

## Media Markt entrusts ID Logistics with managing its e-commerce logistics in Spain

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- The operator is inaugurating a new 30,000 sqm platform in Madrid to handle all the retail banner's e-commerce logistics on a centralized basis
  - The system is set to handle over 30,000 SKUs with an annual growth rate forecast to exceed 20%
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**Madrid, 15 March, 2017:** Media Markt, the number one consumer electronics retailer, has entrusted ID Logistics, a leading international logistics operator, with order fulfilment for all the products marketed via its online distribution channel.

The logistics operations will be handled centrally at the Pinto facility in Madrid, where ID Logistics has opened a new 30,000 sqm platform, which will also be equipped with a technical area providing services such as product customization, equipment configuration and the preparation of phones and hardware ready for use. This system handles over two million units p.a. and over 30,000 SKUs.

This project is going ahead as part of Media Markt's multi-channel strategy aimed at further improving its customer service by harnessing the full range of sales and communication channels. To achieve these goals, the group has invested €47 million in its digital transformation programme, converting all its stores into digital and customer experience hubs. The new services offered by the company in its logistics hubs – a further illustration of Media Markt's multi-channel strategy – include the delivery of online orders within two hours, the collection of orders in "drive-in" mode and customized distribution for businesses.

José Manuel Sala, Head of Media Markt Spain's Supply Chain, commented: *"Our aim is to become the Group's second-largest market in Europe, trailing only Germany, and we want to be Spain's top multi-channel retailer. We cannot do this without having a leading logistics partner helping us to maintain an excellent service while supporting us with the execution of our strategy. The logistics solution proposed by ID Logistics perfectly matched our business model and will help us to adapt to the latest consumption patterns while enriching our customers' buying experience"*.

Javier Echenique, Chief Executive Officer of ID Logistics Iberia, added: *"We are proud to say that Media Markt, a key player in consumer electronics retailing, has placed its trust in ID Logistics. E-commerce is strategically important for ID Logistics, and our international footprint in this sector, which we started establishing a long time ago, has produced first-class results to date. Thanks to our experience we are able manage the entire*

*supply chain and to meet consumer demand flexibly and instantaneously. This partnership with Media Markt strengthens our presence in e-commerce logistics in Spain, and we have established ourselves as a leading logistics operator”.*

#### **ABOUT MEDIA MARKT S.A.**

Founded in 1979, Media Markt is now Spain’s and Europe’s leading consumer electronics and household electrical appliance retailer. The company, which is owned by the MediaMarktSaturn Retail group, owes its success to a broad range of branded products sold at the lowest prices in the marketplace. Expert advice, distinctive advertising and a decentralized organization set Media Markt’s business model apart in the retail sector. Media Markt’s footprint covers all of Spain’s autonomous communities, with 81 stores, plus the online store. The company also has more than 1,000 retail outlets across 14 countries in Europe.

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#### **ABOUT ID LOGISTICS**

ID Logistics is an international contract logistics group, with revenue of €1,070 million in 2016. After the Logiters acquisition, ID Logistics has more than 275 sites across 16 countries, representing close to 5 million square meters of warehousing facilities in Europe, Latin America, Asia and Africa, and 18,500 employees. With a client portfolio balanced between retail, industry, detail picking and e-commerce sectors, ID Logistics delivers high-tech solutions and is firmly committed to sustainable development. ID Logistics is listed on Compartment B of NYSE Euronext’s regulated market in Paris (ISIN Code: FR0010929125). The Group is managed by Eric Hémar.

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