



CEVA Brand Equity Statement

The CEVA Brand Equity Statement explains what our brand stands for. It uses simple, visual language to share our brand message with internal and external audiences.

Brand target audience: Medium and Large Companies who want added value from their supply chain operations

CEVA customers are typically medium and large international companies with complex, global supply chains. Our customers understand that supply chain operations are critical to their business success. They partner with supply chain companies that guarantee seamless day-to-day operations and that have a vision to take their customers' supply chain operations to the next level.

CEVA's customer promise: Making Business Flow

As a company and as individual employees we are committed to the success of our customers and passionate about contributing to this success by providing outstanding supply chain services. Day by day, 365 days a year, we aspire to be seen as brilliant supply chain experts, mastering all elements of business logistics. The key aspects of our customer promise are:

- We stand for **operations excellence** by instilling a LEAN operating culture and by empowering front line employees to anticipate customer issues and needs.
- We provide the most suitable solutions thanks to **in-depth understanding of our customers' business**, based on the **expertise of the sectors** we work in.
- As a company we are **easy to work with**: open, honest, responsive and providing quick access to senior decision makers.

CEVA's brand character: Fresh, Eager and New

- CEVA combines the heritage of two great companies and takes the best from both.
- CEVA fosters an open environment in which all employees can contribute to growth.
- CEVA is fresh and different compared to our main 3PL competitors; we dare to take a new perspective, showing eagerness to acquire new knowledge and expertise and to tackle opportunities.
- CEVA is modest because we understand that we need to listen to and learn from our customers.

Marketing the brand: A Global Brand with Strong Local Leadership

- CEVA is a global brand that is applied consistently. Any local application has to be fully compliant with the global positioning, summarised in this document.
- We communicate the brand through relevant and targeted media channels and events. We will rarely use mass and generic media.
- We target media and organise communication activities which associate our brand more with each industry vertical than with the logistics industry.
- The CEVA triangle and the brand design is the core of our visual identity. The freshness of our brand resonates in our marketing and communication activities which are vivid, creative and lively.

Using the guidance

To illustrate here are a few examples of recent 'on equity' events: the fashion show in Munich which created a unique customer experience, press coverage on an innovative electric vehicle in the UK, and John Pattullo's presentation at the BVL Conference focused on Operations Excellence. Activities 'off equity' would include wrong use of CEVA design guidelines and traditional 3PL use of sporting events. The CEVA head office M&C department will issue full, practical guidance on the branding of CEVA to the Business Units. This guidance will develop through time as we learn which approaches are most successful.