



2006 Hong Kong Trade Development Council Meeting

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About Buhrmann

- **Founded in 1898**
- **Headquartered in Amsterdam, the Netherlands**
- **World's major distributor of office products, furniture, graphic systems, software, promotional products and printing for the business market**
- **Sales of \$7.52 billion in 2005**
- **Approximately 18,000 employees in 28 countries**
- **Listed on the New York Stock Exchange (NYSE:BUH) and the Amsterdam exchange (AEX:BUHR)**



“Preparing the world for business”



The Brand for Business™

About Corporate Express Global Operations



- **World's largest B2B supplier of office and computer products and services**
- **#1 Business to Business supplier of Office Products in Australia; #2 in Europe, #1 in Scandanavia**
- **Operates internationally in Australia, Austria, Belgium, Canada, Denmark, France, Germany, Hungary, Ireland, Italy, Luxembourg, Mexico, the Netherlands, New Zealand, Norway, Poland, Russia, Spain, Sweden, Switzerland, the United Kingdom and the United States.**
- **Approximately 3,800 Field Sales Personnel Globally**
- **More than 350 locations, including 91 distribution centers**



The Brand for Business™

Corporate Express European and Australian Locations



North American Locations

**Denver employs
3,000 associates**



US Accounts

90% of Fortune 500
Companies

Federal Government
Contracts

Education



Sophisticated Corporate Express Customers Demand

- Superior quality
- Value for money
- Broad product offering
- World class service
- Distribution expertise
- Technological excellence
- Global capability
- Highest integrity & ethics



Superior Procurement Solutions Includes a Best-in-Class Private Brand



- **Compensates for negative/low margin SKU's**
- **Exclusive brand will become a valuable corporate asset**
- **Increases profitability**
- **Offers the customer value**
- **Builds customer loyalty**
- **Competition cannot compete with our private label**

Corporate Express Brand Strategy

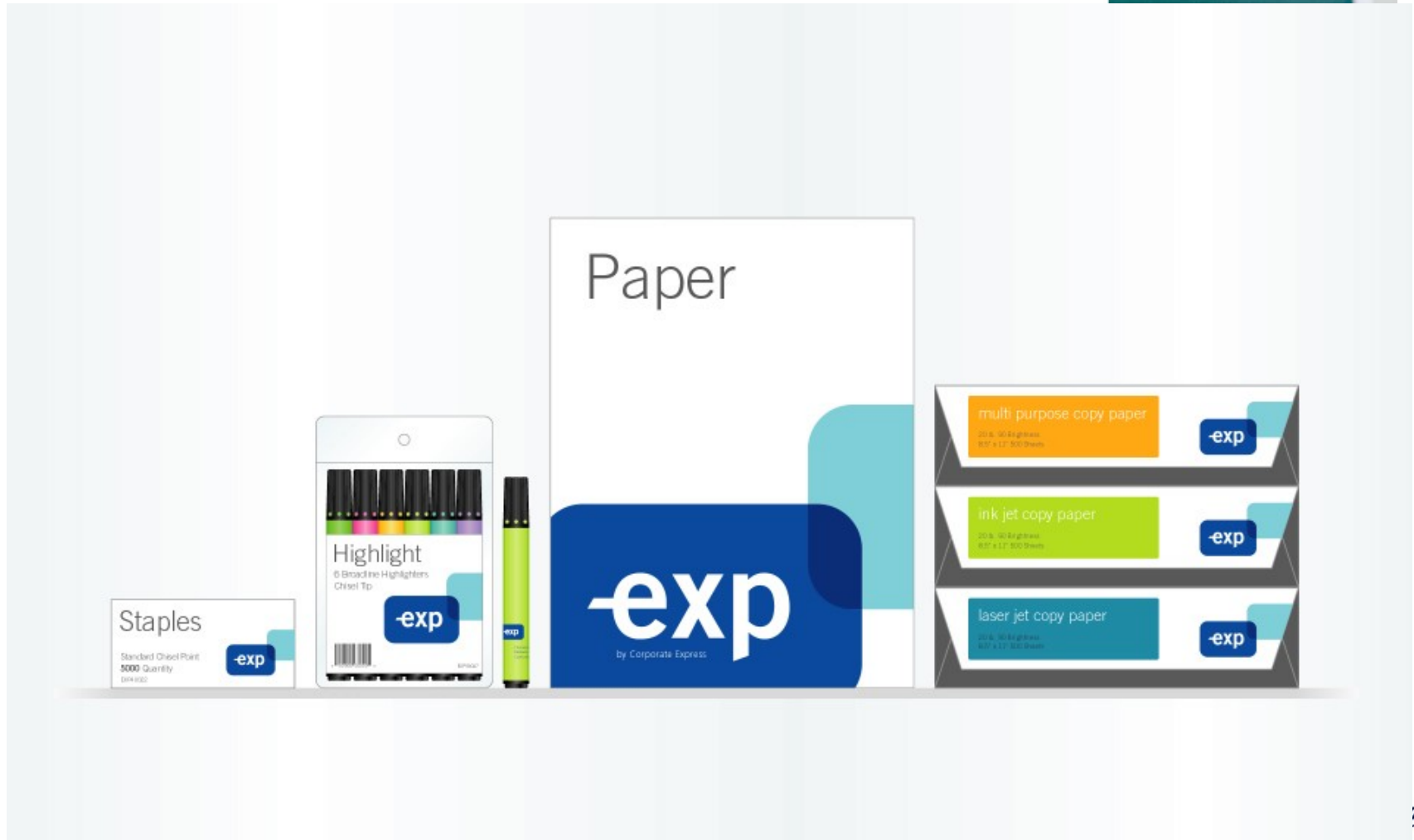


- **Four Brands of products with four unique characteristics:**
 - **EXP – Most competitive brand**
 - **CEB – Designed to compete with National brands**
 - **CEB Signature – Higher levels of functionality**
 - **DPS – Diversity Product Solutions – Designed to drive Tier II minority purchases**
- **These products can meet up to 60% of a company's Office Product purchases**



The Brand for Business™

New Landor Packaging



New Landor Packaging Cont.



New Landor Packaging Cont.



Non-Negotiable to Program's Success - Quality Control. Hong Kong Office Critical.

- All Items pass through internal Quality Control inspection
- 3rd Party Testing – Bureau Veritas/SGS/ETL

– Goods will not be released for shipment until pass comprehensive physical inspection covering 4 major areas:

- Safety
- Functionality
- Aesthetics
- Packaging

– Regional personnel onsite at factory during production runs and for QC inspection



Product Selection Strategy – about 60% comes from China



- **Phase I –**
 - ~ 535 sku's
 - getting people excited about own brands
 - Toner program
- **Phase II**
 - Launch of 2005 Sourcebook
 - 4 tiered program
 - ~1600 sku's
- **Phase III**
 - Launch of 2006 Sourcebook
 - ~ 2000-2100 sku's
 - Including Dated Goods



What are we Procuring Today?

- **Office Products**
 - Binders = 9,874,528 pcs over 12 months
 - Pens = 26,685,115 pcs over 11 months
- **Furniture**
 - Chairs = 120,000 pcs over 11 months
 - Lamps, Clocks, Frames = 2,000,000 pcs over 12 months
- **Facility Supplies**
 - Fans/Heaters = 150,000 pcs over 12 months



What are Our Future Opportunities? Being Finalized with China/Hong Kong.



- **Professional Services Vertical Market**
 - Custom Printing
- **Education Vertical Market**
 - School supplies
 - Furniture
- **Medical Vertical Market**
 - Healthcare
 - Safety Supplies
- **Facility Supplies**
 - Towel dispensers
 - Breakroom supplies
 - Safety supplies



We are on a Journey..... We are committed to building and maintaining a world-class brand.



- **We are not interested in short term partnerships**
- **We are not interested in making a “quick buck”**
- **We are wanting to partner with quality suppliers who will help us gain customer satisfaction and loyalty**
- **We are interested in partnering with like minded companies who will grow with us**