Aramex partners with 3 word addressing system "what3words"

- *Precise, universal, 3 word addresses to enhance Aramex's e-commerce business*
- *Partnership places Aramex at forefront of innovative last-mile delivery solutions*
- *Investment to fit within Aramex's 'Rapid Scaling Up' programme, aiming at partnering with delivery businesses and mobile-based start-ups to improve the last-mile delivery*

Dubai, UAE, June 29, 2016 – Aramex, a leading global provider of comprehensive logistics and transportation solutions, today announces that it has invested US $2.94 million as part of a US $8.5 million Series B funding round with what3words, the multi-award winning addressing platform. This investment comes to further enhance Aramex's global e-commerce operations. Previous investors, Intel Capital and British funds Force Over Mass and Mustard Seed also contributed to the deal.

what3words is an address system based on a global grid of 57 trillion 3mx3m squares, where each square has a unique pre-assigned 3-word address. The solution helps everyone who needs to find or share a location - whether they are navigation apps, governments, logistics firms, travel guides or NGOs.

Aramex will use the "what3words" address system in its e-commerce fulfilment operations across the Middle East, Africa, and Asia to further enhance its last-mile delivery solutions. To date, Aramex has already invested in a number of mobile-based start-ups to improve its last-mile delivery solutions, including Grab and Logisure in India, Shippify in South America and CashBasha in Jordan and Saudi Arabia.

Hussein Hachem, CEO of Aramex, said: "We are pleased to be partnering with what3words. By integrating 3 word addresses into our e-commerce operations across the Middle East, Africa and Asia, we are now better able to reach more consumers worldwide, even those in difficult to access locations. The partnership is also perfectly aligned with our commitment to becoming a technology-based enterprise. We are always looking for new and innovative solutions to enhance our operations, and for new opportunities to invest in mobile-based start-ups with last-mile delivery capabilities. We look forward to experiencing the benefits what3words' addressing system will have on our business."

Not finding the right delivery point, for example, is frustrating for consumers, and costs businesses a huge amount in failed deliveries and delays. The 'last-mile deliveries" account on average for 28% of all delivery costs. According to the UN, 135 countries don't have an adequate address system. This puts huge pressure on the logistics industry to find effective and efficient solutions to deliver parcels to consumers.

Chris Sheldrick, CEO and Co-Founder of what3words, said: "We are on a mission to change the way people communicate location, to make the world a more efficient, less frustrating and a safer place with 3-word addresses. Aramex is recognized as one of the most innovative logistics providers in the world, and our partnership will help to propel what3words toward our goal of becoming a global addressing standard."

Aramex's investment and implementation will rapidly extend what3words' growing reach in the delivery, logistics and courier industries. what3words is already being used by many organizations to better coordinate their projects and services and increase efficiency. Notable integrations include navigation software platform Navmii, Norway's National Mapping Agency, The United Nations data collection app UN-ASIGN, and the world's largest geographic software providers including Esri, Safe Software, and Boundless.

Already available in 10 languages and used in more than 170 countries, what3words will use the new investment to launch its voice recognition product in the smartphone, wearables, and automotive sectors and develop its 3-word address system in several Asian languages. The investment will also support the growth of its team and further global expansion.

- Ends –

About Aramex:

Aramex (DFM: ARMX) is a leading global provider of comprehensive logistics and transportation solutions. Established in 1982 as an express operator, the company rapidly evolved into a global brand recognized for its customized services and innovative multi-product offering. Traded on the NASDAQ from 1997 to 2002, Aramex today is a publicly traded company on the Dubai Financial Market, employing more than 13,900 people in 354 locations across 60 countries and leads a strong alliance network providing global presence, and bringing together 40 independent express companies from around the world. The range of services offered by Aramex includes integrated logistics solutions, international and domestic express delivery, freight forwarding, secure records and information management solutions, and e-services, including e-business solutions and Shop and Ship.

For more information, please visit us at www.aramex.com.

Please follow us on:

https://www.facebook.com/Aramex

https://www.youtube.com/user/AramexTV

https://twitter.com/aramex

https://www.linkedin.com/company/aramex

https://instagram.com/aramex

About Intel Capital

Intel Capital, Intel's strategic investment and M&A organization, backs innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of hardware, software, and services companies targeting computing and smart devices, cloud, datacenter, security, the Internet of Things, wearable and robotic technologies and semiconductor manufacturing. Since 1991, Intel Capital has invested nearly US$11.6 billion in over 1,400 companies in 57 countries. In that timeframe, 213 portfolio companies have gone public on various exchanges around the world, and 373 were acquired or participated in a merger. Through its business development programs, Intel Capital curates thousands of meetings each year between its portfolio and Intel's partners in the Global 2000. For more information on what makes Intel Capital one of the world's most powerful venture capital firms, visit www.intelcapital.com or follow @Intelcapital.

About what3words

what3words gives every place in the world an easy-to-share, easy-to-find address, thanks to an algorithm and a global grid of 3mx3m squares where each square is identified by a fixed and unique 3 word address. The what3words API is being integrated into businesses, apps & services across the world. It works across all platforms and devices, in multiple languages, offline and with voice recognition.

Web site: www.what3words.com
Media inquiries: rebecca.ball@edelman.com

what3words press kit with more information, images and videos: http://what3words.pr.co/presskit

For more PR information, please contact:

Aramex International LLC
Mohammad Al Qassem
Senior Communications Manager
Direct: +971 4 211 8466
Email: mohammad.alqassem@aramex.com

Weber Shandwick
Grace Wittenberg
Senior Account Manager
Direct: +971 4 445 4254
Email: GWittenberg@webershandwick.com