



SEUR

CORPORATE

## INDEX

- 1 About SEUR
- 2 Products and services
- 3 Going towards the future
- 4 SEUR Guarantee
- 5 SEUR Commitment
- 6 References





ABOUT SEUR

1

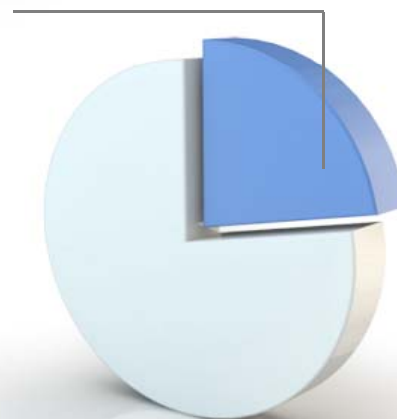


# A REFERENCE IN THE MARKET

*"We are the reference company in the market within the express industry in Spain and Portugal"*

- Pioneering company since 1942
- The structure with largest network in Spain and Portugal
- Multi-expert mindset
- International operational capacity provides a service to 230 countries through the GeoPost network

Market share above **20%**



# TOTAL COVERAGE

*“We are prepared to  
give a response to  
every customer’s need”*

- 6,300 employees and partners
- €537m turnover in 2013 and more than 300,000 packages per day
- 55m deliveries, 8% more than in 2012
- 81 regional offices, 9 hubs, 256 points of sale and 1,000 local stores
- Unique management system based on franchises that guarantees the homogeneity of the network
- 3,500 vehicles

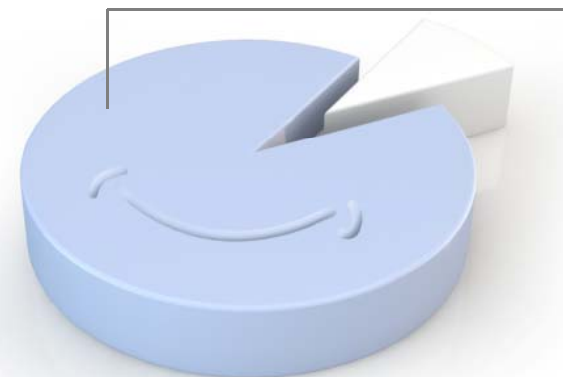
# THE BEST PARTNER

*"We share our clients  
projects and dreams"*

## Committed to our customers:

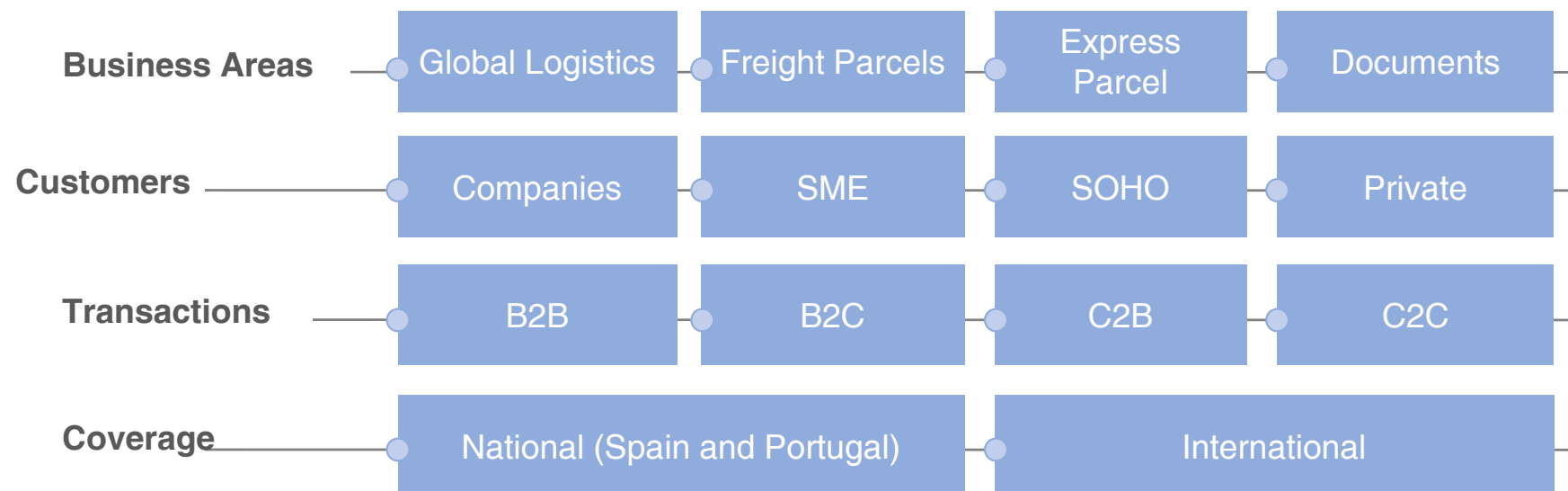
- Pro-activity in delivery solutions
- Adaptation to every customer's need
- Proximity and cooperation
- Quality, reliability and customer's full satisfaction

Highest customer satisfaction ratio in  
the market: **over 90%**



# MULTI-EXPERT MINDSET

*"We have the  
solution to every  
need"*



# THE BEST TEAM

*"Each and every  
professional make  
SEUR possible"*

- Staff involved in the company's mission
- Highly qualified team of professionals who offer the best customer service
- Permanent training
  - More than 90,000 hours spent on training



## ABOUT SEUR

**YVES DELMAS**  
President

**ALBERTO NAVARRO**  
CEO

Carmen Queipo de  
Llano  
**BRAND & COM**

Carlos Sanza  
**LEGAL  
CONSULTANCY**

Ángel Arenal  
**INTERNACIONAL  
BUSINESS  
AREA**

David Sastre  
**STRATEGIC  
PLANNING**

Hilario Peñas  
**SALES**

Adela Ortega  
**C. SERVICE**

Clemente Pueyo  
**IT**

Pedro Gallego  
**OPERATIONS**

Benjamín Calzón  
**OPETATIONS  
COORDINATION**

Mikel Iriberri  
**SOURCING &  
S. PROJECTS**

Rafael Cabo  
**FRANCHISE  
SUPERVISION**

Eric Lebeau  
**F & A**

Antonio Mtnéz  
**HUMAN  
RESSOURCES**

Carlos Cавero  
**LOGISTICS  
BUSINESS  
AREA**

**SEUR**

**SEUR**



**PRODUCTS AND  
SERVICES**

**2**



## OUR SERVICES



### PREMIUM

- **SEUR 8.30** **Door to door SERVICE** that guarantees next-day
- **SEUR 10** delivery before a specified time of day, depending on the
- **SEUR 13.30** service you choose

### STANDARD

- **SEUR 24 HORAS** **Door to door SERVICE** delivering anywhere within the Iberian Peninsula, including Portugal, during the course of the following working day

### SPECIAL GOODS

We are qualified for transporting goods that require special needs: Cold, Cold Clinic, Jewellery...

### COURIER

A complete fleet of vehicles for immediate pick up and delivery.



## OUR SERVICES



### ADDITIONAL SERVICES

- **REIMBURSEMENT** SEUR collects money on behalf of the customer and transfers it to the customer in a fast a secure way
- **EXCHANGE** For customers that need to exchange goods for others
- **DECLARED VALUE INSURANCE** SEUR insures the value of the goods up to a maximum of the declared value
- **POD** SEUR confirms the correct delivery of the goods at the destination
- **ADMINISTRATION** SEUR takes charge of specific shipping procedures required by public administrations or other entities
- **SATURDAYS** We offer our services at the weekend, making deliveries on Saturdays with the same efficiency



### LEGAL ASSURANCE

**SEUR holds a 10% stake in Logalty**, company specialised in providing generation and custody services of electronic proof, giving legal assurance to transactions

Services provided to our customers:

- **Certified notification**
- **Certified electronic publication**
- **Certified electronic contracting**





**SEUR has full capability to develop operations around the world, thanks to alliances with the best logistics operators. SEUR has a strategic alliance with GeoPost, one of the leading road distribution networks in Europe**

- Annual turnover of more than €4.3 billion
- 2nd largest operator in Europe with leading brands such as DPD, Chronopost, Interlink, etc.
- 814 million deliveries/year
- More than 20,000 employees
- More than 830 hubs and depots
- More than 26,000 vehicles
- 310,000 customers





### ROAD SERVICES

#### ■ CLASSIC

Highly reliable, economic service for shipments to Europe, operated through DPD, the best European road distribution network.

#### ■ NET EXPRESS

For large volume shipments to Europe



### AIR SERVICES

#### ■ COURIER

Urgent international air service

#### ■ CLASSIC INTERNACIONAL

International air service for less urgent shipments (between 2 and 6 days).

## OUR SERVICES



## OTHER SERVICES

### ■ CARGO PLUS

International door-to-door service for minimum weights of 200 kg to Europe and 79 kg to the rest of the world

### ■ AIRE CARGO

Service from your door to any airport in the world. For shipments up to 1500 kg

### ■ MULTIMAIL

World correspondence service. Includes subsequent franking

### ■ SPECIAL SERVICES

Specific custom solutions





SEUR has developed a specific line for electronic commerce, **SEUR e-solutions**, that adapts to the specific needs of this sector

- National/International
- Integral logistics
- Pick up in PUDOs
- Information technology integration
- Online tracking
- SEUR Reimbursement
- SMS/e-mail information
- Packaging
- Phone assistance
- Refund procedures
- SEUR Saturday





**SEUR e-solutions** provides all type of solutions to the needs of on-line stores

- Customer solution, adapted to all client types
- Effectiveness in deliveries
- Alternative delivery solutions
- Effective inverse logistics management
- New advanced information technology integration solutions
- Stocks management and picking

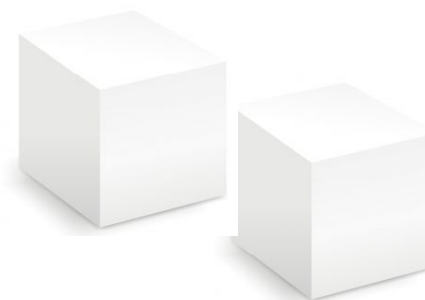




**SEUR Predict: “your order will be delivered within a 2-hour time window”**

- This pioneering project in Spain improves the competitiveness of business customers' offering and the shopping experience for the end consumer
- A solution available internationally through the DPD network
- SEUR Predict is a service providing information to the receiver about the delivery, which consists of:
  - a text message/email the previous day, informing the receiver of the delivery date and providing the option of changing the date to the following day or two days later
  - a text message/email on the day of delivery informing the receiver of the 2-hour time window within which the order will be delivered





SEUR has a range of **logistics services** which give added value to its traditional express transport business

- With the ability to offer an integral transport and logistics service to delocalise parts of the value chain of a business: storage, stock control, order management and preparation, follow-up and all express transport-related processes
- Specialists in sectors such as pharmaceuticals, textiles, perfume and consumer electronics
- Types of logistics: integral, promotional and product



GOING  
TOWARDS THE  
FUTURE

# RELIABILITY AND SAFETY



SENDER



RECIEVER



# TRACKING

*"We have the most advanced technological resources to ensure the tracking of goods"*

### ■ PICK UP AND DELIVERY

Mobile technology system for drivers supporting

### ■ FULL TRACKING

- 100% of the fleet equipped with GPS
- Information transmission support by PDA and cell phones

### ■ IDENTIFICATION

- More than 1.100 bar code readers
- Weight / Volume measurement scanners

### ■ COMMUNICATIONS

- More than 2.300 communication lines
- SEUR service on-line

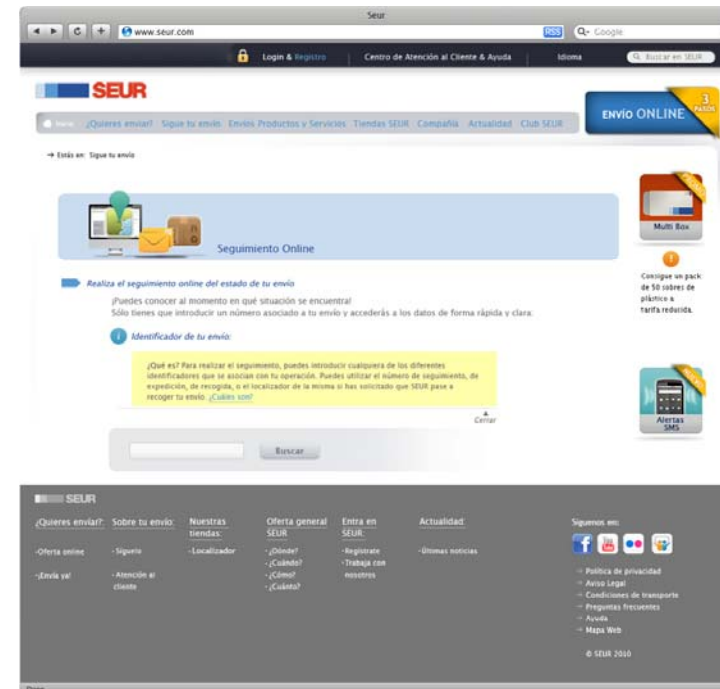


# ONLINE INFORMATION

*“Using our web, the client can find out the current status and details of each shipment”*

### DETAILED INFORMATION:

- SEUR identification number
- Customer reference
- Shipping date
- Consignee's name
- Consignors locations
- Consignment status
- And more



# CUSTOMER INTEGRATION



*“An innovative system of technological and operative collaboration allow us customer interface”*

- To integrate the consignments management within the client's logistics network
- To improve the documentation and control process of the goods
- To provide tailored tracking and control systems

**SEUR offers every customer a team of experts at logistics, distribution and information technologies, and technical tools and software to automate the management of deliveries within the client's own organization**

# CUSTOMER INTEGRATION



## ■ Main advantages of customer integration:

- Rationalize the resources to prepare and document the deliveries
- Effective solution for the mistakes in documentation
- Permanent and unique documentation for every parcel
- Exclusive control and tracking on expeditions
- Manage possible problems quickly

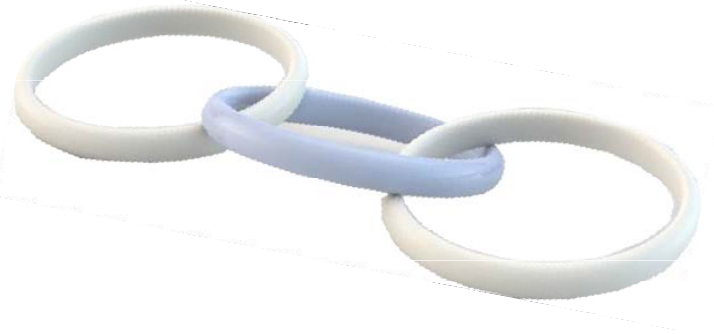


OUR  
GUARANTEE

## OUR GUARANTEE



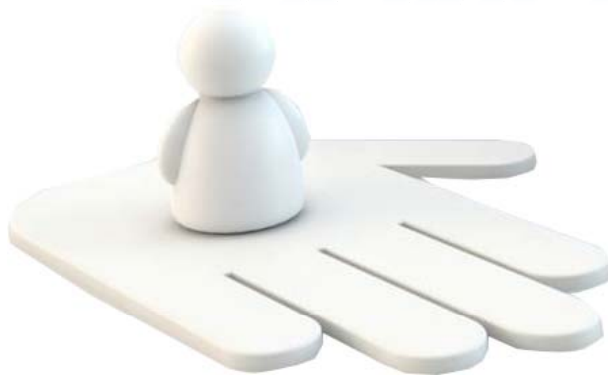
# COMMITMENT



*We understand  
“commitment as an  
important part of the  
company”*

- Key commitment in the SEUR history from its foundation
- Feature fully integrated in the organization corporate idea
- Quality that involves confidence and effectiveness
- The highest delivery rate in the market: 98.6%

# CONFIDENCE



*We build a relation based  
“on reliability, proximity and  
adaptation as the values  
highlighted by the clients”*

- **Constant anticipation to the client’s needs**
- **Relation that means:**
  - **The highest customer SATISFACTION SCORES** on the market: **Over 90%**
  - **Customer RETENTION SCORE: over 95.6%**
  - **BRAND AWARENESS:** A 2012 analysis carried out by Spanish marketing Ikerfel has once again confirmed that the SEUR brand is universally recognised (98%). SEUR demonstrates a higher rate of ingenuity than the leading companies in the market, achieving 81% compared to its main competitor.

# SAFE DISTRIBUTION

*"We obtain the highest efficiency by following, in each and every process, the specific regulations in safety and goods control"*



- Specific process for high value goods
- Dedicated security structure on safety in all the network
- Scanners for the control of goods in airline routes
- Report of dispatch and arrival trucks and route monitoring through GPS
- Video monitoring system in all depots



## OUR COMMITMENT

5

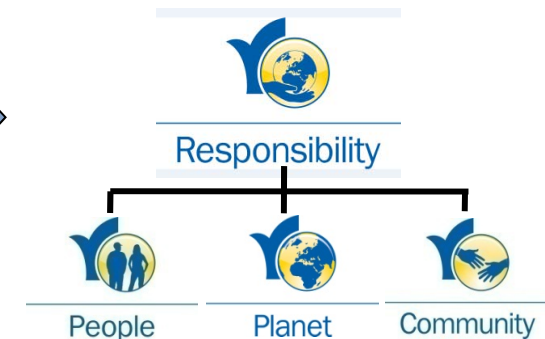
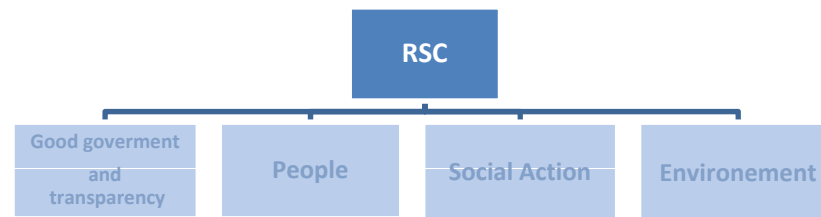


**BRINGING  
A BETTER  
TOMORROW  
WITH EVERY  
DELIVERY**

- CSR is part of SEUR's management model and therefore permeates each business area and is designed under parameters which mark the organisation's mission, vision and values
- **"Bringing a better tomorrow with every delivery"** is the slogan published in its third CSR report in response to the involvement of the company's employees in the CSR activities

## OUR COMMITMENT

- In 2011, SEUR made significant progress in CSR as a result of stronger commitments to sustainable development, both at the corporate and branch level. Strategic and cross-sectoral integration of CSR in SEUR culture is implemented daily by its associates, and forms part of a continuous learning journey aimed at excellence.
- As a result, SEUR's CSR policy is changing constantly and encompasses a new company vision of **Responsibility**, shared by our strategic partner GeoPost. This vision can be summed up as follows:
  - Our business model is centred upon **Responsibility**; a constant and permanent requirement that defines how we produce our services. It encompasses the company's ethical management and transparent dialogue with stakeholders.
  - **Responsibility** is centred upon improving the situation for **People**, the **Planet**, and **Community**, the main pillars of SEUR's CSR policy.
  - **Responsibility** will be increasingly at the fore of SEUR's services, with a view to moving our clients towards a future that is better for everyone. SEUR is a strategic partner for clients in terms of its efforts towards sustainable development.





# RESPONSIBILITY

- SEUR's business model is centred upon constant dialogue with stakeholders and a number of **ethical principles** adopted by the team on a day-to-day basis, allowing for a responsible service that offers added value to its clients and contributes to sustainable development.
  - It has also established satisfaction rate measurement tools for clients, collaborators and delegations
  - SEUR, has also developed a transparency- based corporate communication policy to maintain a fluid exchange of information with its different target publics
- |                  |                            |                          |
|------------------|----------------------------|--------------------------|
| ■ Ethical Code   | ■ Breakfast with employees | ■ New website, GooglApps |
| ■ Certifications | ■ CSR balanced scoreboard  | ■ Social Networks        |



# PLANET

- SEUR has become a benchmark in Sustainable Mobility, one of its priorities to reduce the environmental impact generated by its activity
- Furthermore, it has prioritised the responsible management of other environment-related elements, such as paper consumption and resource generation
  - Punto Pack
  - Electronic Billing
  - Waste reduction
  - Sustainable Movility
  - Eco-efficiency audit
  - Paperless distribution
  - Eco- efficiency project
  - TECMUSA



# PEOPLE

- SEUR associates are the company's greatest asset. We therefore endeavour to include, retain and develop **talent**, thus ensuring a safe and healthy environment, and ensuring opportunities and active participation of employees

- Equality Plans
- Training Plan
- ORP Planning

## OUR COMMITMENT



# COMMUNITY



- **SEUR Foundation** is a leading name in charitable logistics, working towards solutions to social problems through professionalism and solidarity within the SEUR team, and encouraging a commitment to help those most in need.
- Childhood protection is the primary axis of action carried out by **SEUR Foundation** since its creation in 2004
- **SEUR Foundation** organises its own actions and collaborates with NGOs and other non-profit entities providing its experience in the field of logistics and the urgent transport of goods
- Many campaigns have been developed to obtain a better life for children and teenagers: Haiti, Mauritania, Support Book...
- **Fundación SEUR** has also given out scholarships to help employees and their families. Two of the initiatives launched in:



■ Bottle caps for a new life

■ Pills against the pain of others



REFERENCES



# RECOGNITION

- **Young & Rubicam** has recognised SEUR as one of the 20 Spanish brands that inspire most confidence
- **Actualidad Económica** has recognised initiatives developed by SEUR such as “The SEUR Foundation Warehouse” and “SEUR City” in the 100 Best Ideas Awards
- **Finalist in the first edition of the Enertic Awards** for the revolutionary SEUR Predict e-commerce solution
- **Best logistics company to work for according to a study by Randstad**
- **Muévete Verde Award from the Fundación Movilidad** (SEUR City)
- SEUR was highly commended in the Development System-ABC Awards for Best Client Strategy
- **Superbrands** considers SEUR to be the flagship transport brand in Spain
- **Muévete Verde Award from the Fundación Movilidad** (GNC vehicles)
- **Best corporate practises, KPMG-EI Confidencial Awards**



# WHAT THEY'RE SAYING ABOUT US

*"It's important for an online store to have a logistics partner it can trust, which guarantees efficient and high quality delivery to the end customer – the so-called 'last mile'. This means we can ensure our end customer's loyalty, save costs and minimise the percentage of failed deliveries."*



**Roger Graells, e-shop Manager, Mango**

*"When dealing with loyalty campaigns, returns are a major issue and we cannot make any mistakes. And this is especially true in a loyalty programme, where logistics are so important."*



**Fernando Álvarez, Managing Director, BBVA Servicios and Head of New Business Models and Promotions**

*"For e-commerce, home delivery is a challenge. The demands of a multichannel customer when receiving and/or returning a package mean you need a logistics operator that you can trust, guaranteeing fast, error-free deliveries and offering efficient returns systems."*



**Víctor del Pozo, COO, Privalia**

## REFERENCES



**SEUR**

**Our clients**

## REFERENCES



**SEUR**

Our clients

