

Orgon, June 2025

MAKE UP FOR EVER ACCELERATES ITS LOGISTICS TRANSFORMATION WITH ID LOGISTICS

ID Logistics, the international leader in contract logistics, announces the integration of Make Up For Ever, the French professional make-up brand of the LVMH group, on its Beauvais site. This six-year partnership consolidates a collaboration already underway with the Maisons Givenchy and Kenzo and makes the Beauvais site a shared site dedicated to several perfume and cosmetics brands of the LVMH group.



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A TAILOR-MADE SITE, ALIGNED WITH THE STANDARDS OF A PREMIUM BRAND

Faced with the reorganization of its supply chain as well as its growth prospects, Make Up For Ever has chosen ID Logistics to rethink and operate its entire global logistics operations. An emblematic Maison in the world of make-up, Make Up For Ever turned to a partner capable of combining operational excellence and agility.

ID Logistics has designed a tailor-made solution, transferring the activity to its Beauvais site. The system allows optimized management of B2B and B2C flows, covering receiving, storage, picking and shipping. The site includes around 1,500 references and 4,200 storage pallets. Each year, more than 300,000 parcels and 35,000 e-commerce orders are prepared, in compliance with a high level of requirements.

A PARTNERSHIP THAT ILLUSTRATES A UNIQUE KNOW-HOW

The project is based on the duplication of proven processes with Givenchy, ensuring a fast, secure and agile start-up. The ID Logistics teams deploy adapted technologies, such as Put to light trolleys, which secure order preparation thanks to the visual aid during picking and also offer tailor-made support for e-commerce flows. Fifteen new employees were recruited for the occasion and trained in close collaboration with the Make Up For Ever teams, in order to ensure cultural, qualitative and business alignment.

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A SITE IN LINE WITH THE GROUP'S COMMITMENTS IN TERMS OF INNOVATION AND THE ENVIRONMENT

The Beauvais logistics site covers 18,000 m² and benefits from a continuous modernization policy, with an ambitious development plan for 2030. It is ISO 14001 certified, subject to ICPE regulations and is subject to an annual environmental audit. This responsible approach is accompanied by a strong innovation component: autonomous mobile robots will soon be deployed to optimize operations and refocus teams on high value-added tasks.

ID LOGISTICS, A TRUSTED PARTNER OF MAJOR COSMETICS HOUSES

With the integration of Make Up For Ever, ID Logistics affirms its position as a privileged partner of the major cosmetics houses and strengthens its position as an agile and innovative player in the supply chain. This project illustrates the Group's ability to support the logistics transformation of demanding international customers, while promoting synergies within multi-brand groups.

" This partnership illustrates the LVMH Group's renewed confidence in our ability to innovate and support the growth of its cosmetics brands with high-end, agile and sustainable logistics" - Eric Hémar, Chairman of ID Logistics.

" In search of a new logistics partner for its central warehouse, Make Up For Ever naturally turned to the ID Logistics site in Beauvais. Already recognized for its reliability by LVMH Fragrance Brands, ID Logistics has demonstrated remarkable agility in integrating the specificities of Make Up For Ever, while enhancing the synergies between the Group's two Maisons. A choice that was obvious" - Naly Deswelle Renard, Director of Operations, Make Up For Ever



ABOUT ID LOGISTICS:

ID Logistics, headed by Eric Hémar, is an international contract logistics group with revenues of €3.3 billion in 2024. ID Logistics manages nearly 450 sites in 18 countries, representing more than 9 million m² operated in Europe, America, Asia and Africa, with 42,000 employees.

With a customer portfolio balanced between distribution, e-commerce and consumer goods, ID Logistics is characterized by offers involving a high level of technology. Since its creation in 2001, the Group has developed a social and environmental approach through a number of original projects and is now firmly committed to an ambitious CSR policy. ID Logistics shares are listed on the Euronext regulated market in Paris and are included in the SBF 120 index (ISIN code: FR0010929125, Mnemo: IDL).