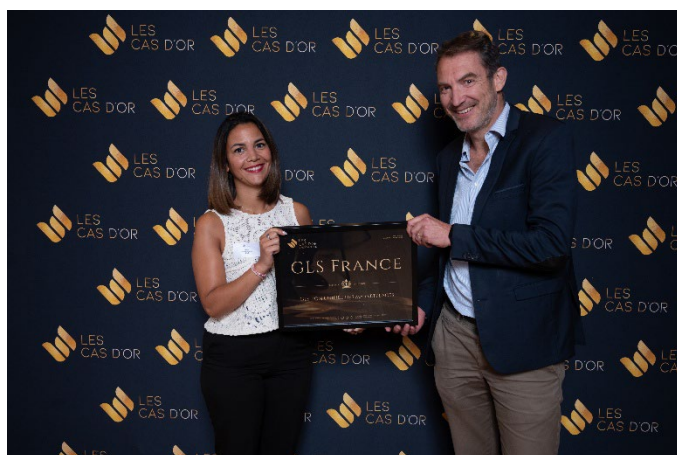


Press Release

Paris, Wednesday, June 4, 2025

“GLS Market Connect”: The New GLS France Solution That Empowers Multichannel Sales



On Wednesday, June 4, GLS France unveiled “GLS Market Connect,” its new digital solution, becoming the first carrier to offer a unified connector for order and inventory management. Designed to meet the needs of e-retailers, this intuitive platform strengthens GLS’s role as a strategic partner in online sales growth. By deploying tangible and market-driven technological solutions, the company

anticipates the evolution of e-commerce and supports its clients in their expansion. A committed approach driven by a strong conviction: innovation is a central pillar of strategy and a key lever for performance, differentiation, and sustainable value creation.

GLS Market Connect: A Growth Driver for E-Commerce SMEs

To meet the growing need for simplicity in multichannel sales management, GLS is launching GLS Market Connect—an innovative solution that automates inventory synchronization and centralizes orders, whether from marketplaces or e-commerce sites. Fully integrated with major CMS platforms and sales channels, this technology enables e-retailers to quickly launch into multichannel selling without investing in dedicated shipping tools or mobilizing extra resources.

Currently being tested by a group of clients with highly promising results, GLS Market Connect is already generating strong interest: according to a survey conducted by GLS, more than 80% of respondents (out of 126 surveyed) expressed interest in this type of solution. A full rollout is scheduled for the end of June.

GLS Market Connect will be included directly in the GLS delivery offering and available to all e-commerce clients—whether small or medium-sized businesses, across all sectors, and regardless of whether they are already present on one or more marketplaces or are planning to enter them. The solution also offers customized dashboards for optimal multichannel sales management.

At launch, GLS Market Connect will be interconnected with the three leading CMS platforms (Shopify, PrestaShop, and WooCommerce) as well as major marketplaces. In the future, GLS plans to connect with all CMS platforms and marketplaces on the market.

An Already-Awarded Innovation

GLS has already received recognition for this launch, having been awarded the "E-commerce Gold Case in the Marketplaces Category" on Tuesday, June 3. This award highlights GLS's commitment to the digital transformation of the sector.

"Following the success of our geolocated and interactive home delivery service, launched in 2021 and now the most innovative on the market, we continue to develop innovative solutions that directly create value for our clients and help them grow their business, both in France and internationally. Our ambition is to allow our clients to focus on their core business while maximizing opportunities across different sales channels. GLS Market Connect is a perfect fit for this vision."

— Nicolas Robert, CEO of GLS France

With GLS Market Connect, GLS aims to be a real growth driver for its clients: early analyses suggest that e-retailers using the solution could see up to a 20% increase in revenue. For its part, GLS anticipates a significant rise in parcel volumes, expecting €2.5 million in additional revenue by 2027, directly linked to the adoption of this new solution.

About GLS

GLS is a European leader in the parcel shipping, transport, and delivery sector, offering reliable and innovative solutions to meet the needs of its customers worldwide. With its commitment to service quality and customer orientation, GLS is ready to tackle the most complex logistics challenges.

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