

February 2010

## **Main shareholders of Ge-eX Logistics start new venture in temperature-controlled 45ft reefer transport:**

### Ge-Fresh Logistics

After the successful launch in May 2007 of Ge-eX Logistics, which provides door-to-door multimodal container transport services on key European routes, the majority shareholders in this company have decided to expand into the temperature-controlled sector with the launch of Ge-Fresh Logistics.

“Entering the 45ft reefer market is a natural step and one which excites us” says Gerard de Groot, Managing Director of Ge-eX Logistics and the main shareholder in Ge-Fresh Logistics.

“Customers with whom we co-operate at present have regularly expressed their wish that we would start to operate 45ft reefers as well. This is mainly driven by the fact that they are very satisfied with the high level of service that we give them and recognize the knowledge and expertise that we have within the company. We believe we have helped many of them to improve their supply chain systems and so become more cost effective.”

This decision to move into reefer logistics was not taken lightly explains Mr de Groot:

“For most transport companies these times are very difficult. However we see opportunities and we are prepared to invest. For Ge-eX Logistics 2009 was a very satisfying year.”

Simeon Roodenburg, the Director of Ge-Fresh Logistics, continues:

“The temperature-controlled market is a very demanding but growing market. Customers want a closed loop in the total supply chain and we will contribute to this with our 45ft reefers. These are brand new and equipped with the latest technology to ensure the best reliability in monitoring temperatures during the transport.”

“Initially our main focus will be on the Benelux, UK, Ireland and Scandinavia but we plan to expand into Italy in 2011.”

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Ge-Fresh Logistics BV is situated in Rotterdam and shares the same offices as Ge-eX Logistics. It will use Ge-eX 's multimodal network and infrastructure.

For more information, please contact Gerard de Groot, Managing Director.

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