



OUR NEW EU WAREHOUSE guarantees swift delivery

Satisfyer

THE SATISFYER EFFECT

PRESS RELEASE

Triple A's new EU warehouse guarantees swift delivery with Satisfyer effect

Key facts:

- Triple A GmbH invests in a more seamless, quicker, trackable order service with B+S logistics for the brands Satisfyer and Penthouse
- First warehouse launched on 1st May 2020, expanded investment for best B2B service
- The second European warehouse to start operations on 18th January in Alzenau, Germany
- Faster delivery process with immediate shipment and parallel invoicing
- New process supports liquidity and flexible planning of local business customers

Bielefeld, January 2020: [Satisfyer](#) is set to guarantee a faster, more seamless delivery process for its business customers thanks to a second new warehouse located in Alzenau, Germany. The facility will be operated by [B+S Logistics](#), a German market leader specializing in quick and customised implementation of complex logistic applications in ten different locations with 320,000 square meters in logistics space. One of them is the first warehouse, located in Bielefeld, launched successfully in May 2020.

Located in the Rhine-Main area, the new EU warehouse is directly connected to the A3 and A45 highways and the Frankfurt International Airport, and it boasts 82,000 square meters in size. Starting on 4th January, 2021, all incoming orders will be processed at this location in an initial phase until the site's official opening on 18th January, 2021.



B+S Location Alzenau, Rhine-Main Area

Faster delivery ensures flexibility and better cash flow in times of Covid-19

The B+S logistics network's high standards shrink delivery times to a minimum. Gone will be the days of waiting six to eight weeks for sea freight delivery – instead, shipments will now take between five and seven days and the upgraded services allow a live tracking of the order, too. Quicker, trackable delivery, in turn, makes it possible to plan and forecast with enhanced flexibility: business customers will now be able to jump-start their sales and to swiftly adjust their orders and inventory based on their local market's changing tastes and local Covid-19 regulations.

All orders will be handled on an ongoing basis – as soon as an order comes in, the corresponding shipment will be prepared and sent out. Customers will be invoiced in parallel and can make payments on the same day. This faster turnaround is set to enhance customers' liquidity and budget flexibility. From now on, customers can not only bid farewell to orders with long shipping times, but also to prepaid investments whose returns are not evident until weeks later. In the future, customers will be able to make orders at short notice, confident in the knowledge that these investments will



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not impact cash flows significantly and that they are likely to translate into a boost in profitability instead.

About Satisfyer

Blending tech innovation and sexual health, Satisfyer as part of the [Triple A eCommerce GmbH](#) is a sexual wellness brand dedicated to creating pleasurable, multi-sensory experiences for consumers. Established in 2016, Satisfyer set the tone within the industry, proclaiming that sexual health is for everyone, regardless of their sexual preference, socio-economic background, age, gender or skill level. Available in more than 100 countries, with over 200 products and over 180 design awards, Satisfyer offers the most comprehensive and robust assortment of high-quality devices, all at accessible prices. Satisfyer leads the category in many countries, due to its marquee product, the Pro 2, which is the most sold sexual wellness device in the world. For more information, please visit www.satisfyer.com