

Kerry Logistics to Support Debenhams' Middle East Growth

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Kerry Logistics Network Limited ("Kerry Logistics"; Stock Code 636.HK), a leading logistics service provider in Asia, has secured a contract with Debenhams, a leading British multinational retailer, to support the department store's growing export market in the Middle East.

Kerry Logistics will handle all airfreight from Debenhams' distribution centre (DC) in Peterborough, UK, to various destinations in the Middle East, including Dubai, Bahrain, Qatar, Egypt, Jeddah, Saudi Arabia, and Jordan.

"We are delighted to have Kerry Logistics on board as our air export logistics provider. Kerry Logistics is able to offer us innovative supply chain solutions that support an important growth area of our business as we expand our stores internationally. Their people and network coverage give us complete confidence that we are partnering with someone who will continue to add values to our export operations," said Steve Bowkis, Director of Imports and Exports, Debenhams.

Kerry Logistics will provide value-added services at origin including garment re-labeling, tagging, and quality control.

"We offer a flexible and innovative approach, as well as a competitive value proposition, and have solid experience of working in the region. Other logistics providers are committed to a strict hub-and-spoke system and are dependent on Heathrow, where space is getting more limited, but we can be flexible and can work around our clients' requirements," said Emma Rowlands, UK Sales Director, Kerry Logistics.

The Middle East is a key growth market for Debenhams, which trades out of 246 stores, across 28 countries, and is available online in 70 countries.

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