

## ANOVO accelerates the deployment of its 'Reverse Logistics' offer with 5 new contracts

Richard Seurat, ANOVO Group CEO, comments: *"Our strategy, which consists of managing return flows and support refurbishment and repair services within a single hub, corresponds to market trends. The new contracts signed with ANOVO's core clients will help them to contain their warranty costs and improve Customer Experience while minimizing transport and environmental damages."*

### A REVERSE LOGISTICS HUB FOR TELEFONICA IN SPAIN

Since January 2008, ANOVO Madrid manages the return flows of telephones for TELEFONICA coming from vendors. Being the real interface between the Operators and the Manufacturers, ANOVO assures the screening and testing of more than 75 000 products per month, after which they will be either redirected to the relevant manufacturer or repaired in its Centers of Excellence in Madrid or Malaga. For its 'VIP' customers, TELEFONICA has also created a swap offering, in case of breakdown which ANOVO delivers.

### A REVERSE LOGISTICS HUB FOR NOKIA IN THE UK

NOKIA has chosen ANOVO to create a logistics platform in the UK (L-Hub) that centralizes the returns of the entire range of NOKIA mobiles under guarantee at the Thetford site along with the Norwich Center of Excellence. ANOVO screens, tests and checks each handset before sending it to the adapted repair center and ensures quality control. NOKIA, a client of ANOVO for over 11 years, has chosen ANOVO for its competence in reverse logistics that helps to reduce turnaround time while improving customer experience.

## **PHOTO SERVICE AND PHOTO STATION CHOOSE ANOVO FOR THE CENTRALISED FORWARD LOGISTICS HUB IN FRANCE**

ANOVO is taking over the forward logistics for PHOTO SERVICE's business (exclusive distributors of the Orange trade name), whose the retail outlets are mainly located in shopping malls throughout the whole of France. ANOVO's offer will include receiving orders, inventory management, preparing orders and deliveries, for the whole range of Orange mobile phones and internet access services. ANOVO supplies PHOTO SERVICE's retail outlets at D+1, thanks to its proprietary information and e-tracking system. This contract also includes the PHOTO STATION retail network (located in city centers). The Beauvais Center of Excellence (France) will be in charge of both contracts.

## **A REVERSE LOGISTICS HUB FOR SAMSUNG IN THE NORDIC COUNTRIES AND SPAIN**

A reverse logistics hub has been created for SAMSUNG at the Västeras (Sweden) Center of Excellence. The facilities provide reverse logistics, screening, testing and repair services for all the SAMSUNG monitors or flat screens (LCD/ Plasma) and telephones returned by vendors in Sweden, Finland and Denmark. ANOVO manages also the 'pick-up and return' service for the monitors which are dispatched to the Västeras Center of Excellence where they are repaired and then transferred to the swap stock if necessary. More than 40 000 products are dealt with every year for SAMSUNG. This same offer is today being deployed for SAMSUNG in Spain.

## **MEDIA MARKT CHOOSES ANOVO FOR ITS MULTI-PRODUCTS REVERSE LOGISTICS HUB**

The German consumer electronics retail chain MEDIA MARKT (number one in Europe) has given ANOVO the responsibility of the reverse logistics of all its digital products in Sweden. Every day, ANOVO, accepts returned products that are defective which are then transferred to its Centre of Excellence at Västeras (Sweden). 150 000 products are verified, screened and tested every year according to the level of intervention required. ANOVO repairs the defective products - or transfers them to sub-contractors in the case of very specific repairs - then they are redistributed to the stores. For products that are beyond repair, ANOVO manages the clients credit notes on behalf of the manufacturers. The entire range of such 'customized' services provided by ANOVO significantly improves the turnaround time and the quality of after sales services provided by MEDIA MARKT.

**About TELEFONICA:**

*Telefonica S.A. is a Spanish multinational company in the telecommunications sector. It is present in Europe, South America and Morocco, with 44 million clients for fixed line telephone of which 19 million are in Spain. It is the leading telecommunications operator in the Spanish and Portuguese-speaking countries.*

**About NOKIA:**

*Nokia Corporation is a Finnish multinational communications corporation, focused on the key growth areas of wired and wireless telecommunications. Nokia is currently the world's largest manufacturer of mobile telephones, with a global device market share of approximately 39% in Q3 of 2007.*

**About SAMSUNG:**

*Samsung Electronics is a South Korean multinational corporation and the world's largest and leading electronics and information technologies company.*

**About MEDIA MARKT:**

*Media Markt is a German retail chain for consumer electronics with numerous branches throughout Europe. It is Europe's largest retailer of consumer electronics.*

**About ANOVO:**

*ANOVO is the leading European provider of maintenance and customization services for digital technologies ([www.a-novo.com](http://www.a-novo.com)). With sales revenues of €323 million and 5,200 employees (2006/2007), ANOVO is the leading European provider of maintenance and customization services for the digital technologies used by major telecommunications and multimedia companies to deliver triple play (voice/data/image) solutions. ANOVO runs over 19 American and European Centers of Excellence, and handles high volumes of products with an acknowledged level of quality.*

**Contact:**

François Lefebvre, Chief Financial Officer

Tel. : +33 (0)1 58 17 00 81

ESIN Codes : FR0004152593 (actions), FR0000181174 (convertible bonds OCÉANE), FR0000341174 (ABSA), Bloomberg Code: NOVO FP ; Reuters Code : ANOV.L