

NEWS RELEASE



Please find here a news release issued today by SEKO Logistics:

Media contact: Jamie Roche, JRPR

Date: November 27th 2013

T: + 44 (0) 1344 631880/1/3

E: jamie@jamierochepr.co.uk

SEKO LOGISTICS JOINS ADVISORY BOARD OF THE INTERNATIONAL OMNI RETAILING MARKETS ASSOCIATION (IORMA)

David Emerson, Group Sales and Marketing Director at SEKO Logistics, has joined the Advisory Board of the International Omni Retailing Markets Association (IORMA).

IORMA provides global and regional knowledge for members on all matters relating to the growing world of Omni-channel retailing.

IORMA's services benefit businesses, organisations, government and academia in understanding the rapid changes in the whole value chain of the sale of products and services to consumers throughout the world. Retail is now seamless across online, mobile, TV and physical shops and to support this IORMA is integrated across retail channels, and global in its outlook and expertise.

David Emerson said: "Joining IORMA's Advisory Board alongside many other leading industry executives reflects SEKO Logistics' position at the leading edge of global fulfilment. We have expertise to offer IORMA's members based on our knowledge of working with customers on three continents in the Omni-channel space. To realise the fast growth opportunities in the market, customers want end-to-end visibility and to take product out of the factory to the

distribution centre and out to the customer seamlessly and all on a single operational and technology platform. In SEKO Logistics' world, that's what happens."

2013 has seen the launch of SEKO Omni-Channel Logistics, a new integrated eCommerce and logistics division to fast track traditional 'bricks and mortar' retailers into the \$1 trillion global eCommerce market. It offers customers a single source for global fulfilment, delivery management, returns solutions and eCommerce development and design.

SEKO Omni-Channel Logistics enables consumers to experience a retail brand in exactly the same way from a marketing perspective, regardless of the sales channel - so whether mobile, web, retail or catalogue. Its fulfilment offering is built around a network of multi-user logistics sites in the U.S., Asia, Europe and Australia and allows e-tailers and retailers to outsource their eCommerce-focused global fulfilment and international logistics. SEKO Logistics already provides this service to numerous companies from global multi-channel retailers to niche brands and product owners.

-ends-



About SEKO Logistics

We provide a suite of logistics services which enable our customers to use their supply chain as a competitive differentiator. As a customer centric organization, we are powered by the expertise of our people and our in-house-developed, best in class, customizable technology. It is this combination which gives SEKO its strength.

With over 120 offices in 40 countries worldwide, our unique shareholder

management model enables customers to benefit from our specific industry sector expertise coupled with vital in-country knowledge and unparalleled service at the local level. This unique model provides our customers with:

- Hands-on service and support
- Personal relationships
- Creative, customized solutions
- Responsiveness and reliability
- Flexibility and consistency

We have a flat management structure, with just three layers between the customer and the CEO, making us 'fast on our feet' in delivering solutions that can meet each customer's exact requirements. This lean and nimble structure increases our decision-making speed and gives us an ability to implement customized solutions which far exceed those of our competitors.