International Post Corporation

bpostgroup acquires IMX

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bpostgroup has acquired a majority of the shares in IMX, a Paris-based international delivery provider, and is due to acquire 100% by 2024. The deal was signed on May 31, 2022, in Paris.

IMX offers a wide range of Cross-Border delivery and return solutions for e-tailersvia direct sales approach and for SME and individuals through its proprietary digital solutions 'Happy-Post', 'ColisExpat' and 'Shopiles'.The move to acquire IMX is a strategic step forward for bpostgroup. It enables to further benefit from the potential of global e-commerce leveraging on the successful track record of IMX.

This acquisition allows bpostgroup to scale its existing presence in France, to generate operational synergies and to further expand its product offering that covers a broad range of services: untracked-, tracked-, express- and return services but also ship-from-store solutions. This will translate into an even more compelling value proposition for customers in France but also around the globe.

The management team and all the employees remain on board, in line with the terms of their contracts, so that the group can continue to count on their expertise and experience. The many growth opportunities for IMX within the bpost group provide sustainable social perspectives.

"bpost continues to invest in its future and this acquisition fits perfectly with our strategy to become a leading e-commerce logistics player in Belgium, Europe and North-America. This is an exciting next step in our trajectory. We said we needed to scale up our activities in Europe and that is exactly what we are doing", said Dirk Tirez CEO of bpostgroup. "By adding IMX, we are also expanding into digital solutions that is poised for continued rapid growth and on trend with broader e-commerce activities in Europe."

"We all fully support this next step in our history. Both companies have been long term business partners. We already know and trust each other. I'm deeply convinced that for IMX staff and management, this merger is a promising route for the future. Together with bpostgroup, we can further improve and expand the cross border delivery services we provide to our customers. We are all full of enthusiasm and energy and are eager to share with our clients the new opportunities this strategic move brings" said Laurent Cayet CEO of IMX

Source: bpost