PRESS RELEASE

PARCELLY STARTS EXCITING NEW PARTNERSHIP WITH BARNARDO'S

Parcelly, the multi-award winning network of carrier and retailer-agnostic click&collect locations, is delighted to announce the launch of a new partnership with Barnardo's - the UK's largest children's charity.

As of today, the Parcelly service will be available in 90 Barnardo's stores across Birmingham and Liverpool, with further expansion into Manchester scheduled for the second week of June, and a nationwide rollout in the coming few months.

Founded in 1867, the Barnardo's charity aim has always been to protect and nurture children, with a main focus on global issues such as abuse, disadvantaged families, sexual exploitation and much more.

Working with a distinguished and well-known charity like Barnardo's allows Parcelly to offer a greater layer of convenience for consumers due to Barnardo's hyper-local network of charity shops, while empowering Online shoppers to trigger charitable benefits with their purchases. Barnardo's in return, attracts new customers by providing an additional community service, whilst also generating a new revenue stream for each parcel collected or returned to their stores - from which 100% of profits will be reinvested into the charity.

With currently more than 1,200 collection points in 50 cities across the UK, the new partnership will expand Parcelly's location network to almost 2,000 outlets across the country and further improves its service proposition for Online retailers. Research shows that '76% of Online shoppers in the UK were likely to switch retailers after a negative home delivery experience' (JDA & Centiro Christmas Customer Pulse Report 2017). Having a reliable and efficient click&collect service such as Parcelly not only creates convenience for customers, but also ensures customer loyalty to retailers in return.

Roy Clark, Director of Barnardo's Retail & Trading commented: "*We're delighted to enter this trial with Parcelly, giving the communities involved the chance to collect their parcels at their local Barnardo's store. As our lives become busier, it's all about convenience, which is what we'll be offering when you download the app and start using the service. Whilst you're collecting their parcels, it's worth having a look at our great range of pre-loved and new goods, as well as dropping off any pre-loved items you no longer need!*"

Sebastian Steinhauser, CEO Parcelly states: "*Click&collect meets CSR. Parcelly is known for its innovative approach, converting redundant space in local businesses into carrier and retailer agnostic parcel storage. But we're also recognised for our social and environmental impact and this partnership allows us to combine both. We're extremely excited to work with Barnardo's - one of the most iconic charity brands in the UK. We are also looking forward to*

introducing a number of new services in the upcoming weeks, which will add a completely new CSR element to the traditional click&collect model."

About Parcelly

Parcelly launched in December 2014 with the mission to make failed parcel deliveries a thing of the past, providing on-demand collection points to resolve existing industry problems associated with first and last-mile delivery. Parcelly's multi award-winning mobile solution continues to disrupt the retail logistics industry, with services including carrier and retailer agnostic click&collect, parcel returns, Parcelly Agents, Key Exchange and International Shipping, all provided through its Parcelly location network.

Parcelly's vision is to provide individuals with full control over their parcels, which extends to the local shops and businesses who form the Parcelly location network. Parcelly's merchant facing app allows location partners to not only use redundant space efficiently, but also to control the size and number of items that can be stored and handled.

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

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