



For immediate release

PARCELLY STARTS WORLD'S FIRST CLICK&COLLECT LOGISTICS PARTNERSHIP WITH WHAT3WORDS

There is no denying that what3words has taken the world by storm and Parcelly are thrilled to announce our exclusive partnership to innovate click&collect logistics 'at the touch of a button'.

With **what3words' mission to revolutionise the world's address systems** and **Parcelly's mission to eliminate failed parcel deliveries for good**, both our companies are working towards a common goal to improve customer experience, deliver cost efficiencies and drive business growth, all with a strong social, environmental & economic impact at the heart.

A 3 word solution included in Parcelly's app

What3words is a geocoding system for the communication of locations, dividing the world into a grid of 3m x 3m squares and assigning each one a unique 3 word address, it provides a precise and incredibly simple way to talk about locations. Parcelly's agile click&collect technology will from now feature what3words location details as part of our in-app location partner information.

Making the first-and last mile matter

With around 75% of the world (135+ countries) suffering from inadequate addressing, around 4 billion people are unable to receive deliveries, whilst poor addressing costs businesses billions of dollars as delivery companies and ecommerce logistics require minimal delays and optimal routes. And even for the 25% who do have a reliable postal address, packages still go astray, couriers get lost and local businesses can't be found.

By equipping Parcelly logistics partner with what3words location details, we can make first- and last mile delivery logistics much more effective, specifying a precise, fixed location for the whole supply chain to work to. Carrier partner also don't have to rely on drivers with local knowledge anymore to make deliveries, so staffing and managing demand is made a lot easier.

Each unique what3words address can be used by tracking software and delivery drivers alike, which means a delivery driver can reliably pinpoint the delivery location down to a unique 3x3m square, anywhere in the world.

"We are truly excited about this new partnership with what3words. The combination of on-demand click&collect locations powered by Parcelly, bundled with a unique addressing system truly provides an exceptional opportunity not only in specific areas in the UK, but particularly in other parts of the world.

Parcelly aims to allow consumers to decide, how, when and where they collect and return their parcel deliveries and with what3words, everyone and everywhere now has an address. Alongside our plans to internationalise our solution, our core business is ready and our smartphone based technology platform designed to continue expanding rapidly. Parcelly continues to reinvent last- and first-mile delivery and we look forward to announcing many more ground-breaking milestones in the coming months!”

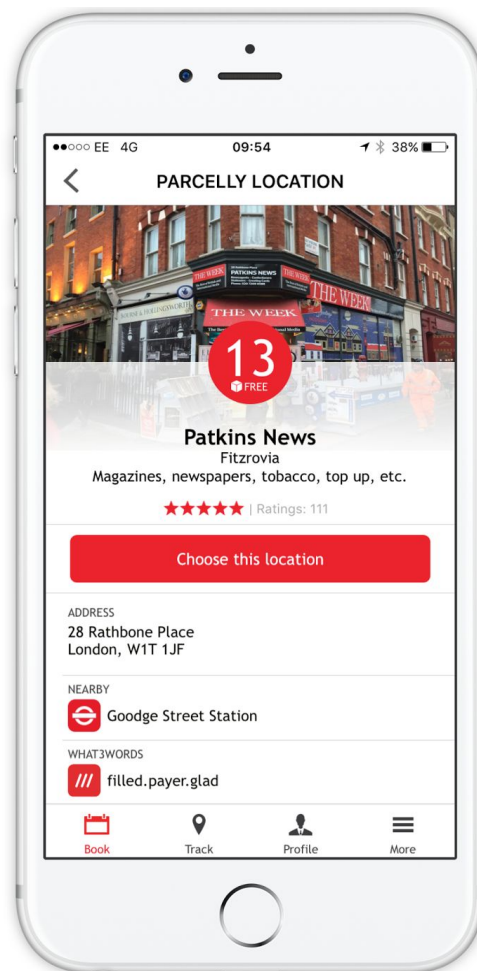
— Sebastian Steinhauser, CEO & Founder of Parcelly

For further company information, photos or collateral, please contact: press@parcelly.com

Press Centre: <http://www.parcelly.com/press> Blog: www.parcelly.com/blog/

Imagery

- 1) Parcelly_what3words partnership (Parcelly location screen, IOS app example)



2) Parcelly_what3words partnership (last mile addressing, reinvented)



3) Parcelly_what3words partnership (Parcelly HQ geolocation)



4) Parcelly_what3words partnership (Parcelly location example Manchester)

