

Generix Group accelerates its development in Europe by opening a new entity in the Netherlands

Generix Group, a global provider of collaborative SaaS Software solutions for the Supply Chain, industrial and retail ecosystems, already present in nearly 60 countries via its subsidiaries and partners, has announced the opening of a new entity in the Netherlands, in the town of Hertogenbosch, in order to accelerate its development in the Benelux and strengthen its proximity to its Dutch customers.

Generix Group is experiencing sustained international growth, particularly in Benelux where the solution provider has recently signed some very good references, especially in Supply Chain Execution solutions for FMCG and Industry customers. These new customers complete the solid EDI installed base of the company.

In order to accelerate its development in this region, Generix Group is investing in the creation of an entity in the Netherlands, a region where the supply chain market is very dynamic. Generix Group's teams will ensure the development and satisfaction of Dutch companies already supported by the Group, notably Agromerchants, but also of international customers who have chosen Generix Group. On the other hand, they will drive the increase of our local market shares.

"Generix Group has held up very well over the past year and has achieved historic software sales in the last quarter of its fiscal year ending March 31, 2021. This performance enables us to bounce back quickly and to start developing our presence in the Netherlands, the European hub of international trade", says Julien Boisnet, Chief Sales Officer of Generix Group.

Generix Group announces the recruitment of Gerben van Der Schaaf, who will be in charge of the sales management of this new entity. He will leverage his solid background and industry expertises. Gerben has more than 10 years of experience in sales positions within IT and telecom companies, most recently at Wurth, Den Hartog BV and H&R Business IT Solutions.

"I am very happy to join Generix Group. Developing the Dutch market is an exciting challenge. My mission is twofold: to develop our presence with our existing customers and to win new customers for our Supply Chain Execution (WMS and TMS) and EDI solutions. I know I can count on my colleagues based in Belgium and beyond, in all 8 subsidiaries of the Group, to make the most of the wealth of Generix Group's application solutions and services for the benefit of Dutch customers", declares Gerben van der Schaaf, Business Manager in the Netherlands of Generix Group Benelux.

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