



PRISM

The next-generation 4PL company that supports
its customers in the transformation of their supply chain





Companies of all sizes are facing a need to transform the way they manage their operations. They expect a performance commitment from their strategic providers that is made possible by solid professional expertise, combined with a strong ability to make an effective contribution to the digital transformation of their supply chain.

In unsettled markets, they also expect total control of operational risks, while putting adaptability and transparency at the heart of their collaboration.

In response to all of these issues, Bolloré Transport & Logistics has created PRISM, an independent, neutral company operating on every continent.

PRISM incorporates and implements the best Transport and Customs solutions to serve its customers; primarily major corporations seeking transformation but also fast-growing SMEs and mid-tier businesses wishing to structure their operations quickly.



PRISM in a nutshell...

PRISM delivers an integrated services and consultancy offer designed to meet the specific needs of its internal and external customers who are engaged in transforming their supply chain.

Through a range of dedicated services, PRISM supports its customers by committing to a performance obligation, particularly in terms of economic competitiveness and operational excellence.

The solutions developed by PRISM are based on two-fold expertise, in both business and digital, applied to the transformation of Transport and Customs operations. The offer is complemented by the ability to manage projects and take charge of outsourcing programmes.

PRISM also guarantees the reversibility of its solutions (including digital ones), thus generating greater transparency. PRISM's customers thereby avoid the risks of dependency that are usually associated with outsourcing strategies.

As part of its operational excellence approach,

PRISM will objectively select the best suppliers in the market, contribute to the freight purchasing strategy, and provide end-to-end flow management while seeking to optimise costs and time to market. With its complete grasp of applicable requirements and conditions, PRISM also makes a concrete contribution to integrating eco-responsible solutions.

DID YOU KNOW?




More than 60% of respondents in a survey conducted by Bolloré Logistics in partnership with Transport Intelligence in 2020 believe that the pandemic has amplified the trends that have emerged in recent years: having real-time visibility of flows, making planning models more flexible, and placing sustainable development at the forefront of performance criteria.

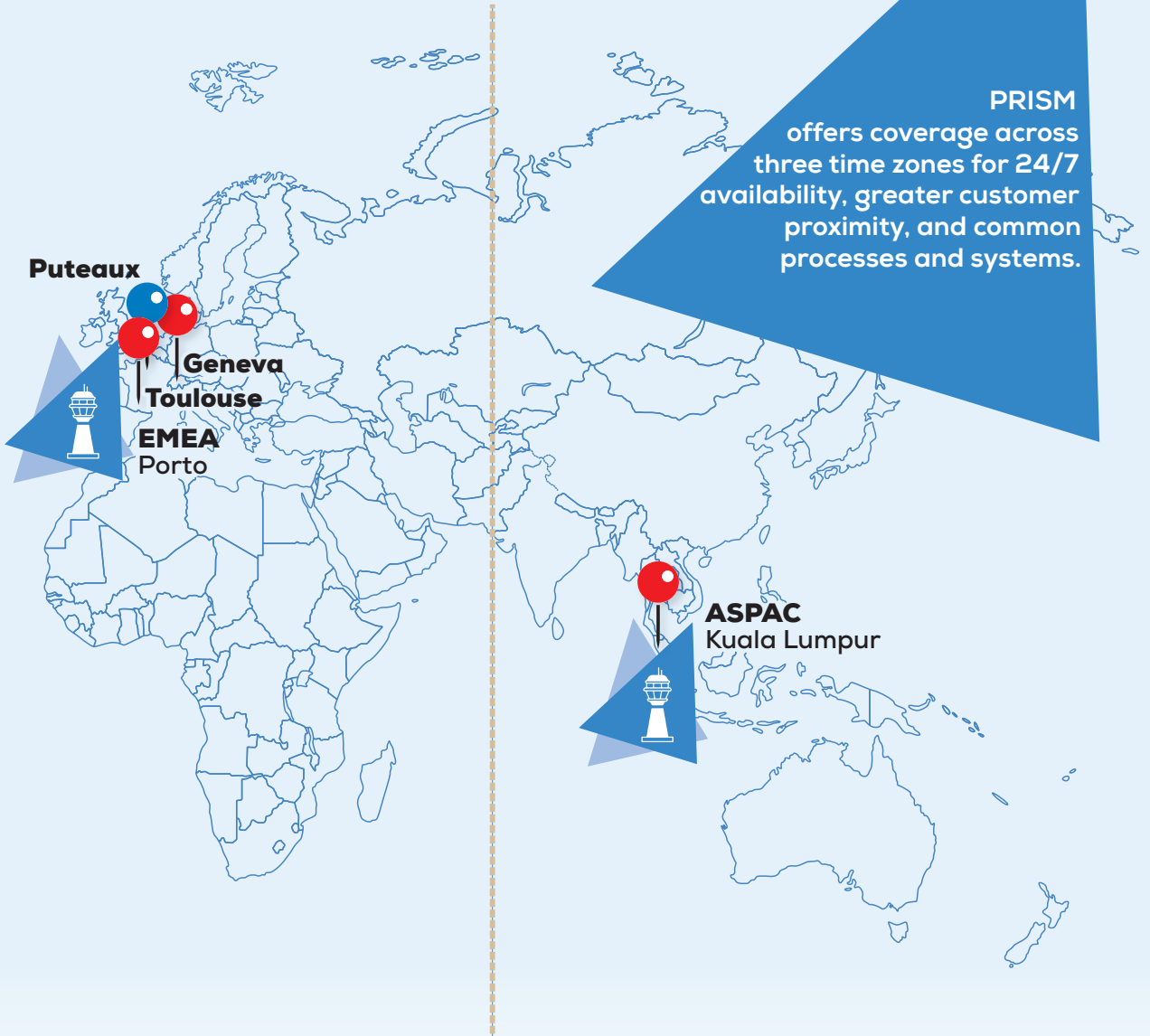
PRISM solutions



A network of PRISM operational hubs on every continent



-  **4PL Hubs Operational Centres**
 - Transport request integration & control
 - Transport request booking & monitoring
 - Claims & complaints registration
 - Level 1 support
-  **Contract steering**
 - Contract monitoring
 - 3PL management
 - Continuous improvement
 - Reengineering and Supply Chain design
-  **Head office**



PRISM offers coverage across three time zones for 24/7 availability, greater customer proximity, and common processes and systems.

PRISM is a global structure with a presence in every continent. The company works with nearly 100 employees in operational hubs in America (Mexico), Europe (Portugal) and Asia (Malaysia), and across its network of centres of expertise in France (Toulouse and Puteaux, also the location of its Head Office) and Switzerland (Geneva).

A completely neutral company

PRISM is committed to offering and deploying the best logistics services on the market. Having its own Customer Relationship Management (CRM) and operations management (TMS) systems, it can guarantee complete confidentiality and operational independence.

This fundamental commitment is expressed through the visibility and transparency of its activities in respect of all of its customers' strategic providers, and also through its privacy policy, a key element of its overall offer.



Strategic logistics providers



PRISM has a panel of strategic logistics providers, which is comprised mainly of its customers' partners but is also subject to change according to the needs expressed – always in full transparency.

Providers are therefore selected via a process of purchasing and assessing very specific elements of performance in order to guarantee the best objective choice and the most appropriate response for customers.

Customisable digital solutions

PRISM offers its customers the most appropriate digital technologies to meet their transformation challenges.

PRISM has its own management solution, LINK 4PL, developed in-house. It offers a wide range of features (collaborative management of quotes and pricing, transport management, centralised Track & Trace data in real time, cost control, unification of reporting and performance measurement, calculation of environmental footprint, and more).

PRISM is also committed to integrating the most relevant market solution for its customers, and offers reversibility within outsourcing projects, thus

eliminating any risk of dependence.



Specific solutions to meet industry challenges

Aeronautics & aerospace

The aeronautics & aerospace supply chain is characterised by a number of major challenges, including: strict security and customs compliance



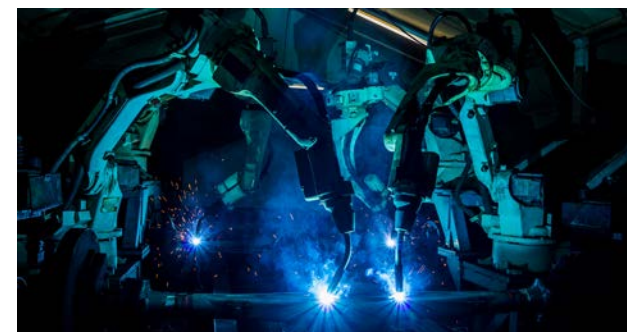
regulations, global suppliers, just-in-time processes, reduced repair cycles, significant financial assets, quality commitments, high costs, long lead times, etc. They all require real control of operations.

PRISM uses its knowledge of all the players in the sector and its global scope of activity to design solutions that are secure, economical and scalable.

To ensure immediate mobilisation within its hubs, PRISM's teams are operational 24/7 across three different time zones.

Automotive

The automotive industry faces many challenges, which require agile supply chains. Efficient parts and vehicle delivery logistics is key, and the flows from many globalised suppliers need to be accurately synchronised.



For its customers in the automotive sector, PRISM is involved in executing a robust, agile supply chain, incorporating predictive elements and alternative solutions to ensure continuity of supply.

Flavours and fragrances

The flavours and fragrances industry combines a variety of manufacturing and skills processes which represent a large number of suppliers of raw materials, semi-finished and finished products. To guarantee efficient logistics and a very high level of customer satisfaction, these complex supply chains, which are subject to seasonal fluctuations and product constraints, must be secure, agile and flexible. Industry expertise is essential to ensure compliance with regulations, particularly



regarding the transport of hazardous substances. With this in mind, PRISM experts have developed solutions that are secure, scalable, profitable and environmentally friendly, taking into account all the specific characteristics of this industry.

3 questions for ...



Alain Cohen,
Managing Director, PRISM

Why was PRISM created?

PRISM was created with the aim of responding to the needs of companies whose challenges in transforming and outsourcing their supply chain can be addressed by 4PL operators. PRISM enables Bollore Transport & Logistics, in addition to its traditional or 100% digital transport commission activities (with its subsidiary OVRSEA), to contribute to a more strategic relationship by providing innovative responses tailored to its customers' new needs.

What are its strengths and differentiators in the market?

We are both a so-called "4PL" provider and a genuinely independent, perfectly neutral consulting company. Our contracts are accompanied by a performance obligation with commitments to efficiency and savings. In the field of Transport and Customs, we draw on a wide range of skills including strong digital expertise and solid industry knowledge, in terms of both operational processes and our understanding of constantly changing markets. Our geographic presence enables us to deploy our

recommendations globally, regionally and locally.

What is PRISM's ambition?

We currently manage a transport budget of €450 million on behalf of our customers. Our ambition is to acquire major new contracts worldwide in the coming year. Our expansion will also require us to open new operational hubs in South Africa and the Middle East to extend our global coverage.



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