

## MEDIA RELEASE

### State-of-the-art logistics centre: Regional Distribution Center South (RDC) opens

Pfäffikon SZ, 1 June 2011 – Today saw the opening of the Regional Distribution Center South (RDC South) in Werndorf (A), one of the most cutting-edge logistics centers in Europe. This 45,000 m<sup>2</sup> multi-channel warehouse will supply the markets in Austria, Hungary, Slovenia and the Czech Republic from a central stock as required. "This successful implementation means that goods can now be supplied in southern Europe via the Port of Koper on a grand scale for the first time", says Thomas Beckmann, Vice President Group Supply Chain Management for Charles Vögele. "The goods will be delivered to the Charles Vögele stores in the quantities ordered, either hanging or flat, which will really make the sales staff's work easier. E-commerce allows us to deliver the customer's goods direct to their home, or they can pick them up in the stores." Automated processes and modern technology make the operating procedures faster and simpler.

In a little over one year, close and creative cooperation between Charles Vögele and the logistics company Jöbstl has made it possible to implement an ultra-modern approach to meeting the needs of our business. Important elements in this are an automated small items store with attached shelfware section, e-commerce, clothing on racks with sorting technology which allows goods to be sorted and picked in any permutation. The racks area stands out because of the state-of-the-art RFID technology. The technical systems were designed and implemented by Knapp und Salomon using project themes.

According to CEO André Maeder, "With the opening of the warehouse, Charles Vögele has taken a huge step forward with regard to centralizing the supply chain. It will allow Charles Vögele to deliver floor-ready goods to the stores quickly and efficiently."

Charles Vögele Group is one of Europe's leading vertical fashion retailers. It offers the latest fashions at great prices to people in the prime of their lives who want to feel good. With attractively presented goods, combined with friendly, knowledgeable advice, it creates a relaxed and enjoyable shopping experience. Charles Vögele has branches in nine countries: Switzerland, Germany, Austria, Slovenia, the Netherlands, Belgium, Hungary, the Czech Republic and Poland. In 2009, the Group generated gross sales of CHF 1.5 billion with approximately 7,800 employees. Charles Vögele Holding AG's shares are quoted on the SIX Swiss Exchange (securities number: 693 777).

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