

1/ Current Challenges of Products Fulfillment

A. Storage Requirement for Beauty Products

- Temperature-controlled
- Specialized Storage For Hazardous Goods (optional)
- Ambient (optional)

B. Fulfillment Complexity of Omni-channel

- It's Complex & Fast
 - (1) Beauty consumers expect excellent purchasing experience
 - (2) Beauty products have wide range of SKUs & sizes
- There's Little Information Transparency
 - (1) Beauty brands may have multiple sales channels
 - (2) Information flows can be complicated
- The Volume & Growth Are Unpredictable
 - (1) Beauty e-commerce is a growing business

2/ Solutions for Beauty

A. Space

The warehouse environment is **designed specifically for the beauty industry**. From the warehouse layout to processes and automation planning, each step is carefully designed to increase space efficiency and operation accuracy.

The warehouse has two types of storage temperature: ambient and air-conditioned. For multinational brands that have a variety of products, it provides the safest, most suitable and cost-effective way to store and pamper the products.



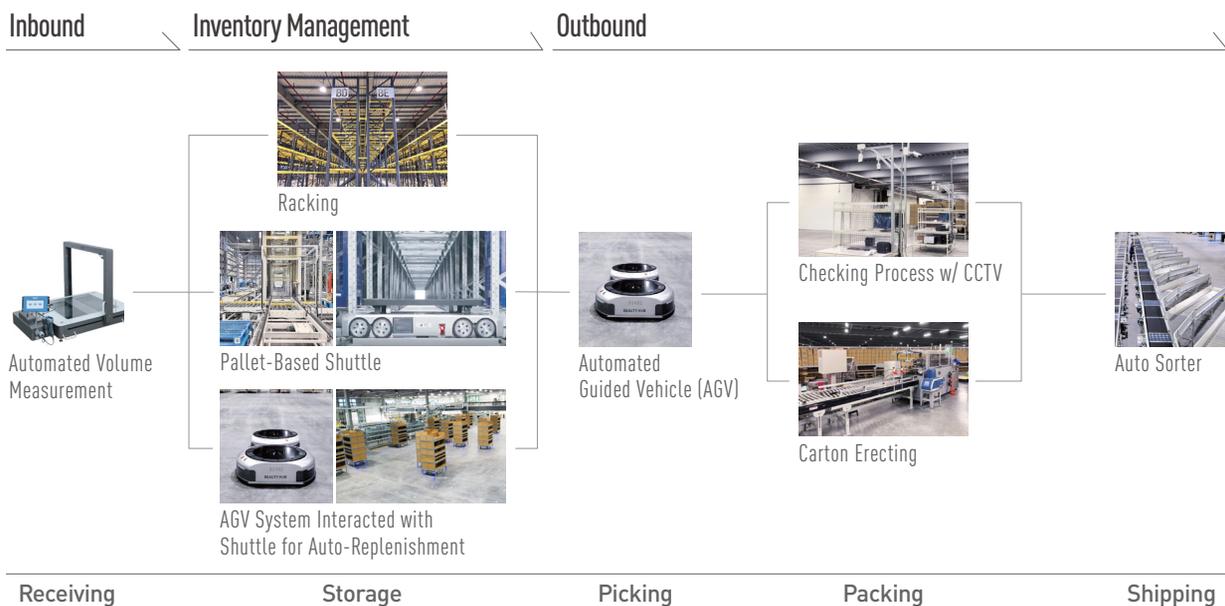
B. Technology-driven

ALP OS, so-called the brain to empower an automated warehouse, allows warehouse managers to **increase the ease and efficiency of warehouse operation**.

The warehouse manager can monitor all the movement in the warehouse; meanwhile, clients could easily track their orders and check their inventory level at any given time from its headquarter.

The automation equipment, including AGV and pallet-based shuttle, are instructed by ALP OS. It ensures the efficiency of workers, automation equipment and robotics.

Operation Process

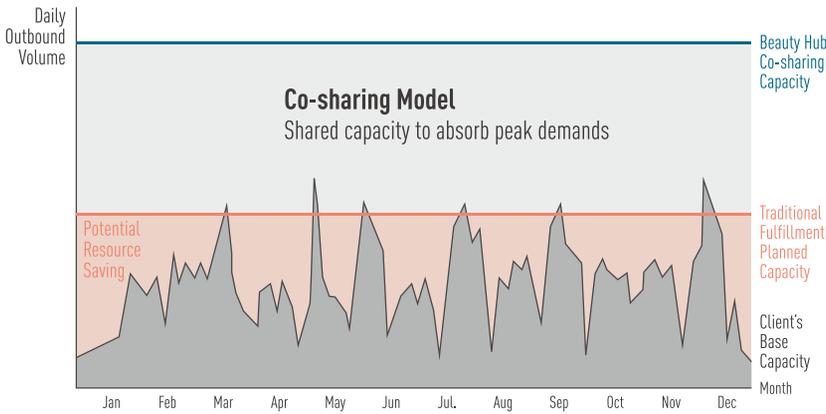
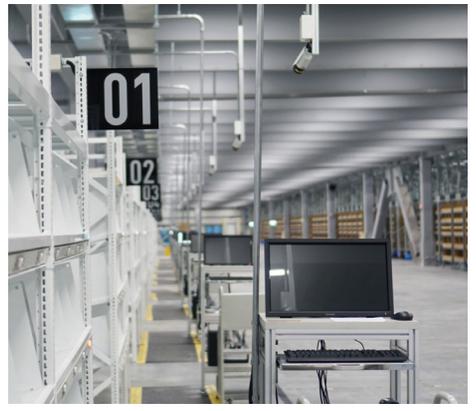


C. Scalable Service to Support Business Growth

To minimize the cost-per-order, the co-sharing model allows Beauty Hub to offer a more flexible service.

In the short term, the **economies of scale** from multiple clients **smooth the operational peaks**.

In the long run, Beauty Hub clients can **enjoy sales growth** without worrying if their space projection was correct.



3/ALP Value Creation For Clients

Cheaper & better fulfillment service

Economies of scale

Higher efficiency & accuracy in operation

Experiences & industry best practices

Solution for long-term

- 1/ Logistics network >Flexibility
- 2/ Using technology to improve workflow

Client Testimonial

“ For our needs, ALP outperforms all other logistics providers, in speed, scalability, reliability, regional reach, partner community, and breadth and depth of logistics services available. ”