



Press release

## **Upply continues its growth in Europe and is extending its Connect solution to Germany, Belgium and Spain**

***Paris, Tuesday, September 12, 2023* – Upply, the technological platform for the digitalisation of freight transport, is accelerating the deployment of its Connect solution by opening it up to three new countries: Germany, Spain and Belgium. This expansion consolidates its status as a key player in the digitalisation of operations between shippers and road carriers in Europe.**

### **Upply Connect is extending to the main European road freight markets**

Up until now only available in France, the digital Connect solution, which provides a direct link between shippers and carriers while automating the management of operations, is being extended to 3 major European road freight transport countries: Germany, Spain and Belgium. This extension is a key step in strengthening Upply's offer of services and illustrates its ambition to support more and more transport players in the complex challenges they face:

#### **For shippers:**

- quickly find transport solutions for their spot flow, in a context of road driver shortages in Europe
- enjoy the choice to work either with their own carriers or with new operators sourced by Upply
- digitalise and automate time-consuming administrative tasks

#### **For road carriers:**

- search for return freight or, depending on their criteria, develop into new lanes
- gain new customers
- freely set their prices and optimise their profit margins by working directly with shippers
- receive guaranteed Net 7 payments after the validation of the POD, in order to improve cash flow

*Thomas Larrieu, Upply's CEO, looks back at the development of this major milestone: "The extension of the Connect platform to these three European countries marks a crucial step in our vision of simplifying and optimising road transport operations across Europe. We are delighted to offer European shippers an intuitive platform that will not only enable them to optimise their transport plan and secure their access to transport capacity, which is becoming increasingly reduced due to the shortage of lorry drivers, but also fundamentally transform the way they manage their day-to-day operations."*

In the coming months, Upply will continue to expand its platform to other countries and will collaborate on the integration of Connect with various leading TMS publishing partners in Europe.

### **Introductory offer: 3 months free for the first 100 subscribed shippers**

To accompany this first step of expansion through Europe, Upply offers three months free\* on the platform to the first 100 subscribed shippers, allowing them to access all the features of the platform and benefit from a network of more than 2,000 verified carriers.

*\*Service fee offered for 3 months from subscription to the platform. Offer reserved for new Connect customers.*

#### **About Upply**

A technological platform serving freight transport professionals, Upply designs and develops digital solutions to help supply chain professionals (shippers, carriers, freight forwarders, and consultancy firms) exploit the full potential of digitalisation in the service of their business.

With its smart solution, dedicated to benchmarking & transport price analysis, Upply offers fast and transparent access to the evolution of freight rates (road, sea, air). Made possible thanks to the aggregation of millions of invoices, the solution helps stakeholders better understand rate volatility and optimise transport investments.

Thanks to its Connect solution, Upply allows shippers to find transport capacity from a network of verified road carriers while digitalising the management of their operations; and also allows carriers to develop their business by securing their cash flow through Net 7 payment after transport delivery. As a trusted third party, Upply verifies the documents and the solvency of the subscribed participants and manages the administrative procedures from A to Z.

Launched in 2018, the company is based in Paris and currently has more than 60 employees.

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