

## The Overview

Logistics chain is an ecological system that is designed on the basis of commercial development and realizes the value cycle through commercial development.

Logistics chain is the ultimate goal of all blockchain, building block chain economy with the entity landing, and endowing digital asset value with commercial profits.

The market is like a battlefield, and the undetachable commercial landing and market competition are the sword of Damocles hanging on the block chain.

Logistics chain is to build Swifts.Express to develop new application scenarios. The white paper does not involve the privacy of business operations, so as to present the implementation of application scenarios and the expected revenue as intuitively as possible.

Project will take out 50% of the profit every year, for ecological users and repurchase tokens, reward, at the same time it determines the value of the token will continue to grow, also to change the current digital currency with flange and higher malignant ecology.

## 1. Project background

China's annual logistics express volume is more than 40 billion RMB and its total production value is more than one trillion yuan. Logistics industry is a super industrial cluster with unlimited potential, and it is on the rise year by year. With the high-speed rail coverage, the consequent logistics transportation speed gradually presents a disadvantage. At the same time, the emergence of high-speed rail is a threat to the old world of logistics.

## 2. Logistics industry pain points

### 2.1 Speed problem of old logistics system

The transportation speed of traditional logistics enterprises serving customers is 3~5 days, mainly truck and road transportation.

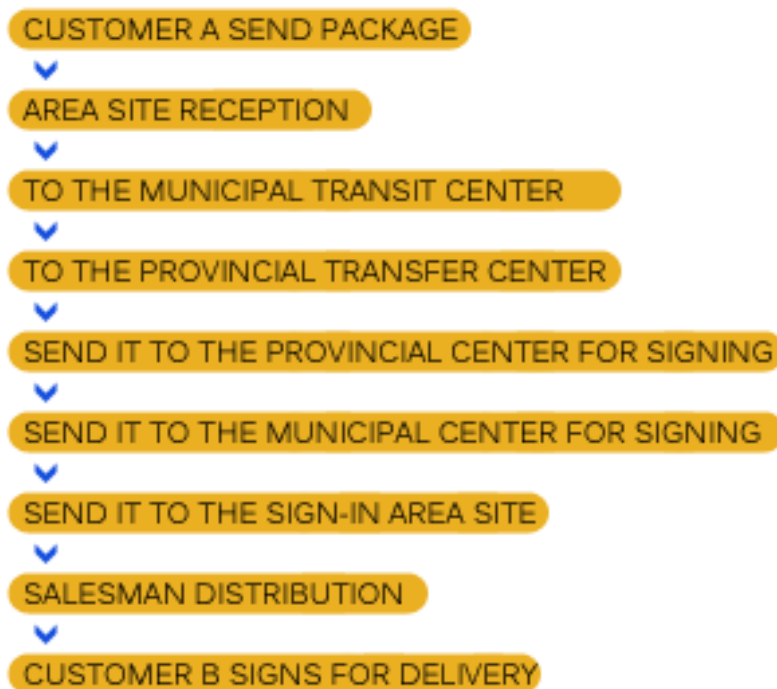
### 2.2 Transfer pain points

Goods transfer is a very important link in the logistics industry.

The pain points as follows

- ①Time consuming
- ②Perishable
- ③High cost

## EXPRESS TRANSFER CHART



### 2.3 packaging cost

In order to better protect the integrity of goods, logistics enterprises have to pay about 1 yuan for packaging goods, and more than 40 billion rmb of carton costs are wasted in the industry every year.

### 2.4 customer selection

There are no more or better choices for customers to send goods by post. The speed of traditional logistics has been acquiesced. Nothing but the choice of corporate services and the principle of proximity.

### 2.5 sales system

Traditional logistics enterprises cover the principle of acquiring customers with branches and have always been the business basis of logistics enterprises.

Charge between 10 and 20 rmb for small package.

### 2.6 logistics cost

The traditional logistics cost consists of salesman, packaging cost, transfer station point, transportation cost, enterprise tax and enterprise management. Although each link has a different cost. However, in the super industrial cluster, the business volume is large enough for enterprises to gain huge profits.

Example: take shentong express for example, the express business volume in 2017 accounts for 15%, the revenue is 13.06 billion yuan, the profit is 24%. The annual turnover of sf express is 71.094 billion rmb.

### **3. Swifts Express solutions**

We will take high-speed railway as the carrier to build a new logistics ecosystem. Reduce logistics transfer process, adopt direct circulation mode, with high speed flow, two end point to point for customer home service as the principle. Secondly, speed is the pursuit of all. We will change people's cognition with the service that must be delivered within 24 hours.

Speed is the basis of the competition in the express industry, and it is also the leverage to change the balance of the logistics industry. For example, sf is the fastest, so it ranks first.

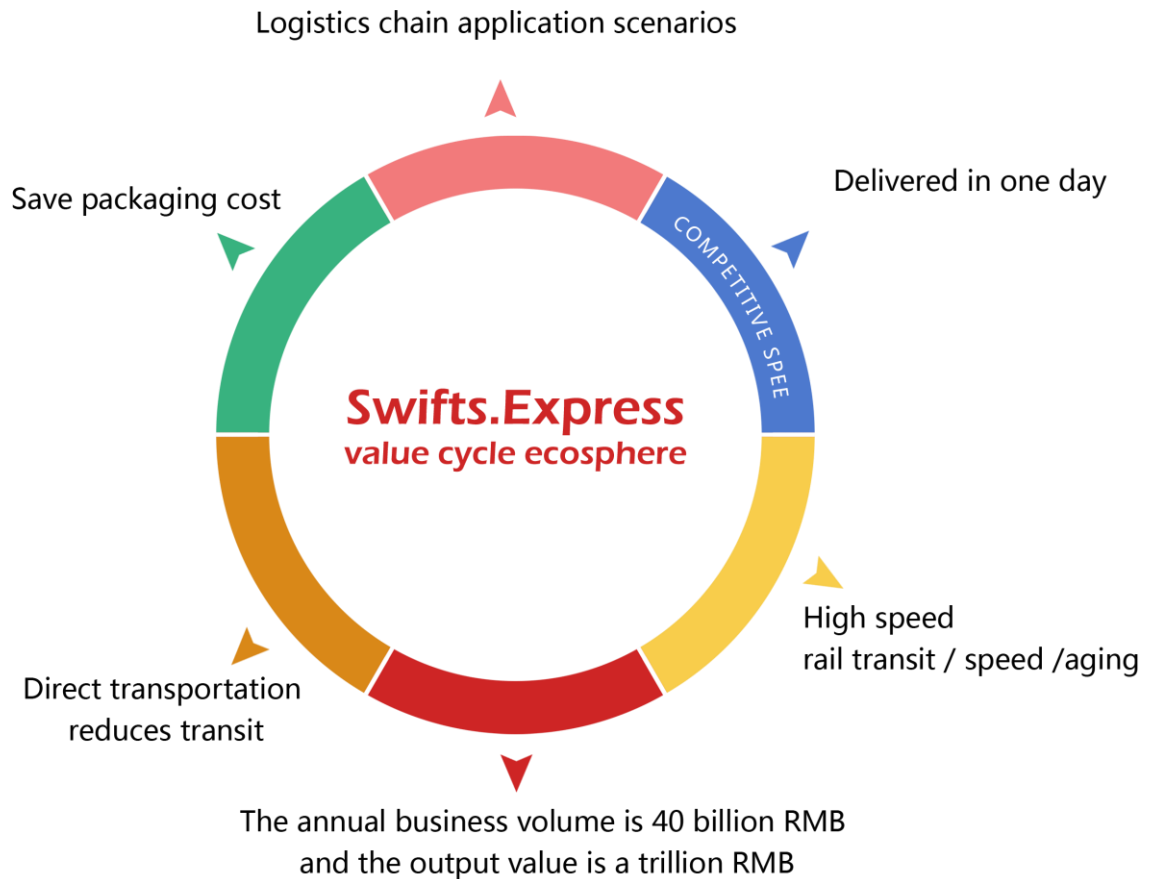
With the development of high-speed rail, swift.express will break the balance of Express industry, gain market recognition with speed, and ensure customer satisfaction and business volume with two terminal services.

China's high-speed railway, with eight vertical and eight horizontal lines, can reach all cities within 10 hours at a speed of 350km/h. Swifts.Express has achieved the absolute first speed in the logistics industry through high-speed railway speed. This is due to the cooperation of high-speed rail and the new business model, so that we are in no man's land development, unstoppable.

#### **3.1 opportunity**

This is a business opportunity arising from the rapid development of high-speed rail, which will be followed by the strongest mode of business competition, because it can completely solve the speed and cost of the logistics industry.

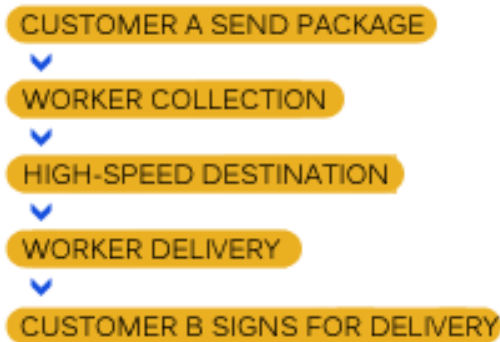
Swifts Express is attached to high-speed railway and fully realizes the commercialization and scale of high-speed rail logistics. Through the coverage of the high-speed rail network, we set up business outlets to better serve the masses.



As shown in the above, logistics chain has unparalleled advantages, and self-built ecological application scenarios will bring real block chain value.

### 3.2 transportation process

## SWIFTS.EXPRESS TRANSFER CHART



As shown in the figure, our services to our customers will not be limited to transit and quantity of goods, but will be subject to mass transportation control costs. Thus, the efficiency of the whole logistics transportation is raised to the highest point.

### 3.3 packaging cost

The model of direct circulation will ignore the problem of loss of circulation directly, so as to reduce the cost of packaging completely and create more profits at the same time.

### 3.4 operations

Our service fee will be in the same industry standard pricing (10 ~ 25 yuan), the difference is the speed of our 2-3 times that of the traditional logistics enterprises, the two of us the will of the humanist service of termination point to point directly to business.

The new logistics ecosystem we have built is the key to changing the balance of the industry, and it is also the necessary solution for customers. The improvement of the whole service system will be the basis for the rapid development of the project.

At the same time, we will also set up business outlets in cities without high-speed rail. Influence the market with effect, solve with high-speed rail + car

transportation solution, make whole ecosystem operation system more complete.

Swifts.Exoress is grounded in Swifts, which involves too much business privacy and operational detail. But our growth will eventually become a trillion-dollar business.

### 3.5 the profits

With Swifts.Exoress in place, our advantages can reach at least 20% of the market and more than 20% of the profit in the industry competition.

Express business volume: 40 billion \* 20%=8 billion;

Revenue: 8 billion yuan x 20 yuan =160 billion yuan, net profit 40 billion rmb.

### 3.6 prospect

Swifts.Express competes in the market at a rapid speed, and there is no doubt that the advantages and industry balance favor us. In the future development will obtain the unique grand situation, at the same time, the brand new ecology we build is what customers are pursuing.

### 3.7 incentive mechanism

As an important application scenario of logistics chain, SwiftExpress will allocate 50% of its annual profits to stimulate the development of logistics chain, so as to ensure the continuous growth of the value of SE Token.

### 3.8 ecology & application scenarios

As future SwiftExpress fall to the ground and the development of the logistics chain is complete, we will map points distributed to ecological users, to use SwiftExpress mail Courier service and the surrounding scene, and cost will be produced by using integral enterprise.