

## Press Release

### **CEVA Logistics secures three-year contract with Brazil's largest toy retailer**

- *CEVA Logistics will be in charge of all receiving, warehousing and eCommerce services for Ri-Happy Group*
- *A national distribution center will be dedicated to both eCommerce and physical stores*
- *More than 14,000 stock keeping units (SKUs) will be managed in a 21,000sqm facility dedicated to both B2C and B2B services supporting more than 120 stores in 81 locations across Brazil*

**Marseille, France October 15<sup>th</sup> 2020, CEVA Logistics has won a three-year contract to provide warehousing, logistics and eCommerce services to Brazil's largest toy retailer, Ri-Happy Group. CEVA will support all of Ri-Happy Group's omni-channel capabilities in the coming years.**

#### **CEVA to operate national distribution center**

Effective immediately, CEVA will be in charge of operating Ri-Happy Group's national distribution center in the city of Araçariçuama, north west of Sao Paulo, from which the company distributes a range of toys including exclusive items as well as its own brand's products. This 21,000sqm distribution center supplies both physical stores and eCommerce final customers. CEVA will manage more than 14,000 stock keeping units (SKUs) in this facility dedicated to both B2C and B2B services and supporting more than 120 stores in 81 locations across Brazil. Ri-Happy Group is the only toy retailer in Brazil with a nationwide footprint. Its business is expanding rapidly and a second distribution center focused on the north east of the country is planned for 2021.

#### **Helping the customer grow a nationwide eCommerce service**

Ri-Happy Group's online business is currently focused on the south east of Brazil while its stores are located nationwide. Part of CEVA's role is to develop Ri-Happy Group's online capability by providing a full range of inbound, put-away, inventory management, picking, packing and shipping across its extensive product range. Utilizing its WMS (warehouse management system) and satellite software, CEVA will seamlessly connect all the elements of the supply chain to provide the customer with a fully transparent and integrated solution.

CEVA will work with a variety of different marketplaces, integrating orders from these marketplaces to the WMS. The service consists of a dock-to-dock solution. Teams will receive, store, pick, pack and ship products ranging from toys for all ages to video games.

**Wagner Covos, Vice President Business Development LATAM, CEVA Logistics, says:**  
***“CEVA’s eCommerce capabilities have been recognized across Latin America. Long-term contracts with customers like Ri-Happy Group testify to CEVA Logistics’ leading position in the eCommerce sector. We are delighted to build a strong relationship with Ri-Happy Group with a responsive mindset foreseeing great achievements in the future”.***

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**About CEVA Logistics**

CEVA Logistics, a world reference in third-party logistics, provides and operates transportation and supply-chain solutions for large or medium size national and multinational companies. CEVA Logistics offers a broad range of services in both Contract Logistics and Freight Management thanks to 78,000 employees, operating over 1,000 facilities in more than 160 countries. CEVA Logistics’ experienced specialists focus on seamlessly designing end-to-end customized solutions to meet the complex and rapidly evolving supply chain needs whatever the business sector. CEVA Logistics is part of the CMA CGM Group, a world leader in shipping and logistics.

For more information, please visit  
[www.cevalogistics.com](http://www.cevalogistics.com)