

It is with great enthusiasm that I express my interest in joining the **UPU Management Committee** as a representative of **Far Eye**. I am driven by a deep conviction that technology and collaboration are the twin pillars that will define the future of the global postal and logistics ecosystem. Through my experience engaging with postal organizations worldwide, I have seen how digital transformation can turn long-standing operational challenges into opportunities for growth, inclusivity, and excellence.

Joining the UPU MC represents an opportunity to contribute meaningfully to this transformation — to bring together innovation, strategy, and execution that empower postal operators to remain relevant, competitive, and sustainable in the digital era. My goal is to actively support UPU's mission by offering practical insights drawn from real-world postal modernization programs, helping shape global frameworks that accelerate efficiency and customer-centricity across member networks.

At this juncture, allow me to introduce **Far Eye**, a global SaaS platform that partners with leading postal and logistics organizations to modernize parcel delivery, optimize costs, and elevate customer experience. Far Eye enables postal operators to overcome key challenges such as delivery delays, limited visibility, high operational expenses, and increasing market competition through:

- End-to-end real-time visibility and proactive customer notifications
- Dynamic route optimization that improves speed while reducing costs
- Mobile enablement for delivery agents, including proof of delivery, scanning, and cash/duty collection
- Seamless customs and cross-border integrations for faster clearance
- Data-driven analytics to optimize network capacity and resource utilization

Our platform is trusted by **Slovenia Post, Post Malaysia, Oman Post, Singapore Post, Emirates Post, and Finland Post**, among others. Far Eye is a proud **Gold Partner of the UPU Consultative Committee** and collaborates with global enterprises such as **IKEA, Maersk, DHL, Johnson & Johnson, Nestlé, and HelloFresh** to build delivery networks that are transparent, agile, and scalable.

Representing Far Eye at the UPU MC would be both an honour and a responsibility — to advocate for innovation-led growth, contribute to global postal policy dialogue, and strengthen collaboration between technology providers and postal leaders. I am confident that my industry experience, combined with Far Eye's proven expertise, can add tangible value to the Committee's strategic objectives.

Thank you for your consideration. I look forward to the opportunity to actively contribute to the UPU's vision of a modern, interconnected, and customer-first postal ecosystem.