



For immediate release

KEN ALLEN APPOINTED AS CHAIRMAN OF THE PARCELLY BOARD OF DIRECTORS

LONDON, 22.02.2023 - Parcelly, the carrier agnostic logistics tech platform, is pleased to announce the appointment of Ken Allen as the Chairman of the Board of Directors of the Parcelly Group. As one of the most experienced logistics executives in the industry, Allen previously served 36 years at Deutsche Post DHL Group and as CEO of DHL Express from 2008 to 2018.

After Ken Allen's outstanding career in revolutionising DHL's business model and leading DHL Express to its ground-breaking success in the logistics industry, Parcelly is beyond honoured to welcome Allen to the Parcelly Group. Following his unprecedented career, Ken Allen is now considered one of the most influential managers in the logistics sector. In 2010, Allen was appointed to the Global board of Deutsche Post DHL, after steering DHL Express from a 2bn loss in 2008 to a profit of 2bn in 2018. Allen took leadership at DHL to the next level: embedding company culture and sales performance into all his teams, with a unique approach to motivation. After his transformative time at DHL, he is not only the acclaimed author of the book 'Radical Simplicity' but is now officially Chairman of the board of Parcelly, one of the UK's most exciting last-mile logistics technology growth businesses.

Sebastian Steinhauser, Group Chief Executive Officer, Parcelly Limited

"I met with Ken first time in 2018, Parcelly had just started its partnership with DHL Express UK and had recently been awarded DHL's prestigious "Last-mile Innovation of the Year" award. Ken's expertise across all areas of the industry, from a macro level to micro technical detail is truly inspiring. On behalf of the executive team and the entire company, I could not be prouder and feel honoured o have Ken as Chairman on our board of directors, to benefit from his values, industry knowledge and guidance. The journey continues to accelerate, here's to the years ahead!"

Ken Allen, Chairman of the board, Parcelly Limited

"The Logistics industry is constantly reinventing itself through technology and better asset utilization to reduce cost and improve efficiency. With the Parcelly model logistics companies and retailers can provide innovative services with little upfront investment to better serve

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their customers. I am honoured to join the board and look forward to growing the business with the entrepreneurial spirit of Sebastian and the team”.

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 3 offices, London, New York and Frankfurt and has seen exponential platform growth over the past financial year, 200% PUDO parcel volume increase and expanded its PUDO location network by 207% throughout 2021. With Scania Growth Capital as the lead investor in its latest round of financing, 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 3500 PUDO locations in more than 150 cities across the UK and in over 9 states in the USA, has a proven track record by processing millions of transactions. The company has global ambitions, having launched in the US 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 19 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’.

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