

Global Logistics DX Partner



colosseum

Logistics Simplified, Success Delivered



Table of Contents

1	Company Overview	3	8	Core Competencies	1	Warehouse Network	15
2	History and Key Accomplishments	4			2	Multi Shipping Options	16
3	Logistics Alliance	6			3	Integrated Logistics Solution COLO	17
4	Service Indicators and Customer Benefits	7			4	Logistics Experts FD	20
5	Team	9	9	Service Process			22
6	Clients	10	10	Service Map			23
7	COLO Labs	11	11	References	1	E-commerce	24
					2	B2B logistics	26
					3	Global Logistics	27
					4	Integrated Logistics Consulting	28

The fastest-growing logistics company in Korea expanding to the global stage

Founded in 2019, Colosseum has rapidly grown into a leading logistics innovation company. We offer a wide range of services, including global fulfillment, MFC operation, and integrated transportation.

Company Name	Colosseum Corporation, Inc.
CEO	Jinsu Park
Service Name	Colosseum, COLO
Core Business	Your Logistics Synergy, Colosseum AI Powered Logistics Solution, COLO
Establishment	June 11, 2019
Members	81 (as of Dec. 2023)
Location	3F Sungjin B/D, 415, Yeoksam-ro, Gangnam-gu, Seoul, Republic of Korea



Always exploring solutions from both 'on-site' and 'the data'

Colosseum is emerging as a global integrated logistics partner, leveraging AI-driven solutions and expanding its global warehouse network. We have gained recognition for establishing MFC in traditional markets and providing consulting for logistics digital transformation.

2019

The Beginning of Network Logistics

- Business Registration
- COLO Beta Launch
- Google Startup Campus Flex
- Minister of Land, Infrastructure and Transport Award (Startup Competition of Foundation of Korea Logistics Industry Promotion)

2020

Expansion of Warehouse Network

- COLO 1.0 Launch
- Supported by TIPS program (The First in Fulfillment Sector)
- EasyDrop Launch, Cross-border Logistics Service

2021

Scale-up of Fulfillment Services

- Grand Prize of 2021 Logistics Startups of Korea Logistics Society
- Winner of D-Day program of Banks Foundation for Young Entrepreneurs
- Director's Award of Korea Technology & Information Promotion Agency for SMEs, TIPA (Grand Prize of Smart Korea of Aju Korea Daily)

2022

Global Outreach with Enhanced Solutions

- Grand Prize of 11th Entrepreneurship Training Program of Ministry of SMEs and Startups
- Participation in the Seoul Digital Logistics Transformation Project
- Registration of International Freight Forwarding
- Ministry of Trade, Industry and Energy Award (Korea Intelligent Information System Society)
- COLO Global/MFC Launch
- INNOBIZ (Technology Innovative SME)
- Family Friendly Certified Company

2023

Escalating Global Integrated Logistics Services

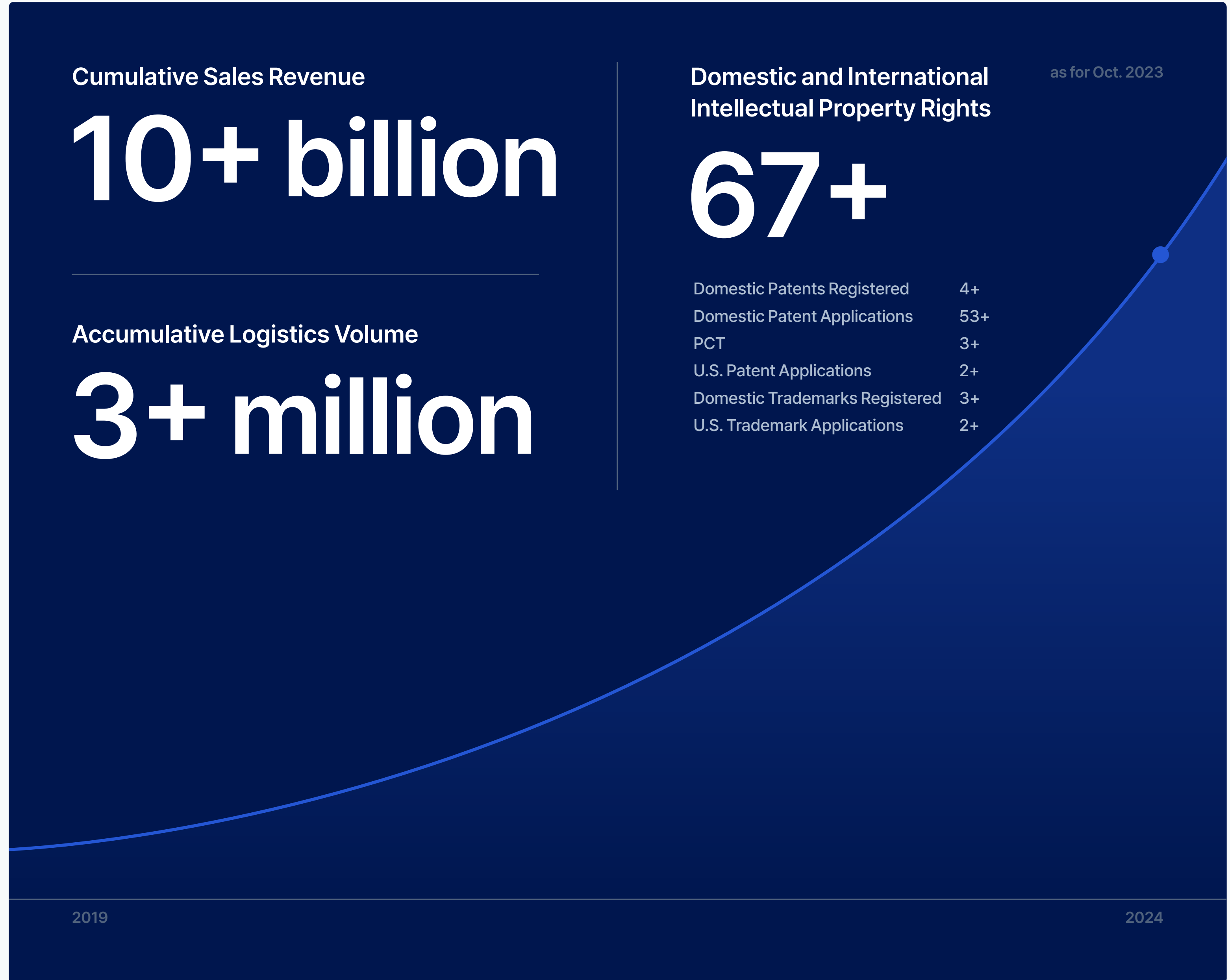
- ISO 9001/14001 Certification
- Registration of Freight Car Transport Agency
- Baby Unicorn by Ministry of SMEs and Startup
- Global Export Promising Enterprise by the Korea SMEs and Startups Agency
- Supported by Born 2 Global Center and JETRO
- Voyager 1st by the The Asan Nanum Foundation



Key Accomplishments

Robustly expanding our business with on-demand E-commerce logistics at its core

Since our establishment in 2019, we have consistently achieved an annual revenue and shipment growth of threefold each year up to the present, holding more than 67 domestic and international intellectual property rights for E-commerce logistics innovation.



Establish a strong alliance for optimized logistics value chain in E-commerce

Colosseum's interconnected alliance covers all aspects of logistics, from E-commerce platforms to warehouses, delivery networks, logistics automation, marketing, and more.

E-commerce Platform



Warehouses



Domestic Shipping



International Shipping and Import/Export



Logistics Automation



Marketing & Boosting



Stable logistics capacity and service quality through the expansion of logistics infrastructure

Colosseum maintains above-average levels of speed and accuracy, achieving high customer satisfaction.

Service Reliability

Accumulated Logistics Processing Volume

3,300,000+

Total Handled Product SKUs

30,000+

Shipping Accuracy

99.9%

Inventory Error Rate

0.1% within

Average Delivery Time

1.5 days

Industry average
2-3 days

Dispatch Time

50 minutes

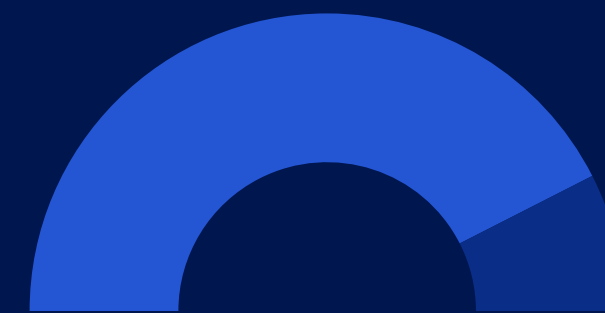
Industry average
90-150 minutes

Service Satisfaction

2023 First half survey reference

85%+

Very Satisfied



89
points

Coordinator
Communication

82
points

Very Satisfied

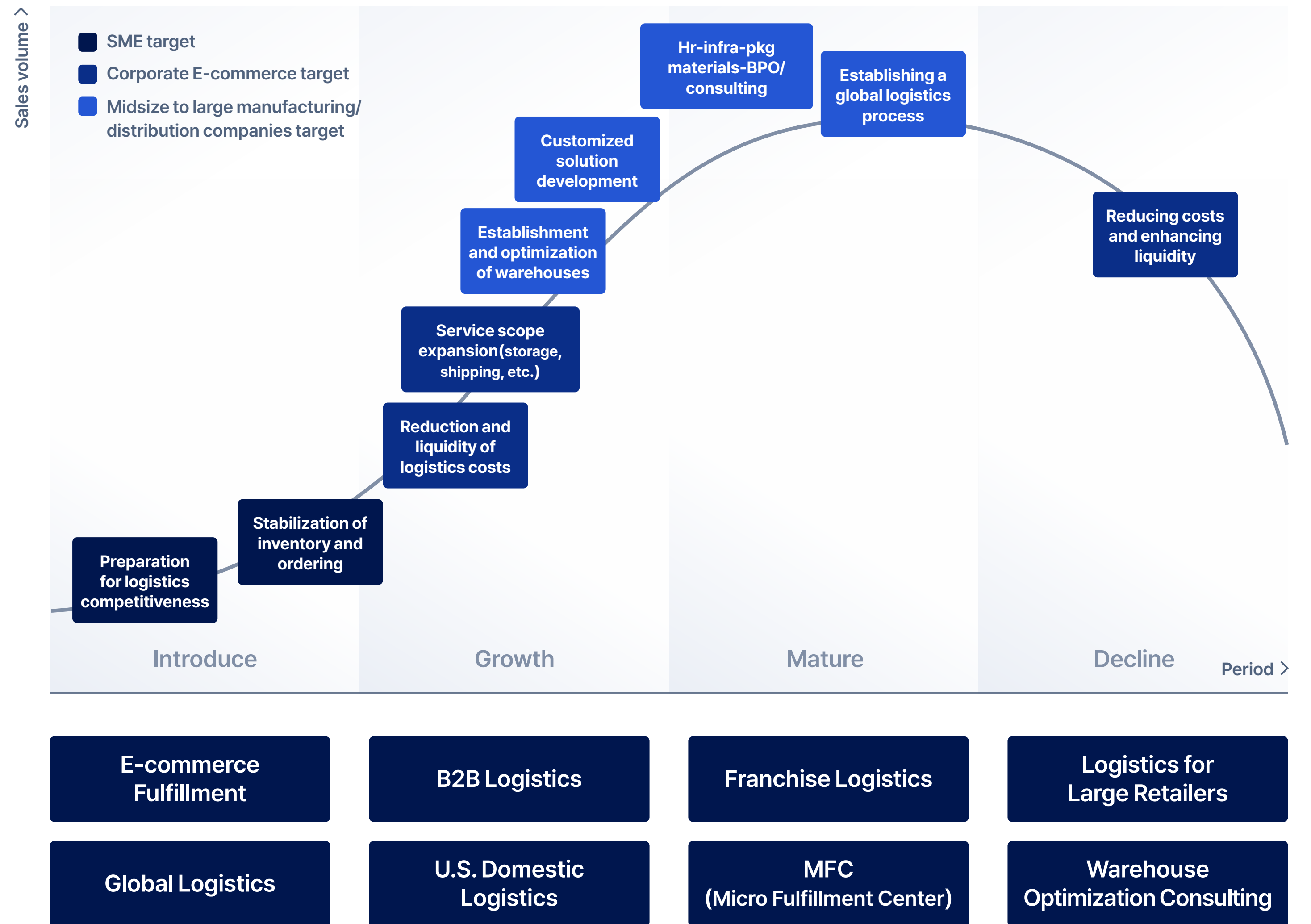
79
points

Thorough Returns
Management

Unlimited service scope to meet evolving needs of any business's growth stages

We specialize in providing streamlined logistics for every phase of E-commerce expansion, offering tailored services to meet the needs of small businesses, large companies, and global corporations alike.

Value Provided Throughout the Seller Business Cycle



Team

Reliable and stable logistics services by experts in each field

Colosseum's unified team of experts collaborates to enhance clients' logistics efficiency through on-site and customer-centric services.



Clients

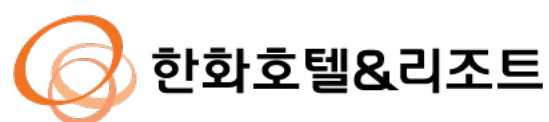
Diverse clients in types and sizes ranging from SMEs to large

Colosseum focuses on logistics D/T with over 300 customers across various product categories and sales channels.

SAMSUNG



KRAFTON



LINE FRIENDS



creatrip



N.THING

대학내일



SLASH B SLASH®



THINKWARE



119REO

Aqara



on brix



DALROLL

SEOUL DRAGON CITY



Rael

DEAR DAHLIA

BAZZAAL

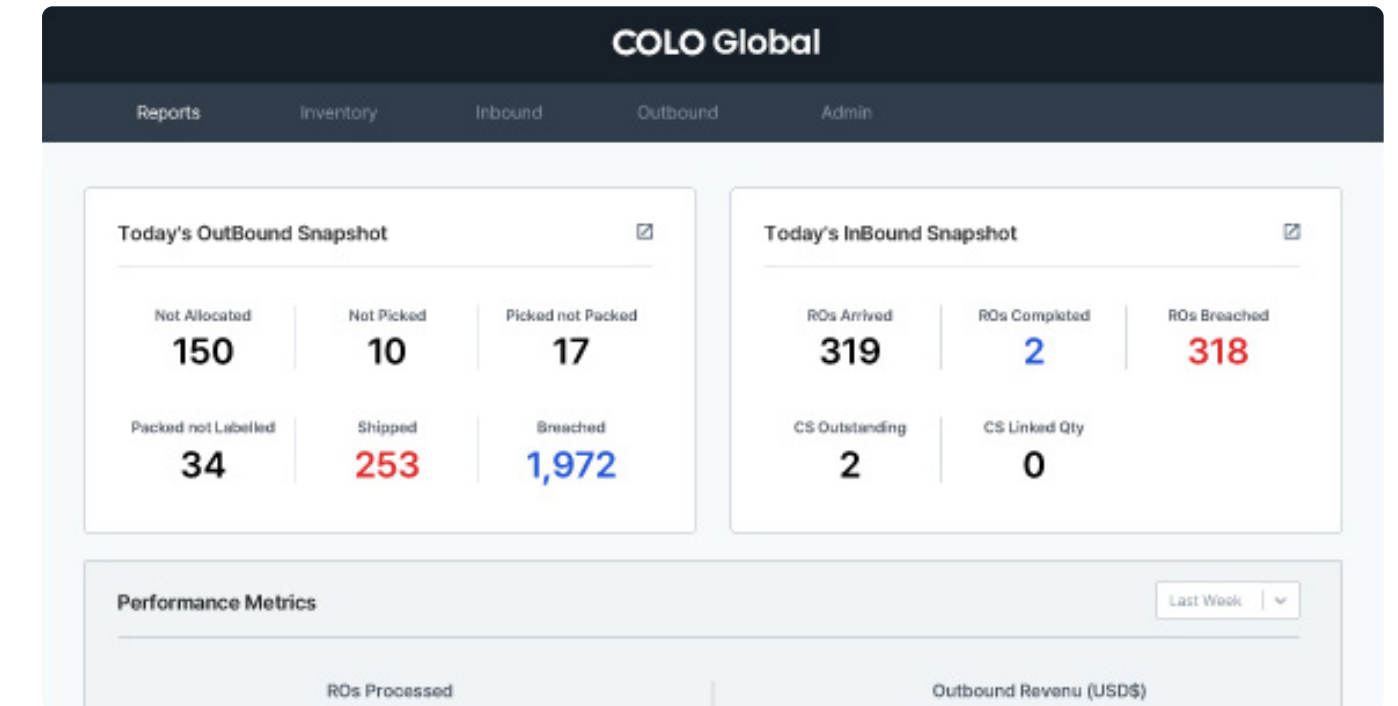
The digitalization of logistics on a global scale, transcending national boundaries

Colosseum strives to apply logistics innovations tailored to distribution trends in both private and government sectors, aiming to establish a sustainable digital logistics environment for continuous growth.

Global

Global Optimizing LA Warehouse

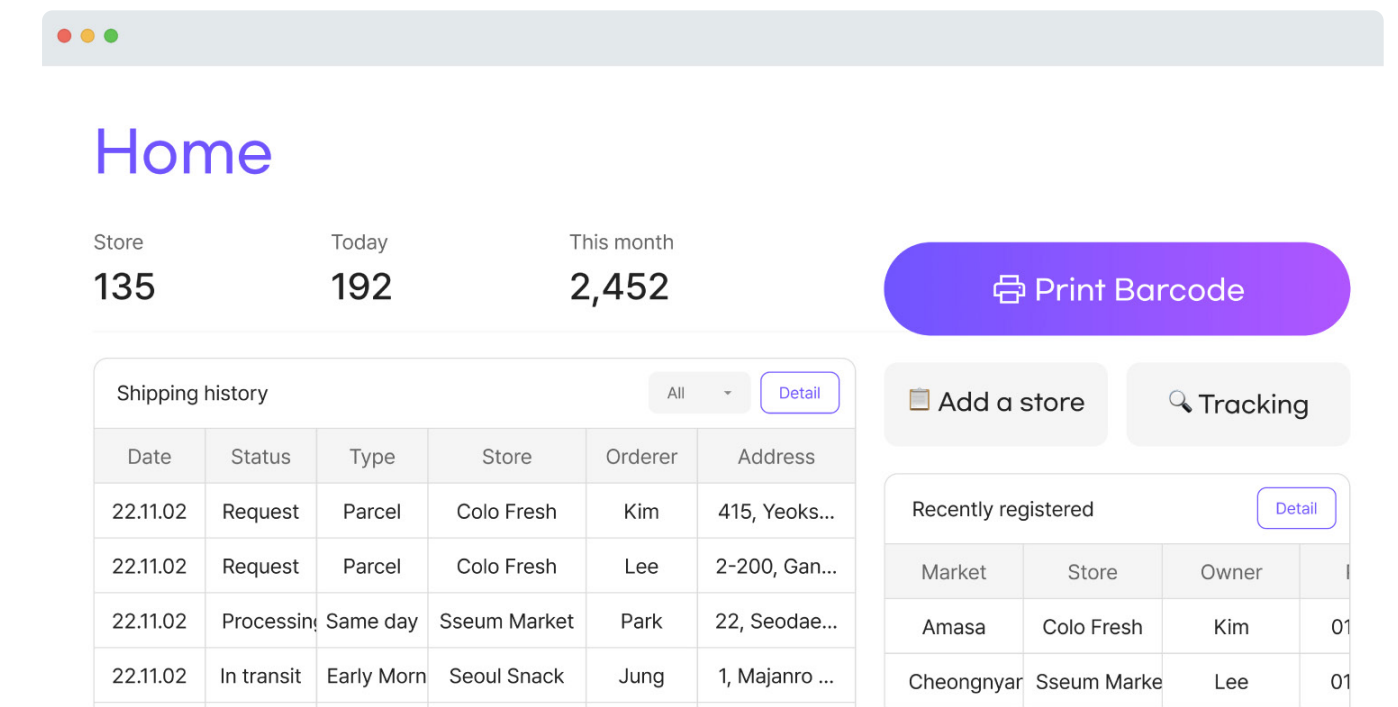
Designed 'COLO Global' for the LA center as a global beauty platform.



Domestic

Domestic MFC Setup Project on Traditional Market

Setup MFC centers in traditional markets, created COLO MFC, and digitized the logistics process.



We stay on top of the latest distribution and logistics trends, offering expert insights for you

Colosseum researches the latest E-commerce trends to provide logistics services perfectly suited to today's distribution methods, aiming to support our clients in achieving consistent sales and business growth.



Trend Insights
Download

Colosseum Logistics Trend Insights 2023

Analysis of changing trends in logistics services based on logistics data


[Download](#)



Colosseum E-commerce Trend Insights 2023

E-commerce trend evolution through Colosseum's logistics data perspective


[Download](#)



Same-Day Delivery Logistics Practical Knowledge

Logistics practical knowledge to know when introducing same-day delivery services

[Download](#)



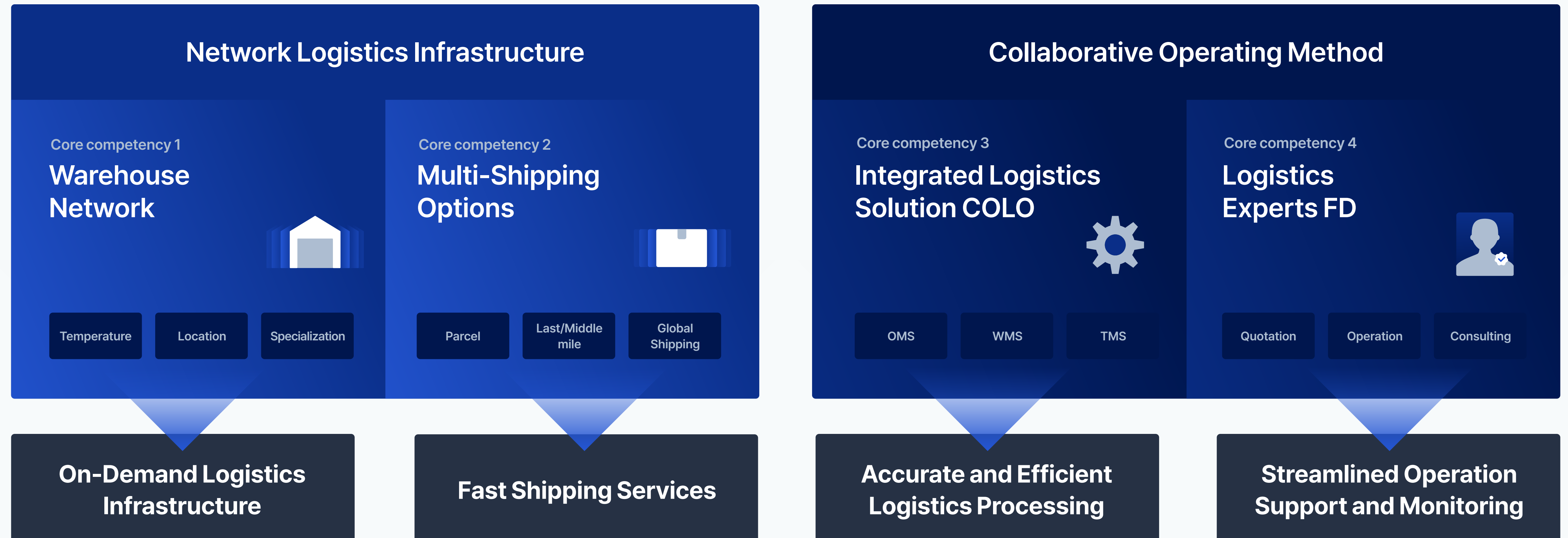
Essential for growth strategies

Colosseum aims to be an all-encompassing logistics partner, managing logistics seamlessly for clients' growth strategies according to product and distribution preferences.



Colosseum is redefining logistics in the new era of E-commerce

We provide our clients with a completely new logistics experience by offering unlimited service coverage based on our extensive warehouse and shipping network, together with the distinctive collaboration system of our integrated logistics solution, COLO and logistics experts, FD.



Warehouse network closest to clients and perfectly tailored to products

Colosseum's nationwide network of 44+ warehouses minimizes inbound distances, reducing shipping costs. Additionally, specialized warehouses tailored to product characteristics ensure reliable and accurate service quality.

Number of Warehouses

44+

Gyeonggi-do, Seoul, Incheon area: 35 Centers
Central and Southern (Korea) area: 5 Centers
Overseas: 4 Centers (US, Japan, Taiwan)

Storage Capacity

350,000m² 176,000PLT



All the shipping options are available to meet every logistics needs

Colosseum offers a comprehensive range of shipping services, including parcel delivery, freight transportation, same-day, and early morning delivery, as well as international shipping.

Shipping Options



Parcel



Same-day/Early morning delivery



Freight Transport



Global Shipment

Shipping Accuracy

99.9%

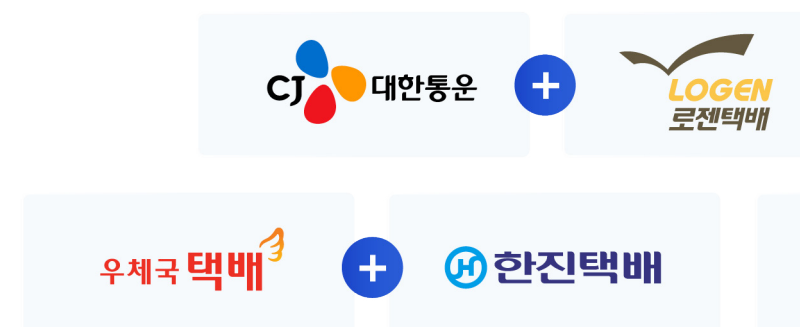
Minimizing shipping errors through automated order collection and fulfillment operations



Couriers

Alternative couriers

Two or more couriers to prevent non-shipment issues



Cost per package

₩2,600~

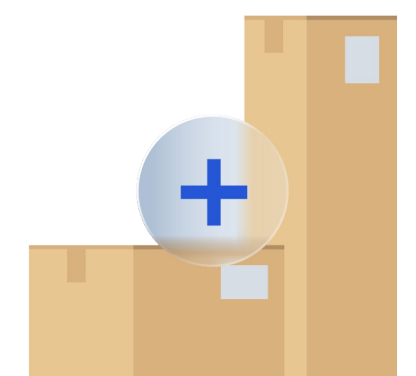
Reasonable parcel shipping rates based on product volume and weight



Size

Extra large and above

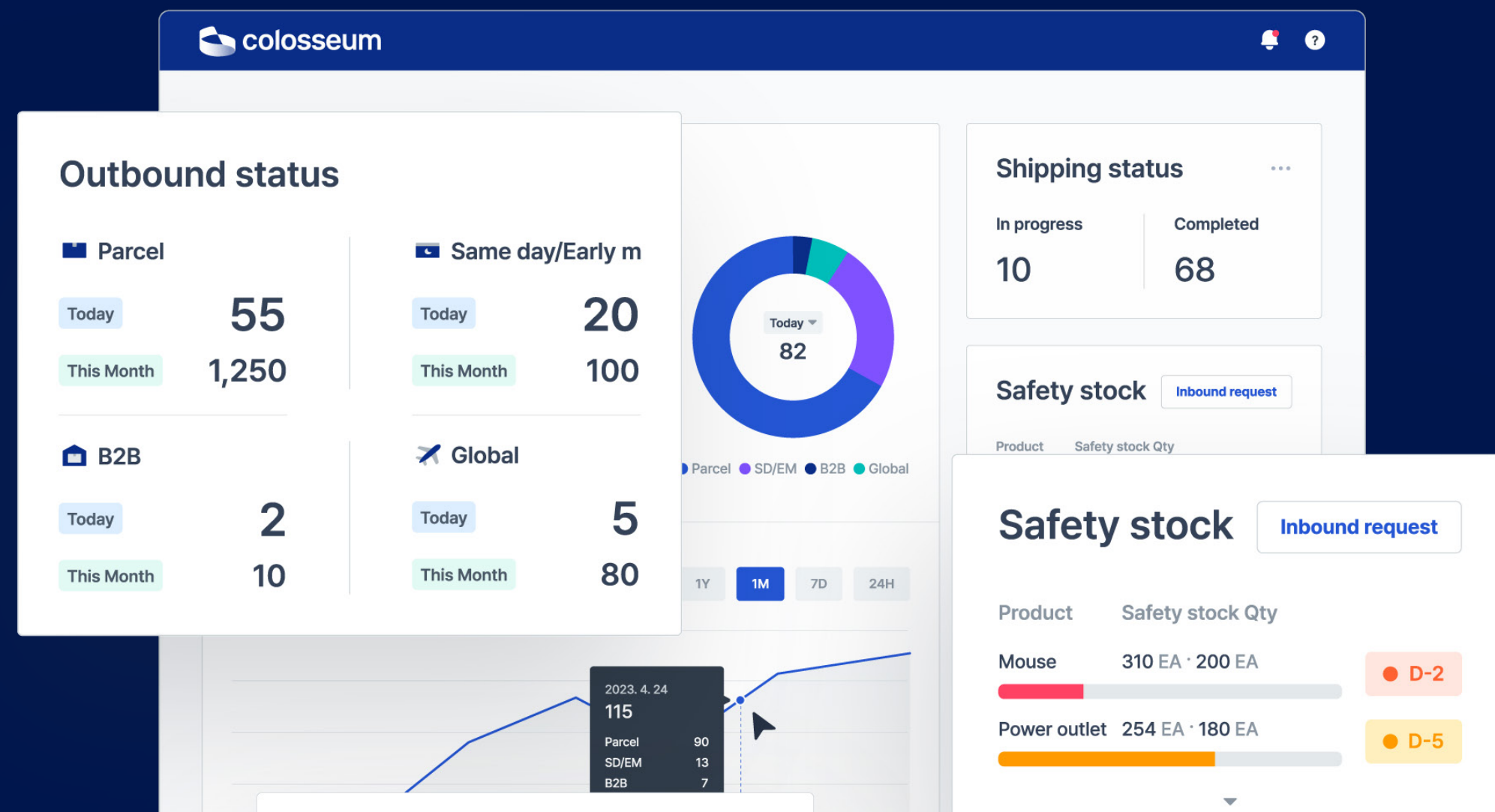
Specialized courier services for heavy and bulky items



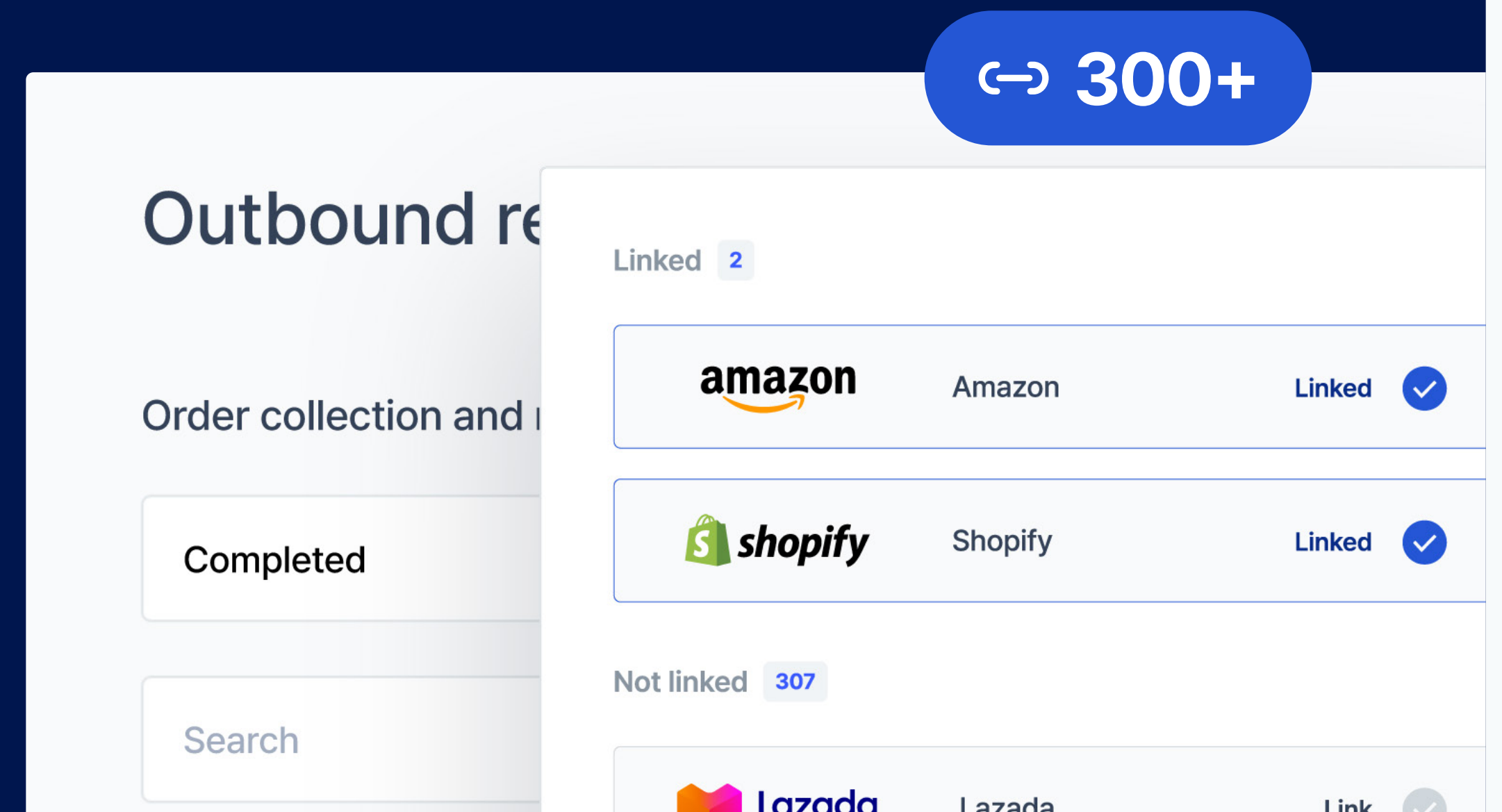
Simplified and convenient logistics operations

The user-centric solution, COLO, enhances convenience with an intuitive dashboard and automatic order collection, streamlining logistics operations from order collection to shipping, which simplifies complex logistics tasks by over 50%.

Intuitive dashboard for easy monitoring of logistics status at a glance



API Integration with Playauto for automatic order collection support from +300 shopping platforms



The most precise and automated inventory management

Every step of the logistics process is seamlessly managed in real-time, from inbound to returns processing. A smooth outbound flow is ensured with expiration date management and safety stock notification functions.

Inventory Management

Real-time management of storage locations and expiry dates

Location A1 A2 A3

Product	Qty	Expiration date
Pasta meal kit	20	2023-06-14 D-14
Risotto meal kit	30	2023-06-09 D-9
Steak sauce	15	2023-06-23 D-23

Inbound Management

Real-time updating of computer inventory

Inbound status

Requested	In processing	Completed
10	5	20

Outbound Management

Safety stock management and forecasting

Safety stock setup

Product	Stock qty	Safety
Wireless mouse	310 EA	<input type="range"/>
Mouse pad	182 EA	<input type="range"/>
Laptop stand	80 EA	<input type="range"/>

40 D-10

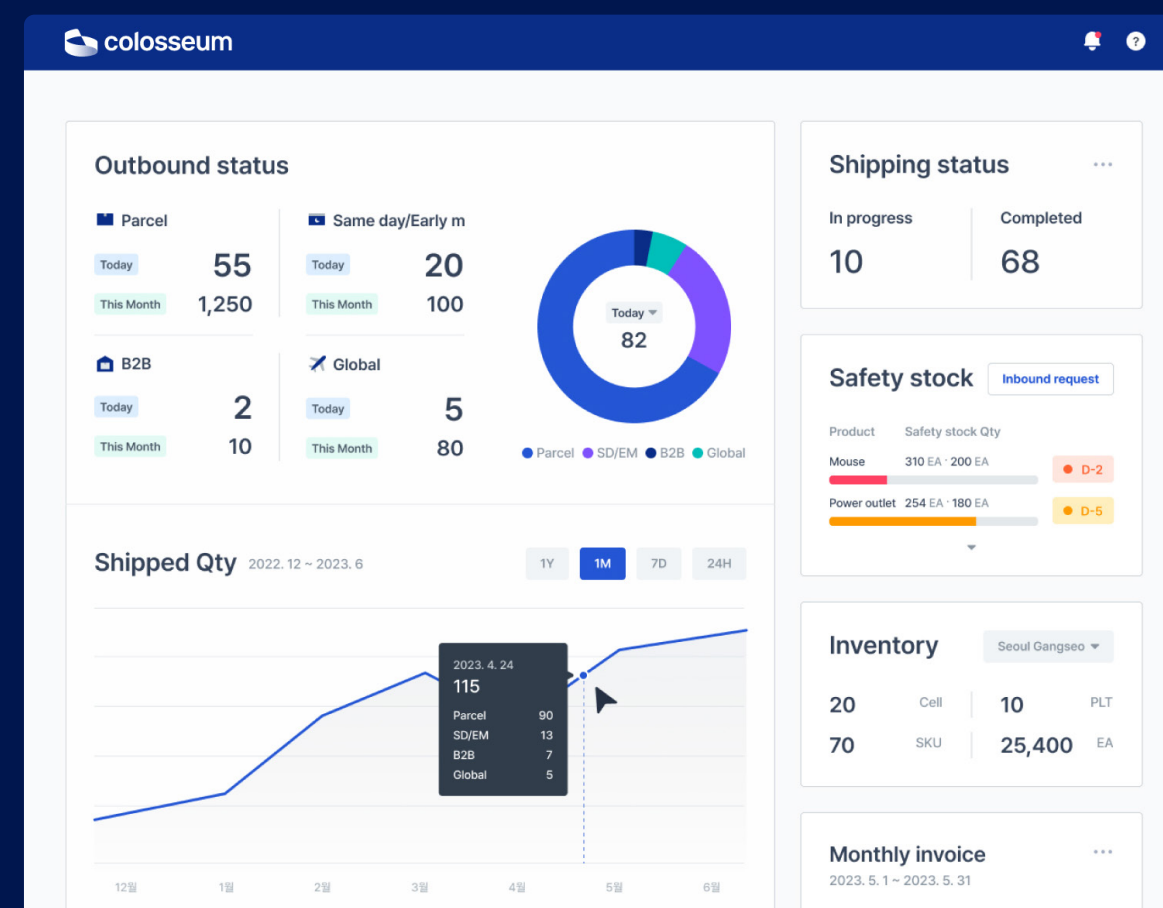
Customizable logistics solutions optimized for every logistics

Colosseum is designing and developing solutions to boost efficiency and broaden our service range from global expansion logistics to digitizing traditional market logistics.

COLO

A seller-centric solution for E-commerce and retail logistics

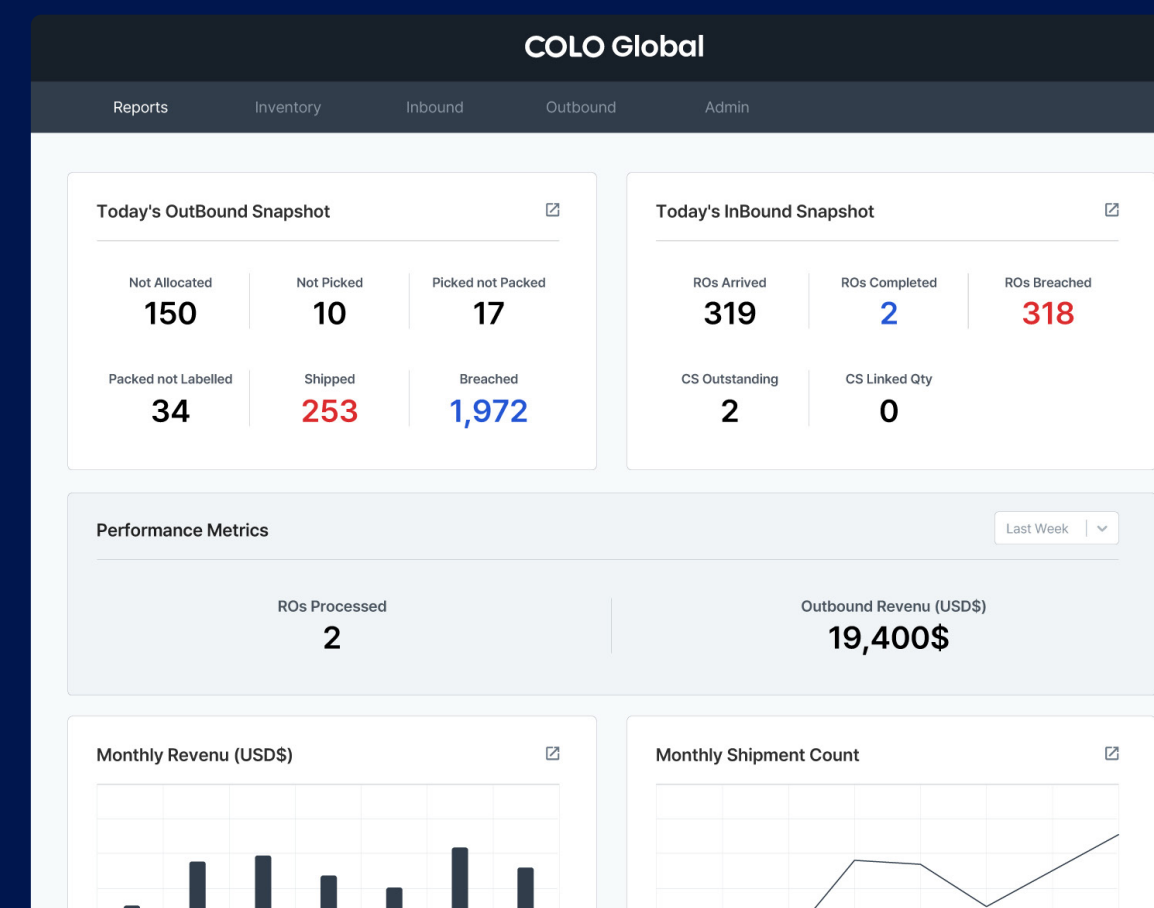
🔄 Cumulative updates
627 times (over 36 months)



COLO Global

A field-operation-centric dedicated solution for global E-commerce

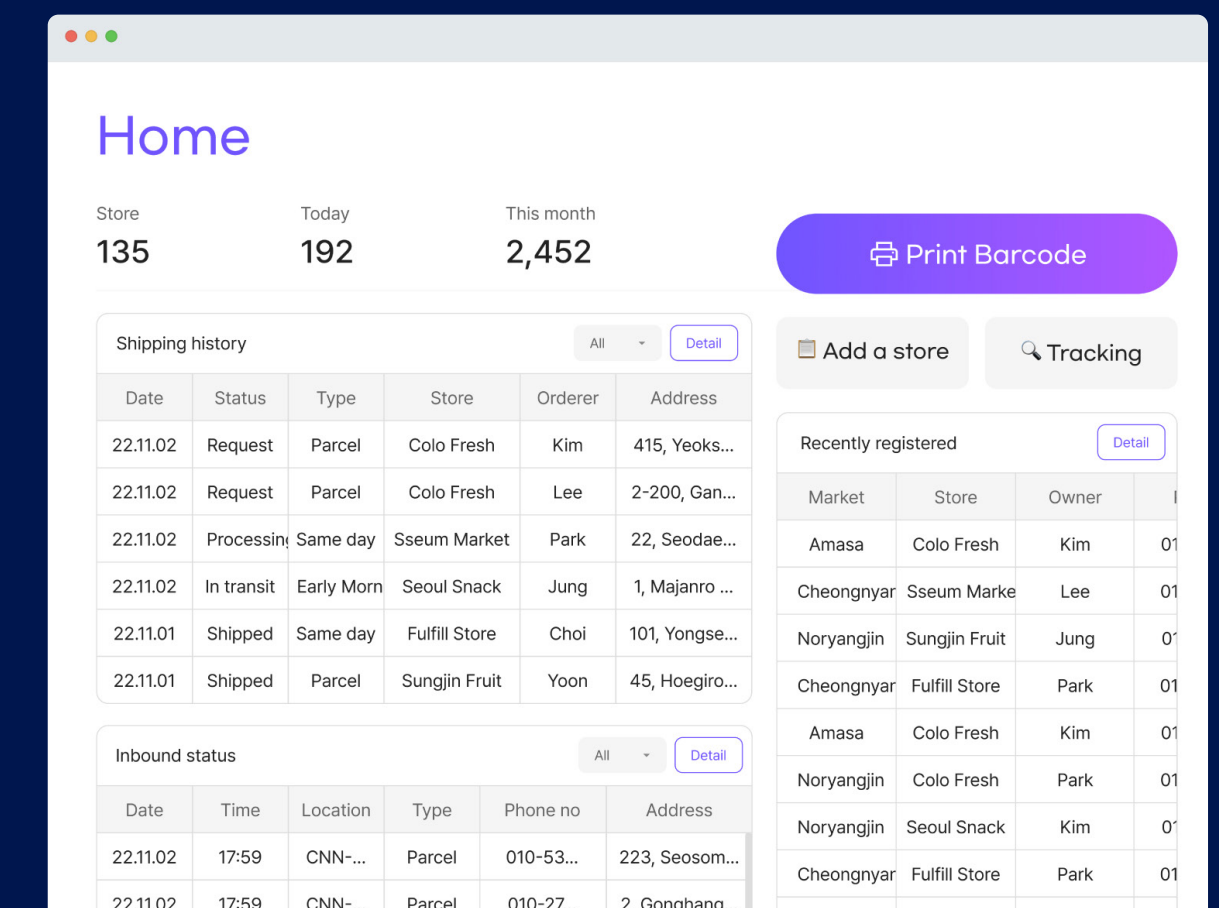
🔄 Cumulative updates
129 times (over 7 months)



COLO MFC

Domestic MFC logistics solution with a focus on last-mile delivery

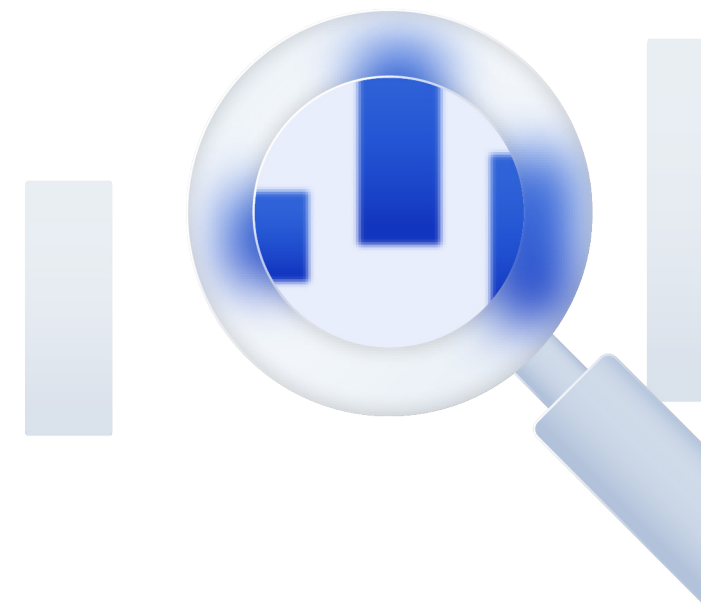
🔄 Cumulative updates
87 times (over 8 months)



Completely seamless logistics operation by logistics expert FD

With an average experience of over 8.1 years, Colosseum FD (Fulfillment Director) is involved in the entire process of enhancing clients' logistics efficiency, from customized logistics consulting and quotation proposals to real-time logistics operation support and control.

Logistics Analysis and Customized Quotations



Analysis of recent 3-6 months of sales data

- Key delivery areas
- Number of deliveries
- Volume by product
- Percentage of additional operations
- Shipping costs

Development of Fulfillment Manual



Projected monthly volume based on past data analysis

- Seller-side operations guide
- On-site workforce forecast
- In, outbound operation guide
- Utility-maximizing setup for storage space and location
- Return processing manual

Operational Data Analysis and Consulting



Ongoing inspection for each operational section

- Quantity and quality checking, FIFO, packaging quality
- Storage quality control
- On-time shipping and accuracy
- Processing accuracy, inventory precision

Enhancement of User Convenience for COLO Solution



Suggestions of enhancements for improved user convenience

Applying feature improvements through solution updates (approximately 78% of the total updates)

A reliable logistics partner you can trust

We assign dedicated Fulfillment Directors (FDs) to each client, ensuring real-time communication through various channels such as phone calls, messenger apps, and emails. This allows us to monitor all aspects of logistics operations, including warehouses, shipping, and solutions. By doing so, we prevent potential issues and respond promptly to any unforeseen issues.



Thanks to the tailored quote proposed based on operational data, we were able to swiftly proceed from consultation to onboarding.

[#CustomQuotation](#)



Rapid sharing of detailed information about the logistics processing stages is highly satisfying for effective communication.

[#RealTimeIssueResolution](#)



We appreciate the provided logistics schedule and manual for the smooth execution of tasks required for the launch of our new products.

[#ProcessStandardization](#)



We always appreciate that you identify areas for efficiency improvement in the entire logistics operation process in advance.

[#LogisticsEfficiency Consulting](#)

Average Experience
8.1+
years

Communication Satisfaction
95
points out of 100

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Logistics Simplified, Success Delivered

As of the second half of 2022

Seamless logistics services utilizing various infrastructures

Colosseum's logistics services seamlessly handle every aspect of the logistics process, from inbound to returns and customer service, utilizing various infrastructures.

Logistics Process


Inbound > Storage and Inventory Management > Outbound > Packaging > Shipping > Settlement > Returns


Clients


Inbound request

Outbound request

Payment





Solution COLO 

FD Fulfillment Director 

Warehouse 

Dispatch	Real-time inventory management	Integration with platforms & order collection	Packaging materials recommendation	Shipment tracking	Automated settlement	Return receipt processing
Scheduling	Inbound confirmation	Developing outbound manual and instruction	Developing packaging manual	Issue monitoring	Logistics details analysis	Return processing support
Classification & inspection	Loading stacking	Picking & packing	Manufacturing, combined packaging, invoice printing and attachment	Courier handover	Final confirmation of settlement details	Return inventory processing (refurbishment/disposal)

Service areas

<p>E-commerce Fulfillment</p> 	<p>Brand packaging Customized and brand-made packaging materials</p> <p>Special packaging Packaging machines such as heat shrinkage and vacuum packaging</p>	<p>Curation box Product bundling for mixed-item packing</p> <p>Inbound QC Checking quantity and quality upon unloading</p>	<p>Small batch packaging Breaking down bulk inventory into smaller units for distribution</p> <p>Short-term bulk shipments Handling seasonal fluctuations with bulk order volume in the holidays and promotion season</p>	<p>Labeling work Tagging and sticker attachment for product classification and branding</p> <p>Same-day early morning delivery Set up the service through collaborative operation with MFC and last-mile</p>	<p>Eco-friendly packaging Eco-friendly packaging with paper fillers, tape, and 100% water ice packs</p>
<p>B2B Logistics</p> 	<p>On/offline B2B shipment Shipping goods to various distribution platforms such as Coupang, Kurly, E-mart, etc</p>	<p>Manufacturing and procurement logistics Bulk inbound from factory and procurement sources</p>	<p>Franchise logistics Regular and ad-hoc dispatch services for nationwide channels</p>	<p>Storage warehouse Bulk storage on mass production and procurement at a relatively low storage cost</p>	<p>Multiple warehouses by temperature Additional centers with specific storage temp for each product</p>
<p>Global Logistics</p> 	<p>Bonded, GDC warehouse Strategically located near airports and seaports, specializing in import and export operations</p>	<p>Global local warehouses Serving as distribution hubs for each country (US, Taiwan, Japan, and more)</p>	<p>Freight forwarding Sea/air forwarding through partnership, regardless of quantity(LCL/FCL)</p>	<p>Local courier service Direct coordination with local couriers for competitive shipping pricing and speed</p>	<p>Customs clearance support Export and import administrative support with experts specialized in each country</p>
<p>Integrated Logistics Consulting</p> 	<p>Solution customization developments Integration and development of the existing system and process</p>	<p>Warehouse optimization Optimal warehouse design and matching, including facilities and system development</p>	<p>Process redesign Comprehensive logistics consulting based on logistics operations data</p>		

E-commerce logistics

Cell-level location for high SKUs with low quantity



Managing more than 3,000 types of products, including those with the challenging characteristics of being difficult to handle at pallet levels, we have established a stable logistics environment through cell-level location management in a warehouse specialized for handling a wide variety of products in small quantities.

32% ↓

Reduced storage costs

CENTER



- Warehouse specialized for high SKUs inventory management (over 3,000 SKUs)

COLO



- Cell-level storage and product-specific location management

FD



- Brand labels attachment

Room/Storage temperature and curation box packaging



41% ↑

Increased customer satisfaction

CENTER



- Specialized center for ambient and refrigerated products

COLO



- Cell-level storage and product-specific location management

FD



- Assembling and packaging of curation boxes

To handle the surge in order volume during specific periods like holidays and promotions, we have specialized centers and a workforce within our alliance, capable of accommodating up to 100,000 shipments in a day. This ensures stable processing of seasonal logistics with efficient and temporary large-scale operations.

E-commerce logistics

Same-day fresh delivery in metropolitan area



We suggested the cold-chain warehouse in the metropolitan area and also set up the same-day delivery process for the company, which reduced delivery distances and ensured the freshness of products.

34% ↓

Reduced shipping costs

CENTER



- Metropolitan area cold chain warehouse (Refrigerated and frozen temperature)

COLO



- Arcode setup expiration date management

ALLIANCE



- Same-day delivery operation

Handling seasonal fluctuations with bulk order volume



By setting up an additional workforce and expanding storage capacity, we could process the increased order volume, 100,000 shipments per day, in specific periods such as holidays and promotions.

100K+

Maximum shipping volume

CENTER



- Processing short-term bulk shipment
- Merchandising packaging

ALLIANCE



- Workforce operation alliance
- Additional workforce operation

FD



- Pre-adjustment of shipping volume with a courier
- Packing guide and shipment monitoring

B2B logistics

B2B offline retail channel shipment



In response to the expansion of our client's sales channels, we expanded our logistics capabilities to handle increased B2B volume. An additional warehouse was established near the existing B2C warehouse. Leveraging the B2B dispatch function within our solution, we seamlessly integrated B2C and B2B logistics to enhance overall efficiency.

297%↑

Increasing logistics efficiency

CENTER 

- Flexible center expansion
- B2C specialized + B2B specialized center

COLO 

- B2B dispatch function

ALLIANCE 

- Freight transport alliance
- Parcel shipping alliance

Online E-commerce platform shipment



99.9%

Outbound accuracy

CENTER 

- B2B shipment specialized center

COLO 

- B2B dispatch function

FD 

- Shipment manuals by platforms
- Outbound process stabilization

As the shopping platform sales increased, We adapted to the platform-specific inbounding challenges. We established manuals and processes tailored to each platform, ensuring smooth operations for both regular and ad-hoc platform inbound requests.

Global logistics

Platform and local offline distribution in the US



To support the expansion of a K-beauty client into the U.S. we enhanced the process for seamless distribution, eliminating the need for additional packaging in the U.S. This optimization was realized by conducting packaging operations in South Korea, where labor costs are more affordable.

48% ↓

Reduced costs in freight transport

CENTER



- Cross-border specialized warehouse
- Simultaneous processing of value-added pkg and global shipment

COLO



- Global commerce platform API-integration for order collection

FD



- Developing inbound, packaging, and outbound manuals

Cross-border retail logistics in Southeast Asia



43% ↓

Reduced shipping costs and time

CENTER



- Drop shipping warehouse in Korea
- Taiwan local hub warehouse
- Connecting with local couriers

COLO



- Local shopping platform API integration
- Custom features development

FD



- Outbound process setup
- Workforce management

Integrated logistics consulting



Hanwha The Tastable

Cross-border retail logistics in Southeast Asia

35% ↓

Shorten shipping time

63% ↓

Reduced customer claim

The process of individually delivering various products from multiple manufacturers to a single customer, incurring high logistics costs, was optimized by centralizing the dispatch process in an integrated warehouse. This improvement not only resulted in cost savings through consolidated shipping but also ensured stable inventory management.



Integrated logistics consulting



BAZZAAL

Global logistics process set-up for market expansion

861% ↑

Shipment quantity increased

51% ↓

Reduced customer claim

To make a full-fledged entry into the global market, we have established a global specialized center that supports storage, packaging, and shipping, along with customs clearance for both import and export. Through a dedicated shipping service connecting from domestic to local carriers, we have built a fast, cost-effective, and accurate global logistics network.



Thank you



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