

LOGISTICS AT THE SPEED OF CONSUMER TECH INNOVATION



THE CHALLENGE

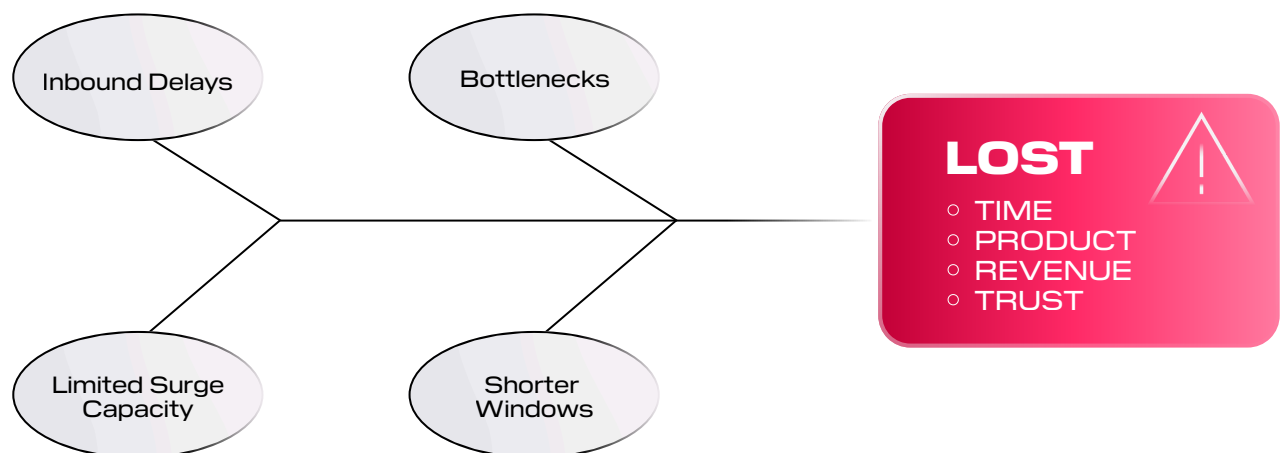
Innovation is accelerating. Logistics risk is rising.

Consumer technology companies are launching faster than ever, yet supply chains are under constant strain. Shorter product lifecycles, unforgiving launch windows, and volatile demand peaks mean logistics performance now directly determines commercial success.

When logistics fails, innovation stalls.

In today's environment, even small disruptions can cascade into:

- Missed launch windows
- Excess or stranded inventory
- Lost revenue and market momentum
- Damaged customer experience



THE INSIGHT

Time-to-market is no longer driven by R&D alone.

Inbound delays, warehousing bottlenecks, and limited surge capacity increasingly dictate whether products reach customers on time. Traditional, siloed logistics models struggle to keep pace with launch-driven volatility.

WHAT THE DATA SHOWS



2–4x volume ramp-ups
required within weeks of major product launches



20–30% faster fulfillment
through integrated pre-kitting and configuration



1–3 days faster last-mile delivery
enabled by regionally positioned warehouses



Up to 30% lower transportation costs
through optimized routing and dedicated capacity models

Bottom line: Speed is not accidental - it is designed into the network.

THE SOLUTION

An Integrated Logistics Model Built for Speed and Resilience

DP World enables consumer tech innovation through a tightly connected logistics ecosystem that unifies:

- **Multi-modal freight forwarding:** Ocean, air, and inland options to maintain velocity during disruption
- **Strategically located warehousing:** Multi-customer facilities positioned close to key consumer markets, ready for both B2B and B2C distribution
- **Customs brokerage capabilities across the globe:** Tackles any clearance process for imports or exports from any country within your supply chain
- **Value-added services:** Pre-kitting, configuration, and light assembly to ensure launch readiness
- **Scalable capacity models:** Built to absorb launch-driven demand spikes without service degradation

