

PRESS RELEASE

For immediate release

PARCELLY EXPANSION INTO MIDDLE EAST LAUNCHED AT THE RETAIL SUMMIT IN DUBAI

Parcellly, UK's leading logistics tech solution which resolves the operational challenges arising from the new reality of retail, converts excess space in local businesses through a mobile application into carrier and retailer agnostic storage capacity. Creating a new 'Urban Logistics Model', Parcellly's technology allows retailer and carriers alike to bridge the last- and first-mile fulfilment gap and is already working with dozens of tier-1 brands in the UK and abroad. From hyper-local to global, Parcellly is the go-to technology powering the future of parcel distribution, from traditional PUDO (Pick-up and drop-off) services such as Click&Collect and Returns, to innovations like Hyper-local Warehousing (also referred to as 'Dark Stores') and inner-city Cross-Docking. All fully customizable and easy to integrate, enabling retailers to provide a seamless, omni-channel customer experience from receiving to returning goods.

E-Commerce in the Middle East is forecasted to be worth \$48.6 billion in 2022, according to BMI Research. Rising parcel volumes, reverse logistics as well as slim profit margins in the supply chain are ubiquitous pain points for retailers and carriers, which call for sustainable and smart technology that drives efficiency, collaboration and innovation.

Parcellly, the UK Start-up, introduced its technology to the Middle Eastern market last week, exhibiting in partnership with Aqrab at The Retail Summit in Dubai, which featured high-profile speakers like Richard Branson and Jo Malone. Alumni of the Mayor of London's prestigious 'GoToGrow' programme (<http://gotogrow.london/>), Parcellly will collaborate with a number of local partners, including Aqrab from Saudi Arabia, to expand its proven business model in the Middle Eastern region.

Leveraging Parcellly's 5 years of industry experience, and nationwide footprint in the UK of more than 2,000 location partners in over 60 cities, its powerful technology will drive Urban Logistics innovation in the region, by empowering local partners to benefit from PUDO location services like:

- Click&Collect and Leave Safe (what3words enabled)
- Hyper-Local Warehousing
- Consolidation and Returns
- Cross-Docking.

Sebastian Steinhauser, CEO and Founder of Parcellly: *"After more than 4 years of developing our business model in the UK, and trialling multiple pilots abroad, Parcellly's launch in the Middle East marks a huge step for the company and an important milestone in our long-term vision to becoming the number 1 brand that drives the future of Urban Logistics. The flexibility behind our technology, but also its operational, financial and environmental benefits, allow us to introduce Parcellly's array of services to almost any city, area or region worldwide. The Middle East, with its enormous E-Commerce growth over recent years, is a great place for us to apply this strategy and to kick-start our international expansion."*

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For more information, images of the event or to arrange an interview, please contact: press@parcellly.com

NOTES TO EDITOR:



About Parcelly

Parcelly is the UK's first fully agnostic network of retailer and carrier agnostic PUDO locations, managing over 2,000 parcel collection points nationwide. Our core belief is that receiving, returning and sending parcels should be convenient, efficient, simple and above all sustainable, making an impact one parcel at the time.

Parcelly is innovating the world of urban logistics by converting redundant space in local businesses into on-demand storage capacity through one powerful technology platform. The multi-awarded business model resolves industry problems associated with first- and last-mile delivery, whilst driving air quality improvements and reducing white van traffic congestion.

Parcelly offers a variety of bespoke B2C and B2B fulfilment services, including Click&Collect and Key Exchange, as well as Cross-Docking, Parcel Consolidation and hyper-local Mini-Warehousing, all with one smart app technology solution at its heart.

www.parcelly.com

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The Retail Summit

The event took place in Dubai last week on Feb 13th and 14th. Supported by a broad range of c-level representatives of the ecommerce leaders in the region and under the patronage of his Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. Bringing together over 600 international legacy and disruptive retailers from every sector, The Retail Summit explores digital disruption and change in consumer expectations that are driving the current profound transformation in retail.

For more information please contact: Gary Thatcher, CEO & Co-Founder The Retail Summit.

<https://www.theretailsummit.com/>