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EDITORIAL

Sustainable Development is at the heart of the SDV strategy. The recent launch of the SAVE PROGRAM strengthens this commitment. We are willing to meet this challenge to make carbon reduction the new driver of logistics performance.

SAVE PROGRAM* is SDV's environmental customer solution. It is an integrated 3-step solution:

1. A CO2 calculator to MEASURE the carbon footprint of shipments
2. Eco-responsible solutions to optimize the supply-chain and REDUCE CO2 emissions
3. A voluntary carbon offsetting scheme giving customers the opportunity to TAKE ACTION by participating in climate change program

SAVE PROGRAM emphasizes our innovative approach: First we monitor the evolution of our customers' needs, the regulations as well as the techniques. Then, we integrate a high degree of technology and expertise into the new concepts. And finally we propose tailored solutions and ongoing support.

"Innovation" by SDV is driven by imagination and competitiveness, From now on, this includes our environmental solutions.

Herbert de Saint Simon
SDV CEO

* For more information, please visit: www.sdv.com/saveprogram

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SDV NEWS

October 28, 2011 - SDV Selected for Airbus' Worldwide Spares Warehouse Management

SDV has been selected to manage Airbus' spares warehouses in Hamburg, Frankfurt, Dubai and Singapore to ensure around-the-clock supply under full aviation quality requirements.

SDV will take over operations at Airbus locations or operate its own logistics facilities.

Based on Airbus specifications, SDV will deploy a general process at all locations and integrate packaging and storage services as well as customs clearance and quality inspection when required.

The SDV proposal was based on the experience of its teams in managing global supply-chain projects and their long-standing experience in the aerospace industry and the Airbus processes.

Operations successfully began in Dubai on July 1st, 2011. The Hamburg warehouse Entry Into Service is scheduled for January 1st 2012, with the remaining locations currently in the planning stage.



October 7, 2011 - SDV Presents its Latest Healthcare Solutions at the CPHI-ICSE

CPHI-ICSE exhibition in Frankfurt, Germany was held from 24th to 27th October 2011. SDV participated in this event for the first time, supported by our Healthcare team from China, South East Asia, India and Europe, some of our agents as well as several of our customers.

By unveiling a new movie dedicated to SDV healthcare expertise (visit sdv.com), SDV presented the latest tailor made Healthcare solutions to assist all the players of this industry.

Emmanuel Pétrequin, SDV Healthcare Manager for Asia Pacific, led a conference focusing on how the pharmaceutical industry can combine cost reduction and security in distribution.

August 19, 2011 - Vendor Convention by COMI and SDV Focused on Buyer Consolidation Program

COMI is a subsidiary of the "Groupement des Mousquetaires" - a privately owned retailing symbol group based in France and ranked No. 1 in terms of number of sales outlets in Europe. As the nominated forwarder in South China and other Asian ports, SDV has taken care of all the outbound shipments for COMI since 1st April 2011.

COMI and SDV launched a Buyer Consolidation Program in Shenzhen to optimise the import activity. In order to convince all their suppliers to support this program, SDV and COMI jointly held a vendor convention in which two main points had been highlighted: The SOP (Standard Operating Procedure) and transport cost savings which are provided to the suppliers if they participate in this program.

▶ October 12, 2011 - SDV Brazil to Develop a Long Partnership with Helibras

on SDVLIVE.com

▶ September 22, 2011 - SDV Vietnam has Successfully Achieved the Integrated Management System (IMS) Certification

on SDVLIVE.com

November 7, 2011- First "International Health Forum" December 7, 2011 - Paris

UBIFRANCE, the French agency for international business development, is holding the first "International Health Forum" on December 7th, 2011 in Paris. This event, sponsored by SDV, is dedicated to the healthcare industry (medical devices, pharmaceuticals, biotechnology and e-health).

The main purpose of this forum is to allow participants to meet the UBIFRANCE global network of experts (South Africa, Germany, Saudi Arabia, Australia, Brazil, Canada, Chile, China, Spain, USA, Finland, Israel, UK and Russia) as well as experts in transport and logistics from SDV. The objectives are to inform, share and speed up international business development.

On the agenda: workshops, conferences, networking and interviews. Additionally events such as a conferences or workshops will be organized with partners from various economic sectors.

▶ September 13, 2011 - SDV Australia: Operating a New Fragrances & Flavors' Warehouse for Givaudan

on SDVLIVE.com

▶ September 1, 2011 - SDV Partner to Commemorate the Tenth Anniversary of 9/11

on SDVLIVE.com

TRANSPORT AND LOGISTICS

Information Advantage

As companies increasingly trade with multiple partners around the world they are seeking more efficient, cost-effective and flexible supply-chain solutions.

“Successful management of information is becoming critical to the supply-chain,” says Frédéric Serra, Business Solutions & Supply Chain Manager at SDV.



From the more established services such as tracking to the provision of electronic exchanges, logistics and transportation players are offering broader technological solutions.

Reporting provides companies with customized analytical information through a consolidated view of their supply-chain activities while measuring the performance of parties involved. It also offers exception

management allowing for better planning and reactivity.

Order management is another high-growth area. By using their worldwide network and proximity to vendors, providers can ensure the quantity, quality and timeliness of their clients' purchase orders.

Lastly, interfacing allows clients to integrate logistics and transportation providers' systems into their own computer networks so speeding up the exchange of information and reducing data entry as well as the potential for errors.

“We can receive booking instructions and purchase orders and send back the status of shipments using international electronic data interchange standards or the client's own format. SDV expects to have around 100 integrated clients by the end of this year compared to just eight back in 2007”.

In the future, information systems are expected to further integrate the supply-chain and include decision making tools. Transportation plans will be optimized by the selection of modes and means according to cost and time real-time constraints.

Therefore logistics providers will be even more involved in the management of the supply-chain.

▶ Russia: Staying Ahead of the Rules for a Seamless Transport on SDVLIVE.com

▶ Combining Sea & Air: Cheaper and Faster on SDVLIVE.com

▶ Logistics for Competitiveness in North Africa on SDVLIVE.com

INDUSTRY SECTORS

Asian Appetite for Luxury Grows

World-renowned companies are all hoping to profit from surging Asian demand.

Sales of luxury goods in China will grow an impressive 25% this year. The rest of the Asia-Pacific is expected to show 15% growth.

But as Asian consumers boost spending on high-end products, so they are becoming more demanding, putting pressure on the luxury-goods makers to ensure their handbags, perfumes or stilettos reach the stores in a timely fashion.

Given the logistical challenges of transporting goods from Europe to Asia, many manufacturers are rethinking their supply chain to gain a competitive edge and ensure they have sufficient stock to meet demand.

Thus, under the regional distribution model, companies ship their goods to the central Asian hub and then the products are labelled and customized for different markets. “This can prove an effective way to cut time-to-market, costs and stock”, says Yves Laforgue managing director of SDV in Singapore.

Many manufacturers are rethinking their supply-chain to gain a competitive edge

SDV manages several regional distribution platforms in Singapore, servicing around 50 large clients including high-end clothes manufacturers and other luxury-goods groups. Regional hubs, for example can efficiently customize cosmetics gift sets destined for duty-free shops as the packaging is typically produced in Asia.

Moreover, Singapore offers an attractive distribution hub with both its free-trade zone status its central location in Asia: just two to six days by sea from any individual Asian country. Companies with stock in Singapore can therefore be more reactive to the needs of their clients without being forced to send their goods by air.

As they experience rapid growth, some luxury-goods manufacturers have simply not taken the time to focus on the logistics of the Asian market. A strategic makeover could add new luster to their business.

▶ Shipping to Succeed in Exhibitions and Events on SDVLIVE.com

▶ Bringing New Aircraft Home on SDVLIVE.com

▶ Aid Operations in Japan on SDVLIVE.com



SUSTAINABLE DEVELOPMENT

The Socially Responsible Network

The vast majority of the world's biggest companies have Twitter accounts, Facebook pages, YouTube video channels or corporate blogs. Some have taken the idea one stage further, creating a network around a specific social engagement. For example, Earthtalent, a Web 2.0 organization encourages the Bolloré Group employees to create initiatives aimed at supporting three of the United Nations Millennium Development Goals: to promote gender equality and empower women, to improve maternal health and to develop a global partnership for development.

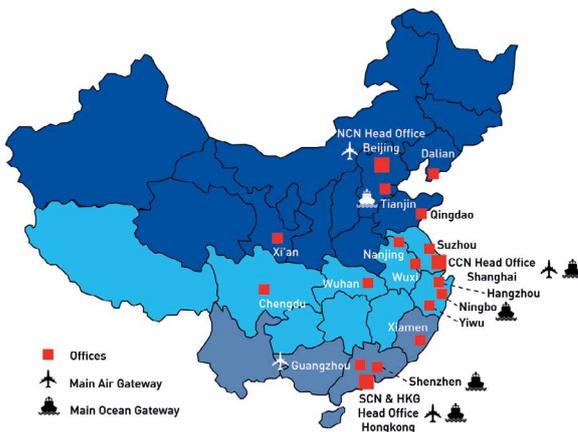
"Women will play a vital role in our changing world," explains Dorothee Van der Cruyssen head of international project development at Bolloré Holding in Paris. "Crucially, the network's values are aligned with those of the Bolloré Group, SDV's parent company, with its focus on the development of future generations".

So far, Earthtalent has focused on Africa, approving ten projects there. This year, Earthtalent focus its actions on SDV's network in Asia. Three "ambassadors" within the group were appointed to represent the network locally and support the development of actions. These networks encourage communication across groups with a wide geographic spread and help employees learn about different cultures.

Sites with a specific social engagement also help foster a more positive corporate image, both internally and externally. They can help humanize the workplace, act as an incubator for new ideas and create lasting links with local players while contributing to the development of local economies and societies.

"A social network should create values but also produce something concrete".

MARKET FOCUS by SDV China



With over 1.3 billion citizens, People's Republic of China (PRC) has the largest population in the world. Despite global economic downturn in 2009, China rebounded quickly, outperforming all major economies in 2010 with a GDP growth of 10.3%. Nowadays China is the world's top exporter and became the second largest economy from 2010. This growth led to the emergence of National champions such as: Telecom (Huawei - ZTE), High Tech (Lenovo) Automobile (SAIC) Household Appliances (Haier) Aerospace (Comac).

Shanghai is the world's busiest container seaport with over 29 million TEUs in 2010, while Hong Kong, Shenzhen, Ningbo, Guangzhou, Qingdao are also listed among the top 10. Hong-Kong is ranking the world's largest cargo airport with over 4 million tons.

SDV was established in China in 1994 and provides integrated end-to-end solutions to the major industries such as telecom, high tech, fashion, perfumes & cosmetics. Several teams are committed to the aerospace sector located in the major hubs including Beijing, Shanghai, Chengdu, Guangzhou and Hong Kong.

Moreover, a specific operational structure in Tianjin Free Trade Zone, dedicated to the aerospace development, is servicing Airbus and its suppliers.

SDV offers fully equipped warehouses in the main ports, terminals and industrial

areas across the country. Focused on sea and air freight management, the Chinese entity exports mainly toward Intra Asia, Europe & Africa. In compliance with the major standards -ISO 9001/14001, NVOCC, IATA, CATA - SDV is undergoing its activities while paying special attention to the protection of the natural environment: "we contribute to the conception of our customers' "green" logistics policy to offer eco-responsible solutions".

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