

**PRESS RELEASE – Mover Systems  
2020**

**September 23<sup>rd</sup> -**

## **Ingka Investments supports Mover to accelerate their ambition to implement last-mile deliveries in key European countries**

**Mover Systems, a Danish transportation and technology provider, today announces a minority investment by Ingka Investments, the investment arm of Ingka Group, owner and operator of 381 IKEA stores in 30 countries. The minority stake will support Mover in delivering effective logistical services for customers in other countries where Ingka Group operates.**

The evolving online shopping habits call for scalable and sustainable delivery models. Mover provides services that make last-mile customer deliveries more accessible, affordable and sustainable. Empowering businesses to use digital capabilities to decrease cost, increase efficiencies and improve the environmental impact of their last-mile deliveries.

*“We are very proud of this investment and the fact that IKEA sees the quality and perspectives of our business and the team that has made it happen. At Mover we enable businesses, big and small, to seamlessly plan, manage, measure and track their entire delivery ecosystem. By providing companies with a customized logistics solution, we bring transparency and control over how goods are transported and delivered, whether they are using in-house fleets, third party providers, or a combination of both. We have a strong business model combining the newest technology with flexible logistics solutions”, says Martin C. Hansen, CEO and co-shareholder of Mover Systems.*

IKEA is already operating a customized Mover last-mile solution, delivered in May to IKEA Retail Denmark. Together, the two companies built a solution that fits the needs of IKEA customers and can adapt to the fast-changing retail landscape.

*“Already we see that almost overnight the solution has improved our transparency, delivery precision and is allowing us to reduce delivery associated costs. This is a significant step forward that will enable IKEA Retail to provide enhanced last mile delivery services to our customers, continue to improve on our customer promise, while also reducing our environmental footprint”, says Marcus Baumgartner, Customer Fulfilment Manager of Ingka Group.*

The investment is the latest in a series of investments made by Ingka Group that will strengthen its core retail business by investing in innovative companies in areas such as digitalization and sustainability.

*“Mover has the potential to significantly improve the way businesses manage their last-mile deliveries, making it easier for customers to shop online. The investment provides Mover the possibility to implement its solution in other countries where IKEA Retail is active,” says Krister Mattsson, Managing Director of Ingka Investments.*

For further information please contact Nikoline Christensen (Mover press) at [NFC@movertransport.com](mailto:NFC@movertransport.com).

## About Mover Systems ApS

Mover, founded in 2016 and based in Copenhagen (Denmark), is a technology company focused on optimizing last-mile delivery for fleet owners and customers alike. The company provides customized last-mile logistics solutions for customers of all sizes and supply chain complexities.

Mover operates two business models in tandem:

- **Transport & Logistics:** Mover is the outsourced provider of courier transportation and logistics for companies. Mover is responsible for orchestrating and managing their last-mile delivery administration via their platform. Mover's strengths are their technological backbone and the large fleet of affiliated vehicles, providing them flexibility and efficiency gains that ultimately reduce cost.
- **Software & Consulting:** Mover's cloud-based Transport Management System is state-of-the-art and can easily be integrated in a company's own digital environment, enabling the customer to tailor, optimize and manage their entire last-mile operations in-house via Mover's technology platform (or a white-labelled version).

In both models, Mover's technology platform supports the logistics and management, providing transparency and full control of the way goods are being transported and delivered from A to Z.

Click on [www.movertransport.com](http://www.movertransport.com) for more information.

## About Ingka Group

Ingka Group (Ingka Holding B.V. and its controlled entities) is one of 12 different groups of companies that own and operate IKEA retail under franchise agreements with Inter IKEA Systems B.V. Ingka Group has three business areas: IKEA Retail, Ingka Investments and Ingka Centres. Ingka Group is a strategic partner in the IKEA franchise system, operating 381 IKEA stores in 30 countries. These IKEA stores had 839 million visits between September 2018 and August 2019 and 2.6 billion visits to [www.IKEA.com](http://www.IKEA.com). Ingka Group operates business under the IKEA vision - to create a better everyday life for the many people by offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible can afford it.

Click on [www.ingka.com](http://www.ingka.com) for more information.