

Urb-it partners with Foodstuff to offer zero emission deliveries in the City of Cambridge.

London, 2nd February 2021 — *Green last mile logistics provider, Urb-it will partner with online food delivery company Foodstuff to offer convenient, last-mile zero-emission deliveries in the City of Cambridge. At a time when independent businesses struggle in the face of the pandemic, Foodstuff and Urb-it will combine to bolster food deliveries from Cambridge's best independent restaurants to the end-consumer.*

The new partnership will see Foodstuff leverage Urb-it's sustainable operations infrastructure and delivery management processes to sustainably connect Cambridge's foodies and conscientious eaters with quality, independent retailers.

“Partnering with a certified B Corp like Urb-it will alleviate the time consuming day-to-day that comes with managing a fast-growing fleet of riders. This will not only free up time to focus on other things but help form an operational turnkey that we can pick up and drop-in new locations allowing for scalability at speed”, **said Toby Savill, Co-Founder of Foodstuff**

Kevin Kviblad, CEO of Urb-it commented, “At Urb-it we see a significant growth potential with this latest partnership, in a sector in which consumer adoption is accelerating fast. Foodstuff is emerging as a food tech challenger in the UK and we are excited to help them enhance their existing operations in Cambridge with our sustainable delivery infrastructure and ‘operations as a service’ solution. Commencing in late January, the collaboration will bring fast, convenient, and eco-friendly deliveries to the Cambridge community, with plans to take the partnership to other major cities in the UK.”

With the recent Cambridge operation, Urb-it is now on par to expand into other major UK cities such as Leeds, Liverpool, and Manchester, further fuelling its UK-wide expansion plans in 2021.

About Urb-it AB (publ):

Urb-it is a Swedish logistics company and Certified B Corporation™. Powered by a robust technical platform, and its community of delivery assistants (Urbers), Urb-it offers a customer-centric end-to-end fulfilment service for e-commerce, retail, and the on-demand market. The company today operates in the UK and France and works with leading European brands.

The company's mission is to transform logistics with a human service that fights for the health of our cities. Delivering the last-mile exclusively on foot, bike or with cargo-bikes, Urb-it aims to reduce air pollution, noise pollution and congestion in Urban areas, while providing a delivery service that exceeds customer expectations. Our Urbers are carefully recruited and trained by Urb-it to provide excellent service.

The solution is available to merchants via direct API-integration as well as through a range of leading transport management systems. Services include delivering the same-day, next-day, nominated day and returns, and can be fulfilled both from the merchant's online store and physical store network.

www.urb-it.com

The Company's Certified Adviser is Mangold Fondkommission AB who are reachable on +468- 503 015 50 or CA@mangold.se.

About Foodstuff:

Foodstuff delivers from the best independent food brands to local food lovers. Foodstuff is the place for indies to kick-ass online without the big chains stealing the limelight. You can now find the good stuff quickly and simply knowing that it will be delivered responsibly with zero emissions.

<https://wearefoodstuff.co.uk/>