

DAMCO RETAIL DIRECT

The end-to-end logistics solution for
retailers sourcing directly overseas





DIRECT SOURCING OVERSEAS

HELPING YOUR OVERSEAS SOURCING EXPAND AND EVOLVE

Are you looking for ways to lower the landed cost of products already sourced overseas or expand your direct sourcing into other product categories?

Overseas markets continue to increase the range and quality of products they produce, at a cost far below what is possible in established markets. Within this context new locations and vendors are emerging all the time, offering new opportunities more competitively than their predecessors. Establishing relationships may not be difficult, however, keeping track of orders and new vendors on a day-to-day basis is both expensive and risky.

Damco manages logistics for many leading retailers sourcing directly overseas, including lower cost locations like inland China, India and Bangladesh. Our retail team is expert in end-to-end logistics for direct sourcing. We have unique assets, global systems and a proven track-record helping retailers achieve unprecedented levels of reliability, visibility and efficiency in their supply chains.

Damco Retail Direct can help your direct overseas sourcing expand and evolve to capture opportunities while at the same time lowering costs and risks.

DID YOU KNOW

Some of the world's leading retailers and best-known brands use Damco as their logistics partner of choice when sourcing directly overseas, particularly in emerging markets. This gives us first hand insight into where demand for products is moving and which manufacturers hold the greatest potential for delivering as agreed.



THE BENEFITS OF AN END-TO-END SOLUTION

SOURCE DIRECTLY WITH ALL THE BENEFITS AND NONE OF THE RISKS

Damco Retail Direct is an end-to-end logistics solution designed to help retailers source products directly overseas more reliably, efficiently and with greater visibility.

Our people and extensive on the ground experience are responsible for managing vendors, following purchase orders, actively handling exceptions according to pre-agreed instructions, and ensuring goods are delivered on time and in full – every time. We make it possible for retailers to achieve unprecedented levels of reliability and efficiency in their supply chains, cutting out costs and at the same time providing end-to-end SKU-level visibility.

Damco Retail Direct can provide you with the following benefits while mitigating the risks that are normally connected with this type of logistics approach:

LOWER LANDED COSTS (BY UP TO 20%)

In situations where retailers have traditionally sourced indirectly, the removal of middlemen from the chain can obviously result in lower landed costs. In situations where direct sourcing is taking place, the consolidation and optimisation of these activities can further reduce total logistics costs.

IMPROVED SOURCING FLEXIBILITY (WITH LOW RISK)

Direct relationships with vendors will help you understand what is happening in the market, enabling you to react faster to short-term disruptions and long-term sourcing trend changes. Our dedicated implementation teams, established methodology and proven track record, make it possible to switch vendor or sourcing location with limited cost and risk.

RELIABLE PRODUCT SUPPLY (GREATER THAN 99%)

Establishing more professional direct sourcing relationships with overseas vendors can dramatically improve delivery reliability. Our dedicated team, global systems, standard processes for handling exceptions at key milestones, regular review of KPIs, and “prevent, manage, recover” principles ensure your goods arrive on-time, every time.

ACCURATE END-TO-END VISIBILITY (SKU LEVEL)

We can provide SKU-level supply chain visibility from the point of manufacture to the final destination with no IT integration required. This ensures that you always know what is happening with your shipments, allowing you to stay in control and reduce non-value added activities and carbon emissions to a minimum.

EASE OF MANAGEMENT AND GROWTH (ONE CONTACT)

With one point of contact, one contract and one invoice, you can significantly reduce your administrative burden and the valuable resources you typically use tracking missing shipments, documentation errors and dealing with queries. With access to our expert Retail Supply Chain Development team you can explore new opportunities quicker, cheaper and with less risk than ever before.

HELPING YOU SELECT THE OPTIMAL TRANSPORT MIX

When it comes to transportation, finding the optimal mix of air, sea-air and ocean is a major factor in reducing overall cost and carbon emissions. However, understanding the trade-offs and managing the risks posed by varying transit times can be challenging.

Damco has a simplified way of helping you select the optimal transport mix based on days, cost and carbon rather than merely mode of transportation. We make the differences between transport modes transparent, enabling you to make the right decisions for your cargo, optimising the mix to meet your business needs.

Our customers tell us this facilitates an informed discussion within their business, ensuring that buying, merchandising and logistics speak the same language, and are empowered to make the right supply chain decisions together.

Once those decisions are made, up-to-date information and active exception handling reduce the risk of transport time changes, while our “one contact” approach reduces the complexity of managing a mix of air, sea-air and ocean.



ALL THE COMPONENTS NEEDED TO PROVIDE THE MOST EFFICIENT END-TO-END LOGISTICS SOLUTIONS

We offer everything from simple freight forwarding to highly sophisticated and integrated end-to-end logistics solutions. We know that no two customers are the same, and therefore we design individual solutions to meet individual needs, putting together only those components that are truly valuable. As an independent third party logistics provider we are not bound to any partner, but instead work with many different partners to ensure objectivity and the best available price.

SUPPLY CHAIN DEVELOPMENT

Supply chain design, integration, development and optimisation services.

SUPPLY CHAIN MANAGEMENT

End-to-end management of the supply chain at all levels – operational, tactical and strategic.

VISIBILITY

Our visibility systems can provide data at whatever visibility level and milestones required. In addition, we make sure you have the right trade documentation, authenticated by the right people at the right time.

ORIGIN SERVICES

Our teams at origin provide all the services required to make sure your goods are shipped on-time, as required and in accordance with all local procedures, rules and regulations.

This includes:

- Vendor and purchase order management
- Active exception handling
- Local transportation
- Warehousing
- Consolidation and other value added services
- Customs clearance

TRANSPORT SERVICES

Our transport teams manage the planning and booking of all modes of transportation. Our global network allows us to cover 10,000 air and sea corridors worldwide. We provide full service solutions to meet all your needs.

This includes:

- Origin and destination transport planning and booking
- Ocean, air and sea-air freight planning and booking
- Data and document management

DESTINATION SERVICES

Our destination teams can meet all your inland transportation needs. Our flexible inland transportation services ensure your products are collected and delivered to the right place, on time and in full.

This includes:

- Customs clearance
- Warehousing
- Deconsolidation and other value added services
- Local transportation and distribution
- Invoice management

SUPPLY CHAIN DEVELOPMENT
SUPPLY CHAIN MANAGEMENT
VISIBILITY



ORIGIN
SERVICES



TRANSPORT
SERVICES



DESTINATION
SERVICES



THE FURTHER AWAY POTENTIAL VENDORS ARE, THE MORE LIKELY YOU WILL FIND DAMCO THERE

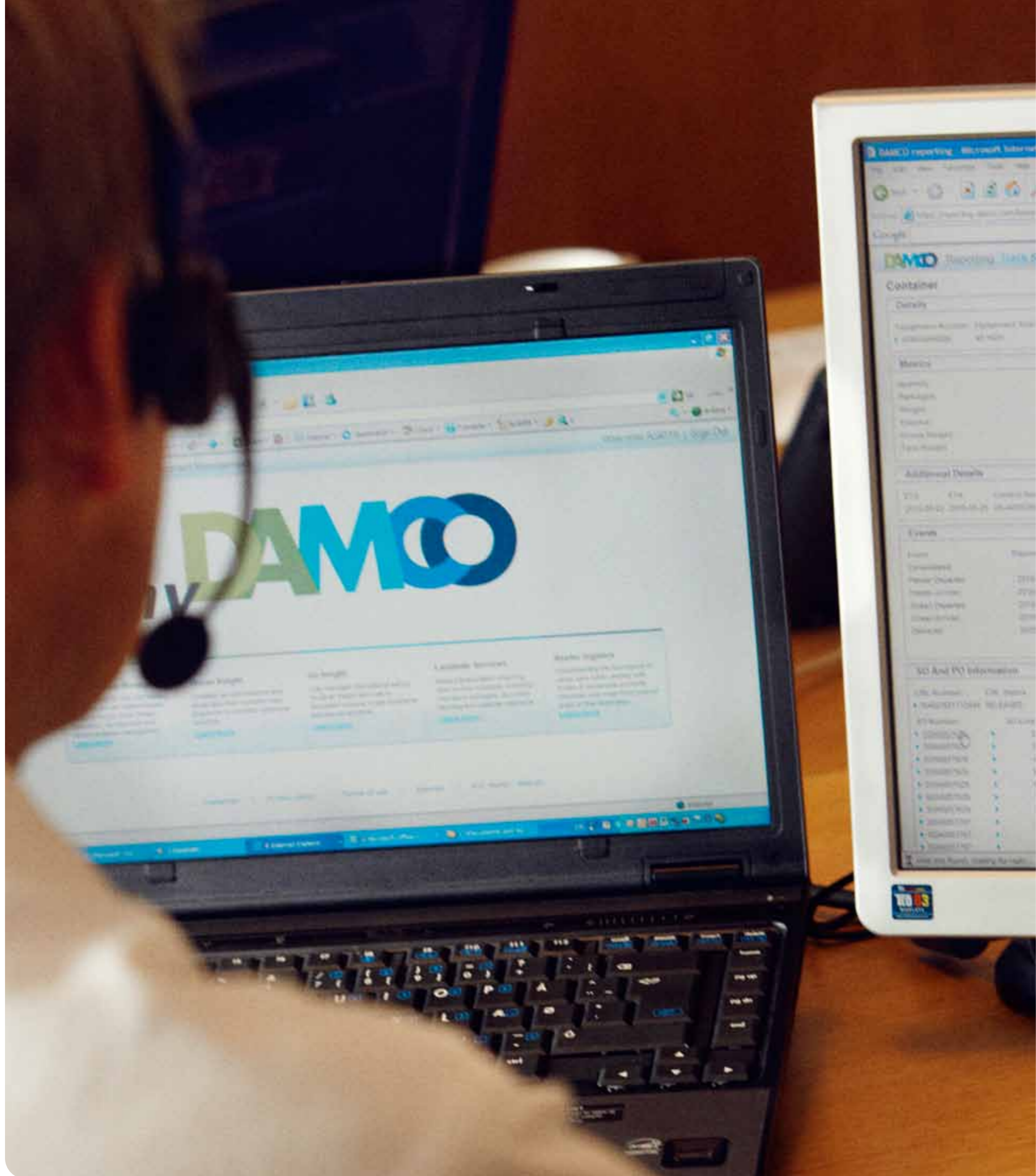
We are experts in managing retail logistics operations in overseas markets such as Asia, India, Africa and South America. We have on the ground presence in 315 locations in more than 110 countries around the world. More than half of our 10,500 employees are located in emerging markets. Some of the world's leading retailers and best-known brands use Damco as their logistics partner of choice when sourcing directly overseas, particularly in emerging markets. Last year we managed the movement of 2,300,000 TEUs and 60,000,000 KG of air freight for our customers around the world.

A brief overview of our global capabilities (as of June 2010) is shown here:

NORTH AMERICA	EUROPE	MIDDLE EAST	NORTH ASIA
Locations: 11	Locations: 120	Locations: 16	Locations: 31
Countries: 2	Countries: 46	Countries: 8	Countries: 4
People: 400+	People: 2100+	People: 200+	People: 2500+
LATIN AMERICA	AFRICA	SOUTH ASIA	ASIA PACIFIC
Locations: 36	Locations: 47	Locations: 22	Locations: 32
Countries: 15	Countries: 30	Countries: 5	Countries: 9
People: 600+	People: 600+	People: 500+	People: 1000+

Note: detailed people numbers exclude 2000+ blue collar employees in various locations

NORTH AMERICA CANADA / USA **LATIN AMERICA** ARGENTINA / BOLIVIA / BRAZIL / CHILE / COLOMBIA / COSTA RICA / CUBA / ECUADOR / EL SALVADOR / GUATEMALA / HONDURAS / MEXICO / NICARAGUA / PANAMA / PARAGUAY / PERU / PUERTO RICO / URUGUAY **EUROPE** AUSTRIA / AZERBAIJAN / BELARUS / BELGIUM / BULGARIA / CROATIA / CYPRUS / CZECH REPUBLIC / DENMARK / ESTONIA / F.Y.R.O.M / FINLAND / FRANCE / GEORGIA / GERMANY / GREECE / HUNGARY / IRELAND / ISRAEL / ITALY / KAZAKHSTAN / LATVIA / LITHUANIA / LUXEMBOURG / MALTA / NETHERLANDS / NORWAY / POLAND / PORTUGAL / ROMANIA / RUSSIA / SERBIA / SLOVAKIA / SLOVENIA / SPAIN / SWEDEN / SWITZERLAND / TURKEY / TURKMENISTAN / UKRAINE / UNITED KINGDOM / UZBEKISTAN **AFRICA** ALGERIA / ANGOLA / BENIN / BURKINA FASO / BURUNDI / CAMEROON / CENTRAL AFRICAN REPUBLIC / CHAD / CÔTE D'IVOIRE / DJIBOUTI / DRC / ETHIOPIA / GHANA / KENYA / MADAGASCAR / MALAWI / MALI / MAURITANIA / MAURITIUS / MOROCCO / MOZAMBIQUE / NIGER / NIGERIA / RWANDA / SENEGAL / SOUTH AFRICA / SUDAN / TANZANIA / TOGO / TUNISIA / UGANDA / ZAMBIA / ZIMBABWE **MIDDLE EAST** AFGHANISTAN / BAHRAIN / EGYPT / IRAN / IRAQ / JORDAN / KUWAIT / LEBANON / LIBYA / OMAN / QATAR / SAUDI ARABIA / SYRIA / UNITED ARAB EMIRATES / YEMEN **SOUTH ASIA** BANGLADESH / INDIA / PAKISTAN / SRI LANKA **NORTH ASIA** CHINA / HONG KONG / JAPAN / KOREA / TAIWAN **ASIA PACIFIC** AUSTRALIA / CAMBODIA / INDONESIA / MALAYSIA / NEW ZEALAND / PHILIPPINES / SINGAPORE / THAILAND / VIETNAM



ALWAYS OPEN FOR BUSINESS

WORLD CLASS SYSTEMS AND SUPPORT 24/7/365

In addition to our award-winning customer support teams throughout the world and the MyDamco portal (or EDI to your existing systems if you prefer), we provide the tools and data you need to stay in full control all day, every day. The following can be provided as standard:

BOOKING AND INTEGRATION

- Online tool to ease booking process
- Data can be uploaded from/to ERP
- No EDI integration needed

REPORTING

- 24-hour access
- Customised reports
- Multiple field selection
- Agreed milestones

TRACK AND TRACE

- SKU level visibility
- Multiple search criteria
- Connectivity with carriers
- Real-time

ELECTRONIC DOCUMENT MANAGEMENT

- Eight years storage
- Paper flow reduction
- Visibility into documentation process

EXCEPTION MANAGEMENT

- Customised criteria
- Integrated into the portal



HOW TO GET STARTED

A MEETING WITH A SPECIALIST FROM OUR RETAIL TEAM IS ALL IT TAKES TO GET STARTED

Our global retail team, with experienced specialists from all parts of the retail world, is available to meet at your request. Before we meet we would like to understand your business in more detail to ensure we present you with facts rather than opinions about where we can add value to your existing operations, particularly in terms of reliability, efficiency and visibility. Call or email one of our specialists today to have a fact-based discussion about your business.

Contact details can be found on www.damco.com.

If you would like to experience what Damco can do for you, we can arrange a trial with a small number of vendors, where we can agree to deliver goods at the same cost as with your existing solution and then pass any additional savings directly on to you.

GLOBAL LOGISTICS. INDIVIDUAL SOLUTIONS

Damco is one of the world's leading providers of freight forwarding and supply chain management services. For more than 100 years, we have been providing our customers with transportation and logistics solutions that support the way they want to do business, wherever they are in the world.

FROM SINGLE SHIPMENTS TO INTEGRATED SUPPLY CHAIN MANAGEMENT

Our hands-on services and strategic solutions are extensive and customised to meet our customers' every need. So whether it's a competitive rate for an urgent shipment or a strategic partner who can identify and create short-term efficiencies and build up long-term competitiveness, our team of logistics professionals are ready to help.

WE GET THINGS MOVING

We are present in practically every corner of the world, with hundreds of offices and a staff of 10,500 highly trained logistics professionals moving a volume of over 2,300,000 TEUs and over 60,000,000 KG of air freight annually. Our customers include many of the world's largest companies who use our services because they know that wherever and whenever they need us, they are met with our consistently high quality service levels and a professional can-do attitude.

VISIT WWW.DAMCO.COM FOR MORE INFORMATION

