PRESS RELEASE

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Urban Outfitters chooses Bleckmann as new 3PL partner to support European growth and enhance customer experience

Urban Outfitters, Inc. (URBN), the US-based lifestyle company which operates a portfolio of global consumer brands including Anthropologie, Free People, and Urban Outfitters, has announced its new partnership with Bleckmann, a leading provider of logistics and supply chain solutions for fashion and lifestyle brands. The collaboration sees Bleckmann appointed as URBN's new third-party logistics (3PL) partner, supporting warehousing, fulfilment and return services across Europe.

The partnership is designed to support URBN's ongoing growth strategy, delivering exceptional customer service and scalable logistics infrastructure to match rising demand across the European market. "Bleckmann's experience supporting fast-growing brands made them the ideal partner for our next phase of growth," said Iain Bartholomew, Executive Director of Logistics – International & Europe at URBN. "From the rapid onboarding process to the high quality of service, the Bleckmann team has exceeded expectations at every stage."

Strategic expansion and innovation ahead

With the operations in Newton – Almelo (NL) now fully live, URBN and Bleckmann are already planning next steps. "We pride ourselves on providing the flexibility and scalability that fashion brands need to grow," said Robert Kiewik, Director Sales at Bleckmann. "Our team is excited to support URBN as they scale their European operations and continue delivering the exceptional service their customers expect."

Customer-first delivery commitment

"We are investing in our supply chain network to make shopping easier and more accessible across Europe," said Iain Bartholomew, Executive Director of Logistics – International & Europe at URBN. "Our goal is to remove barriers to online shopping and create a seamless, enjoyable customer experience." With the help of Bleckmann, URBN continues to strengthen its presence in Europe.

About Urban Outfitters

Urban Outfitters, Inc. (URBN) is a portfolio of global consumer brands comprised of Anthropologie, Anthropologie Weddings, Free People, FP Movement, Terrain, Urban Outfitters, Nuuly, Reclectic, and Menus & Venues. At URBN, we Lead with Creativity…. Creativity guides our approach to product, environment, experience, and community. It drives our vision, strategy, and decision-making. It touches every job at URBN. Over more than 50 years, we have inspired our customers through our creative and entrepreneurial approach to products and services. For more information, please visit URBN.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 fulfil 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**

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