e7 Group enters agreement with Shipsy to Accelerate AI-Driven Last-Mile Logistics Transformation

- *e7 Group has signed an agreement with Shipsy, a global SaaS-based logistics platform delivering AI-powered supply chain and last-mile optimization solutions.*
- *The collaboration accelerates e7's digital transformation in last-mile logistics, embedding an AI-powered backbone to scale operations, optimize resources, and reinforce e7's position as a leading provider of intelligent, sustainable delivery solutions in the UAE.*

Abu Dhabi, United Arab Emirates, 1 October 2025: e7 Group PJSC ("e7" or "the Group") has entered into an agreement with Shipsy, a globally recognised AI-native platform for autonomous supply chain management.

The joint initiative with Shipsy represents a pivotal milestone in e7's digital evolution, enabling e7 to integrate AI-driven capabilities across its last-mile logistics operations. The association with Shipsy will enhance scalability, drive resource efficiency, and further solidify e7's leadership in sustainable and intelligent delivery services in the UAE.

Over the past two years, e7 has significantly modernized its logistics ecosystem and operations through the deployment of predictive maintenance systems, advanced fleet and delivery management tools, and optimization initiatives which are already resulting in measurable cost savings and improved service levels.

Through the integration of Shipsy's AI-powered platform, e7 will further streamline its logistics operations by enabling autonomous last-mile delivery management, reducing delivery times and boosting service reliability.

Shipsy's AI-powered platform will bring a range of benefits to e7's logistics segment including AI-powered incident management which will help mitigate against any potential disruption, whilst also providing an AI-orchestrated route optimization and dynamic order allocation system which will reduce costs and improve fuel efficiency. The reliability of deliveries will also improve through AI-driven address intelligence tools and real time-fleet performance analytics which will enhance overall productivity and enable the introduction of KPI-based incentives. Looking ahead, e7 also aims to deploy AI-Agents in the future to automate core supply chain functions and processes.

The UAE's last-mile delivery sector remains attractive and is experiencing rapid growth, fuelled by surging e-commerce demand, evolving customer expectations for faster and more convenient deliveries, and strong national sustainability initiatives. According to Grandview Research, the market is projected to exceed USD 3.2 billion by 2030, with the electric last-mile delivery vehicle market alone expected to surpass USD 3 billion by 2033.

Aligned with its broader sustainability agenda, e7 has already introduced flex-fuel and electric vehicles, optimized fleet fuel consumption, and converted a part of its fleet to low-emission alternatives.

On the customer experience front, e7 has enhanced its service operations, supported by an AI-enabled omni-channel contact center, featuring smart chatbots for faster response times and seamless service interactions.

These advancements underscore e7 Group's commitment to delivering tangible, technology-driven transformation across its portfolio. Through data-driven decision-making, strategic partnerships, and a focus on innovation-led growth, e7 is enabling its clients to unlock efficences, enhance competitiveness and build resilience in a rapidly evolving logistics landscape.

Esteban Gómez Nadal, Chief Executive Officer of e7 Group, added: "*This relationship with Shipsy accelerates our ability to deliver intelligent, data-driven logistics solutions at scale. This collaboration allows us to harness AI to make last-mile operations faster, smarter, and more sustainable. It also enables us to respond to customer demands in real-time, optimize our fleet performance, and build a highly resilient logistics network that supports our long-term growth strategy*".

Soham Chokshi, Co-Founder and Chief Executive Officer of Shipsy, stated: *"We are delighted to be collaborating with e7 Group. Together, we will drive unmatched efficiency, customer service excellence, and decarbonization in last-mile logistics. This collaboration is not only about transforming supply chains, but also building a smarter and greener future for the UAE's fast-growing e-commerce ecosystem"*

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About Shipsy

Shipsy's AI-native Transportation Management Platform empowers Fortune 1000 companies to adopt autonomous supply chains. With Agentic AI, Shipsy drives transformation for 150+ customers across 30+ countries. Recognized in Gartner's Magic Quadrant for Transportation and Warehouse Management (APAC), Shipsy operates from London, Amsterdam, Riyadh, Dubai, Singapore, and Sydney, with innovation hubs in India. Visit **www.shipsy.ai**

About e7 Group

e7 Group (ADX: e7) a leading identity solutions player and market leader in educational services delivers quality solutions for tangible brand presence through its integrated products and solutions across several business segments including Identity, Printing, Packaging and Logistics & Distribution. The company's value proposition is anchored in an integrated account management model, focusing on customer centricity and extracting synergies from operations to deliver innovation and excellence across every solution. e7 has a diverse and expanding customer base, including governments, enterprises, and financial institutions, with customers located in the Middle East, Central and South Asia, Europe, and South America. Visit www.E7group.ae.