

PRESS RELEASE

Logistics for online outlet and connection to further marketplaces

Arvato and MARC O'POLO extend their cooperation

Gütersloh, February 20, 2018

Arvato SCM Solutions and MARC O'POLO have been working together since 2010, and recently extended their cooperation by several years. Arvato provides extensive fulfillment services for the international e-commerce business of this premium fashion label. In 2015, Arvato supported MARC O'POLO with the integration of omnichannel processes, such as Click & Collect, Reserve & Collect and Cross Docking. "We are very pleased about this confirmation of trust, and proud that our partnership made it to the next round," says Nils Klose, President of Consumer Products at Arvato SCM Solutions.

The Arvato Distribution Center supplies several logistics services for this premium fashion label, and is located in Dortmund covering a space of around 32,000 square meters. Merchandise from the MARC O'POLO online shop is shipped from here to customers in 20 countries. Alongside distributing current seasonal goods, Arvato has taken over the online outlet shipments since September of last year. Besides warehousing and shipping, Arvato provides transport and returns management, customer and financial services, and runs the loyalty programs for this fashion company.

"We have accomplished a lot and built up a successful online business in the past years. Our partner Arvato has always been at our side to support us," remarks Vanessa Platz, Division Head eCommerce of MARC O'POLO. "We will not rest on our laurels, as we have many future plans to reach our customers on various channels even better offering them a first class shopping experience."

About MARC O'POLO

MARC O'POLO stands for a casual lifestyle at a refined standard. A clear preference for natural materials is characteristic for the brand with its Swedish roots. Since 1967, MARC O'POLO's liberal philosophy has been reflecting the art of staying true to oneself in everything one does.

MARC O'POLO was founded in 1967 and is today one of the world's leading premium casual brands. The MARC O'POLO world contains the collections MARC O'POLO Modern Casual, MARC O'POLO Pure, MARC O'POLO DENIM, MARC O'POLO Mr., MARC O'POLO Shoes and MARC O'POLO Accessories as well as the license collections MARC O'POLO Beachwear, Bodywear, Eyewear, Home, Junior and Legwear.

Arvato SCM Solutions

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The MARC O'POLO headquarters are located south of Munich in Stephanskirchen. From there, about 2,437 stores and retail partners are supplied internationally. MARC O'POLO currently has 110 of its own stores, 190 franchise stores and 2,137 retail partners. MARC O'POLO is available today in approximately 30 countries worldwide, amongst them Germany, Austria, Switzerland, the Netherlands, Belgium, Sweden, Finland, Norway, Ireland and France as well as China, Russia, Poland and various countries in Eastern Europe. Moreover, the MARC O'POLO collections are available in MARC O'POLO's own eShops in Germany, Austria, Belgium, France, Switzerland, Sweden and the Netherlands under www.marc-o-polo.com

About Arvato SCM Solutions

Arvato SCM Solutions is an innovative and international leading service provider in the field of supply chain management and e-commerce. Partners come together with industry specialists in the fields of Automotive, Banks, Insurances, Consumer Products, Healthcare, Hightech, Entertainment, Publishing and Telecommunication. More than 14,000 employees work together to provide practical and relevant solutions and services worldwide. Using the latest digital technology, Arvato develops, operates and optimizes complex global supply chains and e-commerce platforms, as the strategic growth partner for its customers. Arvato SCM Solutions combines the knowhow of its employees with the right technology and appropriate business processes to measurably increase the productivity and performance of its partners.

As a leading European full-service e-commerce, omnichannel and retail logistics service provider; Arvato SCM Solutions has worked in the Consumer Products segment with world-renowned fashion, beauty and FMCG brands for over 15 years. Arvato's brand-specific service portfolio covers retail logistics, omnichannel and the entire e-commerce process chain: development of online shops, frontend management, mobile app, B2B & B2C logistics and shipping including returns management as well as financial services, customer service and e-commerce consulting.

With 65 distribution hubs in Europe, Russia, Asia and the US, Arvato SCM Solutions provides the necessary scalability, flexibility and experience to give their customers the decisive competitive edge.

Arvato is a wholly-owned subsidiary of Bertelsmann.
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