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FOR IMMEDIATE RELEASE

KIDBOX Selects TradeGlobal to Provide Scalable Fulfillment Services

Kids' curated style box brand KIDBOX taps eCommerce provider TradeGlobal to manage fulfillment as it seeks to expand its operations

CINCINNATI, June 15, 2017 – TradeGlobal, a subsidiary of Singapore Post Limited and a leading provider of global end-to-end eCommerce solutions, today announced that it was selected by KIDBOX to provide scalable fulfillment services. KIDBOX is the first kids' style box offering premier brands, significant savings and a mission to clothe one million children in need.

KIDBOX leverages TradeGlobal's extensive logistics network and flexible operations model to meet customers' high expectations for fast and seamless shipping and returns processing.

"We chose to work with TradeGlobal because their industry expertise and operational capacity will enable us to deliver a premium experience for our customers well into the future," said Miki Racine Berardelli, Chief Executive Officer of KIDBOX. "Their scalable operations will be a key component of our success as we continue to grow our business and expand our services, brand partnerships and product categories."

Founded in 2015, KIDBOX provides parents with more time, while taking the hassle out of shopping and styling. KIDBOX offers brand-name apparel and accessories at unbeatable prices, coupled with a personalized service designed for kids and their unique tastes. In support of its mission to donate clothing to one million children in need throughout the United States, the brand outfits a child in need for every KIDBOX purchased.

"KIDBOX is a data science-driven children's apparel service that continues to break new ground," said Blake Vaughn, covering President and COO of TradeGlobal. "Our agile solutions will allow them to expand quickly and efficiently to keep up with demand. We could not be more excited to serve as a catalyst for their growth, and we look forward to what lies ahead for this innovative brand."

About TradeGlobal

TradeGlobal, a subsidiary of Singapore Post Limited, is a leading end-to-end eCommerce provider, delivering best-in-class solutions to the world's most recognizable fashion, beauty and lifestyle brands. Unifying website development, digital marketing strategies, creative services, omnichannel order management, fulfillment, logistics and customer care across domestic and international boundaries, TradeGlobal provides the technologies and operations that empower businesses of all sizes to evolve and expand. For more information, visit www.tradeglobal.com.



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About KIDBOX

KIDBOX, a VC-backed startup that was founded in 2015, is the first kid's style box to use a data science algorithms to deliver a personalized and curated selection of quality brand-name apparel and accessories. Offering clothing brands that parents know and trust at an average of \$14-16 per item, KIDBOX provides convenience, value and quality with risk-free, complimentary at home try-ons for each box. For every KIDBOX purchased, KIDBOX will donate an outfit through a partnership with K.I.D.S./Fashion Delivers, the largest non-profit dedicated to collecting and distributing new clothing to children in need in the United States. KIDBOX is headquartered in New York with a Tel Aviv-based tech and data science center.

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