



**PRESS RELEASE**  
Paris, June 16, 2010.

## **Parrot, world leader in wireless peripherals for mobile telephony, entrusts management of its supply chain and reverse logistics to Geodis Logistics**

**Following a call for tender launched in 2009, Geodis Logistics has concluded a contract with Parrot covering stock management, equipment customisation and reverse logistics for its products.**

Following a stringent competitive process launched by Parrot with all market players, Geodis Logistics has won a multi-year contract to manage the key stages of the company's supply chain.

As a result, since February 1st, Geodis Logistics has been providing the following services for Parrot out of one of its logistics hubs in the Paris region:

- Receipt and visual quality control of components from Parrot's Asian factories
- Stock management
- Customisation of equipment depending on the recipient, with the incorporation of specific software
- Assembling kits
- Order preparation
- Reverse logistics services for products returned to after sales, testing these and where applicable, incorporating them into WEEE management.

The products concerned are essentially hands-free systems for mobile phones and top-of-the-range multimedia products, destined to be sold in over 60,000 outlets worldwide. Geodis Logistics takes care of order management for 80 countries in the EMEA and Latin America zones, supplying the products to Certified Installer networks, automobile accessory manufacturers, non-food superstores and department stores.

The partnership concluded between Parrot and Geodis Logistics illustrates the manufacturer's desire for its customers and users to benefit from the services of a logistics provider with expertise in the high-tech product sector, capable of guaranteeing high-quality, flexible service.



*"The technical complexity of our products and market considerations call for flawless distribution to our end customers,"* said Philippe Poussin, Parrot's Chief Production and Quality Officer at the contract signing. *"We are convinced that Geodis Logistics' familiarity with this sector will enable it to provide the required levels of quality."* For his part, Jean-Paul Vignal, Director of Geodis Logistics, said: *"I am delighted with this partnership with Parrot, a leading group which shares our values in terms of meticulous customer service. Our expertise in the high-tech sector means we will have no problems adjusting to Parrot's constant innovations."*

About Parrot:

Parrot designs and develops wireless peripherals for mobile telephony. The highly innovative company was founded by Henri Seydoux in 1994. Its aim is to contribute to the ever-expanding use of mobile telephony by creating wireless peripherals to make life easier. Parrot develops fitted Bluetooth hands-free systems for cars, offering the broadest range on the market. Its Bluetooth/Wi-fi connectivity offering is aimed at all mobile phone users as well as automotive equipment manufacturers (OEMs).

In 2008, Parrot launched the 'Parrot by' collection: top-of-the range multimedia products with styling by renowned designers. Parrot, which is headquartered in Paris, now has a workforce of 450 worldwide, with business outside France accounting for 85% of all sales. Parrot has been listed since 2006 on NYSE Euronext in Paris.

[www.parrot.com](http://www.parrot.com)

Euronext Paris-Eurolist C: FR0004038263-PARRO

About Geodis and Geodis Logistics:

A subsidiary of the SNCF group, Geodis is a world-class global supply chain operator based in Europe, where it is the fourth-largest logistics provider. With its capacity to manage all or part of the logistics chain (air and sea freight forwarding, groupage, express parcels, contract logistics, LCL and FCL shipments, reverse logistics and supply chain optimisation), the Group works alongside its customers in their strategic, geographical and technological developments, offering appropriate solutions for each specific challenge to optimise the flow of physical items and data alike. Geodis has logistics offerings to address the challenges of every major sector in the economy. With a network spanning 120 countries, the Group's 28,000-strong workforce provides the talent of multicultural teams, genuine local presence, and a high degree of flexibility and responsiveness. In 2009, Geodis had a turnover of 5 billion euros.

Geodis Logistics is the logistics division of Geodis.

**Gilles Barbier**

GEODIS LOGISTICS

Communication Director

Tel: +33 (0)1 56 76 27 03

/ +33 (0)6 08 55 48 96

[gilles.barbier@geodis.com](mailto:gilles.barbier@geodis.com)

**Vanessa Loury**

PARROT

PR Director

Tel: +33 (0)1 48 03 60 58 /

+33 (0)6 86 56 81 33

[vanessa.loury@parrot.com](mailto:vanessa.loury@parrot.com)