

Sendcloud raises €12.6 million in Series B funding to expand its all-in-one shipping platform for e-commerce

Scale-up plans recruitment of 200 new employees to accelerate growth

November 16th 2020, London – [Sendcloud](#), the leading e-commerce shipping platform in Europe, today announced it has closed a €12.6 million Series B Round. The new investment will enable the company to open up the global delivery market by enhancing its international expansion and ongoing development of the international shipping platform. The funding round was led by [AXA Venture Partners](#) with participation from existing investors BOM, Bonsai Partners and accompanied by a loan from Rabobank. Prior investors also include HenQ, TiiN Capital and Startupbootcamp.

With the full support of investors, Sendcloud will continue to expand its vision to strengthen the market position of online stores by optimizing their shipping- and returns process. This streamlined process reduces the costs of shipping for online stores and helps them to meet consumers' demands, enabling them to compete with larger e-tailers on a global scale. Sendcloud offers 50+ integrations, including all leading e-commerce platforms and marketplaces like Amazon, Etsy, Shopify, WooCommerce and Wix. The all-in-one shipping platform is currently active in 8 European countries, of which the latest is the UK, Europe's largest e-commerce market.

Over the past years the Dutch scale-up has made huge steps in simplifying the shipping process for online retailers. However, growing parcel volumes and increasing customer demands create new challenges in the field of e-commerce logistics. A global shipping network will contribute to opening up the complex delivery market for all, providing online stores of all sizes with the tools to compete against the e-commerce giants.

The funding enables Sendcloud to integrate more local and global carriers and further automate the shipping process, allowing consumers to choose their desired delivery option no matter where they live. The investment builds on an exceptional year for Sendcloud, due to the explosive growth in e-commerce and the recent expansion to the UK. To support the sudden increase in customers, the company has grown from 120 to 260 employees in just one year. The new funds will be used to hire 200 new employees to accelerate this rapid growth and enter new markets.

“We first spoke to the Sendcloud team over three years ago and they have continually delivered on their plans, we are excited to support their continued international expansion with this growth investment,” said Imran Akram, General Partner of AXA Venture Partners (AVP).

“Over the past few years, Sendcloud has evolved into a mature shipping solution that helps online retailers to compete with major e-commerce companies. Due to the explosive growth of e-commerce and increasing customer demands, we see new opportunities to further improve the shipping experience,” said Rob van den Heuvel, CEO and Co-founder of Sendcloud. “By hiring talented people, we can realize our ambitions to simplify cross-border shipping and take e-commerce businesses to new heights.”

About Sendcloud

Sendcloud is an all-in-one shipping platform for e-commerce businesses that want to scale. It is our mission to empower online retailers to compete by optimizing the full shipping journey from checkout to returns. Our solution turns e-commerce logistics from a bottleneck into an accelerator, making shipping a competitive advantage.

Founded in the Netherlands in 2012, Sendcloud has quickly become one of the fastest growing scale-ups and leading shipping solutions in Europe, with more than 15,000 customers across the UK, France, Germany, Spain, Italy, Belgium and Austria. Customers range from small to enterprise-sized online retailers and in industries from fashion and electronics to food & drink.

Technology is at the heart of Sendcloud. With a SaaS-model as a starting point, the company has evolved over the years from a simple API to an all-in-one platform that automates the entire shipping process. From choosing multiple carriers to automating returns, Sendcloud makes shipping a virtue of necessity. Our passion for tech drives us to improve our platform everyday to ensure retailers and consumers can count on the best shipping solution ever. By optimizing the shipping process for retailers, the consumer experience is taken to a higher level. As a result, handing over a parcel is no longer a simple business transaction, but part of the customer experience, creating a win-win situation for both online retailers and consumers.

About AXA Venture Partners (AVP)

AXA Venture Partners (AVP) is a global venture capital firm investing in high-growth, technology enabled companies. AVP has built, in less than five years, a unique investment platform specialized in tech investments with \$800 million of assets under management through three pillars of investment expertise: early stage, growth stage, and fund of funds. To date, AVP has invested in more than 45 companies and more than 20 funds. The AVP team operates globally with offices in San Francisco, New York, London, Paris, and Hong Kong. Beyond investments, AVP provides unique access to business development opportunities helping portfolio companies to scale globally and accelerate their growth. More details here: www.axavp.com