



Carrefour strengthens its collaborative strategy by choosing Generix Group to accelerate the deployment of its Consolidation and Collaboration Centres

Paris, 12 March 2009 - **To optimise its Supply Chain and stock its stores more efficiently, the Carrefour Group has been developing new Consolidation and Collaboration Centres since 2006. The world's second largest retailer has opted for the new On Demand collaborative solutions from Generix Group to equip these centres. This new SaaS contract reinforces Generix Group's position in the supermarket sector.**

Carrefour is continuing to give a new dimension to its supply chain, developing an innovative model of collaborative distribution platforms over the last three years which it calls Consolidation and Collaboration Centres (CCC). Operated by a logistics provider approved by Carrefour, the CCC facilitates technological investment (Voice, RF, RFID, TMS etc.), optimises resources (transport, space, equipment, administration) and provides a means of sharing capacity in the areas of supply chain management, transport, warehousing, human resources etc.

"We want to reduce delivery deadlines and increase frequency, reduce stocks and improve product availability..." explains Jean-François Caillaud, Group Supply Chain Director. "The measurable savings can be felt by everyone involved at all levels of the Supply Chain. The reduction in CO₂ emissions is about 25% per pallet. This collaboration and sharing model gives Carrefour great potential for responsiveness, enabling it to serve its customers better while investing in sustainable development."

The choice of SaaS collaborative solutions from Generix Group

To deploy its model, Carrefour has chosen collaborative solutions from Generix Group in SaaS mode, guaranteeing rapid return on investment for everyone involved. The system includes:

- a **standard WMS warehouse management platform accessible in on-demand mode enabling rapid deployment and consumption on demand to suit suppliers' needs**
- a **collaborative web portal** to ensure that users at Carrefour and its suppliers have access to full traceability in terms of the commercial transactions and stocks and that information and physical flows are perfectly synchronised
- a tool for **shared supplies management**, optimising lorry routes and loads.

With this new contract, Generix Group confirms its position as an innovator in the field of collaborative supply chain solutions. "Our ambition is to offer the leading software services platform for processing and synchronising physical flows (supply chain management, logistics, traceability) with logical data flows (invoicing, information exchange, managing documents electronically). In these straitened economic circumstances, we aim to provide the market with high added-value solutions in both technological and functional terms, with services to match: the model supported by Carrefour's CCCs is fully in line with this strategy," comments Jean-Charles Deconninck, Chairman of the Generix Group board. This new contract confirms Generix Group's expertise in the supermarket sector.

About Generix Group

Generix Group offers a full range of collaborative software for knowledge transfer, supply chain management, and value chain optimization. Its applications are designed for companies in the FMCG, supermarket, retailing, automotive, healthcare and shipping industries.

With 600 employees and turnover of € 70 million, Generix Group is the leading European editor in the fields of Trade and the Supply Chain. Carrefour, Gefco, Leclerc, Leroy Merlin, Nestlé, Unilever, DHL Exel Supply Chain, ID Logistics, Louis Vuitton, Sodial, Metro, Sara Lee, Kuehne + Nagel, Cdiscount, etc. 1,500 distributors, international industrial firms and logistics partners have chosen collaborative solutions by Generix Group.

Company listed on Euronext Paris (ISIN- FR0010501692 - GENX) www.generixgroup.com

**Next financial press release:
publication of 2008/2009 revenue to 31 March 2009,
on 29 April 2009, after market close**

Press contact
Stéphanie STAHR
CM-CIC Emetteur
stahrst@cmcics.com
+33 (0)1 45 96 77 83

Generix Group contact
Sylvie BRUNET
Head of Communications
sbrunet@generixgroup.com