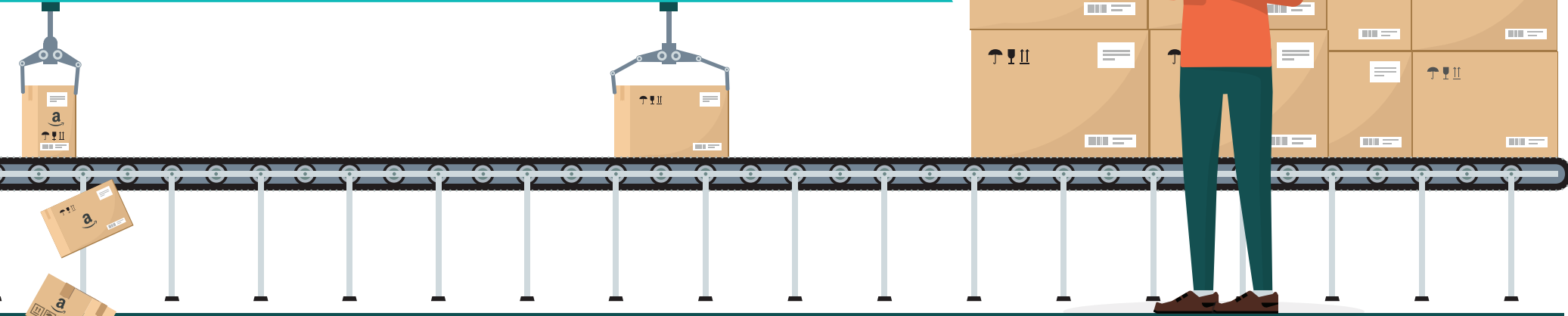


You vs. Amazon

How Retailers Can Compete in Same-Day Delivery

We want our things, and we want them now.



\$114B
U.S. Sales

\$21.7B
Shipping Costs

Amazon has invested billions in shipping, a strategy that's paying off in sales.

In 2016, the retail giant grew sales by 25% to a jaw-dropping \$114B.¹

In 2017, Amazon dominated e-commerce, winning nearly 50% of all online sales.²

The success of Amazon Prime is driving demand for faster and faster delivery speed.

9/10 Retailers say e-commerce is driving demand for faster delivery.³

4/10 Retailers anticipate offering customers 2-hour delivery by 2028.³

FOR MANY RETAILERS, IT'S A LOSING GAME

With Amazon grabbing a bigger piece of the e-commerce pie, retailers are closing in record numbers.

Nearly 7,000 store closure announcements were made in 2017.

That's up more than 200% from a year ago.⁴

It seems everyone is struggling to find the right model for next-day and same-day shipping.

BUILDING IN-HOUSE DELIVERY INFRASTRUCTURE	TRADITIONAL DELIVERY OPTIONS	COST OF DOING NOTHING
<ul style="list-style-type: none"> + Fixed Asset Cost + Maintenance + Operational Complexity 	<ul style="list-style-type: none"> + High Fixed Costs + Poor Unit Economics + No Flexing Delivery Capacity 	<ul style="list-style-type: none"> + Lost Sales + Customer Dissatisfaction + Loss of Competitiveness

SO, WHERE TO BEGIN?

Innovative retailers are exploring alternative delivery solutions.

Amazon put the spike in the ground, and now smaller companies are starting to follow. We're going to continue to see more crowdsourcing and collaborative activities, and better technology to support it.

TIM BROWN, MANAGING DIRECTOR OF THE GEORGIA TECH SUPPLY CHAIN & LOGISTICS INSTITUTE.

Nearly 90% of retailers expect to use crowdsourced delivery to handle specific orders by 2028.³

THE SHARING ECONOMY IS PROJECTED TO REACH \$335B BY 2025.⁵

Here's the trouble with Uber for packages.

- Little or no flexibility on item size or distance.
- Small geographic footprints around major metros.
- Poor unit economics, similar to traditional couriers.

What if there was a faster, cheaper, easier way for retailers to offer next-day and same-day delivery?

Every day **250,000,000** vehicles hit the road with more than **4,000,000,000** cubic feet of excess capacity.⁶

WHAT IF WE PUT A FRACTION OF THAT TO GOOD USE?

Leveraging existing resources creates a more sustainable, scalable, and low-cost delivery service.

Leveraging existing resources creates a more sustainable, scalable, and low-cost delivery service. Through this Collaborative Delivery™ model, retailers can tap into an engaged fleet of vehicles already going to, from, and between their stores.

EMPLOYEES | LOYAL CUSTOMERS | LOCAL COMMUNITY

BIG BOX

Retailers, grocers and airlines are using Collaborative Delivery to achieve faster delivery times and improve customer satisfaction scores.

- BUY ONLINE, DELIVERY FROM STORE
- HOT SHOT SHIPPING
- WAREHOUSE PICKUP & DELIVERY
- FIRST & LAST MILE SHIPPING
- INVENTORY REPOSITIONING

Delta Air Lines reaches new heights with Roadie's Collaborative Delivery model.

Since partnering with Roadie, Delta has increased delivery speed by an average of 65% across more than 51 airports nationwide.⁷

65% Faster Deliveries

The response from customers and employees has been overwhelmingly positive. We knew we were on to something when we saw delivery times drop by around 65 percent compared to traditional delivery services, and baggage service customer satisfaction scores jump dramatically.

GIL WEST, DELTA ESVP & COO

Ready to ramp up flexible, scalable same-day delivery nationwide?

Learn more about Collaborative Delivery at www.roadie.com/collaborative-delivery

ROADIE

FASTER. CHEAPER. EASIER. DELIVERY.

¹ Amazon: 2017 Amazon 10K: http://phx.corporate-ir.net/phoenix.html?ci=97664&a=trn-secdcontrol_selectgroup=Annual%20Filing#15414896
² eMarketer: <https://retail.eMarketer.com/article/emarketer-releases-first-forecast-of-top-e-commerce-retailers-2018-2020>
³ Zebra Technologies: https://www.zebra.com/content/dam/zebra_new_la/en-us/solutions-verticals/vertical-solutions/retail/vision-study/fulfillment-vision-study-report-en-us.pdf
⁴ Fung Global Retail Tech: <https://www.fungglobalretailtech.com/news/weekly-store-openings-closures-tracker-39-home-depot-acquires-company-store/>
⁵ Brookings Institution: https://www.brookings.edu/wp-content/uploads/2016/12/sharingeconomy_032017final.pdf
⁶ IHS Automotive: <http://news.ihsmarket.com/press-release/automotive/average-age-vehicles-road-remains-steady-114-years-according-ihs-automotive>
⁷ Delta Air Lines: <https://news.delta.com/how-delta-getting-creative-its-app-and-startup-boost-bag-delivery>