



magic pallet

Logistics and transport:

**MagicPallet raises €2.5 M
for the launch of
its collaborative solution
for exchanging Euro-pallets**



Press kit
September 2020

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MagicPallet raises €2.5 M for the launch of its collaborative solution for exchanging Euro-pallets

MagicPallet has raised €2.5 M for the launch of its collaborative solution for exchanging Euro-pallets, reducing the environmental impact of road freight transport as a result.

MagicPallet is the first online Europallet exchange solution: from now on, carriers, manufacturers and retailers will be able to exchange pallets where and when they need them. And all this in just a few clicks. This innovation will, for all those involved in the supply chain, mean an end to the unnecessary and costly journeys involved in relocating pallets: when carriers return pallets to shippers or when manufacturers and retailers move pallets from one site to another.

MagicPallet will provide relief to the planet in two ways: by doing away with unnecessary journeys made when pallets are relocated, thus reducing carbon emissions; and by combatting deforestation by encouraging the use and reuse of a circular handling tool, the Europallet.

The funds raised will enable MagicPallet to complete the operational and organisational stages: developing its digital platform to allow even more pallet exchanges and provide solutions to other pallet relocation problems; making its solution available to all those involved in the supply chain; promoting its solution worldwide and recruiting.

The investor pool consists of Demeter, Irdi Soridec Gestion, Qair Innovation and AMBA Invest.

BPIfrance grants a seed loan.

Since its launch in December 2018 and having been awarded the FrenchTech label, MagicPallet has won several innovation awards and holds the international Solar Impulse Efficient Solutions label.

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CONTENTS

The funding round 4

The objectives
The players involved in the funding round

The MagicPallet concept 6

The collaborative principle
MagicPallet users
The economic impact

The double ecological impact 8

CO₂ reduction
Combating deforestation

About the company 9

The business model
Clients
Awards and labels
The market

The team 10

The founder
The staff

The funding round - the objectives

The funds raised will allow MagicPallet to develop new features, to make its solution available to a wider spectrum of users and to start promoting it worldwide. All this, while strengthening its teams.

The objectives of the funding round

- **Additional features**

MagicPallet is all about a collaborative concept. Today, its algorithm enables Europallets to be exchanged between two companies, but the roll-out of multi-player exchanges is already being tested. New features, combining artificial intelligence, data and machine learning, will provide solutions to other pallet management problems faced by the various players in the supply chain. To achieve this, MagicPallet is focussing on developing its technology in-house: Jérôme Aumaistre has joined MagicPallet as technical director and is putting together a team of developers.

- **Extending the reach**

MagicPallet has found its primary users: carriers. The start-up has however been approached by manufacturers and retailers. What it now wants to do is to provide solutions for the pallet relocation problems faced by everyone involved in the supply chain.

In order to meet this challenge, David Poirson (ex. Chronotruck) has joined MagicPallet as sales manager with the job of strengthening the sales team. Andrée Avogadri, who is marketing and communications director, has been made a partner and will be creating a dedicated viral marketing team for MagicPallet.

- **Extending its service beyond France**

With 600 million reusable pallets on the move in Europe every day, MagicPallet wants to expand beyond France's borders. Once it has its first base abroad, the company will be able to use this as a template for expanding further afield.

The funding round - the players

The funds have been raised from investors who are primarily interested in sustainable solutions and from a pool of banking partners: Demeter, which is a major European private equity player in the field of energy and ecological transition; Irdi Soridec Gestion, a private equity investor from the South-West; Qair Innovation, an investment company specialising in clean energies; the historic shareholder AMBA Invest, which is an investment company focussing on the development of local employment.

BPIfrance grants a seed loan.

Demeter, the lead investor, and AMBA Invest, the historic investor, will sit on the board of directors.

- **Demeter**

Demeter (www.demeter-im.com) is a major European player in private equity for the energy and environmental transition. Its funds invest between 1 and 30 million euros to support companies in the sector at all stages of their development: innovative start-ups, fast-growing SMEs and large enterprises, and infrastructure projects. The Demeter team has 35 people based in Paris, Grenoble, Lyon, Metz, Madrid and Munster, manages €1 billion and has made 160 investments since 2005. Paris Fonds Vert is a growth capital fund with a territorial impact created at the initiative of the City of Paris to accelerate the energy and ecological transition of large metropolises.

- **Irdi Soridec Gestion**

Irdi Soridec Gestion contributes to the long-term economic development of the South-West regions by supporting the growth of companies, in particular innovative and committed companies, at all stages of their existence: establishment, development, transfers/takeovers.

- **Qair Innovation**

Qair Innovation is an investment company specialising in energy transition innovation projects. It is headed by Jean-Marc Bouchet, who is the CEO of the Qair Group (solar, onshore and offshore wind power, hydroelectricity, eco-combustion and clean hydrogen).

- **AMBA Invest**

AMBA Invest (Alphonse Mas Business Angels) is the historic investor in MagicPallet, which it provided with €100 K of funding when it was formed. This investment company specialises in financing companies in the Hérault region of France with the aim of supporting local employment.

MagicPallet, the concept

MagicPallet means no more unnecessary and costly kilometres spent relocating pallets.

- **The collaborative principle**

MagicPallet is the first collaborative solution for exchanging Europallets online. It relies on those involved in the supply chain assisting one another. From now on, instead of making long journeys to relocate empty pallets, carriers, manufacturers and retailers will be able to exchange them where and when they need them, in just a few clicks.

- **MagicPallet Users**

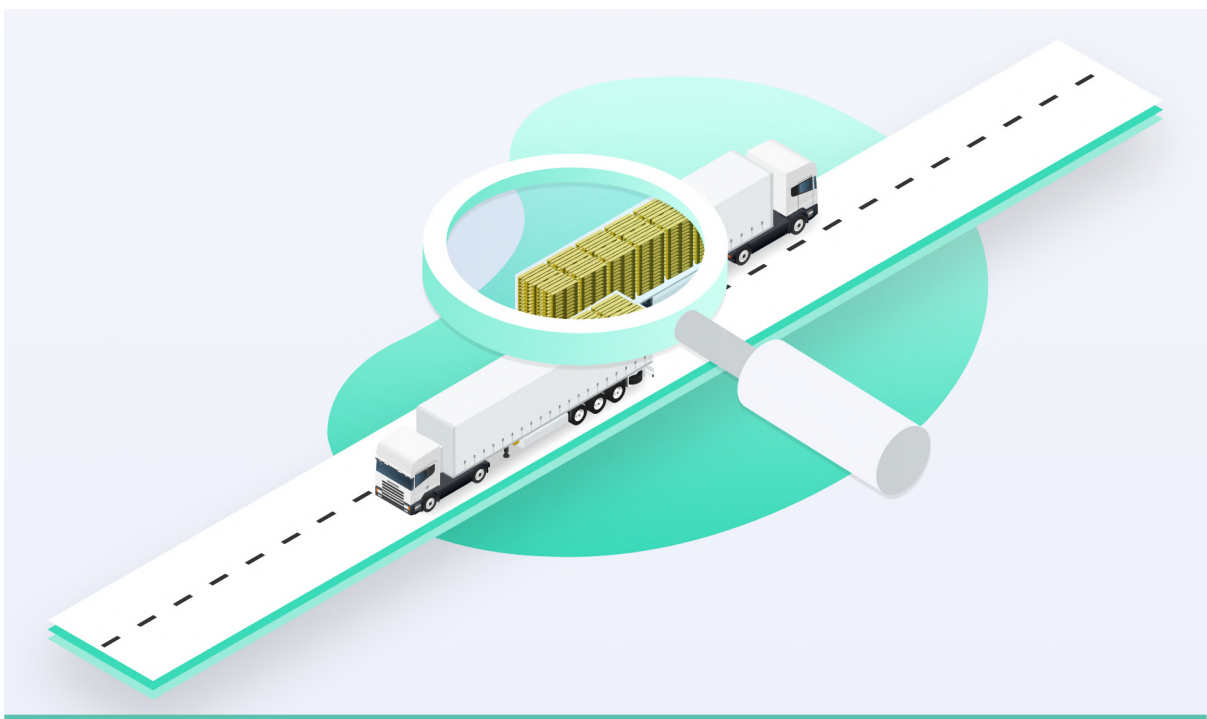
MagicPallet frees up all the players in the supply chain: carriers who have to return pallets to shippers, often at their own expense; manufacturers and retailers who have to relocate pallets from one production site or logistics platform to another, or from stores to a logistics base.

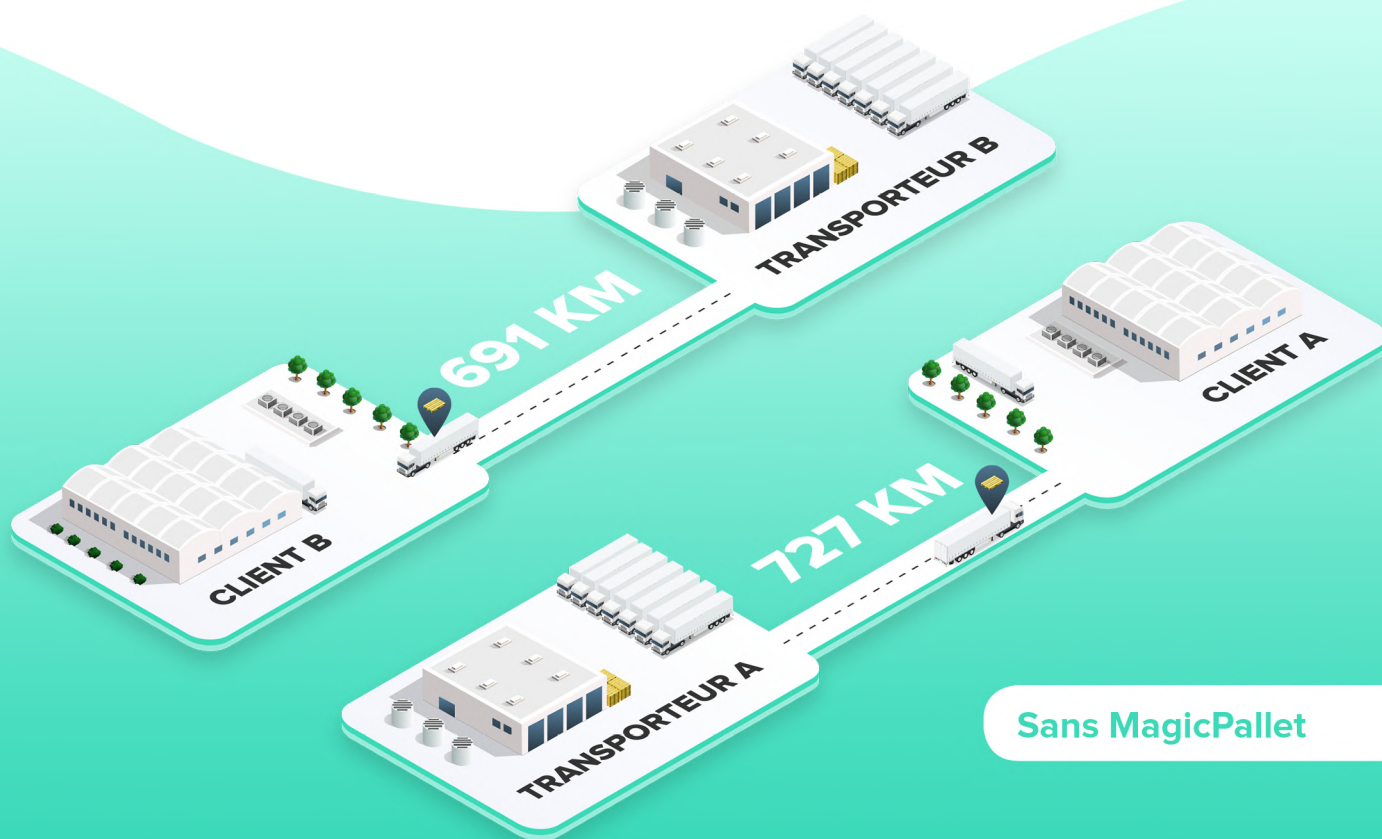
- **Increased savings**

MagicPallet reduces and even eliminates unnecessary mileage, which means huge savings. For carriers it means: less fuel, tolls, vehicle wear and tear, driving hours, emergency returns... For manufacturers and retailers it spells fewer lorry runs, and pallets which have been bought back in emergencies. On both sides it all boils down to fewer disputes over outstanding pallets...

Over 20 months the result is 600,000 kilometres avoided, or in other words, 690,000 euros saved in total.

MagicPallet brings an end to the exorbitant costs for relocating pallets: where a carrier, retailer or manufacturer used to pay up to 1 euro for each relocated pallet, the cost is now between 0.02 and 0.40 cents (depending on the quantity of pallets





The double ecological impact

MagicPallet is helping the planet in a number of ways: by reducing CO₂ emissions and combatting deforestation.

- **Less CO₂**

By reducing the unnecessary mileage needed to relocate empty pallets, MagicPallet reduces carbon emissions. **The result over 20 months is 600,000 kilometres or in other words, 522 tonnes less of CO₂ emitted into the atmosphere.** On a global scale, the savings potential is enormous: 2.9 billion tonnes of CO₂



- **Combatting deforestation**

MagicPallet promotes the use and reuse of Europallets, that is to say renewable, repairable and recyclable wooden pallets (as opposed to plastic pallets and non-returnable pallets).

More pallets are exchanged and therefore reused, fewer new pallets are manufactured which means fewer trees are cut down. This is how MagicPallet is helping to stop deforestation.

The result over 20 months is 1,000,000 pallets exchanged, which is the equivalent of 28 tonnes of wood if new pallets had been manufactured.



- **The SolarImpulse label**

MagicPallet is one of the first 500 innovations to be awarded the Solar Impulse Efficient Solution label. This is international recognition of the results that it has achieved to date and of its potential in terms of environmental impact.



MagicPallet, the company

• Business model

MagicPallet has devised a price scale that is adapted to the quantity of pallets relocated by its users, from very small businesses to large groups. These prices revolutionise the cost of pallet returns by offering huge cost savings for all players in the supply chain: there is no charge when less than 1000 pallets are exchanged; there is a charge of less than 60 cents per pallet exchanged at the highest price point.

• Clients

MagicPallet has the solution to the pallet relocation problems experienced by all those involved in the supply chain: carriers who return pallets to their customers; manufacturers and retailers who relocate pallets from one production site or logistics platform to another, or from stores to a logistics base.

The carriers we work with include: Stef, Delanchy, XPO, Kuehne+Nagel, STG, STB, Étoile routière, Transports Breger, Endymion, Transports Naulet, Transports Chabas, Transports Berthaud, Grimonprez, Transports Lauqué, Transports Guidez, Transports Lahaye...

And our manufacturing and retail clients include: Leroy Merlin, U Logistique, Carrefour, LIDL, Casino, Cémoi...

• Awards and labels

In February 2020, MagicPallet was awarded the international Solar Impulse Efficient Solution label. In 2019, the start-up was the winner of the call for innovative project entries from the Club Demeter Environnement et Logistique. MagicPallet has also won two national innovation awards: best transport and logistics innovation at the SITL (March 2019) and Supply Chain Event Digital Awards (December 2018).

• The market

- 38,000 carriers in France
- 600,000 carriers in Europe
- 116 million Europallets sold in 2017 across Europe¹
- 600 million Europallets on the move in Europe every day
- + 10% more Europallets in circulation per year around the world

1. Source : EPAL

MagicPallet, the team



• The founder

Pierre-Edouard Robert, a computer engineer, is the founder of MagicPallet. It was during his time as managing director of a transport company that he came to realise the economic and ecological absurdity of relocating pallets. He decided to embark on a mission to put an end to the practice by creating a collaborative solution.

• The team

MagicPallet has a staff of 10 employees which will reach 15 to 20 by the end of 2020.

The management team is made up of Pierre-Edouard Robert, founder and CEO; Jérôme Aumaistre, CTO (ex. Phytocontrol); David Poirson, head of sales (ex. Chronotruck) and Andrée Avogadri, CMO.

The company is currently recruiting for technical (lead tech and developers), sales (business developer, account manager and customer support) and marketing (CRM) positions.



MagicPallet, in photos

Photos can be downloaded free of copyright at:

<https://www.magicpallet.com/fr/presse/>

password: **moinsdeCO2**

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Pierre-Edouard Robert, founder and chairman of MagicPallet



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MagicPallet's management team:
David Poirson (head of sales),
Pierre-Edouard Robert (founder and CEO),
Andrée Avogadri (CMO),
Jérôme Aumaistre (CTO)



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The MagicPallet team



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