

PRESS RELEASE

Eindhoven (NL), March 7th, 2025

Henri-Lloyd Partners with Bleckmann as New 3PL Provider to Enhance Global Logistics

Henri-Lloyd, the original British waterproof performance clothing brand, has announced a strategic partnership with Bleckmann, a premier provider of end-to-end logistics solutions. This collaboration aims to optimize Henri-Lloyd's distribution and logistics capabilities across the United Kingdom (UK) and globally, ensuring a seamless and efficient customer experience.

Key Highlights of the Partnership:

Optimized Logistics Solutions

Bleckmann will deliver comprehensive third-party logistics (3PL) services, including warehousing, order fulfillment, distribution, freight forwarding, and returns management. By leveraging Bleckmann's advanced logistics technology, Henri-Lloyd will streamline operations and enhance supply chain efficiency.

Enhanced Customer Satisfaction

The partnership is set to significantly reduce delivery times to EU customers and improve the overall shopping experience for Henri-Lloyd customers across the world. UK and international customers will benefit from reliable, timely deliveries, reinforcing the brand's commitment to excellence in customer service.

Commitment to Sustainability

Both Henri-Lloyd and Bleckmann share a strong commitment to sustainability. The partnership will implement initiatives to reduce environmental impact, such as utilizing eco-friendly packaging materials and minimizing carbon emissions throughout the supply chain.

Bleckmann is proud to manage the logistics operations for the performance clothing of Henri-Lloyd from its Dutch site in Oldenzaal.

Executive Statements

Knut Frostad, Executive Chairman of Henri-Lloyd, expressed enthusiasm about the partnership, stating: "Partnering with Bleckmann marks a significant milestone for our business. Their reputation for excellence in logistics and commitment to sustainability align perfectly with our values. We are confident that this collaboration will elevate our service quality and strengthen our global customer connections."

Jurrie-Jan Tap, Chief Business Development Officer at Bleckmann, echoed this sentiment: "We are thrilled to partner with Henri-Lloyd and support their growth across all their markets. Our expertise in e-commerce logistics will provide Henri-Lloyd with the reliable and efficient service they need to

meet customer demands. This partnership reinforces our commitment to delivering top-tier logistics solutions to leading global brands.”

--- END ---

About Henri-Lloyd

Henri-Lloyd is the original British waterproof performance clothing brand, renowned worldwide since 1963. With a pioneering spirit embedded in its DNA, the brand has consistently pushed the boundaries of technical innovation and sustainable practices in sailing and lifestyle apparel. Henri-Lloyd's products have empowered explorers, sailors, and sporting icons for over seven decades, offering unparalleled performance in extreme conditions while remaining committed to environmental consciousness. For more information, visit www.henrilloyd.com

About Bleckmann

Bleckmann is a market leader in supply chain management (SCM) services for fashion and lifestyle brands. Founded in 1862, Bleckmann evolved from a transportation company to a provider of complete supply chain solutions with specific expertise in e-fulfilment. From its strong base in Europe, the company expanded into the US and Asia, enabling Bleckmann to serve customers around the world. Its investments and extensive experience in IT solutions ensure that Bleckmann offers a unified platform to its customers worldwide. Around 6500 team members are ready to support Bleckmann's customers and fulfill their promises every day. With sales of 641 million euros (revenue 2024), Bleckmann has the scale and flexibility to provide world-class solutions for its customers. For more information, visit www.bleckmann.com

Media inquiries:

Dorota Tankink | Bleckmann Marketing & Communication Manager
+31 6 3012 9759 | dorota.tankink@bleckmann.com

Gerard van der Zanden | Bleckmann Marketing & Communication Coordinator
+31 6 2258 6914 | gerard.vanderzanden@bleckmann.com

Rachel Hodgson | Henri-Lloyd Director of Marketing
E-mail: rachel.hodgson@henrilloyd.com