

NORBERT DENTRESSANGLE'S FREIGHT FORWARDING DIVISION SEALS ASUS CONTRACT RENEWAL

Norbert Dentressangle's fast-growing freight forwarding division has secured a major contract renewal with ASUS, a leading vendor of tablet and notebook computers and the world's No. 1 manufacturer of computer motherboards.

Employing more than 12,500 people worldwide, ASUS is a \$14 billion enterprise which designs and manufactures a wide range of technology products including graphics cards, optical drives, displays, desktop and all-in-one PCs, notebooks, netbooks, servers, multimedia devices, wireless solutions, networking devices, tablets and smartphones. One in three computers houses an ASUS motherboard.

ASUS appointed Norbert Dentressangle's US freight forwarding business (NDO America Inc.) in 2011, to manage the ocean freight of product from four production facilities in China to the US, and the onward distribution of products to ASUS' US customers, which include Best Buy, OfficeMax, Staples and Sears. Up to 25 containers of finished product are shipped each week.

In this time, Norbert Dentressangle has introduced a range of improvements, including negotiating better schedules and more flexible and cost-effective carrier agreements, relocating the port of entry from Oakland to Long Beach and establishing a dedicated port-side handling facility. As a result, time to market has reduced significantly - a critical success factor in the consumer technology sector, where product lifecycles can be as short as 13 weeks. On-time deliveries to ASUS' major customers have also increased from less than 70% in 2010 to between 98-100%.

Due to the success of the ocean freight operation, ASUS has since extended the partnership with Norbert Dentressangle to include the management of air freight out of its manufacturing plant in Chongqing.

Under the new contract, Norbert Dentressangle's US freight forwarding business will handle all air and ocean computer products from more than 20 factories in mainland China, managed by a dedicated team of 20 colleagues in the US and China.

ASUS is amongst the first customers to benefit from Norbert Dentressangle's implementation of SAP's transport and event management solutions, providing end-to-end visibility of air and sea shipments from China to the US, along with all associated commercial and operational documents. The system also generates a comprehensive reporting suite and provides a secure, web-based platform for the sharing of information with ASUS' partners as required.

Norbert Dentressangle will also continue to handle ASUS' American transport operations, delivering product to over 1,500 destinations throughout the US and expects to enter discussions with ASUS regarding its US warehousing operations during 2014.

David Weiss, Director, Retail Operations and Supply Chain at ASUS said: "We have absolute confidence in the Norbert Dentressangle teams, both in China and the US. In addition to their operational capabilities, they are a proactive and strategic partner who – despite the largely transactional nature of the freight forwarding industry – demonstrate an in-depth understanding of our business and a willingness to invest time, money and resources to continually improve the service they provide."