

10 September 2021

Urb-it strengthens its leadership team

Appointment of Chief Financial Officer & Chief Marketing Officer

Urb-it, the green logistics provider and Certified B Corporation, is pleased to announce that as it continues to deliver its growth strategy, it has strengthened its leadership team through the creation of two new executive leadership roles.

Mark Rehnström, previously Head of Finance, has been promoted to the new position of Chief Financial Officer. Mark joined Urb-it in October 2020 and has played a key role in developing Urb-it's financial operations to support the growth strategy. Prior to joining Urb-it, Mark worked for 13 years as an interim manager in finance operations, in organisations including ISS, Bosch & MTR. He has a Master in International Business degree from École des Ponts ParisTech, Paris. Mark was born in 1970.

Caroline Brill joins Urb-it in the new position of Chief Marketing Officer, bringing 20 years' experience in marketing and communications roles across sectors including retail, consumer and support services. She started her career in strategic communications agencies advising listed businesses and has spent the past eight years in both global and regional senior roles in FTSE 100 and FTSE 250 organisations, including Intertek plc and Inchcape plc, leading commercial marketing and communications strategies. She has a Bachelor of Arts degree in Marketing from Strathclyde University, Glasgow. Caroline was born in 1980.

In 2021 to date, Urb-it has expanded its sustainable delivery offering from three to eight cities across two of Europe's largest e-commerce markets, the UK and France. It has strengthened relationships with its partners and signed new agreements with several of the world's largest e-commerce brands.

Kevin Kviblad, CEO of Urb-it said:

"I am delighted to promote Mark and welcome Caroline to the Urb-it leadership team. These roles being created are testament to our growth acceleration and follows the appointment of France and UK Country Managers over the past year as we expand our rapidly growing logistics platform in our markets. I look forward to working with the team during this critical time as we continue to implement our growth strategy."

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

The Company's Certified Adviser is Mangold Fondkommission AB who are reachable on +468- 503015 50 or CA@mangold.se.

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