



Reverse Auctions

Code of conduct

General operating ruler

- **Reverse auction is a tool used by Groupe PSA for price negotiation exclusively.**
All other criteria (technical, quality, logistics...) are analyzed prior to the auction.
- **Participating in a reverse auction is only done at Groupe PSA invitation.**
- **Every auction leads to a business being awarded to a supplier that participated in the auction.**
- **Groupe PSA will no case accept any offer after the auction.**

Guarantee of neutrality, security and confidentiality

- **Reverse auctions are run on an independent marketplace.**
This marketplace implements securitized electronical means of communication between buyers and suppliers.
- **Groupe PSA intervenes as the organizer. No "phantom" bids can be placed during an auction.**
- **Groupe PSA is committed to respect the confidentiality of the information sent to the participants.** At the end of the auction time, each supplier is individually informed of the decision about his offer. The name of the selected supplier can be given to a participant, upon specific request.



Rigorous communication and precise specifications

- **A request for quotation is always held prior to an auction.**

Suppliers precisely know all the criteria taken into account for the final choice (economical, technical, logistics, quality...) and can prepare their offer advisedly.

- **The suppliers invited to the reverse auction are selected among those that received request for quotation.**

All the invited suppliers are eligible for being awarded the whole or part of the business as defined in the logistics (rules).

- **Practical information:** prior to the auction and within a reasonable delay corresponding to the auction's level of complexity, **Groupe PSA communicates the practical information about the event (date and time, type of auction, criteria of choice...).**

A secured, monitored and tracked operational process

- **A trial auction is organized before the real auction.** Suppliers are individually trained by personal appointment.

- **Suppliers can at any time call the help- desk which will answer to every participant.**

- **The marketplace keeps track of each reverse auction with recordings available for at least one year.**

Commitment of the participant suppliers

- **There shall be no agreement among the suppliers invited to a reverse auction.**

- **Any offer placed during an auction is binding.**

- **Suppliers commit themselves not to submit further offer after the auction.**

The logo consists of the letters 'B2B' in a bold, blue, sans-serif font. The '2' is significantly larger and positioned between the two 'B's, creating a stylized, three-dimensional effect.

FOR THE EXTENDED ENTREPRISE