

# About Cainiao RU





# What is Cainiao RU



Cainiao Network is one of the world's largest IT, logistics and infrastructure operators. It's the part of Alibaba Group, and one of the top 3 in terms of cross-border parcel operations in the world. The company is developing IT platforms for marketplaces and sellers, automatic supply management systems, building an internal and international logistics chain, and developing artificial intelligence in the field of unmanned deliveries.

## Services:

In Russia Cainiao constantly invests in new services for AliExpress sellers. The company serves over 90% of all AliExpress shipments worldwide. Now, services are available for Cainiao customers that help to reduce logistics costs by up to 50%:

- Order fulfillment based on the company's own logistics complexes
- Fulfillment based on partner warehouses for the most popular categories, including clothing, footwear, accessories, etc.
- Drop Shipping service
- Flat rates for courier delivery and pick-up points
- Subsidized customer delivery
- Delivery of all types of purchases: from small orders to large-sized goods
- Ability to choose the most suitable partner from the list of offered courier services
- Last mile insurance products for sellers

Cainiao services cover the entire territory of Russia. The company has no limit on the size of its sellers.



## Cainiao Timeline. Key project through the years

2017:

- **July, 2017:** Cainiao launches its brand new tracking system to help customers and sellers finding their orders. This step became one of the major points in AE's local business supporting providing positive feedback from customers
- **October, 2017:** Cainiao launches DPD pickup points option for Tmall RU (first PUDO option for AE)
- **November, 2017:** Cainiao launches its first charter program for AE prior 11.11 sale together with AirBridgeCargo and Russian Post (delivery time during the sale decreased by 50%)





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2018:

- **May, 2018:** Cainiao launches its first Russian hub near Domodedovo announcing investments and planning future expansion.
- **July, 2018:** Cainiao launches same day delivery for Tmall RU – its first local delivery project for Russian sellers.
- **September, 2018:** Cainiao creates special sea-railway route together with Russian Post that helps customers from Siberia and Far East getting their parcels quicker. This project became as one of the milestones for collaboration between Cainiao and Russian Post.





# Cainiao Timeline. Key project through the years



2019:

- **June, 2019** - Cainiao starts the brand new route to deliver small parcels by plane – the company launches its collaboration with passenger carriers
- **August, 2019** - Cainiao tests in Russia the new free return policy for AE customers. The goal is to provide easy return option for the most popular categories and help developing new options, such as fashion.
- **September, 2019** - Cainiao launches consolidation project for Russian customers: its goal to reduce non-received rate and increase customer happiness. As for Aug, 2020, non-received rate reduced twice to less than 5%
- **November, 2019** - Launch of the new tracking system, which helps customers to get updates within the app with the more accurate information on their orders



THANKS

