

GEODIS

GEODIS presents its Blue Brand at TL Munich

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Press Kit

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One year after the launch of its Global Offer, GEODIS will present its unique brand that brings together all of its lines of business. Today, GEODIS is the only company to offer end to end expertise throughout the supply chain of its customers. With 30,000 employees worldwide, GEODIS helps its customers to overcome their logistical constraints.

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Meet GEODIS' experts on our booth, Hall B5 303.402.

geodis.com



<https://twitter.com/GEODISGroup>



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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.

Alain Picard, Chief Executive Officer of SNCF Logistics and Chairman of the GEODIS Supervisory Board, commented: *"In 2015, the SNCF Group is undergoing full-scale reorganization. The GEODIS initiative is consistent with Group policy, as regards a customer-centered approach, international development and the provision of end-to-end solutions."*

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."

Announcing the new strategy, Marie-Christine Lombard, Chief Executive Officer of GEODIS, said: *"The evolution of our 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 2015, appearing on all buildings, vehicles, uniforms and communications across GEODIS. To give life to the new brand identity, an advertising campaign (which includes print media, TV, web and airport display advertising) was launched in March in France and will also be launched in Germany, Poland, China and the United States through 2015 and 2016.

A unique brand for the benefit of customers

Customers are looking for simplicity and efficiency: this is what they will get 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 over-complex.

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, Chief Executive Officer of GEODIS

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 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' 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 is adapting 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' 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 a 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 combines transport and logistics solutions 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.

The line

The line is expressive and adds 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, Chief Executive Officer of GEODIS

Music

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

Production

In cooperation with the Young & Rubicam agency, the film was made by Edouard Salier, director of short films, music videos and commercials. 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 on TV news channels and the business and economic press. To optimize campaign impact, showings outside France were scheduled to coincide with major GEODIS operations in each country.

Rollout plan

From March 2015: staggered launch of advertising campaign and roadshow by Marie-Christine Lombard, Chief Executive Officer 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
- *United States – press, digital & billboards* 2016

Print ad



GEODIS
We logistic your growth

**WIR MEISTERN LOGISTISCHE HERAUSFORDERUNGEN.
FÜR UNSERE KUNDEN MACHT UNS DAS ZUM PARTNER FÜR WACHSTUM.**
GEODIS bietet die optimale Lösung für Ihre Supply Chain, end-to-end. Mit unserer Präsenz in 67 Ländern und über 30.000 Mitarbeitern sind wir Ihr Spezialist für Transport und Logistik.

BY  geodis.com

TV spot

View on www.GEODIS.com or YouTube:

<https://www.youtube.com/user/GEODISCorporate>



GEODIS in Germany

GEODIS is a supply chain operator ranking among the top companies in its field in the world. GEODIS, which is part of SNCF Logistics, is the number one Transport and Logistics operator in France and is ranked number four in Europe. Its international reach includes a direct presence in 67 countries and a global network spanning over 120 countries. With its five Lines of Business - Supply Chain Optimization, Freight Forwarding, Contract Logistics, Distribution & Express and Road Transport - GEODIS manages its customers' supply chains by providing end-to-end solutions enabled by its people, its infrastructure, its processes and its systems.

In Germany, GEODIS operates through all five of its Lines of Business, with a global revenue of €340 million in 2014 and almost 1,200 employees in more than 20 locations in the country.

In the past few months, GEODIS recorded significant new businesses in Germany. It has signed airfreight import contracts from Asia to Germany for both a leading fashion brand and one of the world's largest e-commerce company. In the Road Transport Line of Business, GEODIS recently started new businesses for import from France of the new Volkswagen Passat as well as export contracts from Germany to France for Miele, Unilever and Playmobil. GEODIS also successfully implemented in 2013 and 2014 a new e-commerce Distribution center near to Hamburg for a leading e-commerce provider.



Freight Forwarding in Germany

With a global reach and a presence in 67 countries, GEODIS is one of the world's largest freight forwarding operators. It delivers goods through multi-modal transportation (sea, air, road or rail), value-added services and effective customs brokerage services to ensure the fastest delivery at destination. Its Industrial Projects division develops tailored solutions for companies in the oil & gas, mining, petrochemicals, rail and energy sectors.

Main activities in Germany

GEODIS operates seven sites for Freight Forwarding in Germany, at the country's five largest airports and in Hamburg, where it also manages all of its sea activities. Located in the main economic centers in Northern, Central and Southern Germany, GEODIS Freight Forwarding serves a wide range of global industry players based in the German market, as well as all kinds of mid-sized companies with international transport requirements. The most relevant vertical segments for GEODIS Freight Forwarding in Germany are automotive, aviation and pharmaceuticals. Another cornerstone of the German Freight Forwarding Line of Business lies in break-bulk, heavy lift and industrial turnkey projects. By the end of 2014, almost all Freight Forwarding operations had been Investors In People certified, including Germany. Investors In People is an international recognized standard of excellence in managing people.

Specialized in industrial projects

GEODIS's Industrial Projects division is a specialized unit for heavy lift operations. It is known worldwide for its outstanding expertise in handling oversized cargo and managing all types of out-of-gauge projects and gantry system operations, even in the toughest geographical environments. The Industrial Projects division serves customers in eight sectors: oil & gas, petrochemicals, infrastructure projects, rail, mining, power, wind energy and nuclear, the latter in particular with its specialized rail transport arm, STSI.

Key Figures from Freight Forwarding in Germany

- 255 employees.
- 7 offices: Hamburg (2), Düsseldorf, Frankfurt, Munich, Stuttgart and Nuremberg.
- IATA Ranking: 22.
- Recent certification: ISO 9001, ISO 14001, AEO-F, IIP.

Contract Logistics

With over 180 platforms and 3,100,000 sqm. of warehousing space worldwide, GEODIS is one of the leading Contract Logistics providers. From warehousing and distribution center management to line-side deliveries, it provides a wide range of services and solutions targeted to cost-effectively manage its customers' flows, reduce inventory cost, increase inventory turns and make their supply chain more efficient.

Main activities in Germany

The Contract Logistics service offering of GEODIS in Germany includes warehousing, inbound and outbound flows from and to warehouses and value added services. Among these, GEODIS manages the roll-out of high-tech products, repair, spare parts and reverse logistics activities through its unique skills that cover the whole product lifecycle. In Germany, it serves customers in a wide range of industries, with a focus on Fast Moving Consumer Goods & Retail, E-Commerce, High-Tech and Automotive. Besides the head office in Frankfurt/Main, GEODIS manages 14 logistics platforms right across Germany which all have been awarded ISO 9001, ISO 14001 and OHSAS 18001 certifications, and represent in total more than 260,000 sqm. of warehouse surfaces. In 2014, Contract Logistics' operations in Germany have been Investors In People certified, an international recognized standard of excellence in managing people.

Key figures from Contract Logistics in Germany:

- 900 employees.
- 15 sites: Frankfurt (HQ), Hamburg, Hanover, Berlin, Lüdinghausen, Gladbeck, Duisburg, Düsseldorf, Cologne, Kassel, Dresden, Mainz (2), Rodgau, Böblingen.
- Up to 260,000 sqm. of warehousing space.
- Recent certification: TAPA FSR A and Hoppenstedt Credit Check, Top Rating 1.

Road Transport

With its fleet of 3,900 semi-trailers (including tankers) and 2,300 tractors, GEODIS Road Transport is a frontrunner in Europe when it comes to distribution. GEODIS offers a comprehensive range of road transport services and specialized solutions for the chemical, industrial, automotive, consumer goods, press and retail industries.

Main activities in Germany

GEODIS took a position in the Road Transport German market in 2009. It has grown by up to 15% annually, with a target of reaching €50 million by 2018. Headquarters are in Osnabrück, in Northwest Germany, and there is a second office in Stuttgart, in Southwest Germany. Both are used for FTL and LTL transport and mainly work with the health & beauty, automotive, paper and consumer goods sectors. Some months ago, a new product, liquid chemicals and gas, was launched.

Key figures from Road Transport in Germany:

- 22 employees.
- 2 sites: Osnabruck, Stuttgart.
- 62% of activities with proprietary and dedicated resources.
- 38% of activity chartered.

Supply Chain Optimization

Supply chain orchestration is a daily challenge as companies strive to develop agility in their continuous search for operational excellence and financial results. Achieving these goals is being made more complex by increasing international constraints, new technologies, the growing number of delivery channels and sourcing diversity. With its worldwide coverage and procurement skills, GEODIS is able to respond to your challenges, bringing you bespoke advisory, supplier management and operational coordination services. GEODIS' DNA allows it to understand each customer's needs and to assemble a dedicated solution to optimize its supply chain.

Distribution & Express

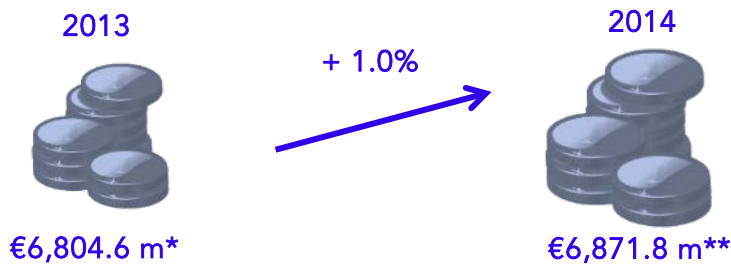
GEODIS Distribution & Express is specialized in last-mile delivery. It brings its customers reliable and secure solutions adapted to the specific needs of their recipients and the frequency and characteristics of their shipments. Operating throughout Europe, where it ranks as the number four operator, Distribution & Express' offering covers a wide range of services (including distribution, industrial express, express parcels, part and full loads, and local logistics) and is handled by two networks: Distribution & Express and France Express. The offering is based on the values of innovation, commitment and proximity, notably through the development of the Stakeholders' Total Satisfaction policy (STS). As the last link in the customer value chain, the service quality of Distribution & Express is a factor of differentiation and loyalty for its customers' customers.

Distribution & Express Line of Business covers 35 countries in Europe. Its European offer consolidates the experience and quality of well-known leading local partners. In Germany GEODIS has made the choice of strong partnerships with GEL for Express and IDS for Distribution. These historical partners, reference in their market, share the same processes and the same quality standards as those of GEODIS.

2014 GEODIS key figures

Progression in revenue (at 2013 exchange rates)

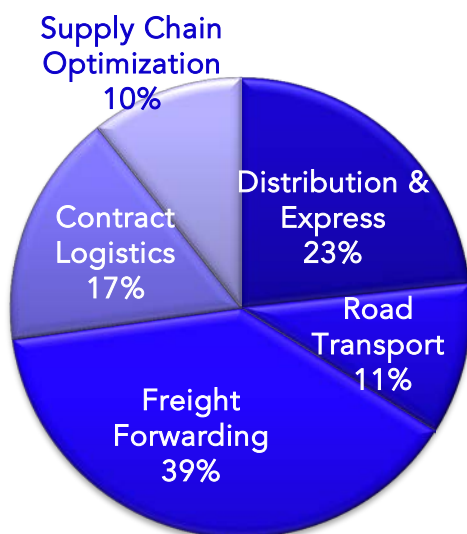
On a like-for-like basis, revenue is up for the last five quarters.



* 2013 revenue, 2014 scope

** 2014 revenue at 2014 exchange rates: €6,793.8 million

Breakdown of revenue by business line (YTD 2014)



Breakdown of revenue by geographic region

