



PRESS RELEASE

For immediate release

PARCELLY ANNOUNCES PARTNERSHIP WITH DHL EXPRESS IN THE MENA REGION

Parcelly, the UK's first carrier agnostic logistics tech platform, is pleased to announce the extension of its partnership with DHL Express, the world's leading international express services provider. Having operated a nationwide network of 2000+ stores in the UK since 2014, Parcelly is now expanding its PUDO (Pick-up and Drop-off) technology in the MENA region. The initiative will provide DHL Express with delivery points to enable convenient consumer collections and returns of e-commerce parcels across the region.

The partnership will drive operational and cost efficiencies for DHL, increase the range of consumer delivery options, whilst also contributing positively to environmental concerns associated with delivery vehicle mileage. DHL will have access to the entire suite of Parcelly's platform features, and in addition, Parcelly is launching tailored solutions to adapt the traditional PUDO model to local market needs, such as labelless e-commerce returns and Cash on Delivery payments. This project represents an important milestone for the partnership between the two companies and reinforces Parcelly's position as a market-leading tech solution for the distribution network of the future.

Nour Suliman, CEO, DHL Express MENA: *"The E-Commerce industry in MENA is expected to sustain double-digit growth over the next five years and as DHL Express we want to be at the forefront, enabling seamless delivery with our customer-centric culture and focus on quality. We are delighted to partner with Parcelly will help overcome any B2C delivery challenges, particularly last mile, by building an agnostic PUDO network. This will boost customer experience, productivity and service performance across the MENA region."*

Sebastian Steinhauser, CEO and Founder, Parcelly: *"We're delighted to extend our partnership with DHL Express and to help establish the concept of Pick-up and Drop-off locations (PUDOs) as an alternative to home delivery in the Middle East. Combining our market-leading PUDO technology platform with the world's leading international express service provider, this partnership is yet another example of how DHL continues to drive premium service options in the highly competitive retail space by challenging the status quo. By establishing an ever-growing network of local PUDO locations, for both collections and returns, this solution will provide choice, convenience and control to consumers in the region, while also reducing the environmental and operational impact of failed deliveries."*

The new service has now been launched in Bahrain and will be rolled out in other MENA regions in Q4 2019 and early 2020, including Kuwait, Egypt and the Kingdom of Saudi Arabia. Parcelly and

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DHL Express MENA will jointly activate 750 PUDO locations by the end of next year across selected MENA markets.

About DHL

Deutsche Post DHL Group is the world's leading logistics company. The Group connects people and markets and is an enabler of global trade. It aspires to be the first choice for customers, employees and investors worldwide. The Group contributes to the world through responsible business practice, corporate citizenship and environmental activities. By the year 2050, Deutsche Post DHL Group aims to achieve zero emissions logistics. Deutsche Post DHL Group is home to two strong brands: Deutsche Post is Europe's leading postal service provider. DHL offers a comprehensive range of international express, freight transport, and supply chain management services, as well as e-commerce logistics solutions. Deutsche Post DHL Group employs approximately 550,000 people in over 220 countries and territories worldwide. The Group generated revenues of more than 61 billion Euros in 2018. The logistics company for the world.

About Parcelly

In 2014 Parcelly revolutionised the world of parcel pick-up and drop-off (PUDO) technology, as the UK's first mobile-enabled network of retailer and carrier agnostic 'parcel shops'. Today, Parcelly is managing over 2,500 parcel collection points in the UK, Germany and Spain. Parcelly's core beliefs are that receiving, returning and sending parcels should be convenient, efficient, simple and above all sustainable. Parcelly is innovating the world of urban logistics by converting excess space in local businesses and commercial property into on-demand storage capacity through one powerful technology platform. The internationally recognised and multi-awarded business model resolves industry challenges associated with first- and last-mile delivery, whilst driving air quality improvements and reducing urban traffic congestion. Parcelly offers a variety of bespoke B2C and B2B services, including Click&Collect, Cross-Docking, Hyper-local Warehousing, Return drop-off and consolidation, all with one smart app technology solution at its core.

www.parcelly.com

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