



Press release

OCTOBER 14, 2016

LEVALLOIS-PERRET

GEODIS DELIVERS THE LATEST HARRY POTTER BOOK ACROSS FRANCE

On 13 October, GEODIS played a leading role in one of this autumn's most eagerly anticipated literary events.

GEODIS' Distribution & Express teams distributed *Harry Potter and the Cursed Child* – the eighth book in the series – throughout France to 1,000 bookshops and supermarkets. Weeks of meticulous preparation meant that the operation ran like clockwork in order to deliver its precious cargo at exactly the right time, today October 14 at 00h01 am.

For this joint operation with Gallimard's distributor Sodis, GEODIS had to set up a dedicated team to maintain a shroud of secrecy from pick-up at Sodis to delivery at the shops and bookshops.

"Sodis chose us for this special mission on account of our extensive wide network, our skilled staff and our powerful tracking solutions," said Olivier Mélot, Executive Vice-President, Distribution & Express at GEODIS. "We're extremely proud to have been involved."

GEODIS works closely with publishing houses, distributing 150 million books to bookshops and supermarkets across France each year.

GEODIS – www.geodis.com

GEODIS is a Supply Chain Operator ranking among the top companies in the field in Europe and the World. GEODIS, owned by SNCF Logistics, which in turn is a business line of the SNCF Group, is ranked as the number four logistics provider in Europe and number seven at a worldwide level. GEODIS is also listed as a "Leader" in Gartner's 2016 Magic Quadrant of Worldwide 3PLs. GEODIS' 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 Chain by providing end to end solutions enabled by over 39,500 employees, its infrastructure, its processes and systems. In 2015, GEODIS recorded €8 billion in sales.

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