

Vivino chooses XPO Logistics for its expansion into e-commerce

April 06, 2017 - XPO Logistics, a leading global provider of transportation and logistics solutions, has been awarded a multi-year contract by Vivino, the world's most popular wine app. Vivino's expansion into online wine sales is expected to generate shipments of approximately 500,000 bottles of wine per year. XPO Logistics will manage Vivino's entire e-commerce supply chain, from wine cellars to home delivery, from its multi-customer warehouse in Trezzo sull'Adda, near Milan.

The revolutionary Vivino app for wine enthusiasts has over 20 million users and was originally launched to provide evaluations of bottles and wineries based on thousands of peer reviews, simply by scanning wine labels. Recently, Vivino expanded into periodic sales promotions to its user base in partnership with wine producers. Vivino turned to e-fulfillment expert XPO Logistics to ensure a smooth e-commerce process and technology tailored to its needs and product requirements.

XPO Logistics invested in creating seamless interfaces between XPO Logistics, Vivino and third-party courier services. The technology monitors the complete supply chain in real time, from a product's arrival at the warehouse to the physical delivery to the consumer – a process that takes just two days on average. Incoming and outgoing flows and delivery details are tracked by the system, providing Vivino with visibility across all operations. Moreover, thanks to the use of a multi-client site, XPO Logistics can provide Vivino with greater flexibility in terms of both space and personnel, to respond to seasonal demands.

For the e-fulfillment process, XPO Logistics has tailored a logistics solution that optimizes customer satisfaction. Warehouse teams promptly prepare each shipment using packaging materials designed to ensure the safe transport of bottles of wine. An XPO-designed customer service system ties directly to Vivino's website, staffed with trained associates who respond to customer requests for assistance.

Ube Gaspari, XPO Logistics managing director-supply chain for Italy, said: *"We are delighted to support Vivino in its expansion into online sales by giving them the benefit of our e-commerce expertise. Together, we designed a logistics solution customized for Vivino's current needs, with the flexibility to support our customer's growth objectives in Italy and other European markets, step by step."*

Mauro Bricolo, Country Manager Italy Vivino Srl said: *"Vivino is entering a new and exciting phase. The guidance of XPO Logistics is instrumental to our strategy for the world of e-commerce. Our goal is continuous expansion, both in terms of the number of promotions we offer, product lines and countries of operation. We believe that XPO Logistics' e-commerce leadership and innovative solutions will play a key role in our new journey."*

Notes to editors:

► About XPO Logistics, Inc.

XPO Logistics, Inc. (NYSE: XPO) is a top ten global logistics provider of cutting-edge supply chain solutions to the most successful companies in the world. XPO Logistics has 197 locations in the United Kingdom, including approximately 3.5 million square metres of warehousing, and over 15,000 employees. The company offers comprehensive solutions

for transport, global forwarding and logistics, including e-fulfilment, reverse and temperature controlled logistics, VAS, bonded and COMAH warehousing, and the UK's largest owned ADR pallet network. XPO Logistics serves customers in multiple verticals, including food and beverage, retail, aerospace, automotive, chemicals, high tech, pharmaceuticals, textiles and publishing. uk.xpo.com

XPO's corporate headquarters is in Greenwich, Conn., USA, and its European headquarters is in Lyon, France. The company operates as a highly integrated network of people, technology and physical assets in 34 countries, with over 87,000 employees and 1,425 locations. XPO uses its network to help more than 50,000 customers manage their goods more efficiently throughout their supply chains. The company conducts the majority of its European operations through its subsidiary, XPO Logistics Europe SA, in which it holds an 86.25% controlling interest. The remaining stock is traded as XPO on Euronext Paris - Isin FR0000052870. www.xpo.com

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