



E-Commerce Logistics Scale-up byrd announces integration with marketplace software specialist Mirakl and presents Leroy Merlin joining as the first marketplace in Europe

Berlin, Germany [20/06/2023] - byrd, European fulfillment scale-up, is excited to announce its partnership and integration with Mirakl, a global SaaS technology company that enables businesses to revolutionize the way they sell online. This strategic collaboration empowers over 350 marketplaces worldwide using Mirakl Connect - the high quality ecosystem of marketplace operators, sellers, and partners - to offer their merchants a seamless solution to outsource their logistics through byrd. The integration aims to streamline e-commerce operations processes across Europe, enabling merchants to maximize their growth potential.

Following its successful \$56 million Series C round just one year ago, byrd continues to revolutionize the e-commerce fulfillment landscape. Through the integration with Mirakl, marketplace sellers on Mirakl-powered marketplaces gain access to an extensive network of fulfillment centers in seven European countries: Austria, Germany, France, Italy, Spain, the United Kingdom, and the Netherlands. Additionally, a vast carrier network ensures fast and affordable shipping options worldwide, facilitating seamless delivery across the continent.

Leroy Merlin, the leading home and furnishings marketplace, has become the first platform to exclusively endorse byrd as its fulfillment provider for merchants in Italy. As an official partner of byrd, Leroy Merlin encourages its sellers to leverage the cutting-edge, tech-enabled e-commerce logistics services offered by byrd. This collaboration allows Leroy Merlin to enhance its offerings and solidify its position as a pioneer company within the ADEO Group, ranking among the top 10 e-commerce websites in the country. Federico Bertero, Marketplace Director from Leroy Merlin, describes the value this partnership brings to their sellers as follows: "byrd's European network of fulfillment centers and their partnership with Mirakl ensures our merchants benefit from efficient, reliable, and cost-effective logistics solutions. This integration reinforces our commitment to providing exceptional services to our sellers and customers alike."

Jean-Gabriel De Mourgues, Executive Vice President, Connect and Growth Solutions, Mirakl, echoes the enthusiasm and says: "By collaborating with byrd, we are excited to offer sellers in our Mirakl Connect ecosystem the opportunity to further streamline their fulfillment operations, reduce complexity, and accelerate growth in the ever-expanding e-commerce landscape."

byrd's CCO and founder, Petra Dobrocka, shared her perspective on the partnership: "Our integration with Mirakl unlocks tremendous opportunities for byrd's merchants as they can access a wide range of marketplaces."

As online marketplaces are projected to account for 45% to 50% of online spending by 2025, this strategic partnership between byrd and Mirakl arrives at a pivotal moment. Together,

they empower sellers to harness the potential of additional sales channels and navigate the evolving e-commerce landscape with ease.

About byrd:

byrd (getbyrd.com) is the leading independent e-commerce fulfillment platform in Europe. byrd uses its software, which integrates various e-commerce systems with its own warehouse management system, to connect more than 400 online retailers and D2C brands with fulfillment centers and shipping service providers across Europe. byrd's cloud-based logistics solution enables e-commerce businesses to optimize their operations and unlock their growth potential on a global scale. By bringing online retailers closer to their customers, byrd helps them reduce delivery costs and shipping times, turning shipping into a competitive advantage.

Founded in 2016 by Alexander Leichter, Sebastian Mach and Petra Dobrocka at the i²c incubator at TU Wien, byrd currently has more than 25 warehouses providing fulfillment from seven European countries. byrd is headquartered in Vienna and has additional offices in Berlin, London, Paris, Barcelona and Milan.

About Mirakl

Mirakl is a global SaaS technology company that enables businesses to revolutionize the way they sell online.

Mirakl's industry-leading suite of products accelerates profitable, sustainable eCommerce growth through solutions in marketplace, dropship, supplier sourcing ecosystem, supplier catalog management and pay-out, personalization, and retail media.

More than 400 of the world's most trusted brands across retail and B2B industries choose Mirakl's award-winning technology, including Airbus, Decathlon, Galeries Lafayette, Kroger, Leroy Merlin, Macy's, Maisons du Monde, MediaMarkt, Sonepar, Toyota Material Handling and Yves Rocher. For more information: www.mirakl.com.

About Adeo/Leroy Merlin:

Leroy Merlin is a leading home and furnishings marketplace and a pioneer company within the ADEO Group.