

Press Release

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## Makro, a Metro group company, bets on "data-driven" logistics with Generix Group solutions

Makro, a hospitality distribution company, aware of the importance of information and documentation for logistical decision-making, has undertaken the construction of a "Control Tower" for its logistics network and the integration of all its platforms, relying on the warehouse management system (WMS) of Generix Group, a publisher of collaborative solutions for the supply chain.

Makro has extensive experience as a reference partner for the hospitality sector. Thus, control and commitment to logistics service are key factors for the company. Aware of this, its strategy is to further strengthen this position, gaining the ability to adapt and make decisions, from the visibility of the supply chain to continue building an adapted and improved logistics, as well as a "data-driven" chain that facilitates agile decision-making based on research and data.

### Betting on customer service and omnicanality

Omni-channeling and improving online services is another priority for its on-trade customers, which it serves directly in its establishments. To achieve this, the digitalization of the supply chain will be one of the keys to its success. Makro has therefore decided to tackle it proactively and with the right tools, a Control Tower for collecting and monitoring information and an integrated and unique warehouse management system for all its platforms that allows for the continuous improvement of its operations.

### Solutions adopted from Generix Group

To carry out this profound change Makro has chosen several solutions from the Generix Supply Chain Hub suite:

- » On the one hand, it has decided to implement the warehouse management solution, **Generix WMS** in its warehouses. The Generix Warehouse Management System (WMS) allows exhaustive control of all warehouse operations, making all information available in real time and facilitating rapid decision-making. Its ease of parameterization and use by the customer, the functional depth available, the experience in the sector and its multi-warehouse and multi-operational management capacity were some of the reasons for this choice.

» In addition, they will implement the **Generix YMS** truck yard management solution, which will allow for an exhaustive control of the truck transit of their platforms, maximizing the warehouse's capacities, harmonizing entries, exits and loading processes, eliminating administrative processes and automating the booking with the carriers. A decisive task for a company seeking the greatest efficiency in its logistics operations.

*"Our goal was to benefit from solutions that not only allow the highest logistics efficiency today, but also allow the ability to adapt to the changes that are coming. All this with precise control in real time of our warehouses and integrated with our management systems (ERP). In this way, we can make decisions in the shortest time possible, gaining agility and efficiency", says Carmelo Asegurado, Head of Supply Chain at Makro.*

*"Having all the relevant information in real time is the first step for an ambitious logistics growth plan like the one they want to implement. This is how Makro managers have understood it and to do so they have decided that the WMS and YMS tools of Generix are the solution. We are really proud to accompany them in this project", says Philippe Ducellier General Manager of Generix Group Spain.*

#### About Generix Group

Generix Group is an expert in the Collaborative Supply Chain with presence in 60 countries thanks to its subsidiaries and network of partners. More than 6,000 companies around the world use its SaaS solutions. The group's 750 employees provide daily assistance to clients such as Carrefour, Danone, FM Logistic, Fnac-Darty, Essilor, Ferrero and Geodis in the digital transformation of their Supply Chains. Its collaborative platform, Generix Supply Chain Hub, helps companies keep their promises to their customers. It connects companies to all their partners so together they can operate physical flows, digitize information flows, and collaboratively manage processes in real time. Generix Supply Chain Hub is intended for all actors in the supply chain: manufacturers, logistic service providers (3PL/4PL), and distributors.

Founded in 1990 in France, the company is listed on the Euronext Paris Stock Exchange, compartment C (ISIN: FR0004032795). To find out more [www.generixgroup.com](http://www.generixgroup.com)

#### About MAKRO

Makro, the Spanish subsidiary of the German group METRO, is the distribution company for the hotel and catering sector in Spain. It has more than 900,000 customers and 37 centers in 15 Autonomous Communities. Makro offers the hotel and catering trade an omnichannel shopping experience with more than 42,000 products, solutions and services adapted to their needs, with a focus on local produce and fresh quality products. In the 2019/2020 financial year, Makro achieved consolidated sales of €1,036 million. For more information, please visit [www.makro.es](http://www.makro.es)

#### About METRO

METRO is the leading international food and non-food wholesale company specializing in serving the needs of hotels, restaurants and caterers (HoReCa) and independent retailers. Worldwide, METRO has 16 million customers who can choose to shop in its large-format shops, order online and pick it up at the centers, or have it delivered to their establishment. In addition, METRO supports the competitiveness of entrepreneurs and proprietary businesses through digital solutions, thus contributing to cultural diversity in the retail and hospitality sector. Sustainability is also a key pillar of METRO's business. For this reason, the group has been recognized as the European leader in the Dow Jones Sustainability In-dex. The company operates in 34 countries and employs more than 100,000 people worldwide. In the financial year 2018/2019, METRO achieved sales of around €27.1 billion. For more information, please visit [www.metroag.de](http://www.metroag.de)