



e-fill Pty Ltd
Corporate Overview
2004



Company Background

Overview

e-fill is an Australian company acquired by Gluck Forwarding Systems and PGA Group Pty Ltd in June 2004. Since its formal establishment in March 2000 as the logistics part of e-tailer dStore, e-fill has become one of Australia's leaders in the provision of 'end-to-end' supply chain solutions. We have a proven track record and have grown through strong relationship management, organic growth and strategic partnerships. Through its parent companies, **e-fill** is able to offer freight forwarding, off-shore consolidation and specialised warehousing and distribution services.

The ongoing commitment of our management team and employees ensures that we continuously strive to improve services and reduce costs for our customers, which are quantifiable and monitored through performance measurement and regular reporting.

Operating in Melbourne, Sydney and Brisbane from five functional specific distribution centres, **e-fill** offers a wide range of supply chain services tailored to our client's requirements that consistently meet and exceed their expectations.

Vision

e-fill's vision is to be recognized, both locally and internationally, as an 'end-to-end' provider of supply chain solutions that regularly seeks to

'exceed our customer's expectations through efficient operations, exceptional service and lower total supply chain costs, while providing a return to our shareholders'.

e-fill's commitment is to:

"Provide excellence in customer service and quality to our clients and their customers while sharing in the benefits of continuous improvement through process enhancement and innovation."

This is achieved through three key strategies:

- Understanding our customer's needs and developing a joint charter that guarantees constant reviews to meet their changing circumstances
- Empowering our employees to be accountable for areas they are able to control by drawing on **e-fill**'s core competence and those of our carefully selected strategic partners
- Monitoring and responding quickly to business changes affecting our business and those of our customers.

Core Values and Beliefs

e-fill's commitment to providing unsurpassed "excellence in customer service" to our clients through continuous improvement is facilitated by four key pillars, which provide the basis of our core values and beliefs.



Integrity:

e-fill believes in conducting business with an **open and honest** approach in all aspects of our business and expects the same commitment from our partners.

Customised Solutions:

In providing **customised fulfilment solutions**, e-fill is committed to be proactive in understanding and responding to our customer's changing needs, constantly improving and re-engineering our processes, developing and employing innovative solutions and reducing total supply chain costs for our customers.

Continuous Improvement:

e-fill is committed to **continuously raising the bar** of performance by regularly reviewing; re-evaluating and re-calibrating our standards

People:

We believe our people are our fundamental strength and take pride in providing an **invigorating, safe and healthy** work environment. We recognise the unique value and contribution every employee makes to the success of our business and encourage personal and professional growth.



Scope of Services

e-fill provides customised end-to-end supply chain solutions in two distinct market segments:

- Cross-dock Services for fast moving consumer goods
- Specialised Value-added Services

Each of our facilities and resources are specifically selected to meet our customer's needs while carefully planning to accommodate future growth.

Our services include:

- Project Design, Development, Planning and Implementation
- Dedicated and Multi-client Supply Chain Management
- Bulk and unit pick processing
- Multiple cross-dock options (flow-through, back order)
- Retail industry compliant scan packing
- Transport Management
- Returns Management
- Complete e-commerce support

In addition, **e-fill** offers a comprehensive range of value added services to meet the diverse needs of our customers, including:

- Consumer customisation – direct marketing kit preparation
- Light assembly and kitting
- Garment on hanger service
- Flat pack sortation
- Quality Control
- Integrated refurbishment capabilities
- Inventory management
- Packaging solutions
- Supplier relationship programs
- Returns, Renovation and Reinstatement processes.



Pricing Methodology

e-fill's unique approach to pricing is different to most traditional 3PL cost plus service providers. This is based on an 'Open Book' philosophy and 'Gainsharing' arrangements. The objective of **e-fill**'s 'Open-Book' pricing philosophy is to establish a relationship based on trust that guarantees our customers transparency and ensures we are accountable for this critical part of their business.

Our pricing methodology involves a detailed analysis of the tasks and processes required. Each customer's business is costed on the basis of the scale, scope and complexity of the operation. **e-fill** is then able to provide pricing for a unique process or a fixed price per unit based on agreed volumes and margin that best reflects the activities of the task. This enables our customers to arrive at an accurate budget and agreed targets and performance measures.

Our commitment to 'continuously raising the bar' provides the added opportunity for our customers to benefit from improvements and allows them to share in the cost savings that **e-fill** achieve during the year assisting to form the budget for the next year. The gain sharing arrangements are generally apportioned on the risk capital assumed by each party.

Information Systems

Information systems form the backbone of **e-fill**'s service offering. Customers have the option of choosing from their own in-house system or accessing our sophisticated Warehouse Management System (WMS) – Microlistics from ISIS

e-fill assesses the specific processes to manage the task in understanding the technology to meet our client's needs. This minimises administration costs and provides access to vital information and analysis. **e-fill** provides web based facilities to allow visibility of order status. Customers are able to query the status of an order within our core systems at any time, and beyond into the delivery systems depending on the technical capabilities of the transport carrier.

Our IT strategy is to provide an interface based on XML that follows the emerging interconnection standards being promoted by organisations such as the Open Applications Group and UNCEFACT. **e-fill** provides a suite of interfaces that integrates with our core systems and can be customised to suit a range of clients depending on their level of technical sophistication and information needs.



Management Reporting

e-fill is able to develop electronic reports with the customer to manage their day to day operations in an accurate and timely manner. The reports typically cover daily volume, productivity, variances to forecast, etc. In addition, the reporting covers all Health and Safety Activities to enable us all to better manage our business.

Helping our Customers Help Theirs

e-fill has a strategic client base representing our ability to successfully service a range of customers with diverse needs. Our customers include a blend of traditional retailers, manufacturers, direct marketers and e-tail customers, all of whom have their own individual needs and operating from specific facilities that support their functions. Our success in this area provides us with the knowledge and operational expertise to handle the needs of most domestic or international customers.

Some of our clients include:

Petroleum/Convenience Retail Distribution

- Coles Express in Queensland, New South Wales and Victoria
- Caltex outlets in Queensland and New South Wales

Point Of Sale Distribution

- Shell Retail
- Kin Design Group – marketing company for clients such as Nokia

Direct Marketers

- Guthy-Renker Australia Pty Ltd – One of Australia's largest direct marketers (formally known as Victor Paul)

Manufacturing

- Diamond Cut International Pty Ltd – Australia's largest private label manufacturer of ladies, men's and children's underwear and sleepwear
- Apparel Design – Designer and manufacturer of Ford Performance Race Wear

Specialist

- Atlas Fulfilment Group