



What is Zenda?

Zenda is a new door-to-door logistics platform built for international eCommerce. Powered by British Airways, Zenda gives shippers more international shipping options and consumers a more hassle-free experience.

What were your objectives in creating Zenda?

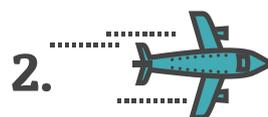
- ✓ Fill the void between Express and Postal shipping for eCommerce
- ✓ Provide more delivery options for both shippers and consumers
- ✓ Create more visibility while parcels are in transit
- ✓ Reduce the hassle at delivery, and so create happier customers

Tell me how Zenda works.

Upon receiving an online order from a customer, and after being picked and packed, Zenda leverages three transportation legs to get your customer's order delivered quickly:



Your goods travel from your facility to the airport by a parcel courier



Then via overnight airfreight to the destination country



And finally, to your customer's door by a regional or national parcel delivery agent



So, is Zenda a new carrier? And how do shippers and customers benefit from this new offering?

Think of Zenda as a logistics platform that combines a variety of carriers – both ground and air – all synchronized from the shipper’s facility to the customer’s doorstep. The benefits, we think, are quite compelling:

Benefits for your customer:

- ✓ 4 to 8 day international shipping to your customer’s frontdoor
- ✓ Duties and taxes are taken care of in advance, so there are no surprise charges at delivery
- ✓ Competitive all-in rates, with no extra fees for fuel surcharges, residential deliveries, or delivery signatures
- ✓ Full online tracking from your door to their door

Additional benefits for the shipper:

- ✓ Zenda represents an additional shipping service that bridges the gap between Express and Postal
- ✓ Simply add Zenda alongside with your existing shipping options to give your customers more choice

Some shoppers are still reluctant to purchase from international retailers based on several known concerns. Zenda addresses all of these concerns.

Zenda addresses the top eCommerce shipping concerns expressed by many shoppers:

Shipping concerns

1. International delivery shipping costs (35%)
2. Concern that item may not be received (33%)
3. Customs/duties/fees/taxes (30%)
4. Delivery time not fast enough (29%)

Zenda solution

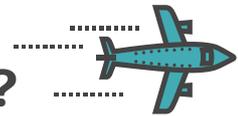
- ➔ Zenda’s prices are typically at or near Postal prices
- ➔ Full track-and-trace from retailer to customer door
- ➔ Every package is delivered duty-paid (DDP)
- ➔ 4 to 8 day delivery to Europe



Where is Zenda shipping to today? And how about the future?

Zenda is live and shipping to 24 European countries. Future destinations include Australia and Canada, as well as the reverse routes (UK, Europe, Australia, & Canada to the US). Zenda's potential reach is huge; anywhere a major airline lands is a potential route to more customers.

Who are the major players supporting and participating in Zenda's development?



Leading logistics tech companies, several first and last mile delivery companies, and British Airways.

How do I learn more? And can I see a demo of the Zenda platform?



You bet. Drop us a line at contact@zenda.global or give Barry Shepherd a call at the number below. We will answer your questions and take you through a detailed explanation of the Zenda platform.

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