

Orgon, October 18th, 2023

ID LOGISTICS AFFIRMS ITS VALUES WITH ITS NEW "EMPLOYER BRAND" CAMPAIGN

ID Logistics, a leader in the contract logistics sector, is launching a major communication campaign around its employer brand in the eighteen countries where the Group operates. Founded in 2001, ID Logistics now has more than 30,000 employees and employs nearly 8,000 people worldwide each year. Through this large-scale campaign, ID Logistics wishes to highlight its business, its values and its assets to retain its internal skills and attract new talent.

A CAMPAIGN CO-CONSTRUCTED WITH ALL EMPLOYEES DURING ONE YEAR

Above all, ID Logistics wanted this campaign to reflect the reality of what its employees experience on a daily basis and for them to be involved in identifying the characteristics of its employer brand.

Twenty working groups around the world, bringing together all types of positions in the company, at all levels, have made it possible to involve employees in this process so that this campaign is first and foremost theirs.

This mobilization has demonstrated, internally and externally, how dynamic the logistics sector is and offers many opportunities for careers and professional and personal development.

A CAMPAIGN BASED ON THREE FOUNDING ELEMENTS, PILLARS OF ID LOGISTICS' EMPLOYER PROMISE

From this work carried out by the company and its driving forces, a vision was born that is now unveiled throughout the group around three pillars: pride in the business sector, pride in the company's values and pride in the talents that make it up.

1. "Discover a new Logistics IDea". Logistics is an essential sector in which employees find meaning in their work and access opportunities for social advancement. It is a dynamic sector that reinvents itself according to customer needs and in which employees can evolve and develop their expertise: ID Logistics devotes more than 200,000 hours of training each year to take these changes into account. Logistics, which is modernizing through the digitalization and robotization of its processes, calls for ever more new skills and offers more and more varied professions. Finally, it is a promising sector with a future, in line with major societal challenges, such as the environment and social inclusion.
2. "Embrace a new company IDea". ID Logistics promotes the strengthening of the bond, cohesion and team spirit between all employees so that they can enjoy their daily lives thanks to a management system that is as close as possible to the needs of each individual based on listening and kindness. The goal: to cultivate know-how and develop the potential of employees in order to promote them internally. In addition, all of ID Logistics' executives and managers undergo ethics training, and all of ID Logistics' partners and suppliers are committed to complying with a CSR purchasing charter. Finally, the company is directly committed to sustainable development and the fight against global warming with committed and quantified action plans (recycling of 100% of cardboard packaging, commitment to reduce the carbon footprint per package prepared, deployment of photovoltaic panels, etc.).

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3. "Develop your IDEas on the job". ID Logistics is a company that values and encourages the initiatives and innovations of its employees in the field. Thinking outside the box without any taboos and expressing all your ideas are part of ID Logistics' DNA. Dedicated meetings allow all internal talents to reveal themselves and the company to progress. Innovation competitions in which all of the Group's sites around the world participate reward creativity and audacity. As a result, 80% of innovative solutions were devised by operational teams.

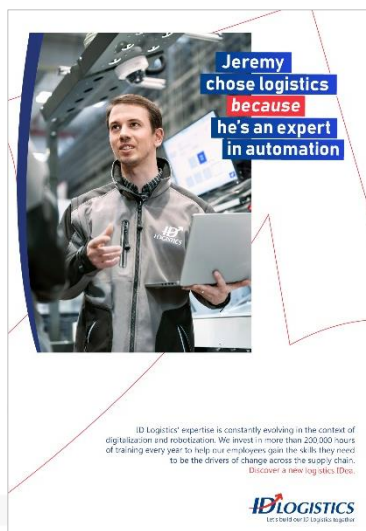
"Our contract logistics and transport jobs require competence and commitment. We need to show our customers that we are in a position to meet their needs, to anticipate them, whether in terms of innovative and sustainable solutions, or of course human resources. It was therefore imperative to highlight the elements that set us apart from other companies, such as those that bring our employees together. This is an important step for our Group, which contributes to our ambition to be a world leader in contract logistics and to be an employer of choice in our sectors of activity." – **Eric Hémar, Chairman of ID Logistics Group**

"Our employer promise had to perfectly reflect our ambition in terms of human resources: to be a school of excellence, to offer an environment that fosters innovation at all levels of the company and thus allow us to progress together, and finally, to allow our employees to flourish both professionally and personally. This campaign aims to highlight our pillars and fundamentals and thus contributes to our challenges in terms of recruitment, commitment and pride of belonging of our employees." – **Renaud Bouet, Director of Human Resources at ID Logistics Group**

VISUALS ON THE EMPLOYER BRAND, BASED ON THE REALITY ON THE GROUND, ARE DEPLOYED TO ALL THE GROUP'S INTERNAL AND EXTERNAL COMMUNICATION TOOLS

To support and promote the campaign, employees from the various ID Logistics sites agreed to put themselves in a poster campaign that embodies these HR values that are the pride and strength of the company and its employees. Thus, 17 types of visuals are deployed in France and internationally as well as on social networks and highlight the values of the company and the convictions of the employees:

- Discover a new Logistics IDea



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- Embrace a new company IDea

Tom is completely comfortable communicating in sign language because his teammates have been trained to understand it

460 ID Logistics employees are disabled. We've adapted the workplace to their needs, and we've developed our techniques, premises and attitudes so that they can fulfil their potential. Embrace a new company IDea.

Amelia is more than ever committed to sustainability, because 100% of our packing boxes are reused

ID Logistics recycles 100% of its cardboard. We are committed to recycling 87% of all waste by 2025, and we are making continuous progress to improve energy efficiency and reduce carbon emissions. These are challenges that are shared across the organisation. Embrace a new company IDea.

Harry is proud to be a driver, because our company uses green energy*

More than 47% of ID Logistics' fleet is powered by alternative energy sources*. To reduce our carbon footprint further, our rail and road rail solutions eliminate 130,000 lorry trips every year. Embrace a new company IDea.

- Develop your IDEas on the job

Claire is keen to present our latest innovation, because it was her idea

At ID Logistics, everyone can innovate: 80% of our innovative solutions were conceived by our operational teams. Develop your IDEas on the job.

Mark explores the metaverse at work, because it's how he learns the safety rules of our warehouses

ID Logistics' virtual reality training helps new employees integrate into their environment through a playful and interactive experience that teaches them the right gestures in a stimulating and safe environment. Develop your IDEas on the job.

Ibrahim is proud, because he helped create our robot ASTRID

ID Logistics holds an annual innovation competition to encourage new ideas from the field. Our Autonomous Stock Picking Robot by ID Logistics (ASTRID) is a mobile robot that can do a complete stock take in one night. It was conceived and developed by our teams to help stock managers work more efficiently. Develop your IDEas on the job.



ABOUT ID LOGISTICS :

ID Logistics, led by Eric Hémar, is an international contract logistics group with a turnover of €2.5 billion in 2022. ID Logistics operates 375 sites in 18 countries representing more than 8 million square meters of warehouses in Europe, America, Asia and Africa, with 30,000 employees. With a balanced customer portfolio between retail, e-commerce and consumer goods, ID Logistics is characterized by offers involving a high level of technology. Developing a social and environmental approach through numerous original projects since its creation in 2001, the Group is today resolutely committed to an ambitious CSR policy. ID Logistics shares are listed on the regulated market of Euronext Paris, compartment A (ISIN code: FR0010929125, Ticker: IDL).