

Kerry Logistics to Work with ASOS in China

The United Kingdom, 6 November 2013

Kerry Logistics has secured a major contract with ASOS to support the on-line fashion and beauty retailer's push into the Chinese market.

Kerry Logistics will be supporting ASOS' e-commerce platform in Shanghai, and managing freight from the British retailer's UK global hub into China. ASOS is due to launch a Chinese-language version of its web site and open a flagship store in Shanghai.

"We went through an extensive process before selecting Kerry Logistics as our fulfillment partner in China," said Mark Holland, Supply Chain Director, ASOS.com. "All the way through they demonstrated their ability to support our strategic goals and their willingness to work at pace to deliver the ASOS brand in China. Their reputation and local knowledge in China made this an easy decision, I'm delighted at the prospect of working with the Kerry Logistics team."

Kerry Logistics will be operating more than 6,300 square metres of warehousing for ASOS, providing import agency services, managing import customs brokerage and providing domestic e-fulfillment. Value-added services will range from re-conditioning of consumer returns to product localisation.

"We are delighted to be working with the ASOS team and to be part of their exciting international growth as they launch into China this year," said Gary Wilcock, Managing Director - Europe, Kerry Logistics.

ASOS.com was launched in 2000, and offers over 50,000 branded and own-label product lines across womenswear, menswear, footwear, accessories, jewellery, and beauty. The on-line retailer, which already delivers to 190 countries across the globe, will initially offer around ten percent of its current stock to the Chinese market.

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About Kerry Logistics

Kerry Logistics is a leading logistics service provider in Asia with extensive operation across Greater China and other countries in the region. It is principally engaged in the integrated logistics and international freight forwarding businesses and currently has more than 400 service locations in 35 countries and territories. By managing approximately 36 million sq.ft. of logistics facilities, it provides customers with reliability and flexibility to support their future expansion and long-term growth. Kerry Logistics Network Limited is a wholly owned subsidiary of the Hong Kong-listed Kerry Properties Limited.

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