

# Manutan, a leading player

## in Europe's multichannel B2B retail sector

All you need. With love.



Great  
Place  
To  
Work.

**Best Workplaces™**

De 250 à 1 000 salariés

FRANCE

2020

# The history of a people-focused company



- **Manutan, a family-run company**

and a leader in the mail order industry, was founded in 1966 and is now led by Xavier Guichard, the grandson and son of the founders

- Manutan went public in 1985

- **Our 2,100 employees** are empowered and united by a strong set of values

- **Our 26 subsidiaries** are located in 17 European countries

- **Our unique, dynamic and unlimited product range** responds to all the needs of businesses, local authorities and trade customers

- Driven by steady profitable growth, our Group's turnover reached **€780 million in 2019/20**

# A unique positioning strategy

“ Manutan has forged **a unique place in Europe's B2B retail sector.**

*Our extensive European family shares the same ambition and the same commitment of combining the **force** of a European industrial distributor with a unique and **tailor-made** relationship and service approach* ”



Xavier Givichard,  
CEO,  
Manutan Group



- Manutan operates in a **vast and diverse market** in Europe, worth an estimated €100 billion\*
- Two far-reaching changes are taking place: **digitally-enabled** enterprises and local authorities and an increasingly **globalised procurement function**
- **Manutan is one of the few companies** to combine strong local presence with an integrated European strategy, a cutting edge digital platform and close human contact with its customers

\*Source: Manutan Group



# A strong mission...



# ...and a shared culture

## At Manutan,

we define commitments  
and we do our utmost to  
**honour** those commitments  
through our actions  
and initiatives.

## At Manutan,

we believe in **simplicity**  
and solve problems  
without delay.

## At Manutan,

we continually learn,  
share and  
**move forward.**

## Our shared culture

## At Manutan,

we are **open individuals,**  
**active listeners,** warm people  
and believers in treating each  
other **as equals.**

## At Manutan,

we know how to **recognise**  
**our strengths,** laugh at  
**ourselves** and **celebrate**  
**our victories.**

## At Manutan,

we know that **long-lasting**  
**companies** are those  
that make their  
**customers happy.**

# An organisation based on **three divisions**



## **Businesses**

**Streamlined  
procurement**

- **Savin'side** method and application for Key Account customers
- **European agreements** with a harmonised and a specialist product range
- Bespoke sourcing and stock holding
- VMI (vendor-managed inventory and vending machines)
- Personalised catalogues and deliveries
- Real-time **delivery tracking**



## **Local Authorities**

**All the equipment and materials for  
local authorities and educational  
organisations**

- **Turnkey equipment solutions** for local authorities
- Development of the "**new classroom**"
- "**cmaliste.fr**": a dedicated website where teachers and parents can buy their school supplies
- Installation and equipment for multi-sports grounds
- Services tailored to the customer from delivery through to installation



## **Trades**

**Expertise in serving  
the trades**

- Call centre open **7 days a week**
- **Next-day deliveries** (including Saturday and Sunday)
- Products with a five-year warranty
- Free product returns



# An organisation based on **three divisions**

## Business

### Manutan



Industrial  
supplies and  
tools



Outdoor  
areas



Office  
supplies



Packaging



Safety



Health



Warehouse

Private  
label

**Manutan**

*By your side, every day*

### Ikaros



Absorbents  
and wipes



Containment

Private  
label



Ikaros®  
**Ikatex**®

### Kruizinga



Warehouse



Racking, shelving  
and storage

Private  
label

**KRUIZINGA.NL**®  
Opslag- en transportmiddelen

### Rapid Racking



Racking, shelving  
and storage

Private  
label

**RapidRacking**

## Local Authorities

### Manutan Collectivités



Technical  
services



Furniture and  
interior fit  
outs



Audiovisual  
and digital  
solutions



Landscaping

Private  
label



**Manutan**  
Collectivités

### Casal Sport



Sport and  
leisure

Private  
labels

**CASAL  
SPORT**

**GES**

**now one**

### Papeteries Pichon



Stationery



Teaching  
aids



Educational  
books

Private  
label



## Trades

### IronmongeryDirect



Ironmongery

Private  
labels

**PROJECT**

**ALTO**

**A spec**

touchpoint®

**Morello**

**ELAN**

**AGLIO**

**Hampson**

**ELDE  
FORGE**

**KLÜG**  
Intelligent Solutions

**ASPECT**

**motion**

**ION**

**LASA**

**FORT  
SECURITY**

**ELDEN**

**COLONIAL**

### ElectricalDirect



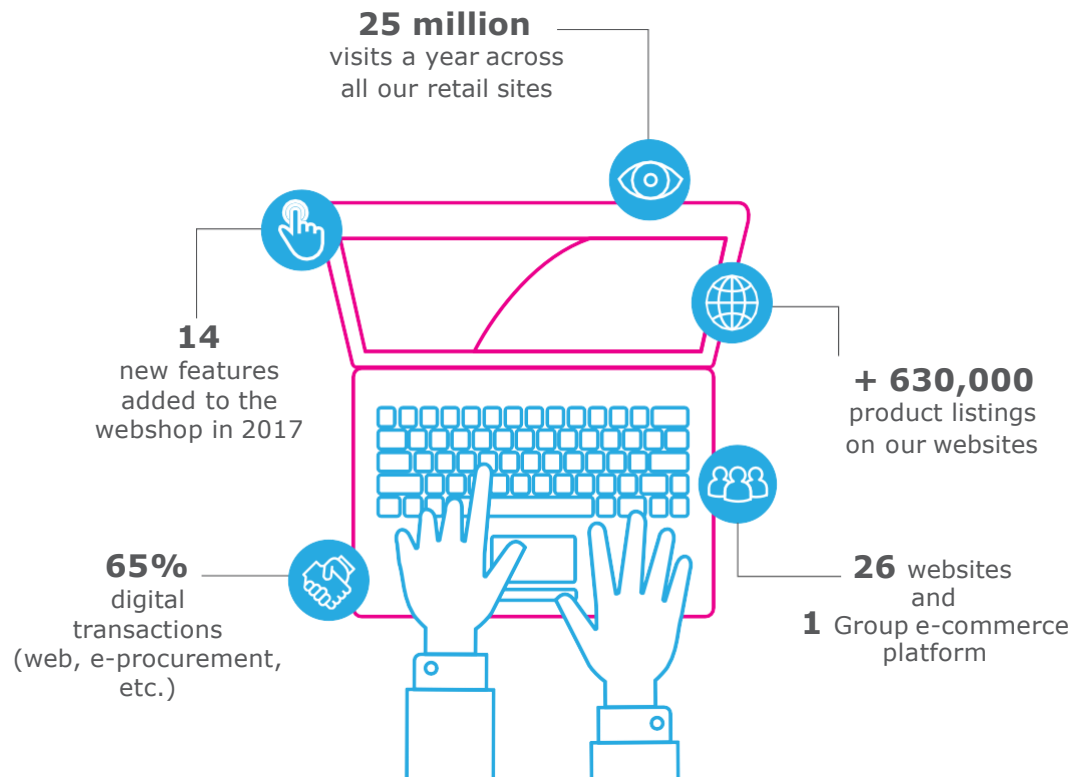
Electrical  
supplies

# Our key differences...

## The strength and flexibility of digital technologies

- **A modern and evolving platform**

(track & trace, online returns, personalised accounts, online quotations, etc.)



- **Substantial internal investment**

2012 to 2017: **€25 million**

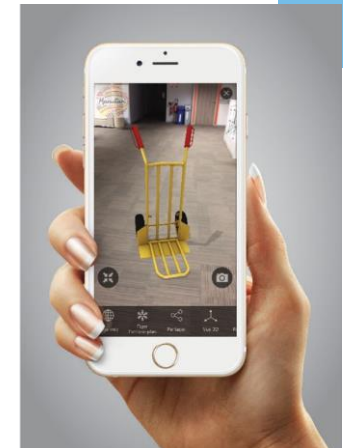
By 2020: over **€25 million**

including €10 million in digital marketing

- **A Digital Lab**

dedicated to technological innovation

(mobile app, augmented reality, 3D views, etc.)





# ...serving the needs of our **customers**

## An effective CRM\* strategy

“ ***Our unique model** targets all the key touchpoints in our customers’ organisations (procurement, end users, etc.). Furthermore, **over 350 sales representatives** serve our Key Account customers and the export teams support all our customers around the world* ”



Pierre-Olivier Brial  
Deputy CEO,  
Manutan Group

## An enhanced supply chain organisation



- **A core product range** in stock for our customers
- **240,000 m<sup>2</sup>** of storage space across 15 warehouses
- **24-48 hour** deliveries throughout Europe
- **A vast product range** delivered directly to the customer
- Real-time **logistics management**, cross-docking and drop shipping

\*Customer Relationship Management

# A company that puts **people** and the **environment**...

## Our environmentally-friendly European Centre

- **With our sights set on the future,** our European Centre, which has achieved dual HQE certification for the high environmental quality of its office and logistic areas, clearly reflects our ambitions

- **A human and socially-responsible ambition** with a site that looks after both its staff and its environment



- **A business ambition** creating a modern tool to better serve our customers and to continue building the Group's long-term presence across Europe

# ...at the centre of its development

## Employee development underpins our every action

“ Our University is also the place where **we develop the same mindset** and imagine the future ”



Brigitte Auffret,  
Deputy CEO,  
Manutan Group

- Through bespoke training programmes, our **University** helps our employees to develop their skills and to experiment with the Group's values



- Our **Sports Centre** and **Multimedia Library** are areas for progress and sharing



- Manutan France and Belgium have both achieved **Best Workplace 2018** status





All you need. **With love.**

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