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From B2C to B2B logistics

Arvato provides trade logistics for shoes and accessories by MARC O'POLO

Gütersloh, 7th February 2017

Arvato SCM Solutions and MARC O'POLO have expanded their cooperation: as of December 2016, the supply chain and e-commerce specialist is now also responsible for the trade logistics of the premium fashion brand's shoes and accessories, using RFID technology. As well as storage, order picking and shipping, Arvato will be providing special value-added services from its distribution site in Dortmund. From now on, MARC O'POLO products will be sent from there to trade partners in 16 countries. Goods will be sent to both MARC O'POLO shops and franchise stores, as well as wholesale partners such as Zalando, Amazon, Görtz or Breuninger.

The partnership between Arvato and MARC O'POLO was established in 2010. The full service provider initially supported the fashion brand with comprehensive services in the international e-commerce sector. Then, in 2015, Arvato organised a comprehensive omnichannel integration with processes such as Click&Collect, Reserve&Collect and cross docking, as well as introducing a new CRM system and the 'MARC O'POLO for members' loyalty scheme.

Providing trade logistics contributes to a further link of the process chain. Arvato will be in charge of storage, order picking and preparing goods for shipment, all from its 32,000 square metre distribution centre. This task includes comprehensive value-added services such as the allocation of filling material and customer-specific labelling. The goods are then sent to trading partners in countries such as France, Croatia, Sweden, Russia or China.

Furthermore, since the MARC O'POLO merchandise in both the high street and online shops is equipped with RFID tags, RFID technology has been introduced in the loading docks. This means that items are no longer scanned individually – instead, ready-packed product ranges can simply be recorded in bulk before shipping. This significantly reduces processing time and costs.

"Storage area and transport costs can also be reduced, thanks to the consolidation of the B2B and B2C business. This is because the journey between the B2B and B2C warehouses in Munich and Dortmund has been respectively cut," says Niels Weithe, Managing Director for Consumer Products at Arvato SCM Solutions, pointing out another advantage.

Karl-Heinz Lauterbach, Managing Director of MARC O'POLO Shoes, is also impressed by the advantages of an even tighter cooperation with Arvato: "Creating closer ties between the online shop and B2B warehouses will optimise our stock in the long term and increase availability in the online

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shop. Trading partners will benefit from this shelf extension through an optimised sales ratio and turnover.”

About MARC O'POLO

MARC O'POLO stands for a casual lifestyle at a refined standard. A clear preference for natural materials is characteristic for the brand with its Swedish roots. Since 1967, MARC O'POLO's liberal philosophy has been reflecting the art of staying true to oneself in everything one does.

MARC O'POLO was founded in 1967 and is today one of the world's leading premium casual brands. The MARC O'POLO world contains the collections MARC O'POLO Modern Casual, MARC O'POLO Pure, MARC O'POLO DENIM, MARC O'POLO Mr., MARC O'POLO Shoes and MARC O'POLO Accessories as well as the license collections MARC O'POLO Beachwear, Bodywear, Eyewear, Home, Junior and Legwear.

The MARC O'POLO headquarters are located south of Munich in Stephanskirchen. From there, about 2,437 stores and retail partners are supplied internationally. MARC O'POLO currently has 110 of its own stores, 190 franchise stores and 2,137 retail partners. MARC O'POLO is available today in approximately 30 countries worldwide, amongst them Germany, Austria, Switzerland, the Netherlands, Belgium, Sweden, Finland, Norway, Ireland and France as well as China, Russia, Poland and various countries in Eastern Europe. Moreover, the MARC O'POLO collections are available in MARC O'POLO's own eShops in Germany, Austria, Belgium, France, Switzerland, Sweden and the Netherlands under: <http://www.marc-opolo.com>

About Arvato SCM Solutions

Arvato SCM Solutions is an innovative and international leading service provider in the field of supply chain management and e-commerce. Partners come together with industry specialists in the fields of Telecommunication, Hightech & Entertainment, Automotive|Bank|Insurance, Healthcare, Consumer Products and Publisher. More than 14,000 employees work together to provide practical and relevant solutions and services worldwide. Using the latest digital technology, Arvato develops, operates and optimises complex global supply chains and e-commerce platforms, as the strategic growth partner for its customers. Arvato SCM combines the know-how of its employees with the right technology and appropriate business processes to measurably increase the productivity and performance of its partners.

As a leading European full-service e-commerce, omnichannel and retail logistics service provider; Arvato SCM Solutions has worked in the Consumer Products segment with world-renowned fashion, beauty and FMCG brands for over 15 years. Arvato's brand-specific service portfolio covers retail logistics, omnichannel and the entire e-commerce process

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chain: development of online shops, frontend management, mobile app, B2B & B2C logistics and shipping including returns management as well as payments and accounting, customer service and e-commerce consulting.

With 57 distribution hubs in Europe, Russia, Asia and the US, Arvato SCM Solutions provides the necessary scalability, flexibility and experience to give their customers the decisive competitive edge.

Arvato is a wholly-owned subsidiary of Bertelsmann.

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