

Logistics Industry Giant And Former DHL Express Global CEO, Ken Allen, Invests in Bosta and Joins its Board of Directors

The industry veteran will bring a wealth of insights and expertise to Bosta, which has embarked on an ambitious growth journey to lead the Egyptian Market in merely 5 years.

Coming off of one of its most successful years to date, Bosta, the tech-oriented logistics startup, has announced that the logistics titan, Ken Allen, has joined the growing company as an investor and board member at the end of 2022.

With a strong track record in the logistics industry dating back to 1985, Ken Allen successfully led the transformation of global giant Deutsche Post's DHL Express unit (a €15 Billion revenue division) between 2009 and 2018 and later went on to become the CEO of DHL eCommerce Solutions. Ken is also the author of a Penguin Random House published book called "Radical Simplicity".

Ken Allen, commented *"The continuous search for a low cost, high quality digital solution for last mile delivery has been critical to the ongoing success of the e-commerce industry. At Bosta we have found a scalable model that does just that and we are proving its capability in two key markets. We believe that e-commerce is THE Commerce and our service offering allows more and more customers to offer cost effective delivery and so widen the market for SMEs and large customers alike. Our award winning service is poised for growth throughout the Middle East and other selected markets."*

Bosta, the current logistics market leader in Egypt, which has raised over \$20 million in funding to date from previous rounds, completed 2022 with the successful delivery of over 7 million parcels for approximately 10,000 merchants.

During this remarkable year, Bosta has introduced its fulfillment service and expanded its operations by penetrating the Saudi Arabian market, focusing on the underserved areas and long tail of SMEs that represent 70% of the Saudi market.

"I am incredibly honored and excited to have Ken Allen, a true industry titan and my personal role model, join our team as an investor and board member," said Mohamed Ezzat, CEO and Co-founder of Bosta. "Mr. Allen's leadership and experience in the logistics industry will be invaluable as we continue to expand Bosta's footprint beyond Egypt and into new international markets. We look forward to working with him to achieve our vision of becoming the leading e-commerce delivery platform in the region."

Bosta aims to facilitate all the processes that accompany the e-commerce experience and make them accessible to everybody. This is reflected in all of its services, whether

the benefits that accompany Bosta's shipping arm, fulfillment, or the new services planned to be launched in 2023.

ABOUT BOSTA

Founded in 2017, Bosta is currently the leading tech-oriented logistics company in Egypt. Its primary goal is to empower businesses and create a hassle-free logistics ecosystem. It's a one-stop shop for e-commerce businesses to store, deliver, and analyze their performance using the most user-friendly digital solutions. Learn more about Bosta: <https://www.bosta.co/>