

GEODIS

**GEODIS STATES ITS IDENTITY AND ADOPTS A UNIQUE
BRAND FOR THE BENEFITS OF ITS CUSTOMERS**

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Press Kit

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[Press release](#)

A NEW UNIFIED IDENTITY FOR GEODIS: UNIQUE BRANDING WILL BRING CLARITY AND BENEFITS TO CUSTOMERS

GEODIS has united the commercial identity of its varied operations under a unique brand, reaffirming its position as a leader in the global freight transport and logistics sector. The existing brands, GEODIS Calberson, GEODIS Wilson, GEODIS BM, GEODIS Logistics and GEODIS Supply Chain Optimization will disappear to be replaced by one stand-alone brand, GEODIS.

GEODIS sees the initiative as an opportunity to reaffirm its ability to deliver a comprehensive end-to-end supply chain management service to its customers in 120 countries. This will be delivered through its five Lines of Business: Supply Chain Optimization, Freight Forwarding, Contract Logistics, Distribution & Express and Road Transport.

"In 2015, the SNCF group is undergoing full-scale reorganization. The GEODIS initiative is consistent with group policy, as regards customer-centered approach, international development and provision of end-to-end solutions": Alain Picard, CEO of SNCF Logistics and chairman of the GEODIS Supervisory Board.

The new branding also includes a revitalized logo and slogan, illustrating the GEODIS promise of performance and growth. The phrase reflects the GEODIS mission to help its customers succeed by overcoming logistical constraints: *"We logistic your growth"*

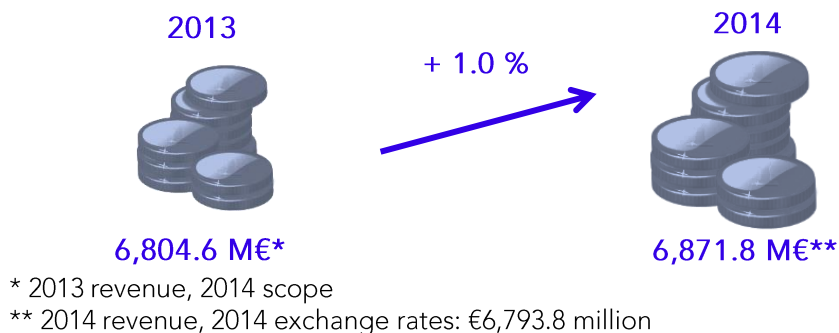
Marie-Christine Lombard, CEO of GEODIS, in announcing the new strategy said, *"The evolution of our new brand will unify the constituent parts of our group and will clarify our common mission. This new brand architecture was designed with our clients' needs for simplicity, efficiency and consistency at its core. It is a unique brand that bears the same promise for all of our lines of business. "*

The new visual identity, including a modernized logo, signifies a common thread running through all the services offered by GEODIS. The brand architecture will be gradually rolled out from March, appearing on all buildings, vehicles, uniforms and communications across GEODIS. To give life to the new brand identity, an advertising campaign (which will include print media, TV, web and airport display advertising) will be launched in March in France as well as in Germany, Poland, China and the USA through 2015 and 2016.

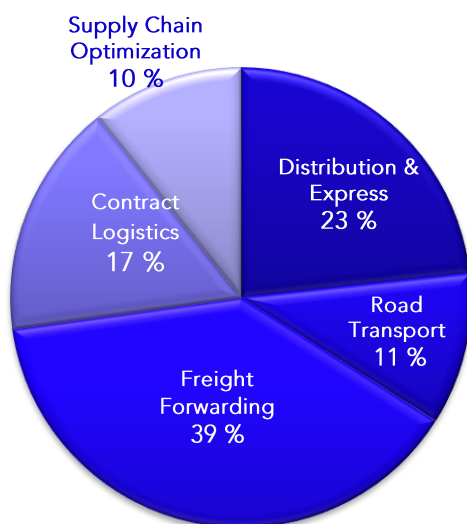
2014 results

Progression in revenue (at 2013 exchange rates)

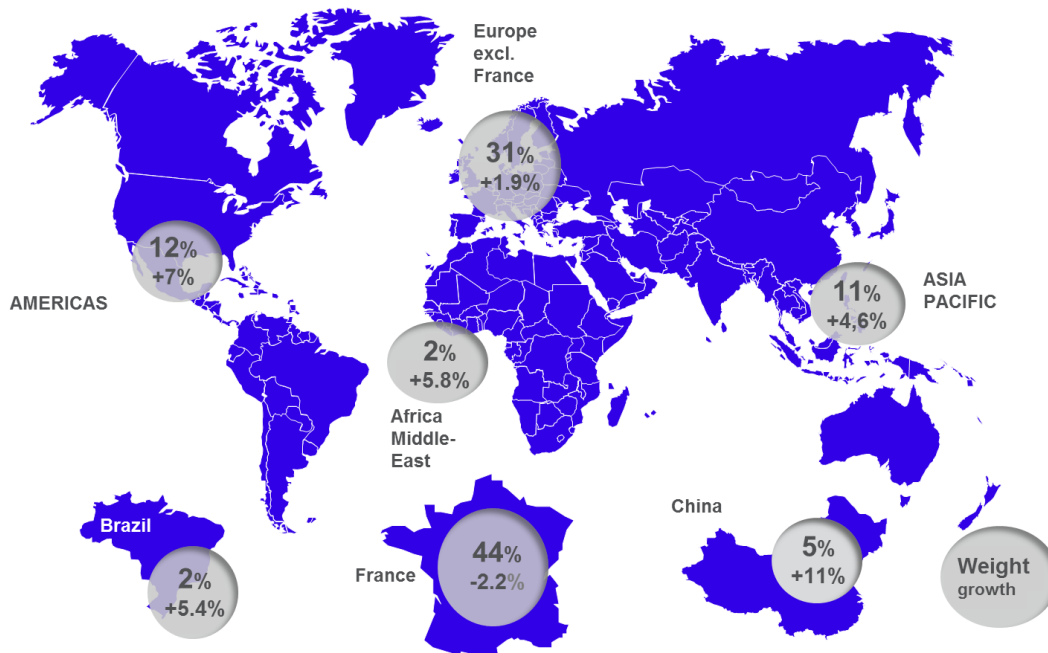
On a like-for-like basis, revenue is up for the last five quarters.



Breakdown of revenue by business line (YTD 2014)



Breakdown of revenue by geographical region



2014 highlights

January

Distribution & Express launched Geodriver and Copilote for rollout throughout 2014. Geodriver is a database software, coupled with TMS, for storing recipient information. Copilote is a driver's PDA system with functions including GPS, round scheduling, loading and delivery instructions, and recipient signatures.

March

GEODIS announced a new contract with the French Ministry of Defense, under which it would be handling Road Transport for special technical equipment with weights under 30 kg or over 1 metric ton to and from Defense Ministry depots and warehousing sites and the 60 defense bases in mainland France and Germany. The new contract follows on from those awarded in 2013 to GEODIS for international freight shipments by air and sea, and for express transport in France.

April

On April 1st, Marie-Christine Lombard, CEO of GEODIS, opened SITL Europe 2014, the international transport and logistics trade fair, alongside Alexey Tsydenov, Russia's deputy transport minister. At this important trade event, GEODIS presented its new global offering and specific business know-how covering all supply chain stages.

May

GEODIS sold Ciblex to Eurotranspharma, specialists in distribution of pharmaceutical products, which keeps the network of depots, alongside the Ciblex brand for handling customer shipments. This agreement maintains the Ciblex network and workforce jobs.

May

MMD Monitors & Displays, global manufacturer of Philips monitors, and AOC International selected GEODIS as partners in Benelux, in charge of all transport and logistics distribution services for screens and monitors across the whole of the EMEA region (Europe, Middle-East and Africa). GEODIS will be providing these services from a dedicated platform measuring 11,000 square meters in the heart of its logistics campus in Venlo, Holland.

June

GEODIS won the prize for the best Air Freight Forwarder in 2014 at the World Air Cargo Awards Ceremony in Shanghai, on June 18, 2014.

July

GEODIS renewed its long-standing (since 1999) partnership with Saica, European number-one in the paper industry. The new contract covers road transport throughout Europe for paper reels and recycled paper. GEODIS handles 60% of the Saica group's road transport.

July

GEODIS reorganized its operations in Italy, selling Züst Ambrosetti to refocus on Freight Forwarding, Contract Logistics and Road Transport.

July

GEODIS was awarded a new European flow management contract for a leading name in cosmetics and care products. From a control tower based in Hungary, GEODIS manages 40,000 shipments per year, with more than 100 service providers.

September

GEODIS opened a new Distribution & Express office in Ville-en-Vermois, near Nancy in France. As well as being more modern and environment-friendly, it is also almost three times bigger, with an operations area of 12,000 square meters, up from 4,500. The new center handles 13,000 packages per day, from farm machinery parts to pharmaceutical products.

October

GEODIS' first satisfaction survey covering the group's whole customer spectrum addressed close to 100,000 customers, and found a satisfaction rate of 86%. To encourage customers to respond, GEODIS undertook to give a euro to Handicap International for each questionnaire completed. The funds raised would be used for financing economic, professional and educational integration programs for the disabled.

November

In addition to its dedicated gas and oil industry platforms in Houston and Vitrolles, GEODIS opened a new platform in Singapore for its Freight Forwarding business line. Two more will be opening in 2015, in Antwerp and Dubai. Through these measures, GEODIS is seeking a 50% increase in its transport volumes over a year.

December

Special achievements in Industrial Projects by the Freight Forwarding line of business were topped by the record transport of 16 lock gates for the new Panama Canal in December 2014. This was an exceptional challenge in intercontinental transport: the gates, weighing 4,000 metric tons each, were made in Italy, carried by barge to the port of Trieste, then loaded four by four onto a semi-submerged vessel 180 meters long, and shipped to the other side of the Atlantic.

A unique brand for the benefits of customers

Customers are looking for simplicity and efficiency: this is what they're getting with the new GEODIS brand architecture.

A single brand, mainstay of a customer-focused business strategy

The *Ambition 2018* company plan charts out a medium-term roadmap for GEODIS, expressing the group's **mission** (*help its clients succeed by overcoming logistical constraints*), **vision** (*be the growth partner for our clients*) and **values** (*commitment, passion, solidarity, trust and innovation*).

The GEODIS brand identity is changing, for a closer match to this outlook and a stronger statement to customers and prospects of how it stands out from the competition.

Simpler, clearer and more efficient

The GEODIS group's brand identity was previously split across more than 100 registered brands and 40 active trade names, a state of affairs that owed more to history than to a customer-focused expression of brand strategy.

Because GEODIS cares deeply what its customers think, it asked for their opinion before beginning work on the new brand identity. Customers expressed similar needs for simplicity and clarity in the GEODIS offerings, and concurred on a preference for simplification to the GEODIS brand portfolio, considered overcomplex.

GEODIS accordingly decided to bring all its Lines of Business together under a unique brand.

"The choice of a unique GEODIS brand fits in squarely with our Ambition 2018 company plan: our brand architecture is simpler, stronger and more visible, consistent with the expectations of our customers and prospects. By restating our identity and our values, it helps us to build our collective strength and set ourselves apart in an increasingly competitive market."

— Marie-Christine Lombard, CEO

Behind the scenes of the unique brand transition

The transition took place in two phases. From September 2013 to June 2014 an in-depth analysis of the brand portfolio was carried out. This involved customer interviews and an Ipsos brand recognition study for GEODIS and its subsidiary brands. This initial phase was followed by development of a new brand architecture, first with the Landor agency, to settle the look-and-feel aspects, then with Young&Rubicam for the advertising material.

New visual identity, new baseline

GEODIS's new visual identity was developed by Landor, an international agency specializing in brand design. It takes the form of a modernized logo, a new baseline, and a line that symbolizes the unity and continuity of the GEODIS offerings.

Logo

The new logo stays close to the previous one, representing a group that adapts to its times while staying true to its traditional values. The design is clearer and sharper, representing the determined path GEODIS has set for itself. The figures representing GEODIS's customers, employees and partners take a central place in the logo, and the blue color, deep, pure, unique and exclusive, asserts the group's capacity to stand above its competitors.

The simple, elegant Avenir font emphasizes the reliability and rigor of the brand, and hints at the connection with SNCF, which uses the same font.

New baseline: "We logistic your growth"

GEODIS opts for a brand promise focused on customer performance. The new baseline evokes the idea that GEODIS transport and logistics solutions combine to make a definite positive contribution to its customers' growth. In very few words it expresses the GEODIS commitment and vision: to be the growth partner for its clients.

Line

The line is meaningful with a lighthearted touch, reflecting the GEODIS identity, of which it is a key component. It is agile yet structural, representing the link between production and the end customer. It expresses the solidity, continuity, simplicity and fluidity of GEODIS transport and logistics solutions.

Advertising campaign

■ Campaign centered around the notion of a virtuous gear

Campaign concept

To express its vision “to be the growth partner for its customers”, GEODIS chose the metaphor of a virtuous gear, operated by its logistics and transport services to hoist up its customers' business.

The complex, well-oiled machinery includes package conveyors, fork-lift trucks in GEODIS warehouses, trucks, ships and trains, all orchestrated from a GEODIS control tower. All these actions, smoothly coordinated by GEODIS teams, help the little company grow, like the building we see at the end of the film, just before the new baseline appears: “We logistic your growth”.

“The launch of this advertising campaign marks the start of rollout for our unique brand, a powerful lever that will improve identification on our markets and make our offering more legible to our customers.”

— Marie-Christine Lombard, CEO

Music

The music for the film is deliberately upbeat: It's All Right was released by US gospel and R&B singer Solomon Burke (1940-2010), the King of Rock 'n' Soul, in 1959.

Production

In cooperation with the Young & Rubicam agency, the film was made by Edouard Salier, producer of short films, video clips and adverts. It involved studio shoots and 3D post-production work to put together the ballet of different means of transport.

Media plan

To reach a broad audience of business decision-makers, GEODIS focused in news television channels and the business and economic press. To optimize the campaign impact, showings outside France were scheduled to coincide with major GEODIS operations in the each country.

Rollout plan

From March 2015: staggered launch of advertising campaign and roadshow by Marie Christine Lombard, CEO of GEODIS, addressing customers, partners and personnel.

Advertising campaign

- France – TV, press & digital March – June / September – October 2015
- Germany – TV, press & digital May – July / September – October 2015
- Germany – Billboards May 2015
- Poland – TV, press & digital September – October 2015
- China – press, digital & billboards September – October 2015
- USA – press, digital & billboards 2016

Print ad



TV spot
View on www.GEODIS.com or YouTube:
<https://www.youtube.com/user/GEODISCorporate>



Key figures for the new GEODIS brand

1: unique brand

100 and 40: 100 registered brands and 40 trade names active before switch to a single brand.

94%: An Ipsos survey of 401 French decision-makers found a global awareness of 94%, an image of confidence, and a relevance score of 6.2/10.

2nd: GEODIS is the second top-of-mind brand name among French decision-makers for logistics services providers.

10,000: The number of trucks to be rebranded.

5: GEODIS key values: commitment, passion, solidarity, trust and innovation.

4: channels for the advertising campaign: TV, press, internet and billboards.

67: countries covered by GEODIS and concerned by the new brand identity. In addition, GEODIS runs a reliable partnership network covering 120 pays.

30,000: GEODIS employees under the new unique brand.

Key dates in the GEODIS group history

1904: Émile Calberson founds the Calberson company in Le Havre, specializing in the shipment of packages and goods by rail to Rouen and Paris.

1930: Calberson is carrying 3,000 metric tonnes of goods per month.

1947: Calberson opens an international air freight service.

1950: Calberson acquires several local transport businesses, becoming a group.

1965: Calberson takes over Schenker France.

1972: Calberson International is founded, bringing the group an international dimension.

1983: The Calberson group controls 80 subsidiaries, employs 12,000 people and operates a fleet of 5,624 vehicles of all sizes.

1995: SNCF subsidiary GEODIS brings together the companies Calberson, Sceta Transport, Bourgey-Montreuil and Sceta International.

2001: The GEODIS group's distribution, logistics and transport commission businesses are brought together under a new unit, GEODIS France.

2006: The group acquires the TNT Freight Forwarding division to become one of Europe's leading freight management operators.

2008: Takeover by SNCF gives rise to a global champion in multimodal transport and logistics. GEODIS joins the new Transport & Logistics branch of SNCF, its new shareholder. By 2013, GEODIS accounts for a quarter of SNCF's business. And more than 45% of the group's business is international.

2015: GEODIS brings all its businesses together under a unique brand: GEODIS.