



NEWS RELEASE

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YUSEN LOGISTICS SMOOTHS LAUNCH FOR SAMSUNG GALAXY S4

The flexibility of Yusen Logistics' airport-centric inbound supply chain operation has ensured the smooth launch of the Samsung Galaxy S4 phone.

With unparalleled volumes of phones pre-sold, the arrival of the launch volumes from the Far East was eagerly awaited.

Samsung and Yusen Logistics have consistently worked together to compress cycle times between UK entry and availability of stock during a period of unprecedented growth. Yusen Logistics successfully delivered all the volume to Samsung's UK customer base within 12 hours of arrival into the warehouse.

Such is the success of Samsung's new innovative range of smartphones, the Yusen Logistics operation is forecast to deliver 50% more Samsung phones than last year.

Ian Ulvmoen, European Logistics Director at Samsung commented: "Yusen Logistics are ultra flexible, executing our requirements 100%. The demands of the high value business have changed the traditional supply chain and Yusen Logistics have turned conventional day 3 into day 1, providing a dynamic same day solution right from the plane landing, through to direct delivery to customers in the UK."

ENDS

Wednesday 22nd, May 2013

NOTES TO EDITORS

Samsung's entire UK supply chain is outsourced to Yusen Logistics, an operation which constantly handles high volume, multiple movements on land, sea and air simultaneously to three strategically located Yusen Logistics UK sites - the whole operation dedicated to maximising speed to market while minimising risk.

ABOUT YUSEN LOGISTICS

Yusen Logistics is a leading provider of contract logistics and air/ocean freight forwarding. Offering a truly global, total logistics service, the company provides warehousing, distribution, freight forwarding and supply chain management services. As of incorporation on 1st April 2011, the company's European region employs some 4,300 employees and operates 75 facilities with over 700,000 m2 of warehousing space throughout Europe, from Spain to Russia. The global headquarters of Yusen Logistics is Tokyo, with other regional headquarters for East Asia, South Asia/Oceania and the Americas.

ENQUIRIES

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