

**PRESS INFO**

Kuehne + Nagel UK

Kuehne + Nagel provides new logistics solution for Hamleys

London / UK, December 20, 2012 – Hamleys, one of the world’s best-known retailers of toys, has extended its partnership with Kuehne + Nagel to support its expansion plans. A new logistics solution which leverages a hub operation at the Yantian Bonded Logistics Park in China, for consolidation of inbound supplier volumes, will facilitate future growth.

Established over 250 years ago, Hamleys is regarded as one of the finest toy retailers in the world. The company has undergone significant growth since 2008, opening several stores across the globe in the United Arab Emirates, Jordan, India, Russia, Saudi Arabia, Scandinavia and other key locations. This aggressive expansion is set to accelerate, with further store openings planned.

Kuehne + Nagel worked with Hamleys to examine inbound stock flows and provide a cost-effective solution that would help fully integrate international franchisees into a streamlined global supply chain. Key deliverables included maximising the efficiency of stock movements, increasing the effectiveness of franchise orders, re-labelling in accordance to franchisees’ requirements and creating a scalable supply chain operation to enable growth in franchise stores.

Following analysis of the most efficient routes to market for Hamleys, Kuehne + Nagel’s facility at Yantian was identified as providing the best in class solution. The results are more cost effective routing, lead-time reduction and an improved cash-to-cash cycle for Hamleys.

Alasdair Dunn, Chief Financial Officer for Hamleys commented “We were very pleased with Kuehne + Nagel’s analysis of our complex issues and the solutions they proposed. We are delighted to be partnering with them as our global expansion progresses.”

Steve Johnson, Seafreight Solutions Manager for Kuehne + Nagel UK added “We are proud to have delivered a scalable, robust and efficient supply chain solution for our long term partner and look forward to further supporting their global ambitions.”

About Kuehne + Nagel

With over 63,000 employees at more than 1000 locations in over 100 countries, the Kuehne + Nagel Group is one of the world’s leading logistics companies. Its strong market position lies in the seafreight, airfreight, contract logistics and overland businesses, with a clear focus on providing IT-based integrated logistics services.

Further information can be found at www.kuehne-nagel.com

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