



October 7, 2008

## Beretta Wins Boston Strategies Award for Supply Chain Cost Leadership

Boston Strategies is pleased to announce that Beretta has won our 2008 award for excellence in Supply Chain Cost Leadership.

Our firm has conducted an in-depth global supply chain benchmark study in which 500 diverse companies responded from countries as widespread as India, South Africa, Malaysia, Brazil, Indonesia, Egypt, Denmark, and the United States.

Supply chain awards were presented in four categories: Cost Leadership (excellence in managing supply chain costs), Reliability Leadership (excellence in achieving synchronous supply chain execution), Customer Intimacy Leadership (excellence in building a unique capability in using supply chain to enhance customer relationships), and Innovation Leadership (excellence using supply chain activities for rapid, frequent, and effective new product introductions).

Beretta was selected due to the company's outstanding performance in its class for its cost of order fulfillment as a percentage of order value (2.5%). In addition, the company's performance on several other supply chain efficiency metrics is commendable, including its high capacity utilization (>98%).

"Because of the complexity in highly regulated industries, the management of the supply chain is considered a strategic area and we are proud of our internal logistics know-how and capabilities," announced Mr. Massimo Marchi, Director of Supply Chain and Technology. "I am honored to receive this Award from such a recognized supply chain expert like Boston Strategies International."

Founded in 1500, according to legend, Beretta ([www.beretta.com](http://www.beretta.com)) is the oldest active gun manufacturer in the world. With 3,000 employees and revenues of 600 million Euros, it is a world leader in small firearms such as pistols, shotguns, and rifles, producing brands including Beretta, Benelli, Franchi, Burris, Sako, Tikka, Uberti, Stoeger, and MDS. It is headquartered in Valtrompia, Italy, the largest specialized firearms hub in the world. With its constellation of artisans and specialized micro suppliers, it is to guns what Toyota City or Detroit is to the automotive industry.

### About Boston Strategies International

Boston Strategies International ([www.bostonstrategies.com](http://www.bostonstrategies.com)), founded in 1998, helps executives, governments, and investors create global growth opportunities through strategic supply chain management. The firm provides strategy consulting, cost and pricing analysis, and custom industry research that helps make critical decisions that involve investment and risk.



### Contacts:

Katy Weener  
Marketing Manager  
Boston Strategies International, Inc.  
[kweener@bostonstrategies.com](mailto:kweener@bostonstrategies.com)  
(1) (781) 283-5722