

Press release

OCTOBER 20TH, 2026
LEVALLOIS-PERRET

GEODIS establishes new European distribution hub for Lovevery in Germany

GEODIS has established its multi-user facility in Malsfeld, Germany, as the new European distribution hub for Lovevery, a global early childhood development company specialising in educational toys, books and learning programs designed to support children and parents. The site became the central hub for Lovevery's European e-commerce logistics following the relocation of its operations from Hamburg at the beginning of 2025.

Lovevery's operations are based at the Malsfeld facility, where GEODIS manages a range of logistics activities, including warehousing, inventory management, order fulfillment, pick-and-pack operations, international shipping preparation and returns management.

The Malsfeld site provides Lovevery with a scalable logistics platform to support its continued growth in Europe, including the ability to respond to seasonal demand and expand into new markets. Real-time inventory management also helps improve stock visibility and supports the efficient management of inventory levels.

The partnership between GEODIS and Lovevery began in May 2024, when GEODIS started managing the company's supply chain operations. Following the successful relocation of Lovevery's European distribution activities to Malsfeld, the company has extended its contract with GEODIS. By combining warehousing, inventory management, order fulfillment and international shipping services at a single location, the Malsfeld facility provides the reliable, flexible and scalable logistics support required for Lovevery's continued growth across Europe.

"GEODIS offers us logistics solutions in order to keep pace with that demand. The Malsfeld facility gives us the flexibility, reliability, and real-time visibility needed to stay focused on the families we serve. We're excited to see Lovevery's growth across the region continue with their support", said Roderick Morris, Cofounder and President of Lovevery.

For Thomas Weiß, Director Strategic Accounts at GEODIS, it is an honor to support their rising demand across Europe. "Our collaboration initially began in the APAC region, where we currently have operations in New Zealand, Australia and Singapore. Lovevery has a unique business model focused on accompanying

Press release

children through their first years of life. Our goal is to match that pace and act as a customer growth partner in Europe."

GEODIS – www.geodis.com

GEODIS is a leading global logistics provider acknowledged for its expertise across all aspects of the supply chain. As a growth partner to its clients, GEODIS specializes in four lines of business: Global Freight Forwarding, Global Contract Logistics, Distribution & Express Transport, and European Road Network. The Group operates a global network spanning nearly 170 countries and 48,000 employees. In 2025, GEODIS generated €10.6 billion in revenue. GEODIS is a company owned by Group SNCF.

Lovevery – www.lovevery.com

Lovevery is redefining early childhood development through its trusted, research-driven support for families. The company's award-winning, stage-based Play Kits program including the companion Lovevery App has served more than 1 million families worldwide, transforming the way children learn and play. Founded in 2015 by Jessica Rolph and Roderick Morris, the company has spent over a decade simplifying the science of child development into resources and products proven to help children grow and thrive. Today, Lovevery continues to lead in early childhood innovation across more than 30 global markets.

MEDIA CONTACT

Gwenola Ferrien

GEODIS Group Communications Department

Tel. +33 (0)6 59 68 62 39

gwenola.ferrien@geodis.com