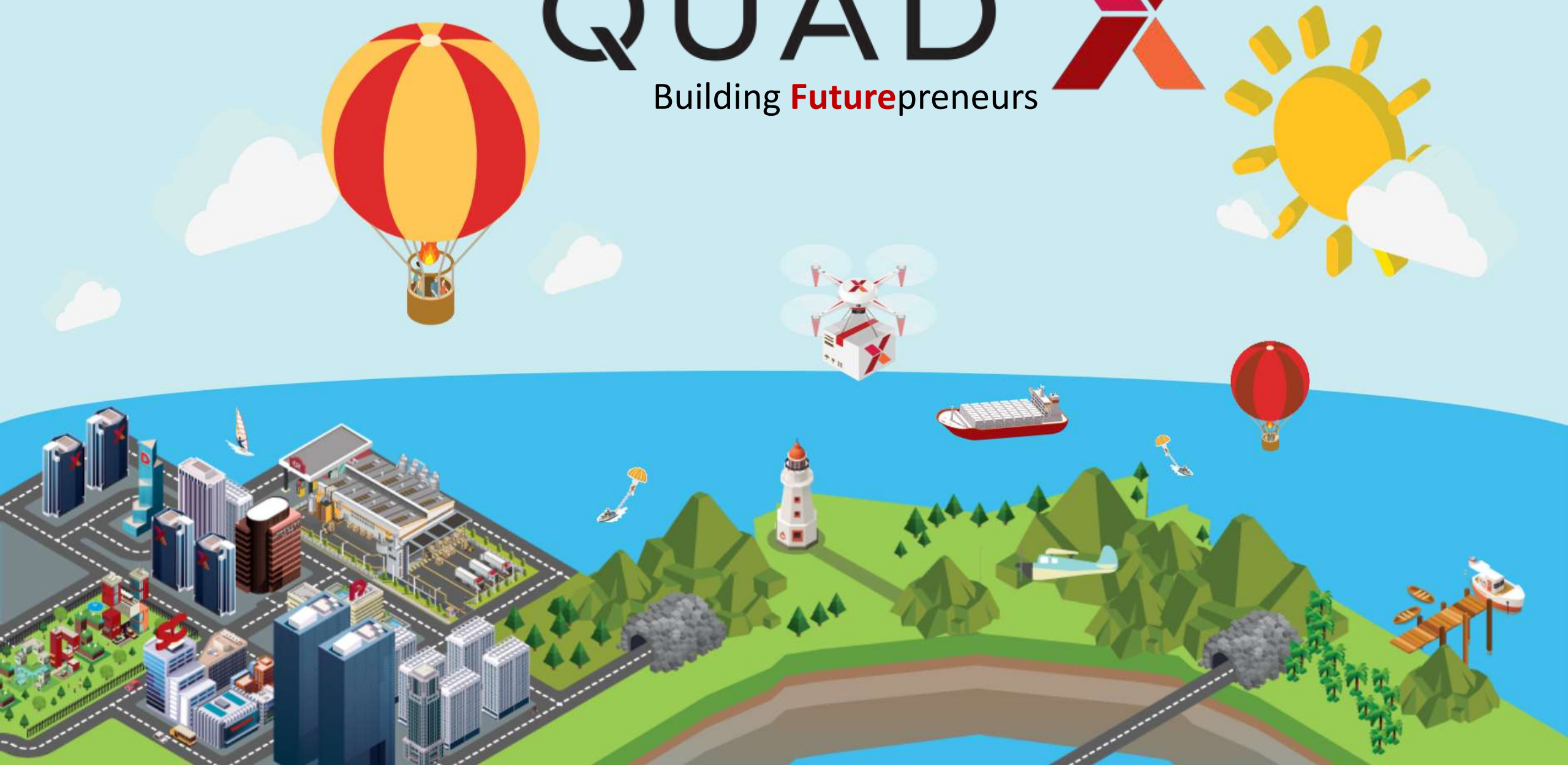
Submitted by: QuadX

NEW ZEALAND
APEC 2021
ASIA-PACIFIC ECONOMIC
COOPERATION 2021

Utilizing Digital Technology in the Field of Trade Facilitation Under the Current COVID-19 Pandemic and Beyond: Best-Practices Sharing Workshop - Empowering Micro, Small and Medium Enterprises to Participate in Cross-Border Trade
15 September 2021

QUAD X

Building **Future**preneurs



QUADX has been enabling eCommerce for MSMEs since 2012

We see ourselves as experience innovators, and we operated numerous innovative business through the years.

2012

LBC X ECOMMERCE TECH

QuadX started as the technology and innovation arm of LBC Express

2015

QUADX ShippingCart

QuadX and ShippingCart was launched

ShippingCart initially serviced cross-border shipping from US to the Philippines

2016

CheckMeOut

Launching of CheckMeOut, an integrated multi-payment platform and pick-up & delivery tool for social and casual sellers *(ex GoGo Xpress Social)*

2017

XPOST LOGISTICS, DIGITIZED

Launching of XPost, a service that directly integrates with retail websites and marketplaces. *(ex GoGo Xpress Marketplace)*

2018

Launch of "The Beast" that can sort 12,000 packages per hour

2019

GOGO XPRESS

KaGGX PARTNER

CheckMeOut was revamped and GoGo Xpress was launched

KaGGX Partner Rider Pool and Community Hubs were established as our on-demand delivery network

QUADX in 2021

98%+
DELIVERY EFFICIENCY

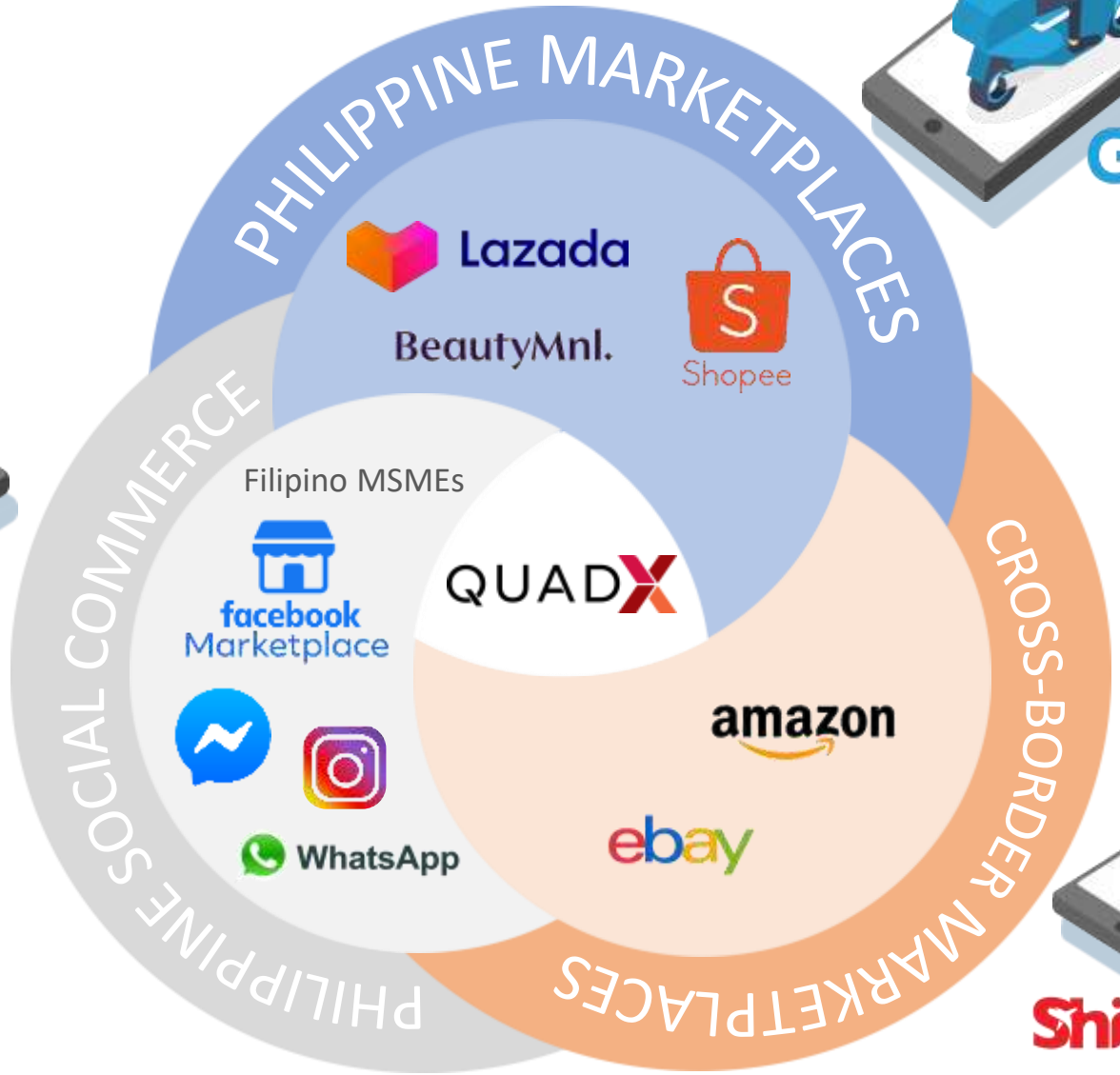
Pick-up & Delivery

COD Collection & Disbursement

Across the Philippines

Application-based

API Integrated



“The Beast” Sorting Machine

Located in: C5, Pasig City

One of the largest automated sorting machines here!

Throughput of 12,000 parcel/hour
Can process 5M transactions monthly

OPS QUICK FACTS:

Ka-GGX Partner – the biggest courier pool in the Philippines.

Over 6,000 riders

Ka-GGX Partners are all registered business with complete permits

Delivery Service Coverage

- 94% of Cities
- 82% of Municipalities

104 regional hubs

GGX Merchants

- 102,000+ (total)
- 25,000 active
- 260,000/mo txn

Cross-border Ops:

- California
- London
- Sydney
- Seoul
- Tokyo

SOCIAL IMPACT

Rider Employment

~6,000
Partner Riders
Registered all over the Philippines

91%
Lifestyle Improvement
Partner Riders' Earnings
vs Mandated Minimum Wage

29,000
People Impacted
Partner Riders' household members

Micro, Small, & Medium Enterprises (MSMEs) Empowerment

102,000+
Social Sellers
Registered all over the Philippines

$300
Average Additional Monthly Income
Monthly Sales by QuadX Social Sellers

300,000+
People Impacted
Social Sellers' household members

Today we will share insights from the eCommerce Sector:

1. **What are common Growth challenges experienced by MSME?**
2. **How have MSMEs capitalized on cross-border trade and digital solutions to grow?**
3. What pain-points can be solved to further amplify cross-border trade?

What's the biggest challenge to growing your business?

This Top 3 shows a complete shift in priorities.

Market Reach & Competition: avenue for growth is *cross-border*

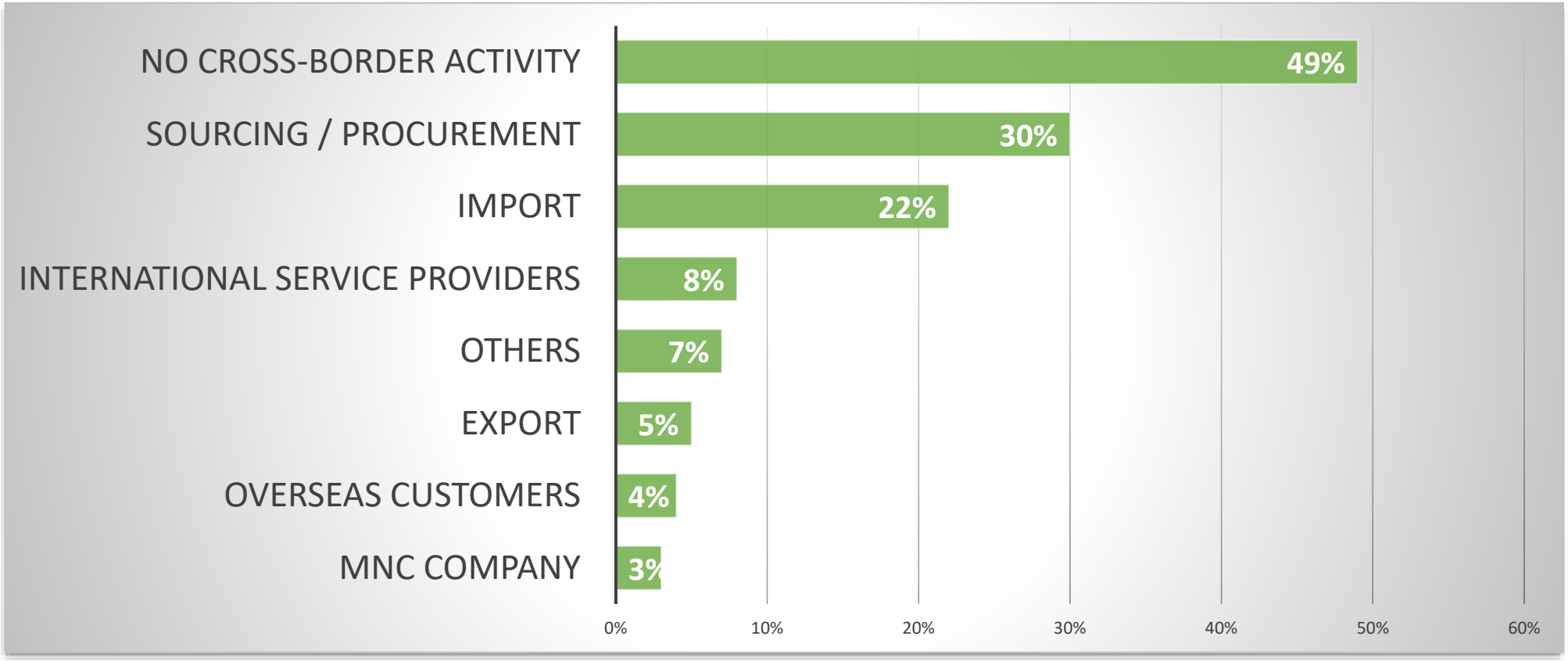
XPAY **Top 5 Spend**

1. Facebook Ads
2. Alibaba
3. Retail POS
4. Shopee
5. K-Pop Shops

Focus on cross border trade

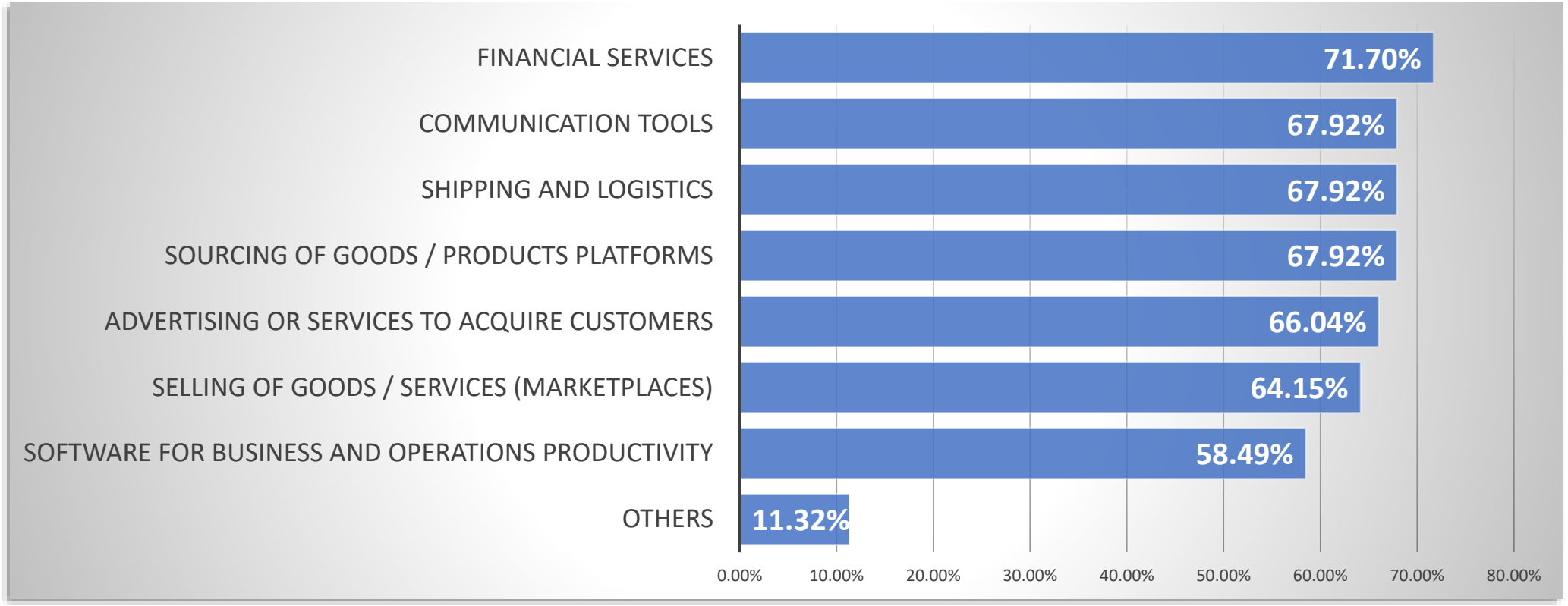
GGX Customer Research July 13-20, 2021

Cross-Border Activities of MSMEs



- About half engage in cross-border activities
- Heavily skewed towards inward business & importation
- ***Very small share (5%) engage in export***

How Do MSMEs Capitalize on Digital Solutions in Support of Cross-Border Trade



Highlights from QUADX Cross-border Trade Survey: August 2021

- Access to services software and solutions now more friendly to MSMEs
- Importation of merchandise / raw materials
- Advertising and promotions – connecting with customers

We asked about Pain Points & Support Needed

What are their top Pain Points

items Expensive tax time Customs Local shipping restrictions Delays products Cost goods delivery

Support that they need

Shipping increase Less tax N customs Trade tax import lower free None

Takeaways And Learnings:

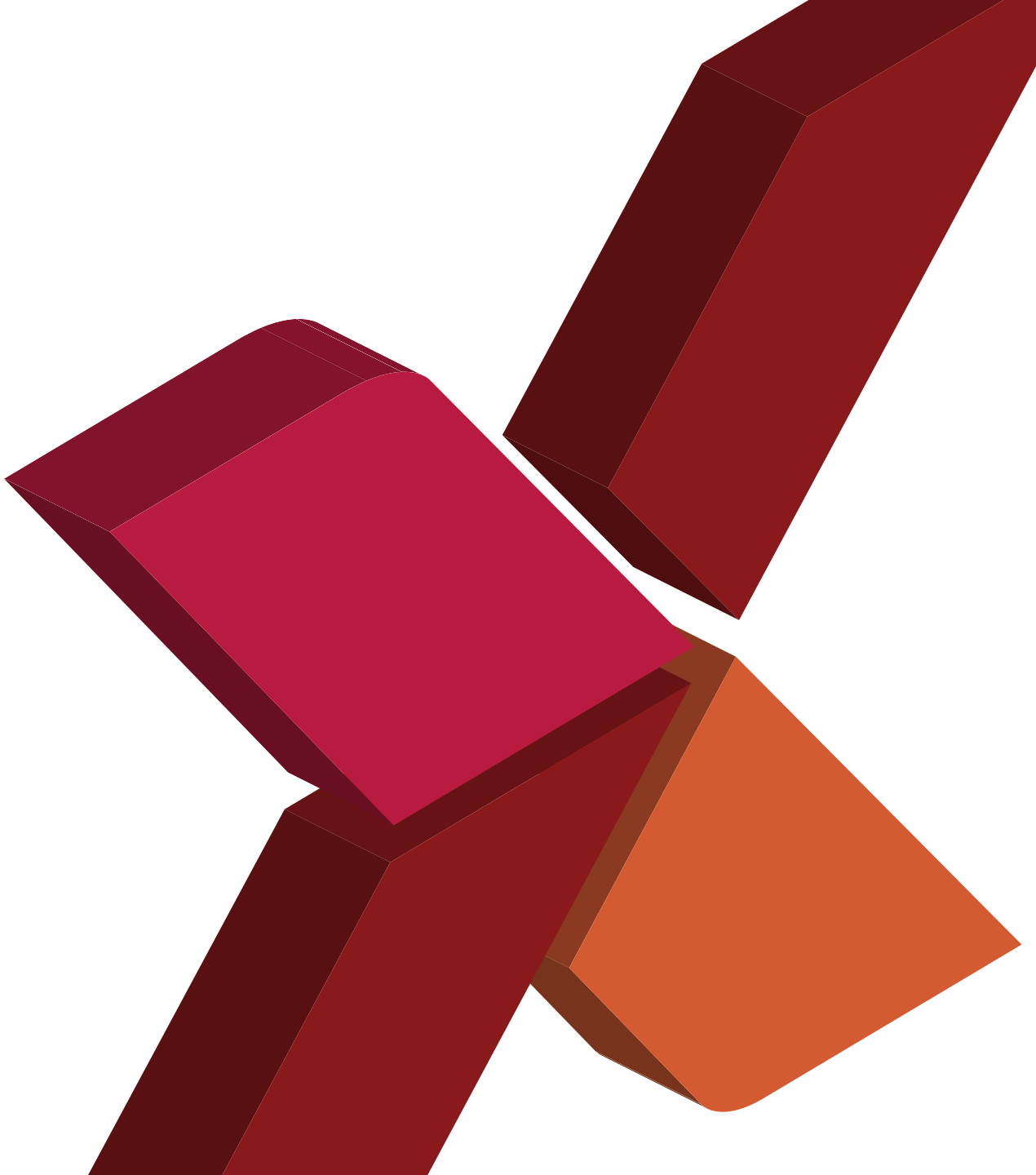
- eCommerce MSMEs took advantage of importation / cross-border procurement to significantly grow their revenues fast
- Digital platforms in finance, communications, shipping, were instrumental to this
- But as they scale, competition and market reach becomes a hurdle
- Problems manifested in customs, logistics, taxes – reflect heavy skew in importation
- Opportunity for long-term growth: export (this is unchartered territory for many!)
- Value added-production, building a brand – will be key for global success

QUADX

www.quadx.xyz

Let's Get Social!

GoGo Xpress **@gogoxpress**
ShippingCart **@shippingcart**
Xpay **@xpayph**

GET IT ON Google Play

Download on the App Store