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ID LOGISTICS BRASIL OPENS DISTRIBUTION CENTER IN PARTNERSHIP WITH PURAVIDA, A BRAND IN THE NESTLE PORTFOLIO

The new operation reinforces Puravida's ambition to expand its presence in Brazil with operational excellence. This was designed to ensure that the brand's products reach consumers quickly, safely and traceably, supporting the accelerated growth of the healthy food segment.



ID Logistics, one of the leaders in contract logistics in the country and part of the global group present in 18 countries, announces the inauguration of this new Distribution Center (DC) in a strategic region in the city of Extrema, in Minas Gerais. This operation marks the beginning of a local partnership with the Nestlé Group, through Puravida, a Brazilian healthy food brand acquired by them in 2022. The initiative expands the existing collaboration between the companies in markets such as Europe and the United States, consolidating ID Logistics as a strategic partner to sustain its national expansion.

Founded in 2015, Puravida aims to promote health and well-being through very high quality products. The new DC represents an important step in the brand's growth journey, which now has a robust, integrated and technologically advanced logistics operation to advance with high performance throughout the supply chain.

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« Puravida was a brand strategically welcomed in our nest of products, reinforcing Nestlé's commitment to health, well-being and innovation. This new logistics operation represents an essential step towards ensuring a solid and scalable structure, capable of sustaining continuous growth in the coming years. I am confident that, together with ID Logistics, we will give a new impetus to Puravida, expanding its positive impact on the lives of Brazilians," comments Alexandre Teixeira, Head of Physical Logistics at Nestlé Brazil.

With more than 6,000m², the warehouse is prepared to store and distribute a wide portfolio that includes protein supplements, collagen, sports nutrition and food ingredients. Distribution covers B2B and B2C channels, serving specialized stores, the food industry and e-commerce throughout the national territory. The operation currently employs 82 employees, with emphasis on gender equality among professionals: 51.22% of the team is made up of women.



In addition to integrated management with daily performance indicators, real-time traceability and a focus on continuous improvement, the DC has state-of-the-art technological resources, such as electronic concierge, telemetry for equipment control, lithium batteries, digital systems for operational checklists and intelligent tools for managing the flow of the yard. The solutions applied ensure more agility, safety and control in all logistics processes.

According to Gilberto Lima, CEO of ID Logistics, "having Puravida as our new business partner is a source of great pride for ID Logistics. We deeply believe in the purpose of the brand, a Brazilian

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company that has been transforming the market by promoting health and well-being throughout the country. We are committed to offering a logistics operation that lives up to this mission: efficient, sustainable and that provides the best experience for the end consumer. »

From the entry of the products to the moment of shipment, each stage was designed to ensure good logistics practices, operational excellence and ensure the care that PuraVida has with its end consumer.

«Like PuraVida, we are driven by the desire to make it happen, with agility, efficiency and focus on results. Our role as a logistics operator is to ensure that each PuraVida product arrives at its destination with care, reflecting the quality of the brand. Our synergy of values strengthens the mission of delivering more than logistics solutions – we deliver excellence and trust at every step of the process," says Caroline Apezatto, Director of New Business at ID Logistics Brazil.