



DRIVE YOUR E-COMMERCE GROWTH.
DHL MAKES IT HAPPEN.



EVERYWHERE YOU ARE – NATIONWIDE



For business customers and commercial shippers of every size and industry, DHL is the partner for all your shipping needs. Every day, some 81,000 DHL couriers deliver more than 5 million parcels to customers in Germany.

RELIABLE DELIVERY

Over 80 percent of all DHL parcels are delivered by the next day. The e-commerce business is growing, as is our ability to meet the demand.

SUSTAINABLE SHIPPING

Our delivery fleet utilizes some 10,500 all-electric StreetScooters. Our GoGreen service offers DHL customers shipping options up to 100

percent climate-neutral.

NATIONWIDE COVERAGE

DHL operates over 9,300 Packstations across Germany. In addition, 30,000 parcel posting and acceptance points are available at convenient locations for your customers. Flexible delivery options and return solutions mean maximum customer-centricity.

Online shops of every size benefit from our national and international shipping solutions. That's why we're the right logistics partner for you too!



BECOME A DHL BUSINESS CUSTOMER



Do you ship more than 200 shipments per year? Congratulations! Become a DHL business customer now and you'll benefit from the numerous upsides. Within just a few days after signing a contract, you can get started with national and international shipping. For particularly high shipping volumes, we're happy to advise you personally.

✓ YOUR BENEFITS

- Money saved thanks to our attractive and individual shipping offers
- Management of your entire shipping process on the DHL Business Customer Portal
- Pickup at pre-agreed address included
- Shipping nationwide in Germany and to more than 220 countries – even on Saturdays

YOUR CONTRACT IN FOUR EASY STEPS:



1. DATA

Access the form online and fill it out step-by-step.

2. PRICES

View the prices we offer to ship your parcels nationally or worldwide.

3. CONTRACT

Conclude your contract directly online. Assistance is also available by phone.

4. START SHIPPING

Receive access to the DHL Business Customer Portal within 24 hours and get ready to ship.

OUR E-COMMERCE SOLUTIONS AT A GLANCE



Discover a wide range of DHL offers for a successful e-commerce business – for both large and small retailers. Click on the links below to find out more about our products and services.

Professional shipping

Give customers what they want with our needs-based, practical solutions that include a range of merchandise shipping options for goods of all sizes.

Attractive online shop

Take advantage of the opportunity to integrate DHL shipping services directly into your online shop and offer your customers utmost flexibility

Customer activation

Intelligent dialog marketing solutions help you reach potential new customers and reactivate current customers – it's simple and direct.

Der Schutz unserer Umwelt liegt uns am Herzen, insbesondere jetzt, wo der Online-Handel boomt. Bis 2030 wollen wir unsere Emissionen mit vielfältigen Maßnahmen signifikant senken.

PERFECT FOR EVERY PORTFOLIO

DHL'S SHIPPING SOLUTIONS



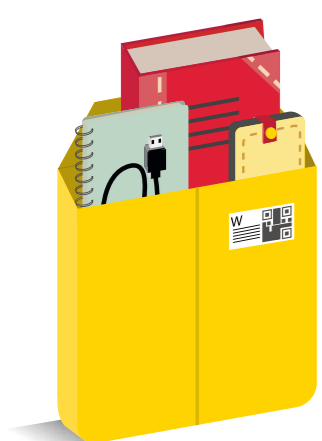
From shoes to sideboards, today everything is online. That's why more customers than ever are enjoying the benefits of convenient online shopping. The growth rate in 2019 was 11 percent*. In Germany online retailing overall grew to €59.2 billion.

DHL has the right shipping product for needs of all

sizes – from small and sleek to large and bulky and everything in between. For mail order retailers, DHL always has the solution that fits. That in and of itself can considerably reduce shipping costs and help eliminate waste.

* Source: HDE ONLINE-MONITOR 2020

MERCHANDISE SHIPPING FROM SMALL TO LARGE



OTHER SERVICES

SMALL AND LIGHTWEIGHT GOODS WARENPOST NATIONAL AND INTERNATIONAL



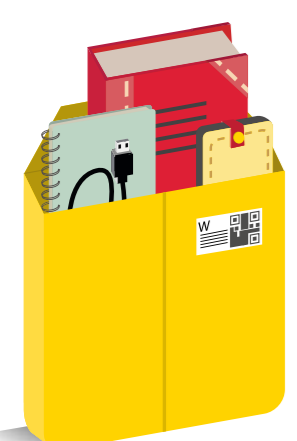
WARENPOST
Ein Produkt der Deutschen Post

WARENPOST INTERNATIONAL

With Warenpost International, you can conveniently ship small-format goods to more than 220 countries and territories around the world, starting at just 200 shipments per year.

✓ ADVANTAGES OF WARENPOST INTERNATIONAL

- Standard and premium shipping: greater flexibility with a variety of shipping options
- Premium: includes shipment tracking and liability for many destination countries
- Fast customs processing in non-EU countries through advance transmission of customs-relevant data
- GoGreen available as an additional service



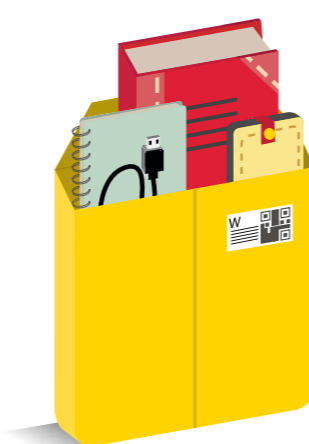
Minimum dimensions: length: 10.0 cm, width: 7.0 cm, height: 0.1 cm; **maximum dimensions:** length: 35.3 cm, width: 25.0 cm, height: 5.0 cm; **maximum weight:** 1,000 g

WARENPOST

Starting at 200 merchandise shipments per year, perfect for start-ups. WARENPOST: The more items you ship, the more you save.

✓ WARENPOST BENEFITS

- For goods up to 1,000 g
- Shipment tracking
- Available starting at 200 shipments per year
- Delivery in Germany generally the next day after posting
- National and international shipping



Minimum dimensions: length: 14.0 cm, width: 9.0 cm, height: 0.1 cm; **maximum dimensions:** length: 35.3 cm, width: 25.0 cm, height: 10.0 cm; **maximum weight:** 1,000 g

PAKET NATIONAL GOODS UP TO 31.5 KILOGRAMS



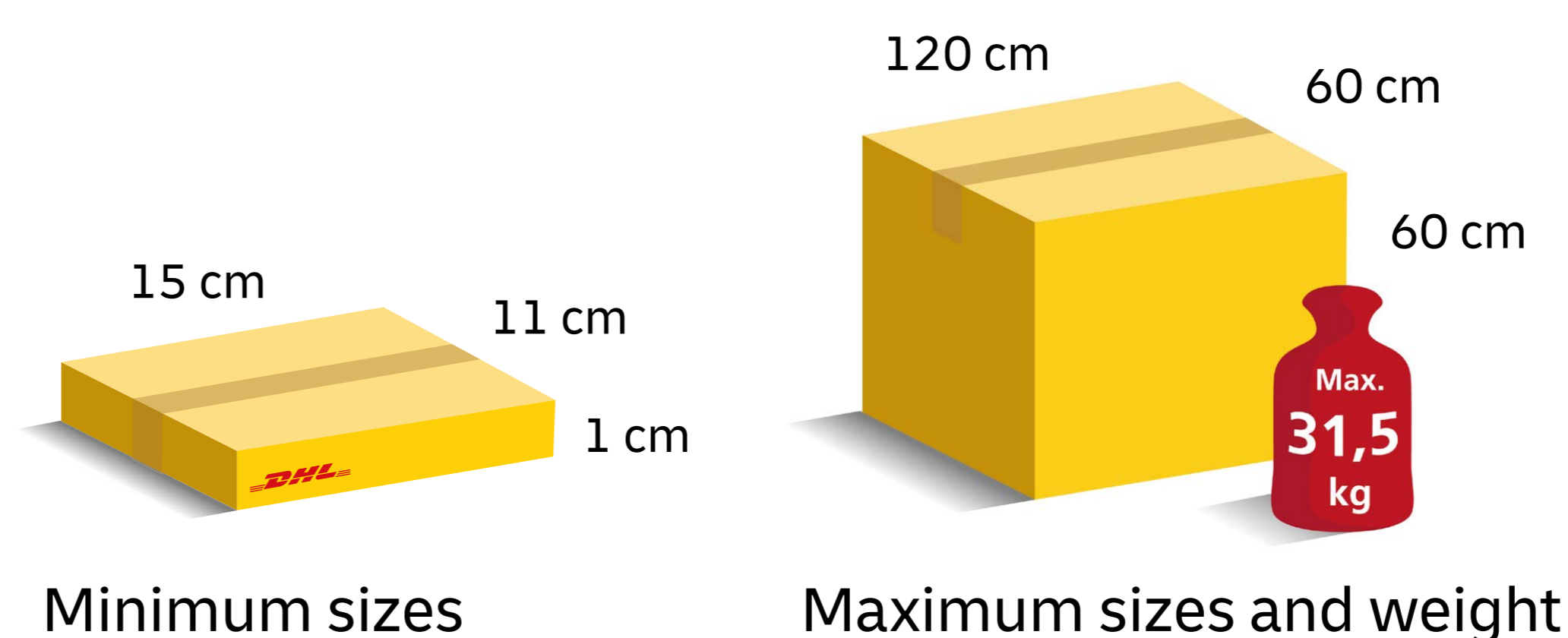
When it comes to shipping goods up to 31.5 kg, online retailers turn to classic parcel products DHL's multitude of available for standard parcels offers you tailored shipping solutions – perfect for your business requirements and those of your customers.

Our comprehensive recipient services ensure that your customers have maximum flexibility and a positive purchasing experience.

✓ YOUR BENEFITS

- Delivery usually on the next working day
- Pickup of your parcels starting at 200 items per year
- Fast, nationwide delivery – even on Saturdays
- Liability up to €500 per parcel included
- DHL Preferred Delivery Services to ensure satisfied customers

SIZES FOR STANDARD SHIPPING



NATIONAL SHIPPING WITH DHL

- € Individual shipping prices
- @ Professional dispatch
- Shopping cart icon Pickup at preferred address
- DHL Delivery Options

DHL SERVICES FOR EVERY NEED, FOR EVERY INDUSTRY



Merchandise shipping presents online retailers with multi-faceted challenges. DHL solutions make it easy to handle any request – whether it's for discretion, protection of minors, speed, flexibility or security. Organize your national parcel shipping exactly the way your goods need and your customers want.

Delivery specifications (time and place)



Secure payment transactions with cash on delivery



Bulky goods: For shipments beyond the norm



Rerouting and other products and services



Insurance for high value goods



Personal delivery specifications



2-MANN-HANDLING HEAVY GOODS STORED AND DELIVERED



Customers are ordering an increasing number of large and heavy goods online as well, and they want to receive these just as conveniently as they would a parcel. With DHL 2-Mann-Handling, sofas and gym equipment are delivered just as easily and securely as smaller merchandise.

DHL delivers the goods directly to your customers in Germany, Austria, Luxembourg and Switzerland, with shipment tracking. Individual services and personal delivery appointments for your recipients are part of the DHL offer. On request, we also provide professional warehousing solutions for furniture, household appliances and consumer electronics and ensure fast, efficient handling.

✓ **YOUR BENEFITS WITH DHL 2-MANN-HANDLING**

- Efficient logistics from a single source for furniture and electric household appliances
- Warehousing at a central location with direct transport link to shipping network
- Fast shipping to location designated by your customer
- Customizable delivery thanks to individual services



PAKET INTERNATIONAL SHIPPING TO OVER 220 COUNTRIES

Across Europe or around the world: DHL delivers your goods to customers – wherever they might be.

DHL PAKET INTERNATIONAL

Maximum reliability the way your customers want:

- Comprehensive global parcel shipping to more than 220 countries and territories
- Additional insurance of up to €500 in cases of damage or loss
- Cross-border shipment tracking in many countries
- Simple pricing

DHL EUROPAKET

Fast and reliable delivery for B2B businesses throughout Europe:

- Delivery generally within 48 hours in Europe's major business centers
- Delivery to remote areas thanks to an extensive network
- Insurance up to €500 for cases of damage or loss
- Two delivery attempts included



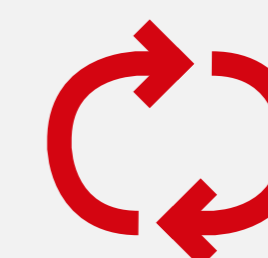
INTERNATIONALER VERSAND MIT DHL



Individuelle
Versandpreise



Versand in über
220 Länder



Internationale
Retourenlösungen



Abholung an der
Wunschadresse

RETURNS MANAGEMENT

SIMPLE RETURN SOLUTIONS



RETOURE NATIONAL

We offer return solutions tailored to the requirements of your online shop and the needs of your customers. Whether it's a return label enclosed in a package, provided by the deliverer or printed on the spot, DHL Retoure offers you optimal service that makes returns faster than ever.

RETURN OPTIONS

- Return label enclosed in the item
- Return label available online
- Return label provided during parcel pickup

NEW: MOBILE RETURNS

Mobile Returns make sending items back easy and convenient for your customers. All they have to do is present the DHL Retoure QR code displayed on their smartphone for scanning to a courier or at a DHL retail outlet, parcel shop or Packstation. The return label is then printed by DHL and affixed to the parcel.

RETOURE INTERNATIONAL

Simple and uncomplicated return options are also available in other European countries – with different variants for needs-based handling, simple invoicing and convenient returns in local post office networks.

RETURN OPTIONS

- Booking template for your customer service
- Booking template for your customers
- Booking template for your website



HOW IMPORTANT ARE RETURNS FOR CUSTOMERS?

56%

of consumers who make purchases online say the ability to choose between different delivery options is most important to them

46%

are willing to pay more for a premium return option

Source: "Delivering Consumer Choice, 2015/16 State of eCommerce Delivery"

CONVENIENT PICK-UP TO FIT YOUR SCHEDULE



For business customer parcels, pickup is the first step into the DHL network – and a standard service included in the parcel price.

We adjust to your needs and organize the pickup of your regular volumes and special volumes, e.g., for promotional campaigns or returns.



✓ **YOUR BENEFITS**

- Online ordering over a standardized touchpoint on the DHL Business Customer Portal
- Pickup with transport containers just right for your shipping volumes
- Pickup not just at your regular pickup address – but also from any address you select for just €1.49 per pickup order
- Convenient ordering of special pickups up to one day before the pickup day

PROFESSIONAL DISPATCH MANAGEMENT PERFECTLY CONNECTED



DHL BUSINESS CUSTOMER PORTAL

As a DHL business customer, you can manage your entire parcel shipping process conveniently online. The DHL Business Customer Portal offers the perfect services to accommodate all of your shipping needs.

✓ YOUR BENEFITS

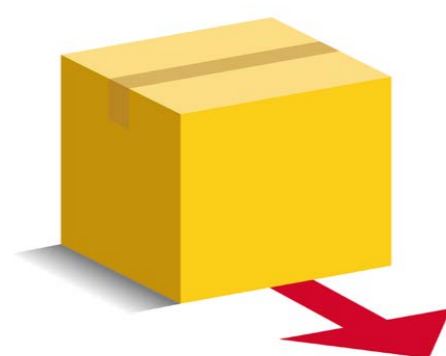
- Central access to your DHL Services for preparing shipments, parcel pickups, returns and shipment tracking
- Customer data and invoices viewable online
- Online ordering of shipping materials
- Monthly reports on shipping quality and performance

SOFTWARE SOLUTIONS

Use our shipping and recipient services in your online shop. DHL provides solutions to integrate these services into your software system – perfect for marketplaces, shop systems, merchandise management systems and other e-commerce tools.

✓ YOUR BENEFITS

- A single system for your e-commerce business
- Time savings in order processing
- Fast integration in just a few clicks



SCORE BIG WITH YOUR CUSTOMERS



Parcel notifications for your customers



Delivery on the delivery day



DHL Preferred Delivery



Climate-neutral shipping

DELIVERY OPTIONS

PREFERRED DELIVERY SERVICES FOR YOUR CUSTOMERS

Let your customers decide when and where they would like to have their parcels delivered. 78 percent want flexible delivery options DHL Preferred Delivery

Services offers a range of options for receiving parcels. You offer customers flexible delivery times and places as well as regular status updates on their parcels.

PARCEL DELIVERY SERVICES:

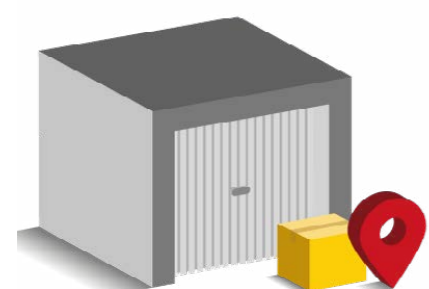


- **6,500 Packstations:**

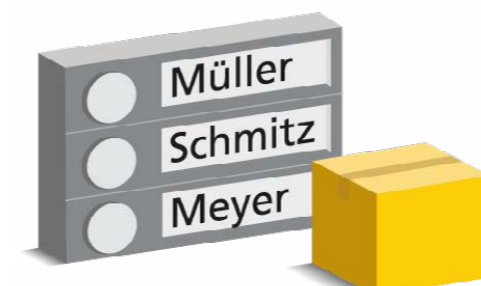
Open 24/7



- **26,000 service points (post offices and parcelshops):** Immediate pickup even with no notification



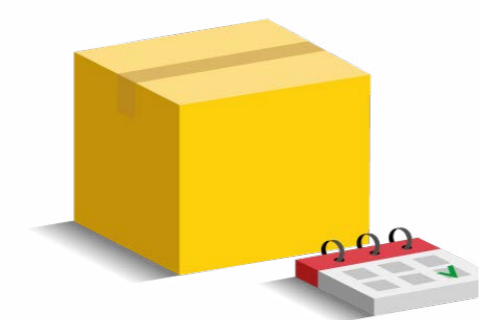
- **Drop-off location:** Delivery location on the customer's property



- **Neighbor:** Specific person in the neighborhood



- **No neighbor delivery**
Protect your customers' privacy



- **Preferred day:**
Choice of preferred delivery day

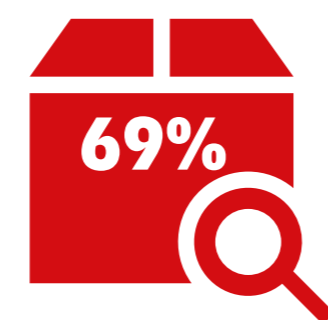
- ✓ **THE BENEFITS FOR YOU**
 - A more attractive online shop
 - Satisfied repeat customers
 - Faster payment thanks to direct delivery

WHAT CUSTOMERS WANT SHOPPING WITH EXTRASERVICE

A wide range of products, an attractive design, intuitive page navigation and fast responses. Online shoppers have a variety of expectations. Ordering the items in their shopping cart needs to be simple and easy – and the delivery fast and reliable.

Let your customers determine the time and place of delivery. With the DHL App, customers can receive delivery status updates at any time and plan around it. The end result is a positive purchasing experience and greater satisfaction.

WHAT ONLINE SHOPPERS WANT*



want to select a delivery day during the ordering process



view the parcel service provider app as an important way to track packages



also want to know the name of the parcel service provider



of customers are more likely to return to a merchant with a simple return policy

* Source: MetaPack-Studie „Ecommerce Delivery Benchmark Report 2020“

TIPS FOR ONLINE RETAILERS

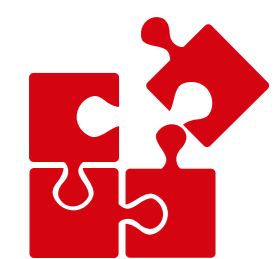
- Offer info on delivery options
- Integrate a search function for selecting a delivery location
- Provide up-to-date info on delivery status
- Offer choice of delivery day
- Ensure a positive customer experience – with fast shipping and reliable delivery

SOFTWARE SOLUTIONS FOR YOUR ONLINE BUSINESS

THE RIGHT CONNECTION THANKS TO DHL PARTNER SYSTEMS

DHL merchandise shipping offers our partners optimized dispatch solutions not just for the market place and shop software but also for merchandise management, dispatch logistics and after-sales systems.

Our partner program ensures that our products and services are optimally integrated for our premium partners and shipping customers.



WE OFFER THESE APPLICATIONS TO OUR E-COMMERCE PARTNERS:

- Shipping to create shipping labels
- DHL online franking to create shipping labels
- Business Customer Dispatch using the shipping API
- Private Customer Dispatch using the DHL online franking API
- DHL Shipment Tracking for DHL parcels and Express items
- Preferred Delivery for automated integration of different delivery services into the online ordering process
- DHL Online Retoure to create return labels



BENEFITS FOR DHL CUSTOMERS WHO USE THE SHIPPING FUNCTIONS OFFERED BY PARTNERS:

- Dispatch processing using the current e-commerce system
- Automatic address saving
- Time savings in the dispatch note creation process
- Data transparency thanks to integrated shipment tracking

OUR PREMIUM PARTNERS:
DHL Premium Partners have already integrated our shipping solutions into their systems.

See who's on the list!



HIGHEST SERVICE LEVEL BEST IN THE TEST TIME AND AGAIN

In 2021, DHL once again confirmed its leading role on many levels. We regularly come out on top in tests, for example in customer satisfaction and loyalty, in fairness and responsibility and in many other categories as well.

We would like to thank all those who provide us with invaluable feedback – both positive and negative – for letting us know what is important to them and helping us to keep improving our services. Being the best is what we work to achieve every day. The quality of our services has been recognized in various media publications including FOCUS Money, Die WELT and BILD.

DHL BEST IN THE TEST TIME AND AGAIN IN 2021*

As confirmed by numerous prizes and distinctions in the areas of

- fairness and responsibility
- parcel logistics
- popularity
- customer loyalty
- customer satisfaction
- digitalization
- best value for money



DHL BEST IN THE TEST TIME



*Jan 21: Studie: Unternehmerische Verantwortung, sehr hohe unternehmerische Verantwortung, WELT; Jan. 21: Deutscher Champion 2021, Testsieger Paketdienste, DIE WELT; Jan. 21: BILD Kundenempfehlung/Von Kunde zu Kunde, Höchste Kundenempfehlung, BILD Zeitung; Mär 21: Deutschlands Kundenlieblinge, Höchste Gesamtzufriedenheit, BILD Zeitung; Mär 21, Höchste Kundentreue, Prädikat „Herausragend“, FOCUS Money; Mai 21: Kompetenzstudie, Höchste Kompetenz, FOCUS Money; Jun 21: Kundenempfehlung: Höchste Weiterempfehlung, FOCUS Money; Jun 21: Fairstes Unternehmen, Testsieger Paketdienste, Focus Money; Jul 21: Deutschlands Kundenkönig: Höchster Kundennutzen, BILD Zeitung; Jul 21: Digital Champions in der Kundenbegeisterung, Testsieger Paketdienste, Die WELT; Aug 21: Marken-Champions in der Kundenbegeisterung, Testsieger Paketdienste, Die WELT; Sep 21: Höchste Kundenzufriedenheit und BESTE Preis-Leistung, Bestbewertungen Paketdienste, Service Value; Sep 21: Deutschlands Beste Logistik Dienstleister, Testsieger Logistik-Dienstleister, Handelsblatt

THE DIALOG MARKETING SUCCESS FACTOR

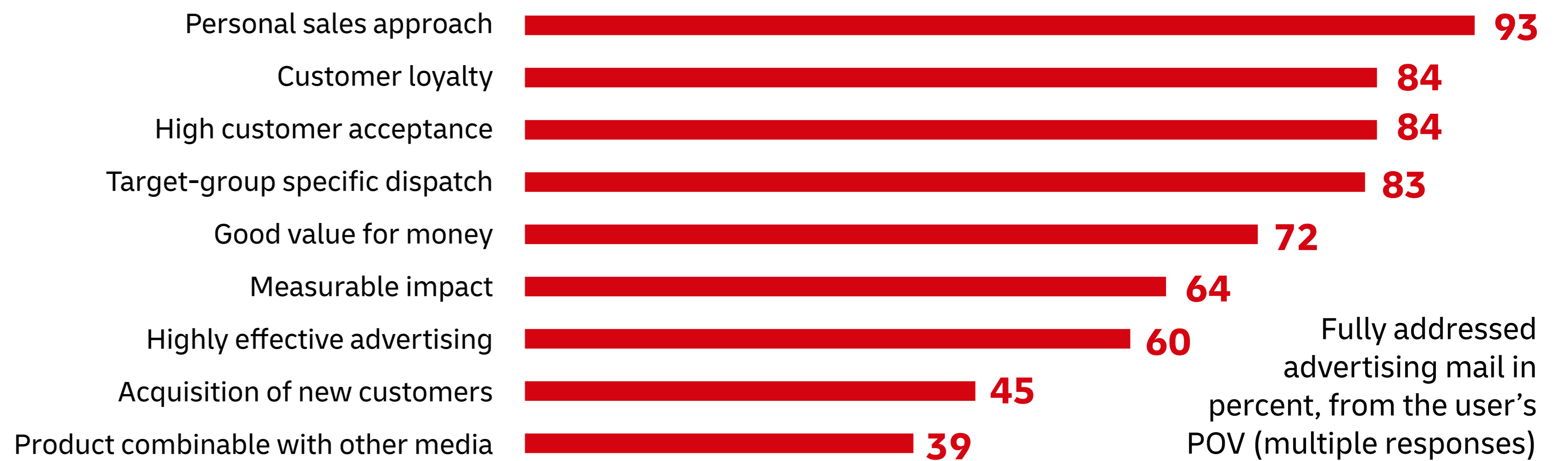
GAIN NEW CUSTOMERS
RETAIN CURRENT CUSTOMERS



How do you keep customers around for the long-term? With print mailings that combine online and offline strategies. For existing customers, this method achieves opening rates of ca. 80 percent.

Deutsche Post and DHL are part of DPDHL Group. The Post is a reliable partner for reactivation and acquisition of old and new customers as well as for high coverage advertising. It procures postal addresses through the use of offline retargeting. The DIALOGPOST service offers easy campaign management, long-term impact and a good cost-benefit ratio.

WHAT PRINT MAILINGS OFFER



Fully addressed advertising mail in percent, from the user's POV (multiple responses)

Source: CMC Study

✓ THE BENEFITS OF DIALOG MARKETING

MORE REVENUE SIMPLE AND DIRECT CUSTOMER ACTIVATION

The 2019 CMC DIALOGPOST Study demonstrates the positive impact of print mailings on consumer acceptance and customer loyalty in e-commerce. Print mailings exceed e-mails in their potential to activate customers. In many cases print mailings remain in households for several months in the form of coupons and can spur impulses to buy throughout that time. The important thing is regular communication with customers. It bolsters consumer acceptance and maintains brand relevance.

NEVER FORGET

- The conversion rate (CVR) for the next purchase drops by 40 percent in the first 12 months.
- The CVR for future campaigns doubles after the third purchase. Print mailings are particularly successful at activating repeat customers.

THE POWER OF PRINT MAILINGS



6.8%

That is the average conversion rate (CVR) for online shops that utilize Dialogpost mailing campaigns – and the figure is rising.



+12%

That's how much the value of shopping carts grew compared to previous orders among customers who responded to a mailing campaign.

TRY IT NOW!

To order your mailing and advertising mail easily and conveniently online, visit us at **deutschepost.de/dialogpost**

Or click the button below:

ON THE GREEN PATH

OUR GOAL: ZERO EMISSIONS

GREEN DELIVERY BY POST & PARCEL GERMANY

By introducing more and more electric vehicles, we are consistently converting our delivery fleet. Also, in conurbations and city centers¹, deliveries of merchandise mail and an increasing number of small-format parcels are now delivered by bike or on foot.

OPTIMIZED DELIVERY WITH

■ our recipient-focused services:

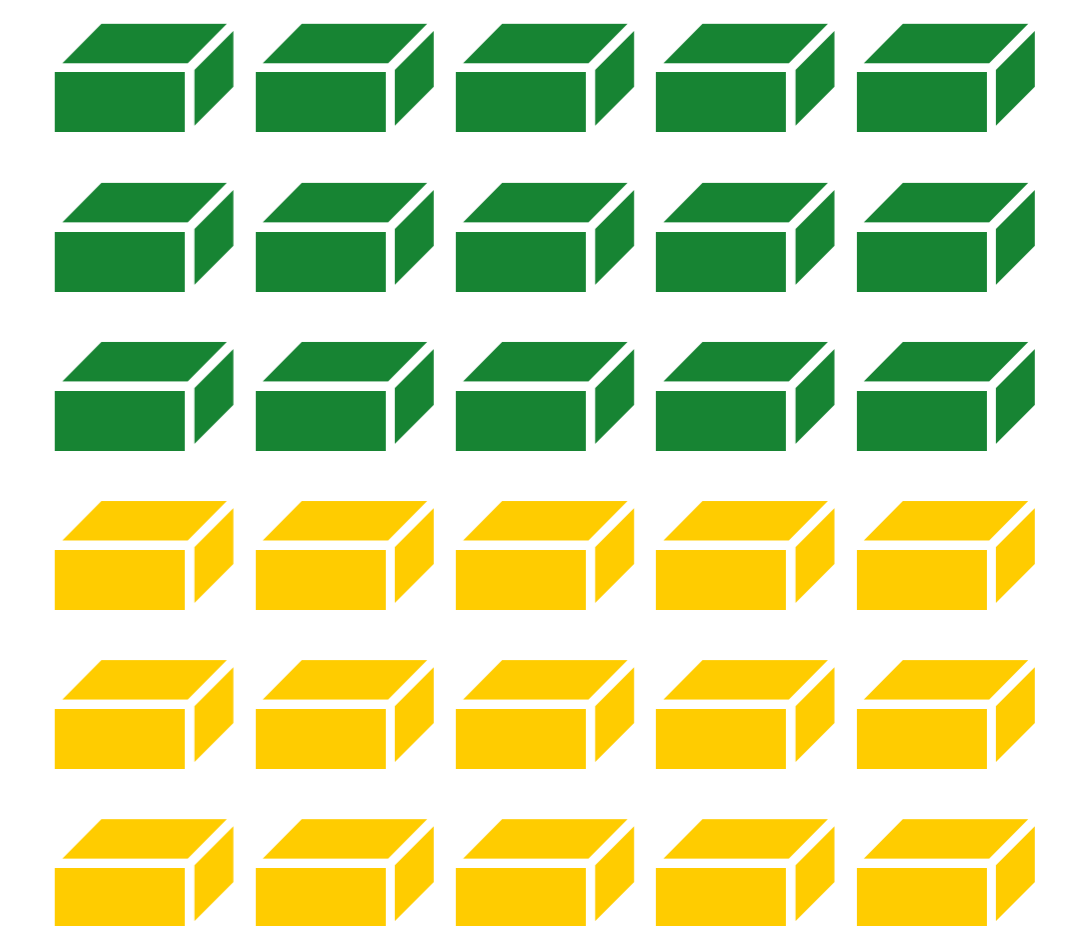
With DHL services like parcel notification, drop-off location and preferred delivery day, recipients play their part in ensuring that delivery takes place.



- **Resource-efficient packaging and shipping solutions:** Packaging materials are the second biggest cost driver, ranking second only to transport. Reducing them not only avoids cost and carbon, it also creates a positive customer experience and ensures verifiably greater brand awareness.
- **Shipments for Packstations:** Thanks to the bundling effect, delivery to one of more than 8,500 Packstations achieves a 30% reduction in carbon emissions¹ compared with doorstep deliveries and lowers the carbon footprint.

50%

delivery districts now enjoy carbon-free service



¹ Data on this page as of December 2021 including in Berlin, Hamburg, Cologne, Munich, Frankfurt, Dresden, Leipzig, Stuttgart, Nuremberg, Dusseldorf, Bremen, Hanover, Bonn and in the Ruhr region

AMBITIOUS GOALS FOR A GREENER FUTURE

ACTING TODAY FOR TOMORROW

In the growing mail-order business, more and more customers want to help avoid greenhouse gas emissions and protect the climate. By relying on DHL to deliver merchandise from your online business, you can save at least 30 percent of CO₂ emissions per parcel in comparison to other parcel service providers. We are taking ambitious steps to reach our goal of providing the best and most sustainable logistics:



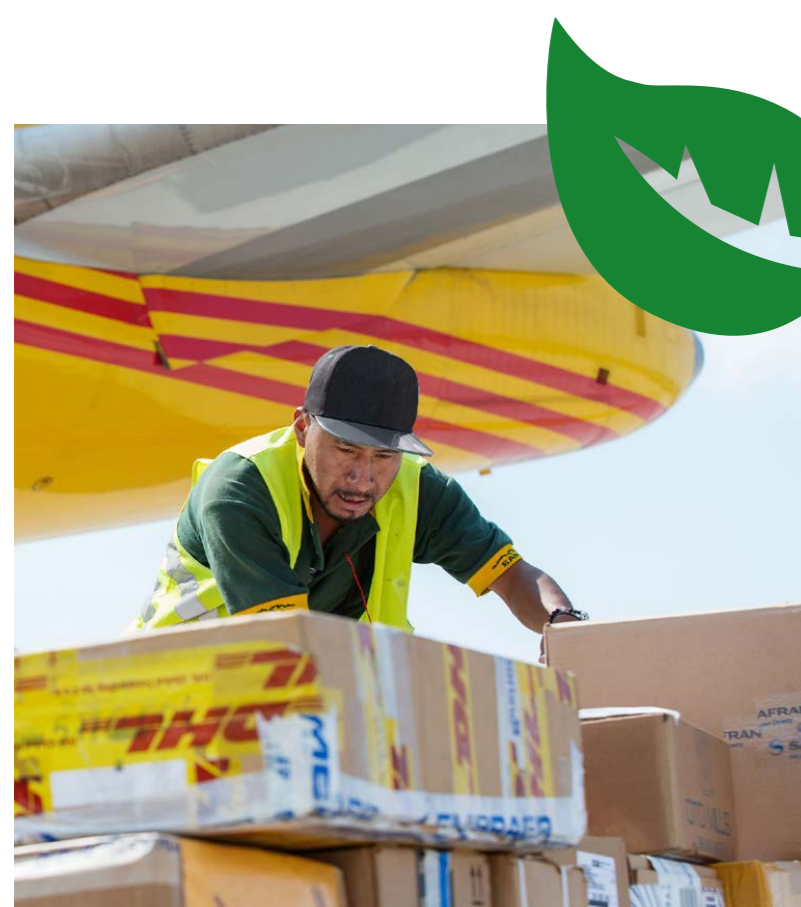
ENVIRONMENTALLY-FRIENDLY DELIVERY AND TRANSPORT SOLUTIONS

60% e-vehicles in our delivery fleet and an increased share of **>30% alternative fuels** used in our road fleet by 2030



CARBON NEUTRAL BUILDINGS

All new company-owned buildings will be **100% carbon neutral** from 2021



INDUSTRY LEADER IN SUSTAINABLE AIR FREIGHT

>30% share of **sustainable fuels** in air freight by 2030



GREEN PRODUCT PORTFOLIO

We offer **green alternatives** for all of our core products and services