



Digimatic Group



HELPING BRANDS CONNECT

ASX / Media Release

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Digimatic Confirms Branding and Marketing Collaboration

HIGHLIGHTS:

- Digimatic Solutions confirms branding services with PT ARK Ekspres Internasional
- PT ARK Ekspres Internasional will work with Digimatic Solutions on the launch of a new brand identity for PT ARK Ekspres Internasional's new last mile delivery services in Indonesia
- AP Media Pte Ltd, a subsidiary of Digimatic Group Ltd, will drive the branding activities for PT ARK Ekspres Internasional

Digimatic Group Ltd (ASX: DMC) (the "Company" or "DMC"), via Digimatic Solutions Pte Ltd ("Digimatic Solutions") has entered into an agreement with PT ARK Ekspres Internasional ("ARK") to deliver a branding and marketing campaign for a six-month period in Indonesia.

PT ARK Ekspres Internasional Collaboration with Digimatic Solutions in eCommerce logistics fulfilment

PT ARK Ekspres Internasional is a subsidiary of PT ARK Logistics & Transport that will offer last mile delivery services or courier services to smaller businesses and eCommerce-based online businesses.

The new eCommerce Logistics portal will be modelled after Uber, and will help match qualified logistics providers with good service track records to the relevant customer job requests that have been uploaded to the site. The portal will have built-in capabilities to ensure that the jobs are matched accurately and fulfilled quickly according to the indicated timelines.

The implementation of a new eCommerce standard into the portal has also helped reduce integration costs by up to 70 per cent and integration time by up to 75 per cent in the last mile process by eliminating the need to invest in and use multiple platforms. In addition, online orders can be streamlined via a single inventory, order processing and delivery system interface, thus allowing for smarter analytics on inventory flow across multiple systems.

This new agreement will allow Digimatic Solutions to successfully expand their business portfolio and capabilities to include the logistics and fulfilment requirements of online businesses in Indonesia, and to be one of the first to apply a demand-and-supply matching model to a logistics fulfilment portal based outside of Singapore.

PT ARK Ekspres Internasional and New Brand Identity

Recognising that the eCommerce fulfilment and last mile service deliveries is a very competitive space in which deals with not just only B2B but also B2C customers, PT ARK Ekspres Internasional has appointed AP Media Pte Ltd via Digimatic Solutions to handle their branding requirements.

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The signed agreement encompasses the full scope of branding activities including market research, brand audit, positioning and communications strategy. Besides research and proposals on the brand, AP Media will also craft a full set of communications materials including PT ARK Ekspres Internasional's corporate identity, corporate brochures, advertising campaign visuals, promotional materials and marketing videos for the site.

In addition to the branding activities and building of the eCommerce fulfilment portal, PT ARK Ekspres Internasional has also engaged Digimatic Solutions to provide digital marketing services so as to drive more traffic to the site, improve awareness of the new portal and increase the number of transactions on the site.

"This collaboration allows for Digimatic Group to showcase how its tri-engines of growth namely branding, marketing and technology can help make create and maintain successful yet sustainable online businesses that generate real ROI for their investors or stakeholders" says Lim Hui Jie, CEO of Digimatic Group Ltd.

The new eCommerce Logistics portal is one of the first in Indonesia where a demand-and-supply based matching system can help businesses to reduce delivery errors and increase the speed at which orders are captured and delivered.

About Digimatic Solutions Pte Ltd

Digimatic Solutions is the technology arm of Digimatic Group Ltd and specialises in providing sustainable business solutions via commerce technology in consultation with its clients.

Digimatic Solutions in-house capabilities include the building of eCommerce platforms and eMarketplaces, websites, mobile applications and end-to-end customised platforms that include logistics, managed services as well as digital marketing solutions that ensure continued traffic and lead generation to the platforms or sites.

About AP Media Pte Ltd

AP Media is the branding arm of Digimatic Group Ltd and specializes in content creation as well as full end-to-end branding and marketing solutions for clients. The company started out doing videos and TVCs for clients in 2008, and expanded its portfolio to include VR/ AR solutions as well as full end-to-end branding consultation and strategic positioning advice to help clients meet their business and marketing objectives. The company is now a full-fledged integrated branding and marketing solutions firm.

About PT ARK Ekspres Internasional

PT ARK Ekspres Internasional is a subsidiary of PT ARK Logistics & Transport, an established 3PL service provider in Indonesia with a comprehensive portfolio of sourcing, transportation, and logistics services. The company offers last mile delivery solutions or courier services to smaller businesses and eCommerce-based online businesses.

ENDS

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