

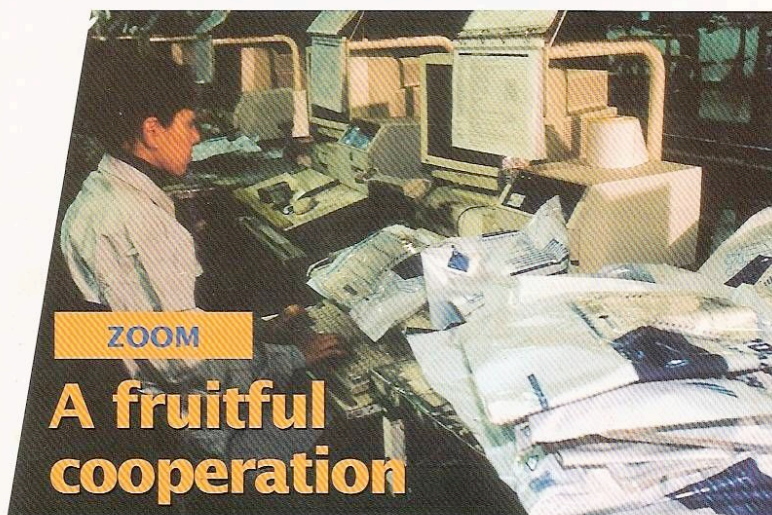


Editorial

Movement(s)

As a specialist in the field of express deliveries, movement is our vocation. The Chronopost International Group has demonstrated this very forcibly since the start of this year. Our objective is to continually improve our understanding of your needs and offer you the service best suited to meet them. In just a few months, thanks to concerted efforts in all areas of activity within the Chronopost International Group, the agreement with FedEx became fully operational. This means that we can now pass on to you the benefits of the speed of our partner's intercontinental links. At the same time, we have reorganized our range of services to offer you greater clarity and the services best suited to meet your needs—from standard products to customized services. Finally, as we firmly believe that information is an essential service, we have improved the Chronopost International Tracking System. You can now track your shipments, from collection to delivery, through an increasing number of stages in their transit. This system also represents a basic tool for us, helping us to constantly improve the quality of our service.

LAURENT CUIRY, INTERNATIONAL
DEVELOPMENT DIRECTOR



ZOOM

A fruitful cooperation

Since January 1 2001, Chronopost International's clients have been reaping the benefits of the partnership with FedEx. After an unavoidable period of adjustment, there is now just one watchword: quality first.

Chronopost International and FedEx are ideally suited as partners. The former has a strong presence in Europe and Africa, while the latter's hubs, the main locations being Memphis (the United States), Bombay (India), and Subic Bay (the Philippines), give it an exceptional level of coverage in North America and Asia. Chronopost International's clients are therefore reaping the benefits of the speed of FedEx's international services and its integrated network, which spans almost the entire globe. European coverage has also been strengthened, with daily flights to six towns in Germany, five in Great Britain and a further three in Spain and Italy. Over the last few months, a lot of energy has gone into implementing the partnership with FedEx. Chronopost International's operating procedures had to be adapted to the standards used at FedEx, which is

responsible for shipping, while Chronopost International handles collection and export procedures in all the countries where the company has subsidiaries. Labelling and recording operations in particular have undergone a complete transformation.

Constructive efforts

"We have had to be very adaptable and disciplined to ensure that our operations are compatible," comments Seddik Si Hassen, International Operations Manager. "The first few weeks were difficult, but everyone is now reaping the benefits of these efforts and can see further improvements in the quality of the service." New, completely redrafted procedures at the end of the first half of 2001 will provide an additional guarantee of this.

SERVICES

A new range of services: more clarity, greater flexibility

Chronopost International is consolidating its role as the European leader in the field of express deliveries and is offering its clients a wide range of products to meet the many requirements of the market.

At the start of this year, Chronopost International launched its new range of products in France. This range has gradually been extended to all the subsidiaries in the Chronopost International Group. The new range offers four levels of service, which can be divided into three product ranges. "We have in fact reorganized the way we present our products," explains Laurence Le Bars, Product Marketing Manager at Chronopost International's Marketing Division. "Product names have been standardized in all countries, to offer not just timetables but levels of service." A standard level delivery, with Chrono Classic, therefore mean midday or 2 pm, depending on the country in which the parcel is delivered before lunch.

Clarity and flexibility

The new range of services is above all aimed at standardizing the products and the sales message, but specific local features and special requirements are still taken into account. For instance, Chronopost International will continue to offer Chrono Loinex in Spain and Portugal, a special service allowing its clients to enjoy additional services at the point of delivery, such as installing certain replacement parts on computers, photocopiers and so on.



CHRONOPOST INTERNATIONAL'S NEW RANGE OF SERVICES

Four levels of service...

- ✱ Chrono Mission: immediate delivery.
- ✱ Chrono Premium: early delivery at the start of the working day.
- ✱ Chrono Classic: delivery within standard lead times.
- ✱ Chrono Comfort: economical delivery.

... that can be divided into three product ranges.

- ✱ Reference services: aimed at regular clients with varied needs (all four levels of service involved).
- ✱ Ready to Ship services: aimed at occasional clients with standardized needs.
- ✱ Customized services: aimed at companies with special needs (Chrono Agenda, Chrono Swap, Chrono Loinex etc).

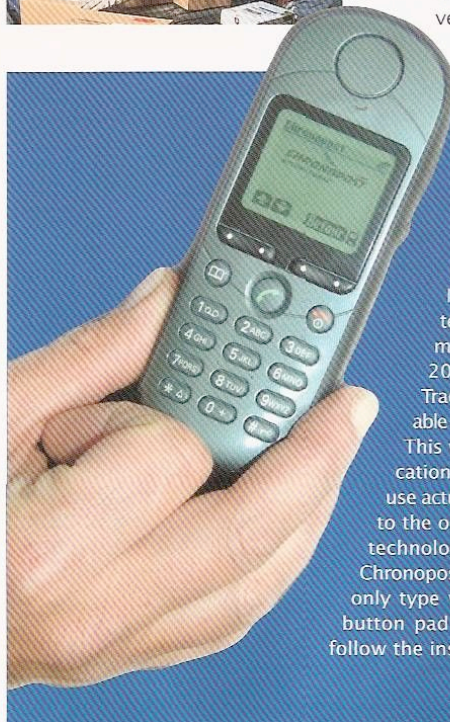
Additional services are options (collection on request, Saturday delivery etc) that are available as supplements to these three product ranges.

CUSTOMERS BENEFIT

Tracking shipments ongoing process

CITS, Chronopost International's tracking system, is continually being improved of providing more detailed and accurate information for clients all over the world.

With faster transmission of information and a standardized system in all the subsidiaries, the Chronopost International Tracking System (CITS) has undergone continual improvements over the last two years in order to guarantee the service performance and parcel tracking. There has been a considerable increase in both IT and human resources, from administration of the database to the help desk support. "Since the end of 1999, all clients have been able to access the same level of information, no matter which subsidiary handled their shipment," comments Jean-Luc Defrance, Information Systems Vice President. "Tracking is now much more accurate. An increasing number of parcel handling stages are recorded in the database, from collection to delivery, through our depots, our hubs and even via FedEx for our shipping." For example, hand scanner are now fitted in Chronopost International vehicles belonging to subsidiaries in



Track your shipments

■ You can now access Chronopost International's parcel tracking system at any time, no matter where you may happen to be. Since 20 December 2000, the Chronopost International Tracking System (CITS) has been available via the screen on your mobile phone! This was one of the very first WAP applications; the fact that CITS is so easy to use actually makes it particularly well suited to the opportunities and limitations of this technology. To track the progress of your Chronopost International shipments, you need only type wap.chronopost.com on the push-button pad of your mobile phone, then just follow the instructions!

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Portugal and Belgium, and soon in Spain as well. "Our drivers can record useful information on the road and, in the case of Portugal, transmit it from the vehicle before going back to the depot," explains Jean-Luc Defrance.

Information flows

Chronopost International and FedEx have put information at the forefront of their priorities for their partnership which came into effect on January 2 of this year. The CITS has proved a valuable tool in bringing their information systems closer together. The compatibility of these systems means that information is sorted effectively and circulated smoothly between the two companies, giving clients high performance tracking services. The CITS, a more user-friendly and rapid system, is establishing itself as the best tool for improving the quality of the service.

TIME AND THE EUROPEANS

The Quality/Time Report from a Spanish angle.

Rather than simply translating the *Quality/Time Report in Europe* (a study carried out by Chronopost/Louis Harris) from the original French, *El Tiempo de los Europeos* describes the distinctive characteristics of the Spanish economy and its strengths and weaknesses.

A whole study has been carried out to gain more insight into the specific features of a country whose perception of time is most out of step with the rest of Europe. For instance, Spanish experience a non-stop working day from 8 am to 3 pm, then take a long break in the middle of the afternoon, and then go back to work at the end of the day, sometimes up to about 9 pm. This document also gives us an insight into some basic aspects that are characteristic of the Spanish working system, such as the Spanish's responsiveness, flexibility and good time management. This report is based on a European survey of opinions and a series of interviews with decision-makers from different companies throughout Spain.

El Tiempo de los Europeos, a 42-page publication, has already been distributed to approximately 1,000 clients of Chronopost International Spain, to prospective clients and to the main Spanish media. For further information, please contact the Sales Department

of Chronopost International Spain.

In **Spain**, 1,006 people and 251 companies were interviewed for the Chronopost/Louis Harris survey carried out in eight European countries from May to July 1999 for the 2000 edition of the *European Quality/Time Report*.

1/4 of all Spanish use one or more foreign languages in their working lives, a proportion which is slightly above the European average (21%).

15% of Spanish purchase by mail order, even on an occasional basis. A characteristic also found in Italy and Portugal, in contrast to Germany (59%) and the United Kingdom (33%).

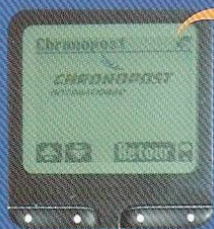
9 min is the average time beyond which Spanish decision-makers feel that arriving late at a meeting is unacceptable.

66% of Spanish business executives claim that they have systematically managed to meet the lead times that they have committed themselves to. This is the highest rate in Europe for this point, ahead of the Germans (56%).



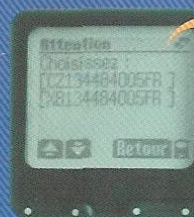
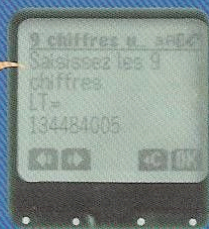
Shipments from your mobile phone

How to access the service:



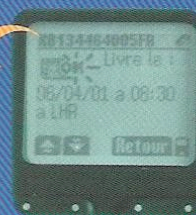
1 First type wap.chronopost.com on the push-button pad of your mobile phone.

2 Enter the figures of the waybill for your shipment in the "tracking" service.



3 If several parcels match the same figures, select the code that matches your shipment.

4 The last location of your shipment is displayed on the screen of your mobile phone (delivery date, any problems etc).



Chronopost International
in the world

Chronopost International News

SPAIN

A game for budding managers

■ For the last six years, the magazine *ABC Nuevo Trabajo* and a prestigious Spanish business school have organized "The Marketing Game". This game is a management simulation exercise designed as a training tool for the school's students. Chronopost International Spain will be supporting one of the teams for the sixth annual event. "This is an important training activity for the students; it lets them try out their skills at managing a company," explains Silvia Garcia, Chronopost International Spain's Marketing and Communications Manager. "This game is also a good opportunity for us to develop closer links with the academic world and, who knows, maybe even recruit our future managers!"

BELGIUM

Flexibility and speed

■ Since the implementation of the alliance with FedEx in January 2001, Chronopost International Belgium has been delivering 600 parcels per day to areas beyond the main urban centres, before midday. "We have had to change our working habits and put a new organizational structure in place in less than two months," points out Gilles Cogniaux, Operations

Manager at the Belgian subsidiary. The necessary conditions allowing the two partners to share operations are now in place. In addition to the increase in the number of destinations made possible by this agreement, clients can now enjoy a whole range of new benefits, such as new arrangements to best meet the requirements and limitations of their businesses, in terms of both collection and delivery times. This organizational structure allows delivery times to be reduced even further.

GREAT BRITAIN

Two new depots opened

■ Chronopost International UK is consolidating its network and coming closer to its clients. In March, two new depots were opened in London, at Tottenham and Croydon, each with ten employees, including seven delivery drivers.

Christian Emery, Managing Director of Chronopost International UK, feels that the opening of these two

depots is consistent with Chronopost International's current strategy of improving the quality of its domestic distribution network in the United Kingdom. The Chronopost International Group's objective is to continually upgrade the service it offers its clients, in London and throughout Great Britain, while managing its costs in the most effective way.

Chrono Classic domestic: a new service in Spain

The company Agria Hispania has made regular use of Chronopost International since 1999: very much an informed decision, as Aitor Aguado, manager of the Vizcaya delegation's spare parts department, explained to us.

What does express transport represent for your business?

A. A.: "Agria Hispania is one of the leading Spanish manufacturers of machinery designed for the farming and construction sectors. We are also distributors for other manufacturers and systematically provide after-sales service for the products we sell: a complete range of tractors, backhoe loaders, rotavators, elevators, conveyors, and so on. Every day, we entrust between 40 and 50 parcels to Chronopost International, destined for the peninsula and the Balearic and Canary Islands. 80% of our parcels are spare parts and so they generally weigh less than 5kg. Prices are also competitive for our voluminous parcels we send out. We decided on the Chrono Classic service, without using the parcel tracking services. This is completely satisfactory for our requirements since we close our offices at

5.30 pm, and as our parcels are transported at night, they arrive at their destination before we even have time to check on their whereabouts!"

Why choose Chronopost International?

A. A.: "The first reason is the reliability of the service, in terms of both compliance with deadlines and the low number of incidents. Then come rapidity and good value-for-money. I should add that I also appreciate the simple, direct and efficient tone of our telephone contacts with Customer Services. They really want to resolve any problems, and are equipped to do so. These are not just empty words; this is genuinely the case. Two weeks ago, when there was a storm, our IT system was down. Chronopost International took over and did all the data entry themselves, so that our deliveries could be made as usual. Up until now, I must say, we have been entirely satisfied. I believe that by working with Chronopost International, we have taken direct advantage of their professional approach and improved our own service. We can now make a commitment to keeping our promises!"

Our Customers Speak Out

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