

TPM²⁴

by S&P Global

The Castlery Growth Story

Case Study: Castlery - A Strategic Partnership That Emerges from Maersk's Integrator Strategy

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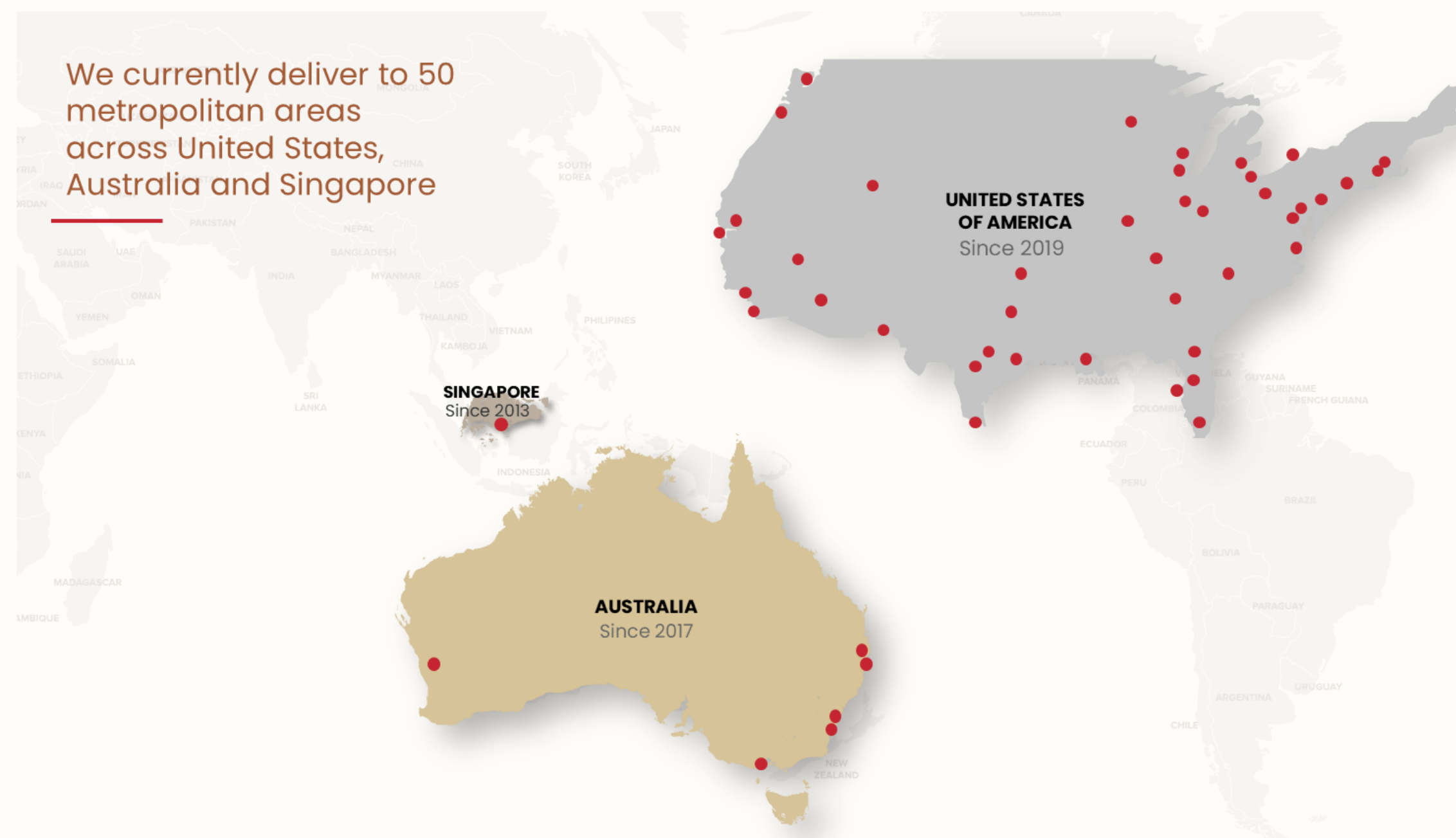
Wednesday, March 6, 2024

Castlery:

Creating a space that thrives

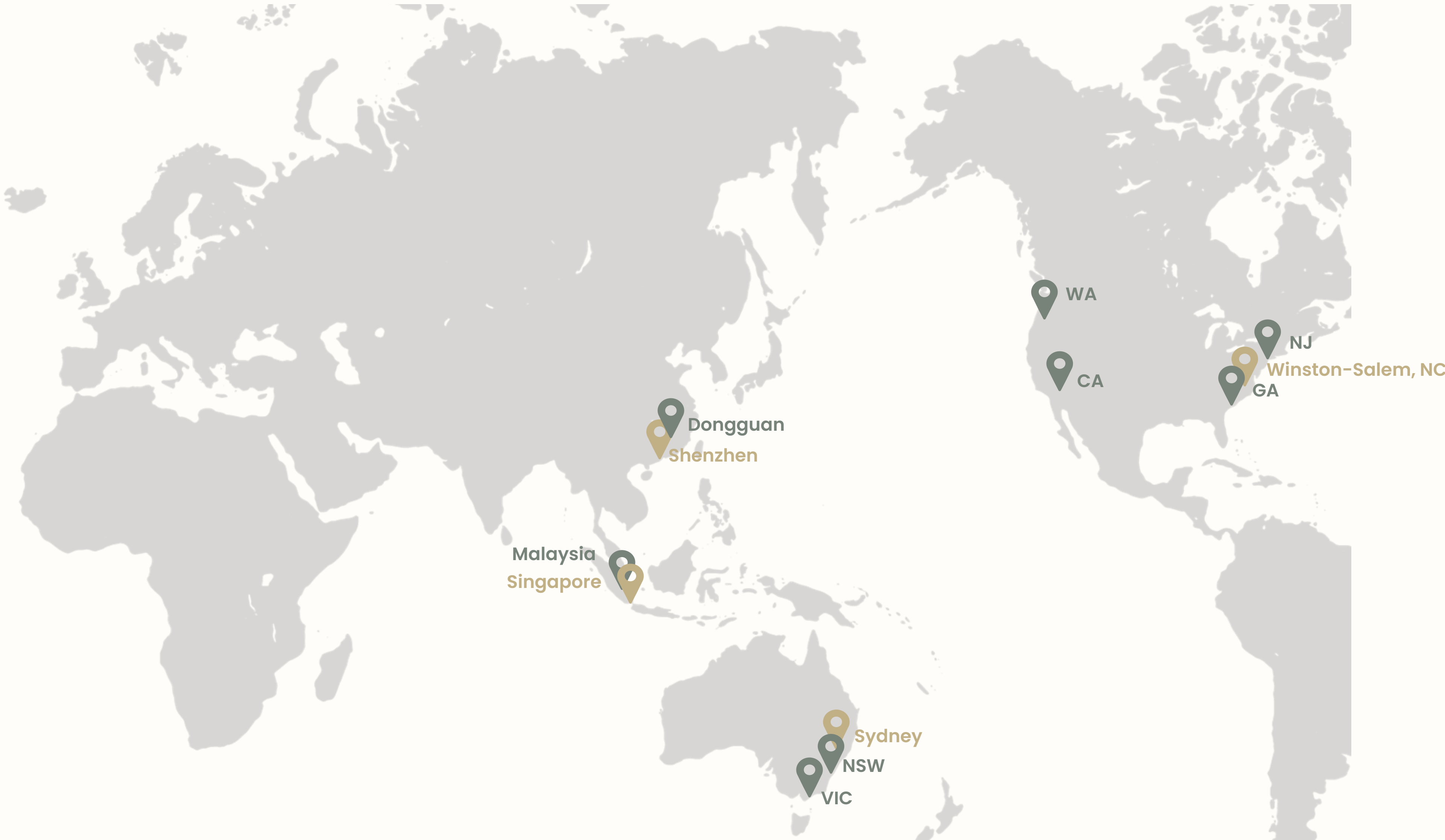
Castlery is a direct-to-consumer furniture retailer that designs and produces stylish, modern furniture at a competitive price point without compromising on quality.

With timeless design, quality craftsmanship, real-life resilience and time-tested durability, Castlery is the brand that creates furniture to thrive in.



Our Global Footprint

- 3**
Markets
- 4** 
Main Offices
- 8** 
Distribution Centres
- 350+**
Talented Workforce

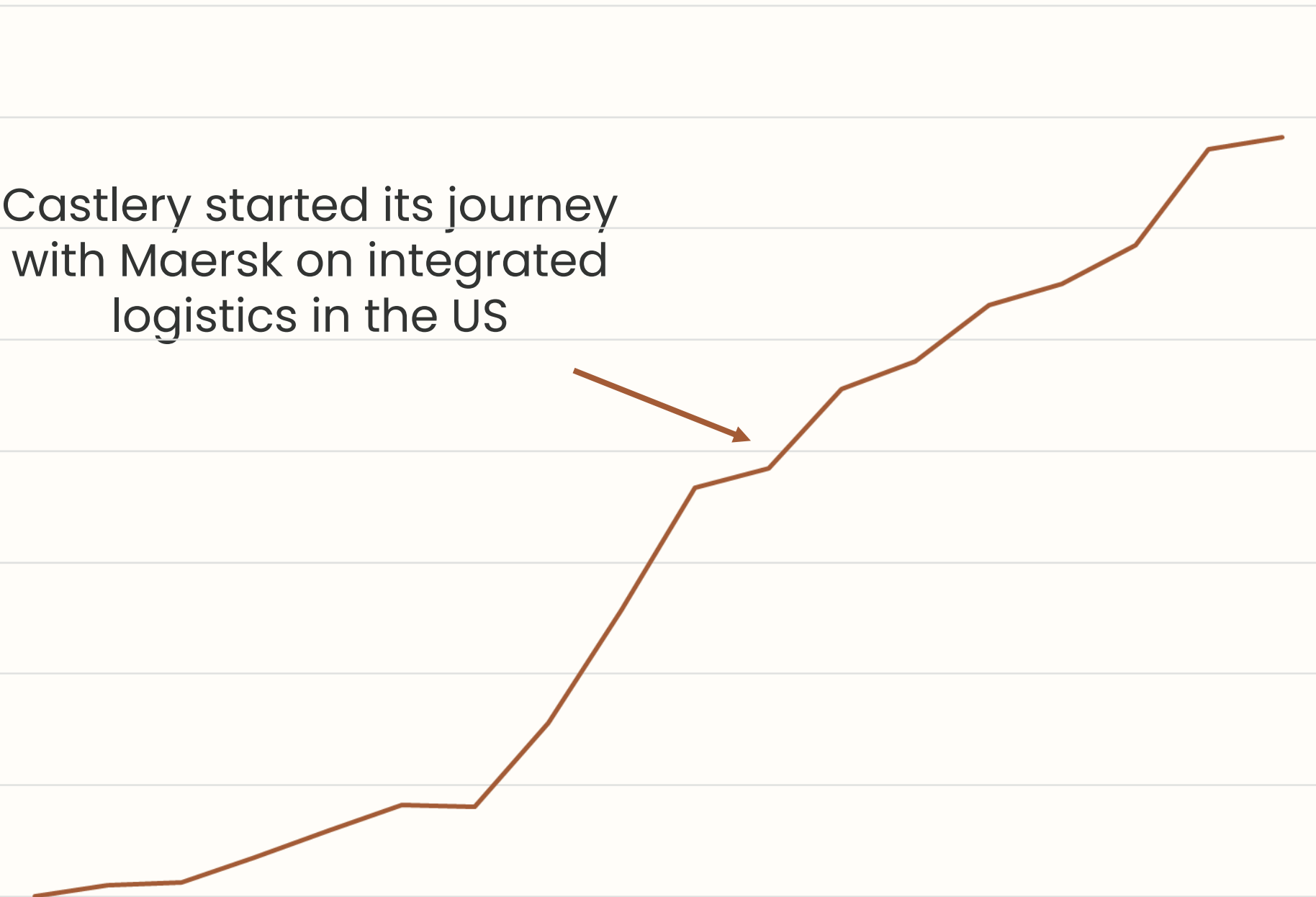


Strong growth in the US market

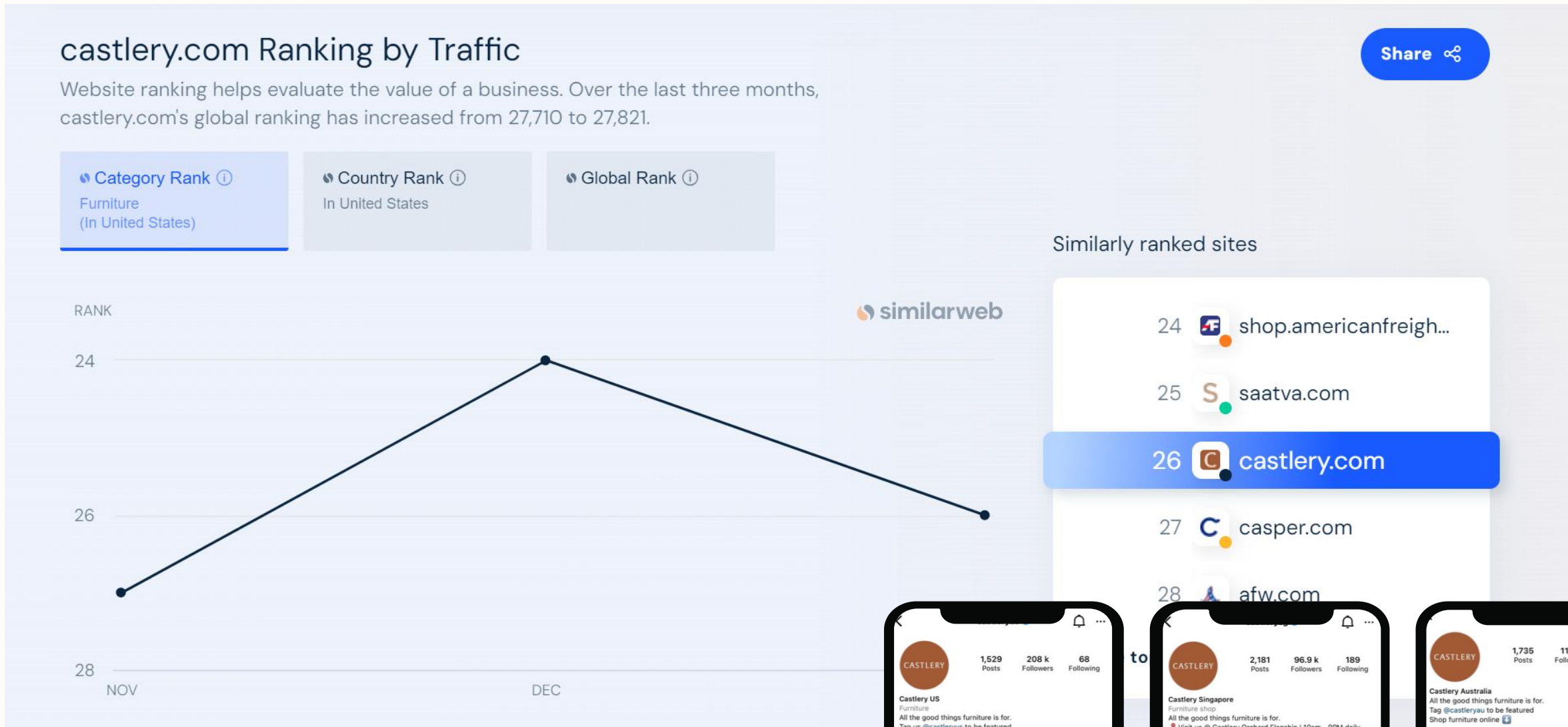
- ❑ Castlery entered the US market in Q3 2019, a few months before the pandemic. Customers love our products, but also crave for delightful delivery experiences
- ❑ We faced enormous challenge to scale our supply chain network in the first two years and hit a big bottleneck after we got to a certain size
- ❑ Fortunately, we got to know Maersk’s integrated logistics strategy and capability at that time, and started one warehouse after another in the US. Later we onboarded Maersk’s last mile delivery solution too
- ❑ Our growth in the last two years is not possible without Maersk’s support

Growth in the US

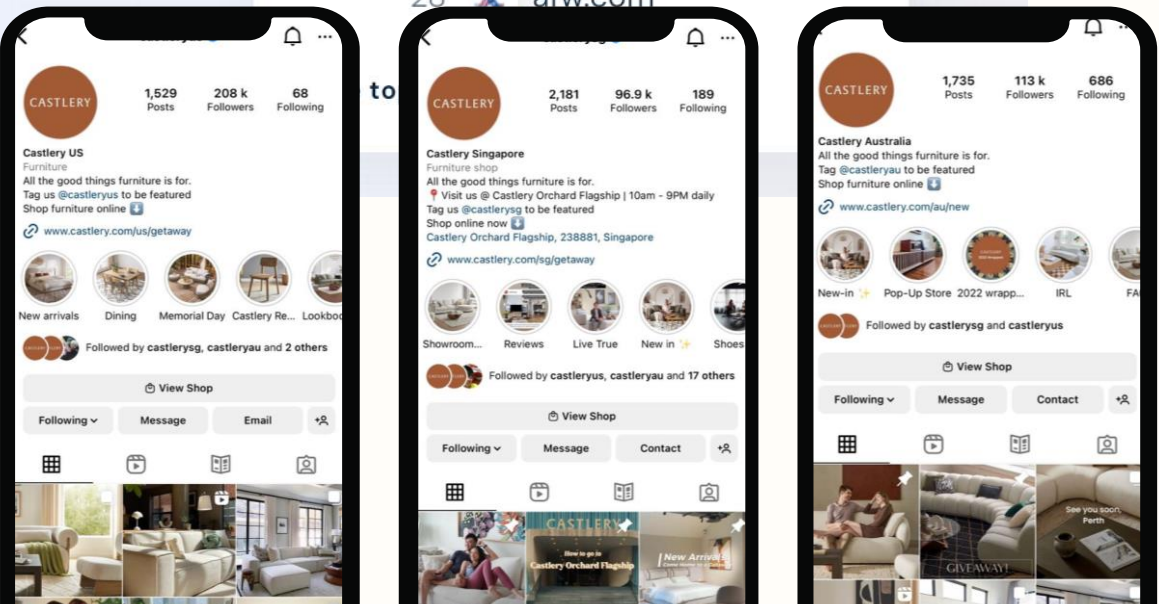
Castlery started its journey with Maersk on integrated logistics in the US



Becoming the Top 30 Home Furnishing website in the US



With strong social growth with over 550k followers on Instagram

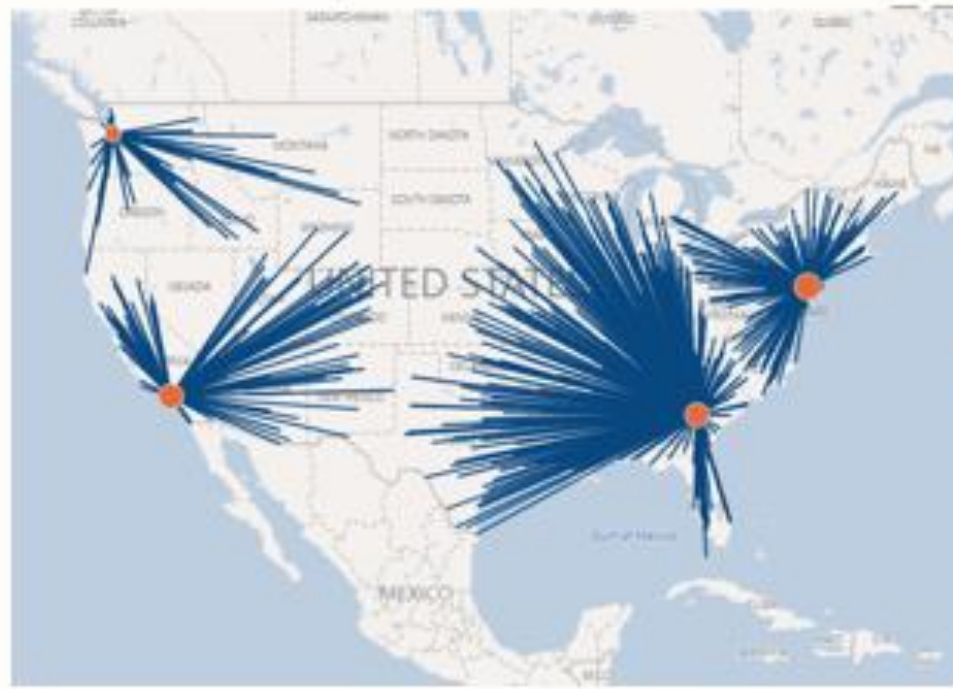


CASTLERY

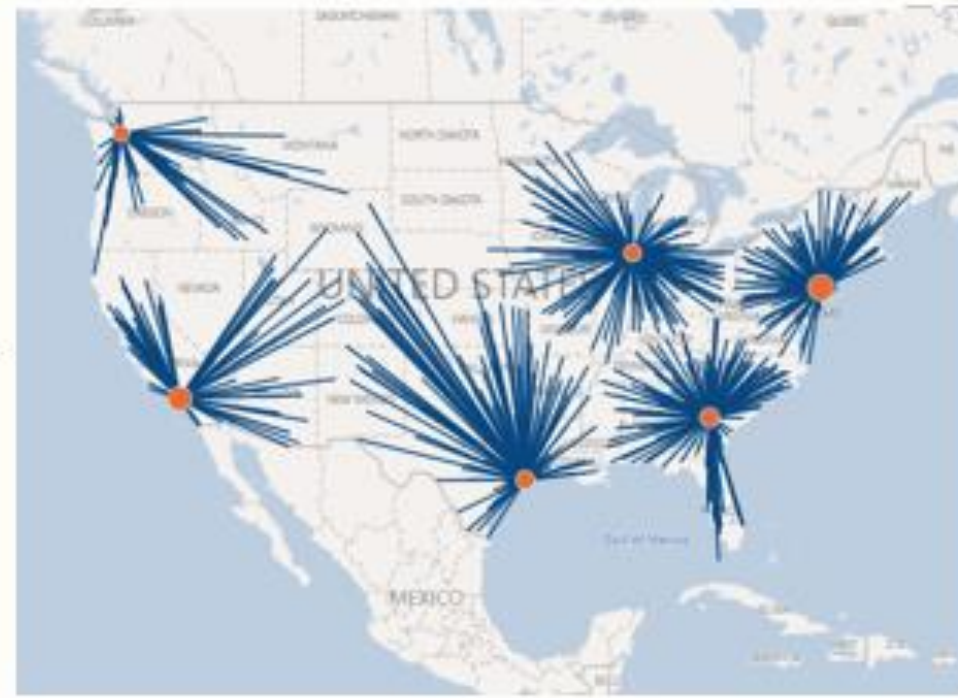
Warehouse & Delivery Network Building

More space and locations needed as we scale – be where the customers are

4 DCs today



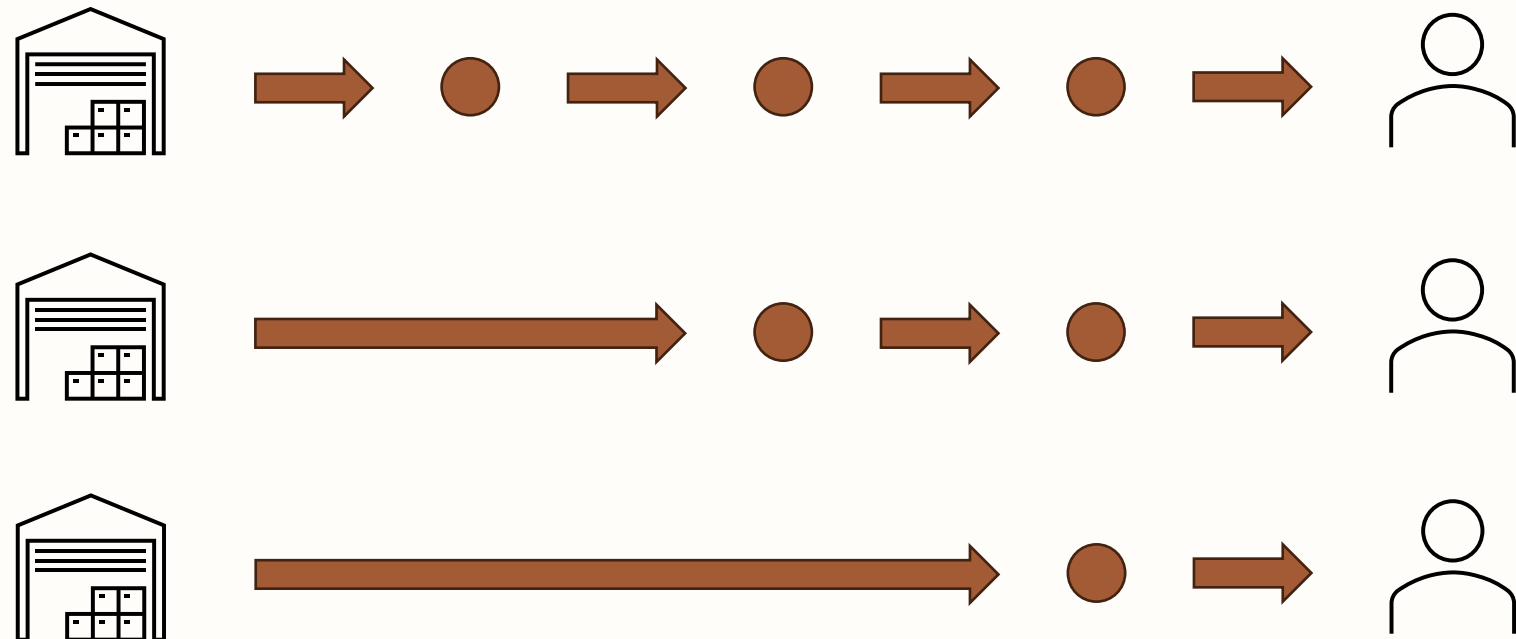
6 DCs in 2024



10 DCs in future



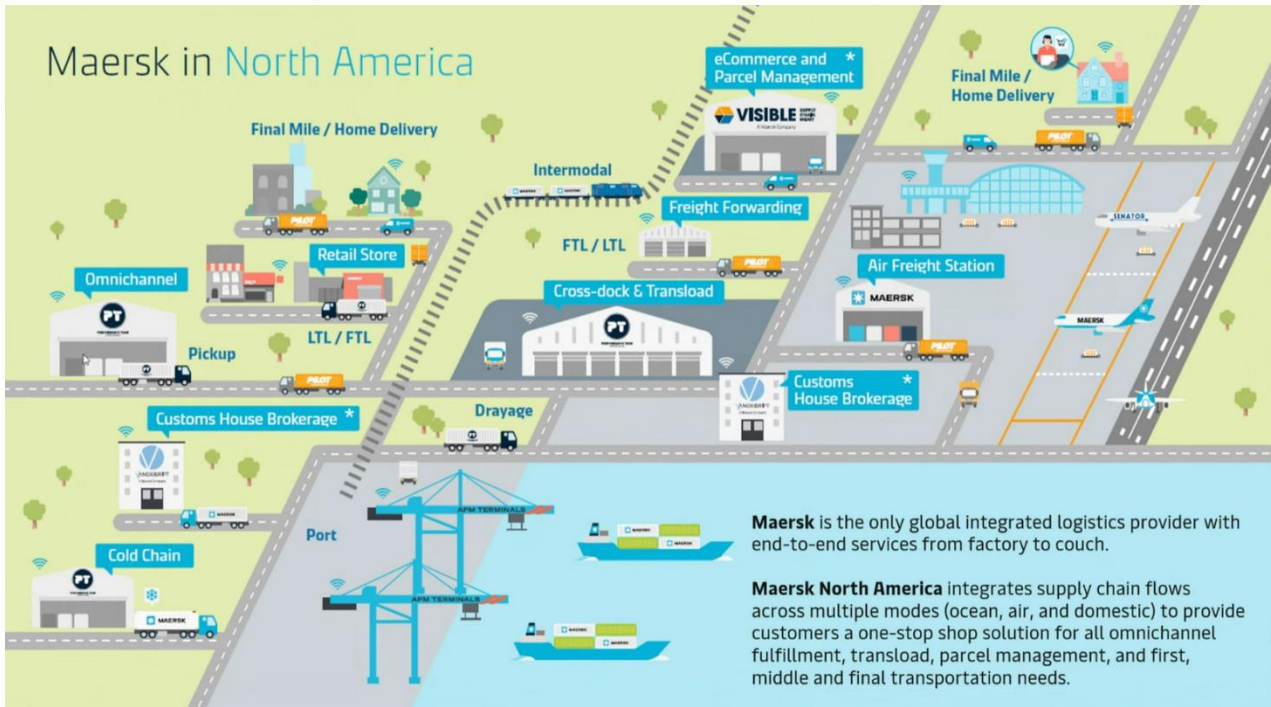
Operational excellence – be relentless in efficiency and raise service standard



- ☐ Understand customer needs
- ☐ Set clear expectation
- ☐ Communicate proactively
- ☐ Follow SOP strictly
- ☐ Provide good assembly service
- ☐ Minimise product damage
- ☐ Resolve issues fast



Building Supply Chain Resilience through Strategic Partnerships with Maersk



Fully Integrated



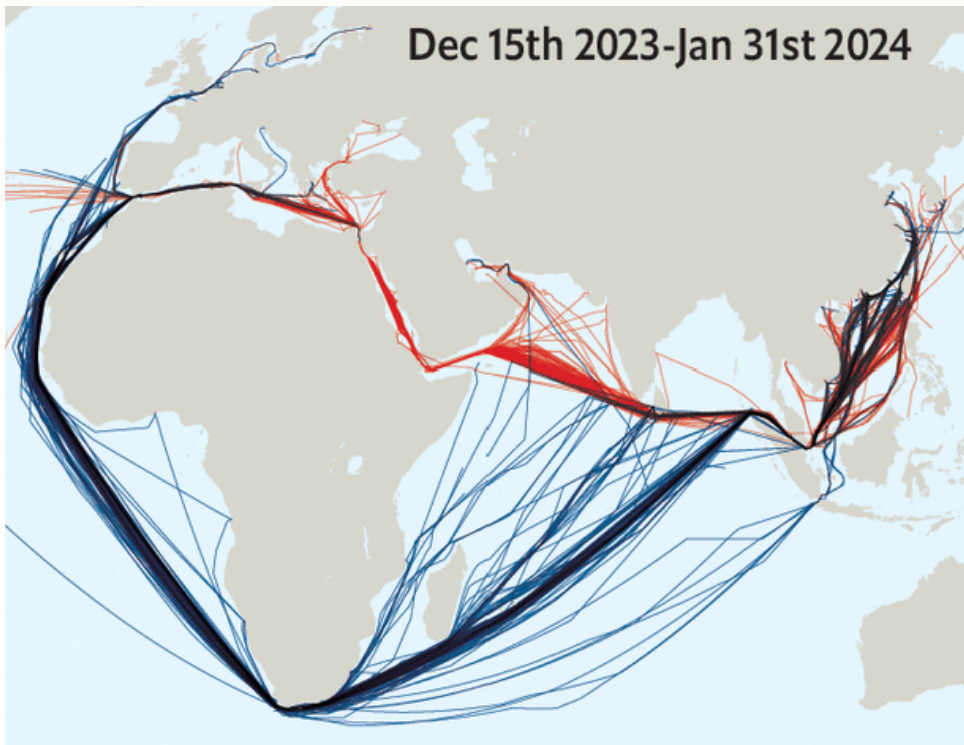
Culturally Aligned



Asset-based



Close Partnership



Global Scale & Adaptability



Future Ready