

**Corporate Express ,  
A Staples Company**



Dear Valued Customer,

As you may already be aware Corporate Express is now a Staples Company.

As of the 15<sup>th</sup> July 2008 the merge was made public, Staples acquired Corporate Express.

Our business and marketing module may alter slightly but our strategies are the same "Two Great Companies, One Bright Future" and 'focus.execute.deliver'.

We will focus on you, satisfying not only all your office product needs and wants but maximising this satisfaction, executing our ordering, distribution and delivery policies and guaranteeing quality of the highest standards to the customer.

**Our Vision:**

"To be the best company in the world at providing products and services for the office – for our customers, our associates, the communities where we operate, the environment and our shareholders."

**Results:**

- High customer satisfaction ratings in every channel – above the competition
- 98% brand awareness in the US and Canada

**Benefit to the customer**

- 2009 private brand assortment will have a mix of both Corporate Express and Staples products, securing the highest level of choice and quality for you.
- As before, you can count on our professional and friendly service. We are your one stop office supplier taking the hassle out of sourcing the items you need and giving you more time to spend on the jobs you enjoy doing. From computer and office supplies to facility products and furniture, we have it all.
- **Enhanced economies of scale and best practice sharing**
  - ✚ Better quality products
  - ✚ Better solutions
  - ✚ Better buying power
  - ✚ Strong and broad Staples brand range
- **Solid financial foundation**
  - ✚ Long term partnership guarantee
  - ✚ Investments in new technology and distribution solutions
- **Enhanced (global) contract capabilities to serve large national and**
- **International customers**
  - ✚ 27 countries, covering 5 continents
  - ✚ "Best in class" service around the world
  - ✚ Multi-channel offering



- ✚ Supply chain improvements

### **Personal Commitment**

- We dedicate ourselves to taking service in the office supplies market to the next level. We provide our customers with a single source for all their business supplies, making it possible for them to focus more time, energy and resource on their core business.
- We are continuously adapting to meet the individual needs of our customers. In the 21<sup>st</sup> century, this means offering one stop shopping, 24/7, in a state-of-the-art online environment. Our accessibility and flexibility is enhanced by personnel with a strong service orientated approach and a friendly personal touch. We make buying office products easy so you can get on with your workday and feel good about it.

### **Message from Peter Ventress:**

#### **"Since 2008, Corporate Express is part of Staples – the world's largest supplier of office products**

"Our company dedicates itself to taking service in the office supplies market to the next level. From our 350 locations in 21 countries, we provide our customers with a singles source for all their business supplies, making it possible for them to focus more time, energy and resources on their core business."

"We are continuously adapting to meet the individual needs of our customers. In the 21st century, this means offering one-stop shopping, 24/7, in a state-of-the-art online environment. Our accessibility and flexibility is enhanced by personnel with a strong service-oriented approach and a friendly personal touch. We listen to our customers, help them save time and maximise their productivity."

### **About Staples**

"Staples, the world's largest office products company, is committed to making it easy for customers to buy a wide range of office products, including supplies, technology, furniture, and business services. With \$27 billion in sales, Staples serves businesses of all sizes and consumers in 27 countries throughout North and South America, Europe, Asia and Australia.

"In July 2008, Staples acquired Corporate Express, one of the world's leading suppliers of office products to businesses and institutions. Staples invented the office superstore concept in 1986 and is headquartered outside Boston. For more information log onto [www.staples.com](http://www.staples.com)."

All the best,



Peter Ventress  
CEO





See below for more facts on Both Companies and what you can expect in the future.... "Two Great Companies One Bright Future".

#### **Corporate Express**

- 18,000 employees
- 2007 sales: EUR 5.6 billion
- Core business: contract sales
- Organisation (% of sales)
  - OP North America (53%)  
10,000 employees
  - OP Europe (23%)  
4,000 employees
  - OP Australia (14%)  
2,500 employees
  - Graphic Systems (10%)
  - Sourcing offices Southeast Asia

#### **Staples**

- 76,000 associates
- 2007 sales: US\$ 19.7 billion
- Core business: retail sales
- Organisation
  - North American Retail: 1,773 stores
  - North American Delivery
  - International
    - Asia
    - European Retail: 271 retail stores
    - Staples European Catalog: 10 different catalogs serving 15 countries
    - South America

#### **Maintain great customer service**

- We continue to focus on our customers
- Optimizing customer experience by leveraging best practice and technology
- Strategic accounts keep dedicated staff

#### **Expanded product assortment**

- Harmonization leads to gradual changes, not outside ordinary course of business
- Corporate Express private label gradually replaced by Staples brand in 2009
- Same quality demands, different packaging; exceptions communicated
- Improved offer for mid market customers by leveraging expertise

#### **Name / branding**

- Corporate Express migrates to Staples with dual branded catalogue in 2009
- Corporate Express fully operates under Staples name as from 2010
- We create the strongest brand in the industry

#### **Initial integration plans** are in place to ensure best customer service guaranteed:

- **Synergies:** No overlap in type of business. Staples operates stores (Retail) as well as mail order businesses (Catalog), but has no sales force for large customers as Corporate Express has
- **Confidence:** Staples have appointed Corporate Express CEO Peter Ventress as President Staples International, responsible for all operations outside North America
- **Consolidation:** Integration scope will be limited to central functions and strategy (Finance, HR, IT, Marketing, Merchandising) as well as back office integration in selected countries in 3 – 5 years
- **Stability:** Due to very different customer requirements related to the type of business and customer sizes, Staples and Corporate Express will continue to operate their own eCommerce systems for the foreseeable future





**The Easy Button Phenomenon:**

The company unveiled the tagline "that was easy" in 2003. In 2005, Staples introduced the widely popular Easy button campaign, which is hailed as one of the most successful marketing efforts in recent history!



The Easy Button is a brand icon that helps us:

- Create an instant connection between easy and Staples
- Tell people that shopping at Staples is as easy as pressing a button
- Highlight a true point of differentiation in the Staples experience — easy.

**Did you know?**

- More than 3 million easy buttons have been sold since the launch in September 2005
- The product was developed in response to customers asking for it – and making their own homemade Easy Buttons.
- Earlier this year a German Easy Button was created. The front of the button still says "Easy" but when pushed it says, "Einfach Easy!" There have also been French and Spanish versions of the Easy Button.

Staples counts every day on all of its associates behind the Easy Button – that includes you!