



BOLLORE LOGISTICS EXPANDS INTO THE HIGH-TECH AND TELECOM SECTOR

With double-digit global growth, the high-tech and telecommunications sector requires fine-tuned and agile logistics. Over the years, Bolloré Logistics has acquired solid expertise in designing adaptive supply chains and their portfolio already includes the biggest players in the market.

In order to give an extra dimension to this promising vertical market, Bolloré Logistics has appointed Kris Jacobs as Global VP High-Tech & Telecom. Kris Jacobs was previously Head of global industrial accounts in the ASPAC region and based in Singapore. He will now be responsible for leading Bolloré Logistics' global development for the high-tech and telecom vertical.

This transport and logistics expert knows the company well, having been with them for 8 years. He has a customer-centric strategy; his approach aims to translate customers' issues into tailor-made logistics solutions.

"I have great confidence in Kris and I am counting on him to develop this business and to attract new customers. He is a true professional and his knowledge of the company will enable him to develop operational, human and commercial synergies within our global network," explains Olivier Boccara, Executive VP Sales and Marketing of Bolloré Logistics.

The supply chain of the high-tech and telecom sector is particularly sensitive. It has to coordinate supply from suppliers all over the world and in particular from emerging countries. Our goal is to design logistics processes that reduce costs while ensuring continuity of production, using an approach of just-in-time delivery and on-demand manufacturing.

"I am delighted to take up this position. I have a great team at my side. Together we will rapidly identify new targets and objectives and we will outline the roadmap to position Bolloré Logistics as a key logistics player in this sector," says Kris Jacobs.

About Bolloré Logistics

Bolloré Logistics is a global player in the supply chain and ranks among the world's top 10 transport and logistics groups, with an integrated network of 600 agencies in 111 countries. Placing customers at the heart of its strategy, Bolloré Logistics is committed to designing innovative, robust and agile solutions. Through the reliable management of the entire supply chain, the company has developed a high level of resilience enabling it to control risks by securing transport plans through alternative options and to lead a continuous improvement policy over the long term while acting as an ethical and responsible player.

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