



Europe's for cold logistics

**On January 1, 2012, the Group adopts a new name
and a European brand: STEF**

On Friday, December 23, 2011, STEF-TFE shareholders have, during their extraordinary general assembly, approved the choice of STEF as the new official name for the holding company. This does not change anything in the management or the organization of the Group.

Meanwhile, from January 1, 2012, Europe's specialist for cold logistics adopts the same European brand for all its activities.



A logical step for a range of a homogenous offer of logistics and transportation solutions.

This step is the logical consequence of an evolution as all temperature-controlled activities gradually share the same expertise in Europe (transport, logistics services and IT). It answers a strong desire among customers for safe and coordinated services while being guaranteed a homogenous and high quality service whatever the activity, the region or the country

A European emblematic brand dedicated to temperature-controlled logistics

The STEF brand adopts the historic logo of the Group: the two blue circles. They symbolize the association of expertises and temperatures and are a powerful trademark both internally and externally. This European brand, a symbol of the history of cold logistics, will be used in the eight countries where the 15 000 employees of the Group work.

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