

## e-commerce: bpostgroup acquires 100% of Active Ants

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bpostgroup acquires all shares of Active Ants, a subsidiary active in automated e-fulfilment for online stores. The transaction was signed on August 21, 2023.

bpostgroup now holds 100% of Active Ants' stock (formerly 75%). This acquisition is in line with the strategic partnership the two companies signed in 2018. The mission remains the same: to support e-commerce activities by providing end-to-end solutions to online stores.

Active Ants has taken a clear lead in efficient online order processing by marketing innovative warehousing, order picking and packing solutions, and pairing employees and robots on the work floor. This end-to-end approach fits in perfectly with the cross-border activities of bpostgroup and fully complements the tailor-made fulfilment services Radial offers.

Since its establishment in the Netherlands in 2010, Active Ants has experienced strong growth and now has five sites in four countries (the Netherlands, Germany, Belgium and the United Kingdom). The e-fulfilment centre in Willebroek, Belgium, was enlarged in April in response to the rising demand for logistics support from online stores. The company processes millions of orders for online stores in various sectors.

Active Ants directors Jeroen Dekker and Jean Lahaye are leaving the company but will

continue to work to ensure a smooth transition. Bram Blondé takes up his role as CEO of Active Ants on August 21, 2023.

Jeroen Dekker and Jean Lahaye: "We are genuinely proud of the growth Active Ants has experienced. This innovative concept has become a real success story and, thanks to the partnership with bpostgroup, now markets unique services in multiple countries. Today marks the start of a new chapter. We have been working closely with the new CEO, Bram Blondé, for several months and we are have no doubt that Active Ants will continue to grow under his leadership."

Philippe Dartienne, interim CEO bpostgroup: "bpostgroup continues to invest in the future. This is a new phase for the company, perfectly aligned with our strategy. In 2018 we acquired a majority holding in Active Ants because we believed in its potential. We now see that the services marketed by Active Ants, Radial and Landmark Global are entirely complementary and create added value for our customers. We market virtually a complete range of products and services and always with a particular focus on sustainability. I thank Jeroen Dekker and Jean Lahaye for our pleasant working relationship these past five years."

Source: [bpost](#)