

For immediate release

PARCELLY SECURES \$6.7 MILLION SERIES A FUNDING TO ENABLE STRATEGIC EXPANSION INTO THE U.S. AND EUROPE

LONDON, March 29, 2022- Parcellly, the UK's carrier agnostic logistics tech platform today announced its Series A funding round of \$6.7 million led by Scania Growth Capital. The funding will enable Parcellly's strategic expansion in the U.S. and continental Europe and further accelerate its platform development.

Founded in 2014 by Sebastian Steinhauser, Parcellly has been revolutionising the world of urban logistics, resolving first and last mile challenges by activating excess space in real estate for E-commerce and logistics through its proprietary mobile app technology. Parcellly is a Pick-Up and Drop-Off (PUDO) solution, integrating retailers and carriers across all industries and of all sizes to a highly scalable and internationally growing platform of 'logistics hubs'.

Parcellly operates a smartphone app which allows local businesses to activate underutilised storage space for E-commerce. Parcellly's technology platform is powering the new reality of retail, bridging the gap between the online and offline worlds by converting physical space into either E-commerce storage or distribution hubs. The Parcellly solution is asset light, without the need for purpose-built infrastructure. Parcellly enables a broad range of fully customisable services, addressing consumers' increasingly demanding delivery expectations, and driving customer satisfaction at the most expensive end of the supply chain: the final mile.

Parcellly has seen 450% YoY platform growth over the past financial year, with Hyper-local Warehousing being the most successful sales channel. Simultaneously the PUDO location network grew by 207% in the UK and abroad, scaling services such as Click & Collect and Returns. Alongside this, it has released multiple cutting edge software updates towards its back and front end technologies, simplifying the integration of Parcellly's first-mile services into e-tailers fulfilment processes and enabling the processing of items beyond just standard E-commerce parcels. Accelerated throughout the Covid-19 pandemic, the company focuses on B2B partnerships internationally, with clients across multiple industry verticals, including DHL Express, Stuart (GeoPost), Deliveroo, UberEats and JustEat and retailers such as Krispy Kreme, Aesop, Community Fibre and Bryson.

The new funding will fuel international expansion around the company's UK, US and Germany offices, with plans to triple the firm's headcount in the coming 6 months. The funding will also further support platform development, with a particular focus on its Hyper-local Warehousing solution, allowing retailers and carriers to meet the needs of urban logistics whilst aligning with the growing focus on industry sustainability goals. Besides Scania Growth Capital, existing investors of Parcelly include Publicis Group (managed by Iris Capital), Bright Link Ventures and Beril AG.

Sebastian Steinhauser, CEO and Founder of Parcelly

"I formulated the idea for Parcelly because I was dissatisfied with the last-mile delivery experience when placing an order online and it became my mission to change that. What started as a B2C centric consumer app back in 2014 has evolved into the highly scalable B2B technology platform Parcelly is today. We make effective use of available space to offer the broad range of services online retailers and carriers need to meet consumer expectations, efficiency and sustainability goals.

We're super excited and proud to be on this journey and to welcome Scania Growth Capital on board as investors. Our focus to date has been on establishing our core product proposition with global clients, and this Series A round will help us fulfill our expansion plans, technology and team development. We are looking forward to disrupting new industry sectors with our unique omni-channel logistics platform."

Christian Zeuchner, Partner at East Hill Equity, Investment Manager for Scania Growth Capital

"Parcelly are on an exciting journey to change the way local warehouses are sourced and managed, enabling efficient last mile delivery and making most efficient use of existing space and resources in relevant demand pockets. The offering suits most retail markets and segments, and supporting Parcelly in their continued growth with both investment and the industry experience from Scania is a very good strategic fit for the portfolio of Scania Growth Capital."

About Parcelly

Established in 2014, Parcelly is a parcel Pick-up and Drop-off (PUDO) solution powering first and last mile challenges. Today the company has employees across 4 offices, London, Bristol, Hamburg and Frankfurt and has seen 450% YoY platform growth over the past financial year, 200% PUDO parcel volume increase and expanded its PUDO location network by 207% throughout 2021. Parcelly offers a variety of B2B services such as Click & Collect, Hyper-local

Warehousing and Returns Consolidation, working alongside major retailers and carriers. In collaboration with wholesale and symbol groups, including Booker Group (Tesco), Costcutter and Budgens, Parcelly's network of over 3000 PUDDO locations in more than 150 cities across the UK and US has a proven track record, processing millions of transactions. The company has global ambitions, having just launched into the US (Chicago and Los Angeles), and with a further 7 US cities to follow in 2022. The Parcelly platform is driving operational and cost efficiencies for retailers and carriers of all kinds. It also supports their sustainability goals by leveraging excess space, reducing failed deliveries and driver destinations and amplifying sustainable delivery methods in urban areas. The award winning platform is internationally recognised with over 17 awards and accolades including 'Best Urban Logistics Solutions Provider 2021', 'Most Innovative E-commerce Logistics Platform 2020' and the 'Prince's Responsible Business Award 2017'.

About Scania Growth Capital

Scania Growth Capital is a corporate venture capital fund that invests in growth companies within Scania's ecosystem of customers and partners. The fund is managed by an external management company - East Hill Equity - with a team that has extensive experience in both investments and the mobility industry. Through Scania Growth Capital, Scania reaches a segment of complementing companies, giving Scania an opportunity to tap into early development and innovation that is relevant to the industry but outside Scania's own core operations. For more information, visit www.scaniagrowthcapital.com.

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

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Images:

Executive board: https://parcelly.com/images/press/Parcelly_Brand_Assets_and_Product/1_-_Parcelly_-_Exec_Board_-_Press_Release_-_FEB22.jpg

Further press images on: <https://parcelly.com/press> (bottom of page)