

Lyreco chooses Urb-it for green deliveries in France.

Paris, July 21st, 2021 — *Green logistics provider, and Certified B Corporation, Urb-it, has been chosen by Europe's leading supplier of workplace products and services, Lyreco, to deliver its products in France. In a bid to reduce CO2 emissions across its entire value chain, Lyreco will utilize Urb-it's eco-Fleet and network of micro-hubs to deliver sustainably to the end-consumer.*

In 2020, Lyreco set new science-based CO2 reduction targets in line with the Paris Agreement on Climate Change, in which it will place a greater focus on operating its urban deliveries and route management practices sustainably to combat rising pollution levels in France.

Partnering with Urb-it, Lyreco will enhance its CSR efforts even further and set the gold standard for eco-friendly deliveries that assist in mitigating Lyreco's environmental impact.

Commencing in Lyon, the partnership will solely operate deliveries on the last-mile via cargo-bikes, before branching out to other major cities in the region with a first-mile solution using strategically placed micro-hubs to bring Lyreco's products closer to its customer base.

“Urb-it provided us with a complete project that went beyond our expectations and needs. It is an opportunity for us to be even more involved in the causes we care about, whilst becoming more efficient. We are looking forward to seeing how the implementation will go in Lyon over the coming months, and throughout the whole of France.” **said Jean-Philippe Pays, Regional Director/ Lyreco France**

Martin Lehec, Urb-it Country Manager France commented, “We are excited to begin this new project and are very proud that Lyreco has chosen Urb-it to be part of it. This will allow us to grow and expand our activities by offering not just a delivery service, but a more global green logistics solution throughout France.”

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 Couriers, 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 Couriers 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 Lyreco:

Founded in 1926, Lyreco is a French company specialized in the distribution of office supplies. Today, it is a leading distributor of products and services for businesses and their working environments, present in 42 countries around the world. Lyreco France recorded a turnover of 530 million in 2019.

<https://lyreco.com/group/>