

Urb-it integrates with Zapiet to offer store pickup, delivery, and shipping to Shopify merchants.

London August 10th, 2021 – Green logistics provider and certified B Corp, Urb-it, announced today their new partnership with Zapiet, Britain's leading retail technology platform and Shopify's primary in-store pick up and local delivery solution. The latest partnership will allow Shopify merchants to instantly book reliable and sustainable same-day deliveries directly with Urb-it.

*At present, Shopify hosts around 11 % of the total e-commerce market and is used by more than a million businesses globally and growing rapidly (52 % increase in purchases over Shopify between 2019 to 2020). * The ecommerce platforms' integration with Zapiet is the most powerful pickup and delivery solution for those featured on the Shopify portal. As Zapiet holds 10,000 + trusted merchants globally in more than 150 countries, its integration with the Shopify cart is seamless, allowing the customer to select instant delivery or store pickup services.*

Through this partnership, Urb-it and Zapiet aims to increase customer loyalty and checkout conversion rates by combining robust technology with a geolocalised courier fleet and sustainable delivery solution. Zapiet powers over 10,000+ Shopify merchants across all industries, from pop-up stalls to Fortune 500 brands. Major companies like Boeing, Ford, Nestlé Chocolate and local shops such as CPRESS Juice, London Shell Co, Dough Dealers, and many more are live on Shopify. Multiple industries on the e-commerce platform can now seamlessly activate Urb-it as their preferred carrier provider.

"We are so excited to be partnering with Urb-it, as we can now provide UK based Shopify merchants with seamless eco-friendly last-mile deliveries. One of our core goals at Zapiet has always been to work towards a greener future, so this partnership perfectly aligns with our ethos. Sustainability is the future, and we are happy to continue to move in the right direction through last mile delivery with Urb-it.", said Andrew Cargill, CEO at Zapiet.

Sebastien Potts, UK Country Manager of Urb-it commented, "For Urb-it, the Zapiet partnership is perfectly aligned with our business strategy – positioning the Urb-it service with the markets leading shipping connectors, allowing us to build a reputable network of partners for seamless integration and brand awareness. As a B Corp, we want to ensure that sustainability runs through our entire value chain, and this includes working with innovative

partners such as Zapiet that can bring our green delivery solution to an even larger network of merchants on the Shopify portal. Those merchants are then better placed to meet the needs of their consumers, giving them flexible and ethical delivery options at checkout. I'm excited about our partnership with Zapiet, and confident the collaboration will help Urb-it better realise our vision – to bring convenience and sustainability to cities worldwide. Over the years to come, I am certain our partnership with Zapiet will allow us to create more value through the formation of sustainable synergies and customer-centric delivery expertise."

About Zapiet:

Zapiet builds industry-leading pick-up and delivery solutions for Shopify. Its suite of apps including Store Pickup and Delivery, let retailers offer outstanding flexibility and convenience to customers and help previously brick-and-mortar-only businesses harness the potential of an integrated online store. Founded in 2015, Zapiet now helps power more than 11,000 stores in more than 150 countries, from pop-up stands to Fortune 500 brands.

About Urb-it:

Urb-it is a Swedish logistics company and Certified B Corporation™. Powered by a robust technical platform, and its community of dedicated 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 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. Urb-it's Couriers are carefully recruited and trained by Urb-it to provide excellent client 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

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