



POWER UP YOUR POTENTIAL

TAKE E-COMMERCE TO THE
NEXT LEVEL WITH DHL EXPRESS

DHL Express - Excellence. Simply delivered.



EMERGING TRENDS

1.6

billion
shoppers online by 2018

900

billion US\$
spent on cross-border
purchases by 2020

3.4

trillion US\$
estimated global e-
commerce sales by 2019

Consumer behaviour
is changing:

They expect everything 'on demand',
any time, any place and to buy anywhere

THREE
TIMES THE
FIGURE OF
2015!



THE GLOBAL OPPORTUNITY

- Consumers are getting more and more familiar with buying something cross-border
- Emerging markets growing at 25% year on year
- 58% of internet users forecast to be buying online by 2019

25% CROSS-BORDER
E-COMMERCE GROWTH
BY 2020



HOW YOUR CUSTOMERS' BUYING HABITS ARE CHANGING

- Your Customers demand SPEED, FLEXIBLE DELIVERY and EASY RETURNS
- Consumers are increasingly purchasing via their mobile devices
- Speed of delivery can be valued greater than cost
- 68% of millennials would choose a retailer solely because of its delivery options*
- Millennials are open to shopping cross-border

FAST, FLEXIBLE & EASY

*Source: Metapack – 2016 state of ecommerce delivery consumer research report

YOUR OPPORTUNITY

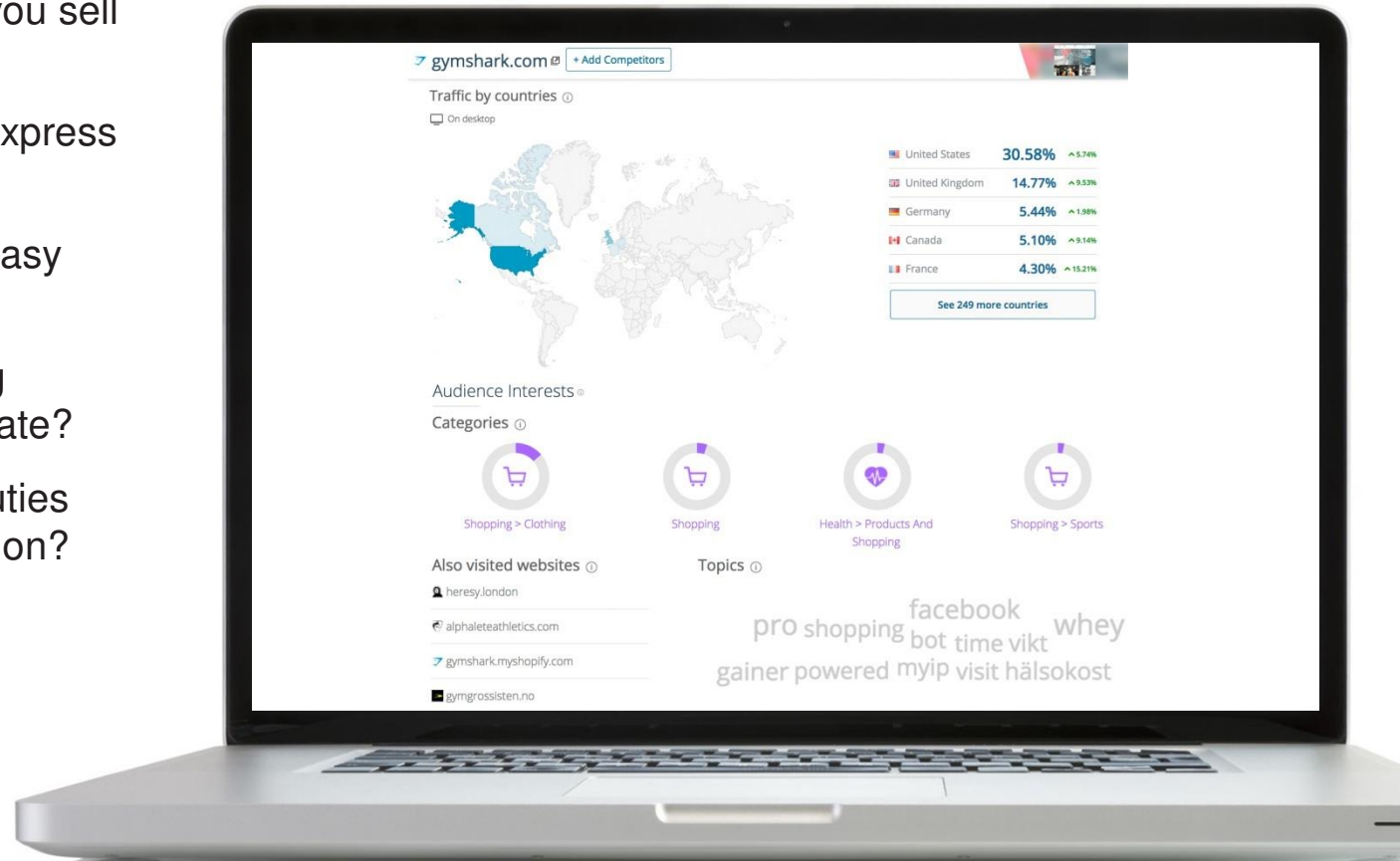
- Everybody can benefit from this revolution, regardless of the size of the business
- Cross-border e-commerce is growing at twice the rate of domestic
- Customers who choose express or international shipping options will show a higher shopping cart value

INTERNATIONAL & EXPRESS
NEEDS CAN OCCUR FOR
EVERY PRODUCT



WHAT YOUR CUSTOMERS ARE LOOKING FOR

- ✓ Do you sell internationally?
- ✓ Do you state on your home page that you sell internationally?
- ✓ Do you offer an express delivery option?
- ✓ Do you offer an easy returns solution?
- ✓ Are your shipping charges appropriate?
- ✓ Do you offer a Duties & Taxes Paid option?



YOUR POTENTIAL SALES

We can give you more insights on your webshop

- Country clicks: the number of clicks on your website from other countries
- Bounce rate: the number of visits that don't result in sales
- The trend: how your webshop evolves

MAXIMIZE YOUR
POTENTIAL



CALCULATE YOUR POTENTIAL SALES

There is an easy formula to calculate your potential sales

- CC: Country clicks
- CvF: Conversion factor (in %)
- ABV: Average basket value
- POS: Potential sales

$$\text{POS} = (\text{CC} \times \text{CvF}) \times \text{ABV}$$



SO, HOW DO YOU GET INVOLVED?

- Offer international shipping
- Offer an express delivery option
- Offer flexible delivery options
- Provide full tracking services
- Offer a simple returns policy

MAKE YOUR CUSTOMER'S
EXPERIENCE BETTER TO
INCREASE THE SHARE
OF RETURNING VISITORS



YOU DON'T YET SHIP INTERNATIONALLY

- Cross-border e-commerce is growing by 25% each year
- An average shopping cart value increase of 70% is not unusual
- Cross-border e-commerce shows half the returns rate compared to domestic sales
- DHL customs expertise means there is low risk for you



YOU SHIP INTERNATIONALLY BUT NOT EXPRESS

MANY
CUSTOMERS
VALUE SPEED
OVER COST

- 1 in 10 US\$ of cross-border revenue is on an express shipping option
- Retailers who offer premium shipping grow 60% times faster than those that don't
- Give your online Customers the choice of an express delivery option, and they will be willing to pay a fair price for a more efficient service
- Evidence shows that introducing express leads to higher shopping cart spend



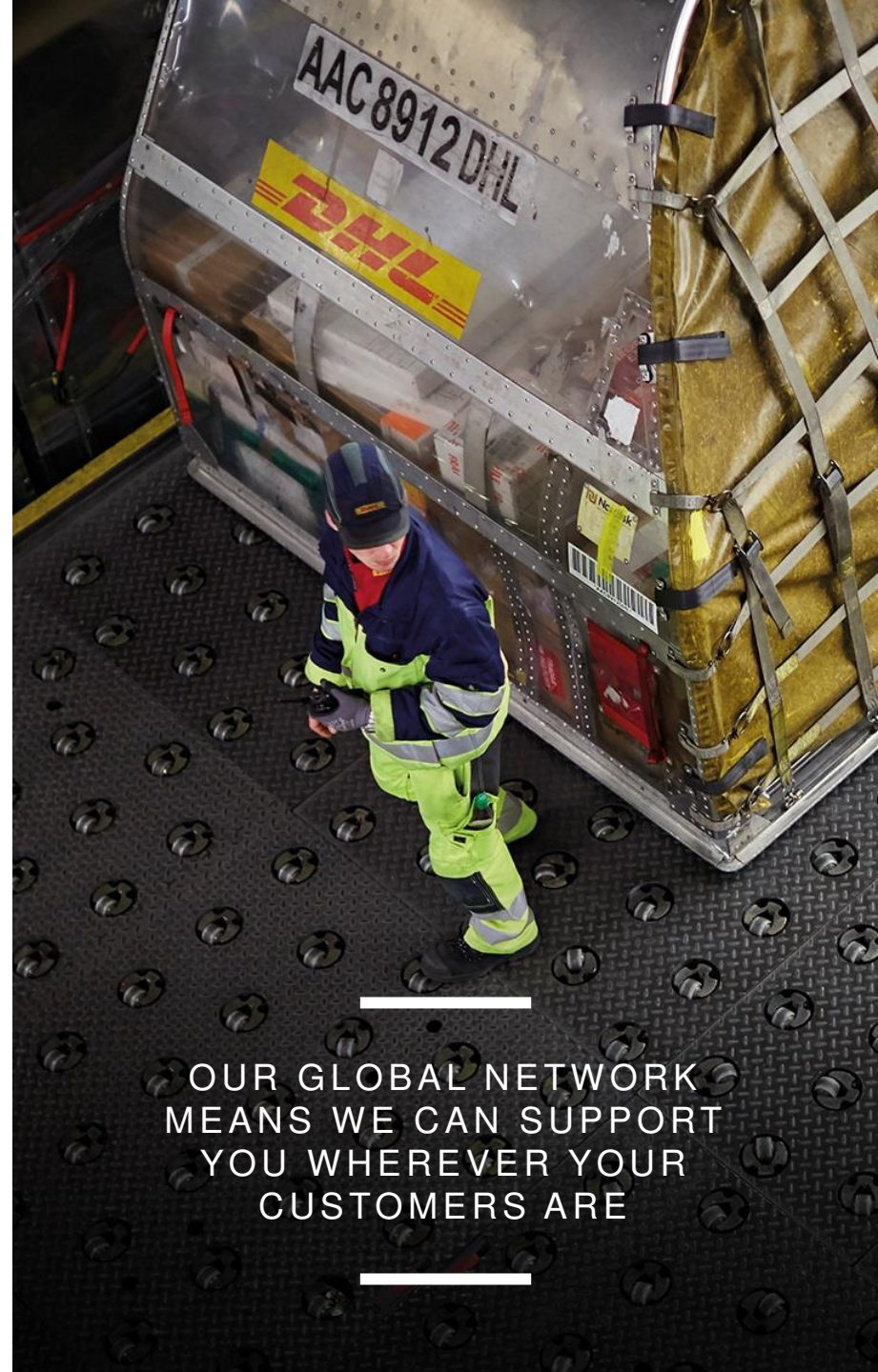
YOU ARE NEW TO SHIPPING INTERNATIONALLY AND EXPRESS

- Give your online Customers a choice of delivery options, and based on our experience, they will be willing to pay a fair price for a faster, more efficient service
- If your Customer really needs something the next day, they will be willing to pay extra for the service
- An average shopping cart value increase of 70% is not unusual, when expanding cross-border
- We can support you to determine where demand is for your products is

CUSTOMERS ARE
PURCHASING BASED
ON AVAILABILITY
NOT LOCATION

YOU ALREADY SHIP INTERNATIONALLY AND EXPRESS BUT NOT WITH DHL

- Global Market Leader, highly experienced in e-commerce
- Customer-tailored delivery via On Demand Delivery
- Easy returns process
- DTP & all-in pricing



OUR GLOBAL NETWORK
MEANS WE CAN SUPPORT
YOU WHEREVER YOUR
CUSTOMERS ARE

OUR PROPOSITION

WHAT IT MEANS FOR YOU



OUR OWN NETWORK

With us you can offer late cut off times, which means you have longer to sell and still get your goods out on the same day!



CUSTOMS

Our experience means we have the tools in place to ship anywhere. Our dedicated customs teams can support you throughout the process to globalize your business



SUPPORTING GROWTH

Offering an international express option opens up your shop to a global market. Offering express and an easy returns solution will result in higher shopping cart values and increased sales!



SPEED

DHL founded the international express business and our reputation is built on what your Customers demand: Speed



OUR PROPOSITION

WHAT IT MEANS FOR YOU



GLOBAL REACH

The e-commerce demand is global – our e-commerce Customers sold their goods to over 180 countries last year



IT INTEGRATION

Seamless integration with your existing platforms means reduced order processing time



ODD

One global system to manage your Customers' delivery requests, making Customer Service easier, with less Customer service calls.

Real-time notifications and multiple delivery options your Customer can choose from, improving your 1st time delivery rate, and increasing Customer satisfaction



THE BRAND

Our name is recognized and respected worldwide, meaning we are a trusted ambassador for your brand



OUR PROPOSITION

WHAT IT MEANS FOR YOUR CUSTOMERS



OUR OWN NETWORK

We guarantee your Customers one safe pair of hands from beginning to end. Meaning greater reliability and end-to-end visibility at every stage



CUSTOMS

DHL's Customer expertise means that your Customers won't have to worry about their purchases being stuck in customs or incurring surprise charges



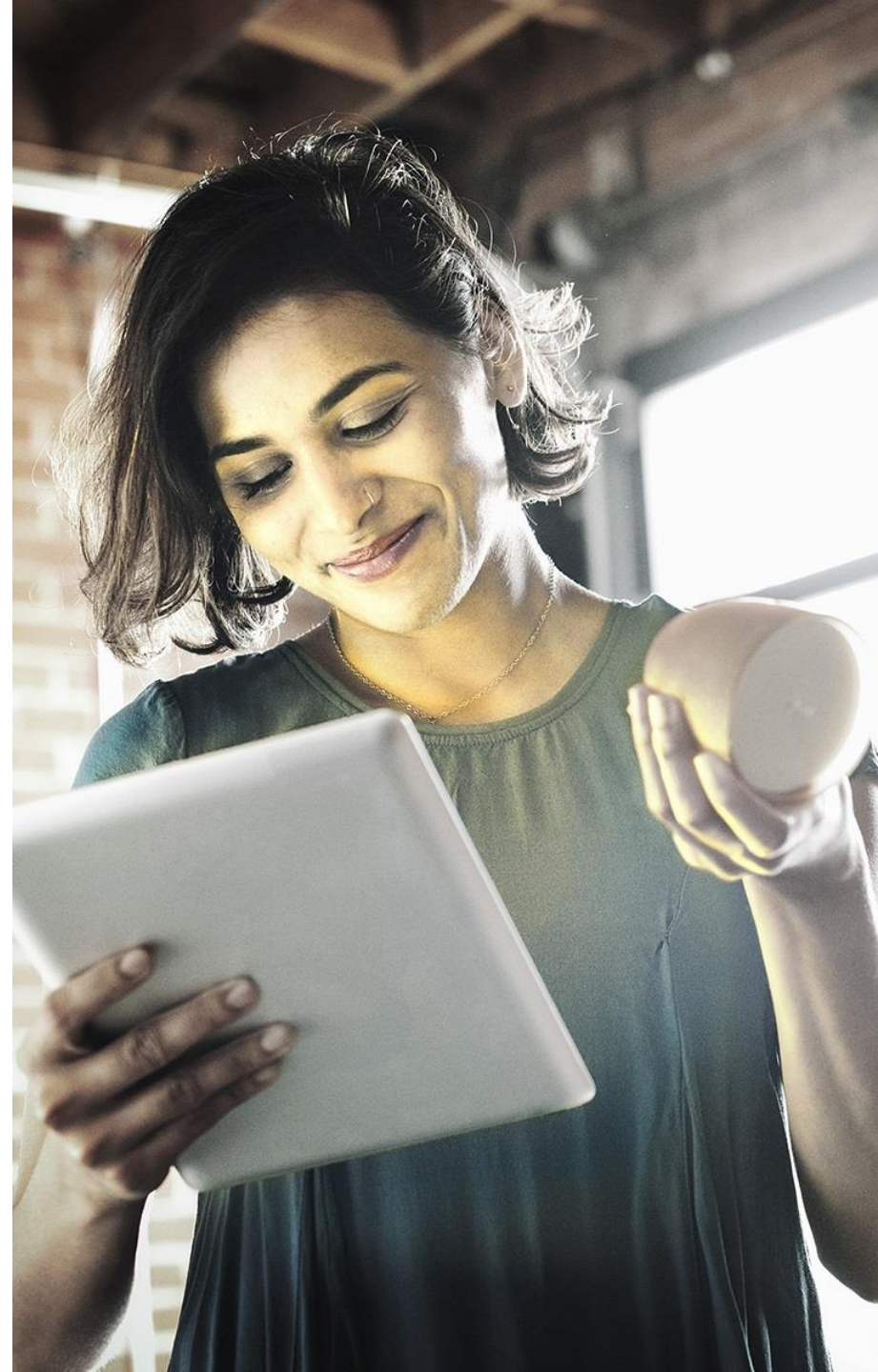
SUPPORTING GROWTH

DHL offers a market leading express option and returns service, meaning your Customers can be assured of the easiest shipping experience in the world for your Customers



SPEED

In today's world, consumers want their purchases now. DHL is built around speed, ensuring that your Customers get what they want, when they want it. The last mile is the most important!



OUR PROPOSITION

WHAT IT MEANS FOR YOUR CUSTOMERS



GLOBAL REACH

Our global reach means that we can deliver your customers their purchases wherever they are around the world



ODD

Everything is on your Customers' terms, DHL will deliver around them!



IT INTEGRATION

Easy shopping, one site for all orders



THE BRAND

As one of the leading brands in the world, we know the importance of reputation. As such, your Customers can rely on us to deliver their purchases on time and in perfect condition



WE UNDERSTAND E-COMMERCE

- DHL are the e-commerce experts, shipping over 170,000 B2C parcels a day
- We are serving e-commerce Customers of all shapes and sizes, and that number is growing, fast
- Our global knowledge and experience means we can share insights into local markets, helping you to expand internationally
- We can use SimilarWeb data to map traffic to your website, and understand your Customers' buying habits, to help you plan your growth
- We can also use it to offer you valuable information on what your competitors are doing
- Our e-commerce Customers sold to over 180 different countries last year



THE ON DEMAND DELIVERY PROCESS

Communication at every step of the delivery process ensures your Customers are always kept up to date.

1

Receiver is sent an ODD message to their mobile or via email

2

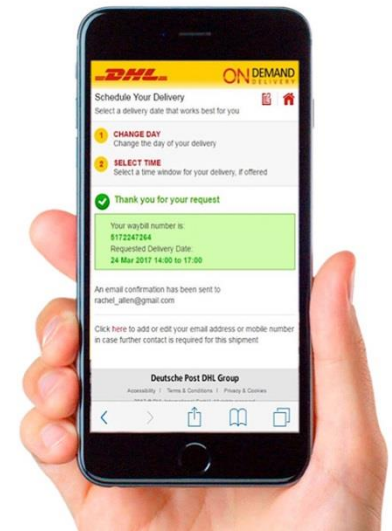
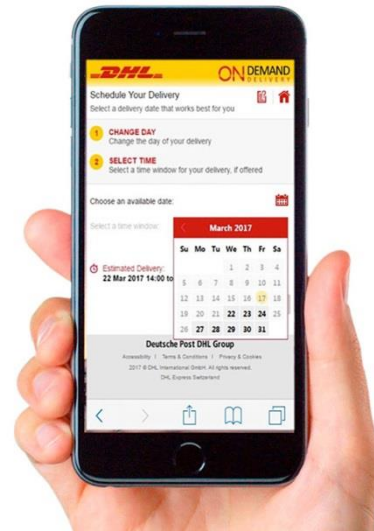
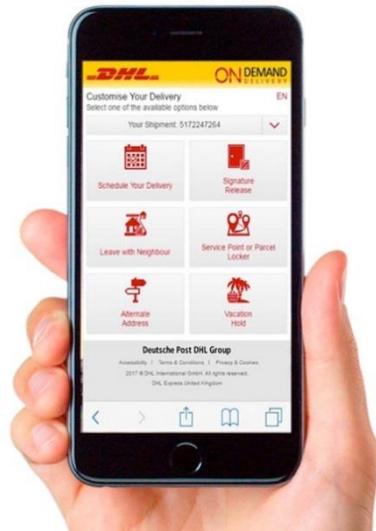
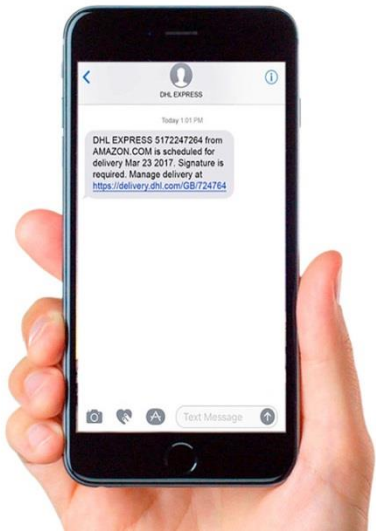
Receiver clicks on hyperlink and is directed to the ODD landing page

3

Receiver selects their preferred option to edit as required

4

Once satisfied, the receiver can send a confirmation message to DHL to change the delivery

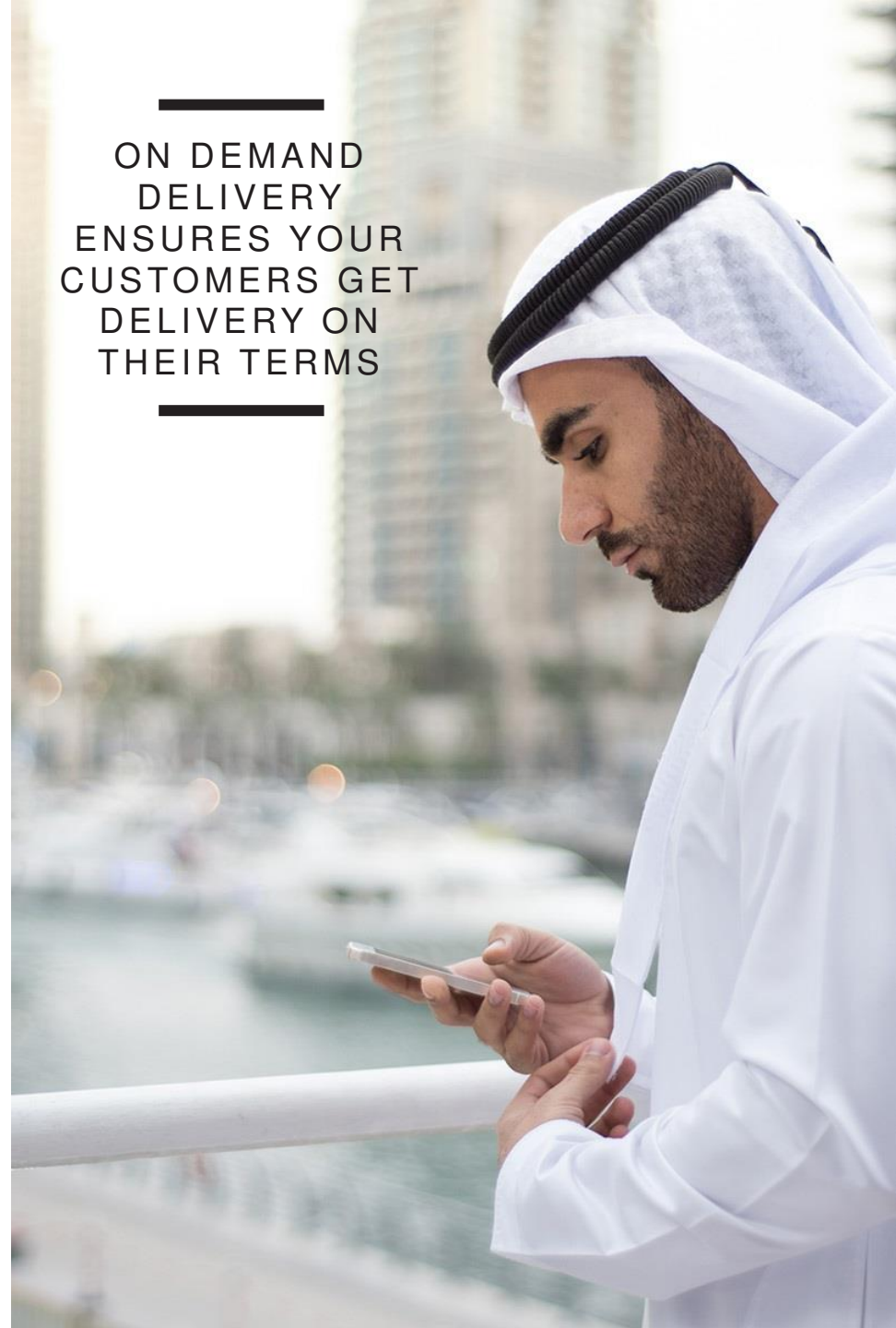


ON DEMAND DELIVERY

- On Demand Delivery (ODD) offers you global consistency and your Customers the flexibility to tailor their delivery
- The ODD Tool offers real-time Customer notifications and multiple delivery options for your Customer to choose from
- ODD increases the first time delivery experience which improves Customer satisfaction
- One global system to manage your Customer delivery requests, making Customer service easier, with less Customer service calls
- Research has shown that Customers are twice as likely to repurchase from a retailer after a successful delivery experience*

*SOURCE: Metapack – 2016 state of ecommerce delivery consumer research report

ON DEMAND
DELIVERY
ENSURES YOUR
CUSTOMERS GET
DELIVERY ON
THEIR TERMS



HASSLE FREE RETURNS

- Customers will look at a Retailer's returns policy before deciding whether to proceed with their purchase
- Offering an easy returns service will encourage a higher shopping cart spend, as Customers feel reassured that they can return unwanted goods easily
- We offer electronic labels which make the returns process quick and easy for both you and your Customer

68% OF
MILLENNIALS
WOULD CHOOSE A
RETAILER BASED
SOLELY ON THEIR
RETURNS POLICIES



ADDRESSING E-COMMERCE NEEDS



SERVICE
POINTS/LOCKERS



ADC (ADVANCED
DUTY COLLECTION)



DTP (DUTIES
& TAXES PAID)

POWER UP YOUR POTENTIAL: GYMSHARK AND DHL

Gymshark was created by British university student Ben Francis in 2012. This UK-based manufacturer and online Retailer sells high quality fitness apparel and accessories, and has evolved to become one of the UK's fastest growing brands, even staking a claim in the hugely lucrative American sportswear market.

GYMSHARK & DHL IN NUMBERS

13,000 **70%**

Additional units
within 1 year

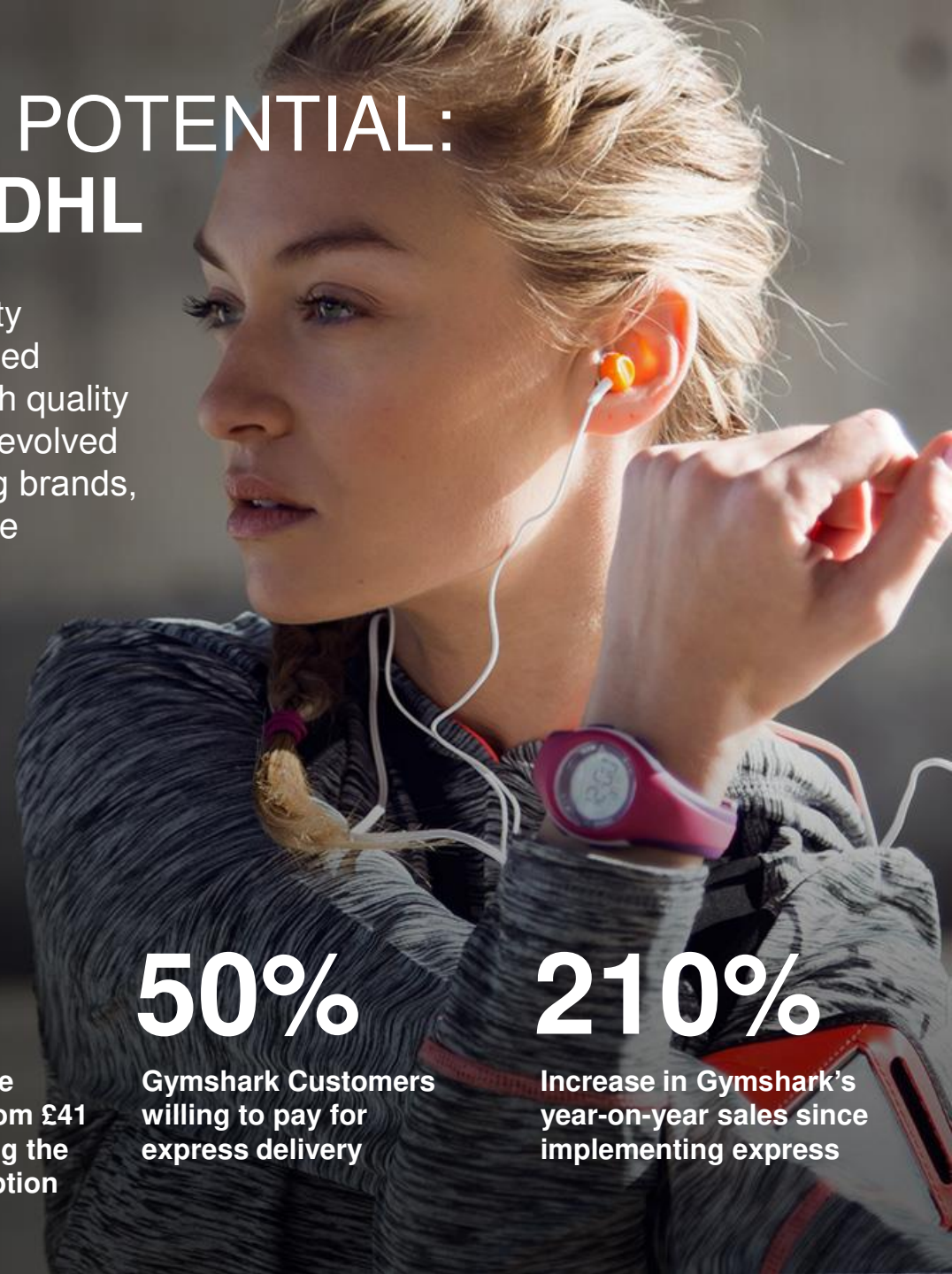
Shopping cart value
increase – a rise from £41
to £70 – after adding the
express delivery option

50%

Gymshark Customers
willing to pay for
express delivery

210%

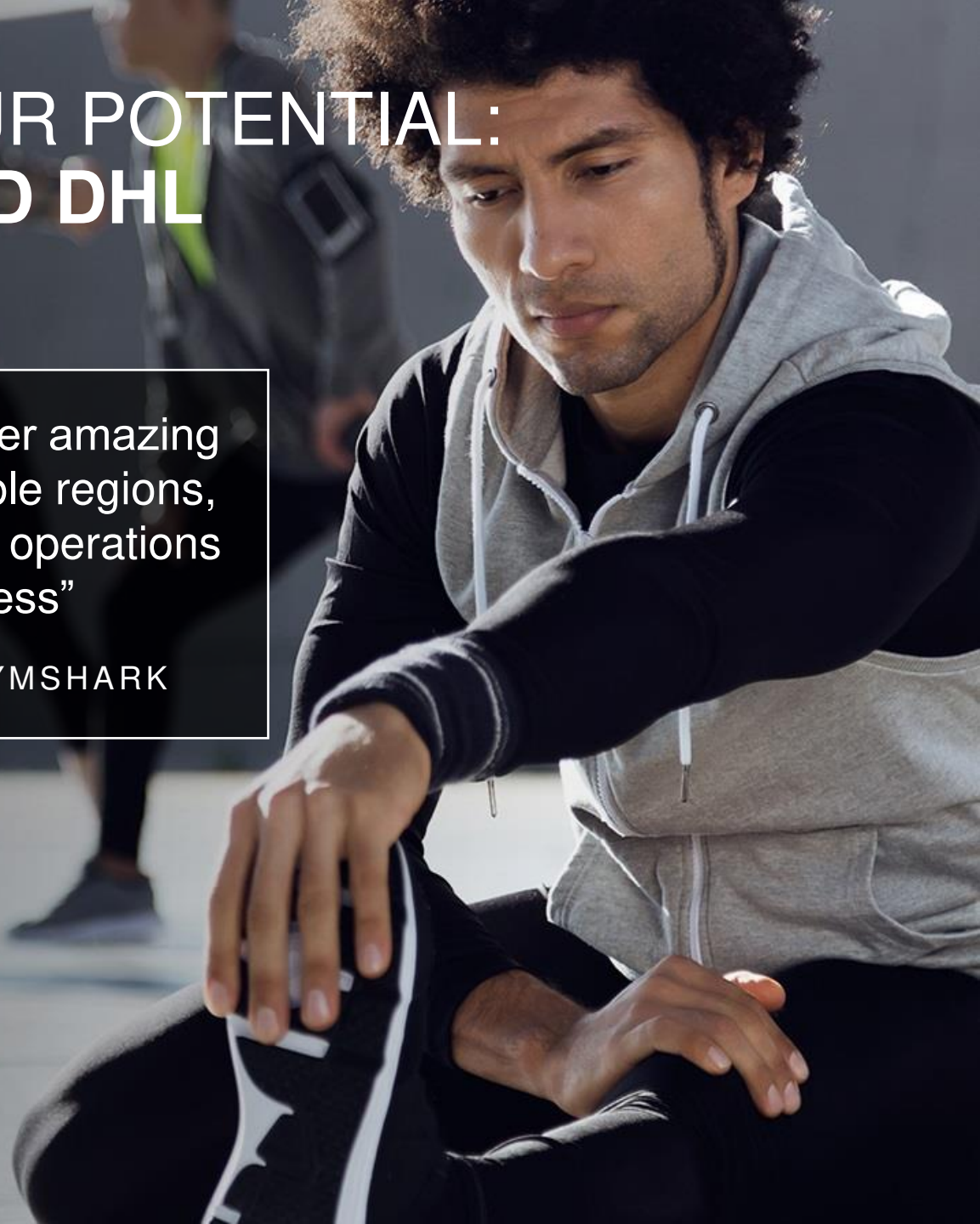
Increase in Gymshark's
year-on-year sales since
implementing express



POWER UP YOUR POTENTIAL: GYMSHARK AND DHL

“DHL has helped us to offer amazing delivery times to impossible regions, improved efficiency in our operations and dispatch process”

STEVE HEWITT, CEO, GYMSHARK



POWER UP YOUR POTENTIAL: LILI BERMUDA AND DHL

Bermuda based Lili Bermuda is the island's only perfumery. It sells luxury fragrances to Customers all over the world, who are keen to have a piece of local treasure.

Lili Bermuda partnered with DHL to help streamline its international shipping process and manage the logistical challenge of being hundreds of miles from the nearest mainland (the U.S.). It now enjoys thriving retail sales and increased shopping cart value, by offering fast and trackable delivery to its Customers worldwide.

LILI BERMUDA & DHL IN NUMBERS

665

Bermuda's distance,
in miles, from
Mainland USA

642%

Increase in number
of average shipments
per month

US \$120

Average shopping cart
value since introducing free
shipping for orders over US \$100



POWER UP YOUR POTENTIAL: LILI BERMUDA AND DHL

A close-up photograph of a person's hands. The right hand is holding a clear glass perfume bottle with a black cap, containing an amber-colored liquid. The left hand is resting on the right hand, with fingers slightly curled. The background is a soft, out-of-focus light color, possibly a wall or a piece of fabric.

“Customer satisfaction has been spectacular since DHL started working with us.”

ISABELLE RAMSAY-BRACKSTONE,
OWNER, LILI BERMUDA

POWER UP YOUR POTENTIAL: PHOTOBOOK AND DHL

Photobook is the largest photobook retailer in South East Asia, with an impressive global Customer base that includes North America, Europe and Australia.

It partnered with DHL in order to streamline its shipping process. With our support, Photobook has been able to reduce the number of failed deliveries, and to extend production deadlines in order to ship more products.

PHOTOBOOK & DHL IN NUMBERS

30%

Shipment and revenue growth forecast for 2017 and beyond

3%

'Failed' deliveries recorded in March 2017, down from 24% in Feb 2014

97%

Consistently On Time Delivery Performance

2,200

Shipments every day of which 1,000 international orders with DHL

POWER UP YOUR POTENTIAL: PHOTOBOOK AND DHL

“We have been partners for almost 10 years now and DHL has never disappointed us. With them, we can confidently expand to all parts of the world and win in each and every one of them.”

WEE JON LEOW,
CEO, PHOTOBOOK



POWER UP YOUR POTENTIAL: WAIST SHAPERZ AND DHL

Founded in New York in 2013, Waist Shaperz is a leading online retailer for shapewear and waist trainers. With Customers worldwide, its success led to it being named Best Shapewear Brand by Shape magazine in 2016.

Since partnering with DHL in 2016, Waist Shaperz have implemented a much needed tracking system to give its Customers full visibility of their orders. DHL have also helped Waist Shaperz to expand internationally by getting packages faster than other carriers particularly in the lucrative Australian and European markets.

WAIST SHAPERZ & DHL IN NUMBERS

US \$80,000 (approx.)

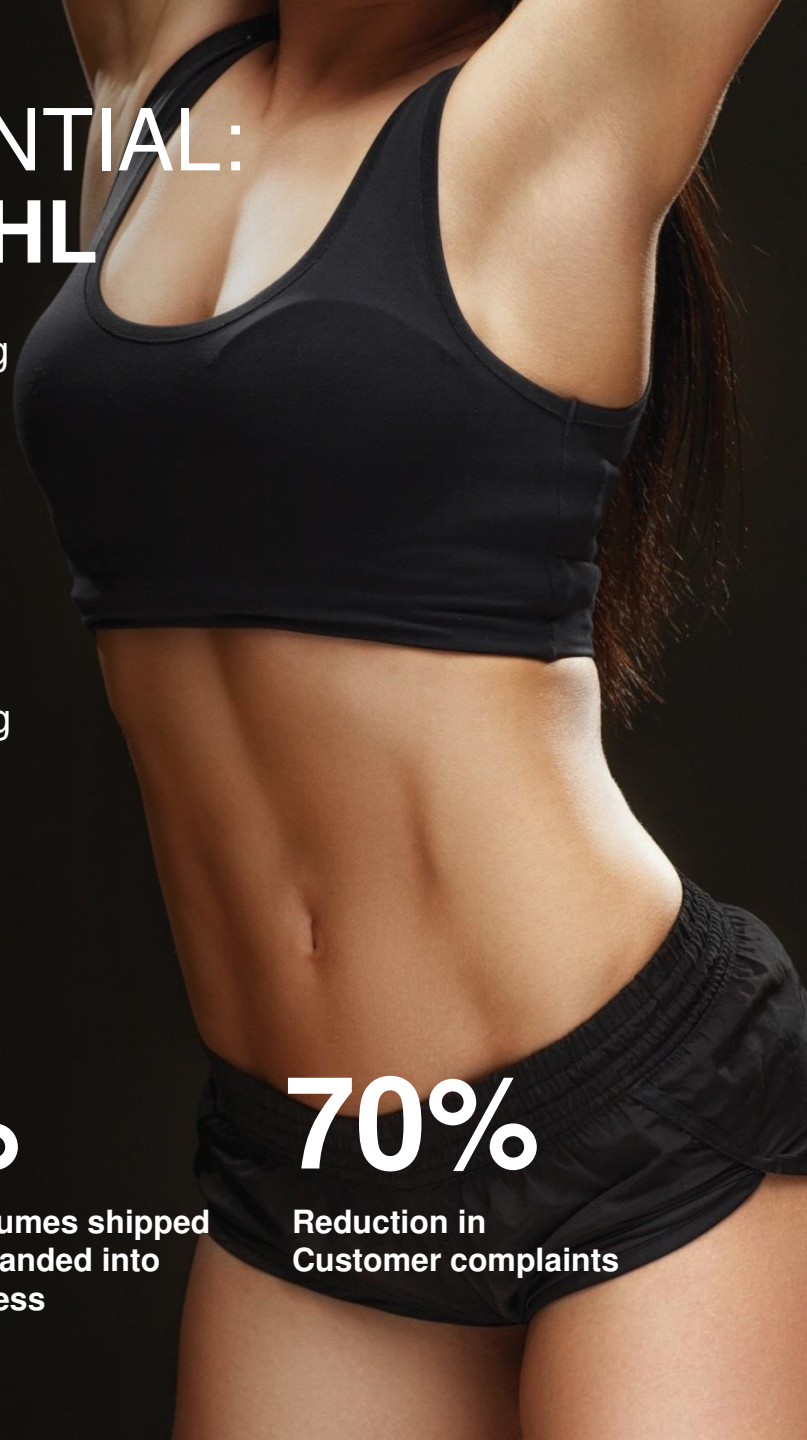
In shipping that Waist Shaperz averages with DHL each month

15%

Increase in volumes shipped to markets expanded into with DHL Express

70%

Reduction in Customer complaints



POWER UP YOUR POTENTIAL: WAIST SHAPERZ AND DHL

“DHL gave us the
confidence to expand into
international markets.”

NICK SINGH,
CEO, WAIST SHAPERZ



POWER UP YOUR POTENTIAL: MYMALLS AND DHL

MyMalls was created to bridge a gap in the market delivering e-commerce goods to Caribbean homes and businesses from the U.S. It promises to get all deliveries to the Customer within 24-48 hours.

With DHL's support, MyMalls was able to fulfill this promise. Our customs expertise means that MyMalls is able to offer a seamless shipment process, whilst offering its Customers full tracking transparency for peace of mind. A service which is highly valued among today's shoppers.

MYMALLS & DHL IN NUMBERS

98%

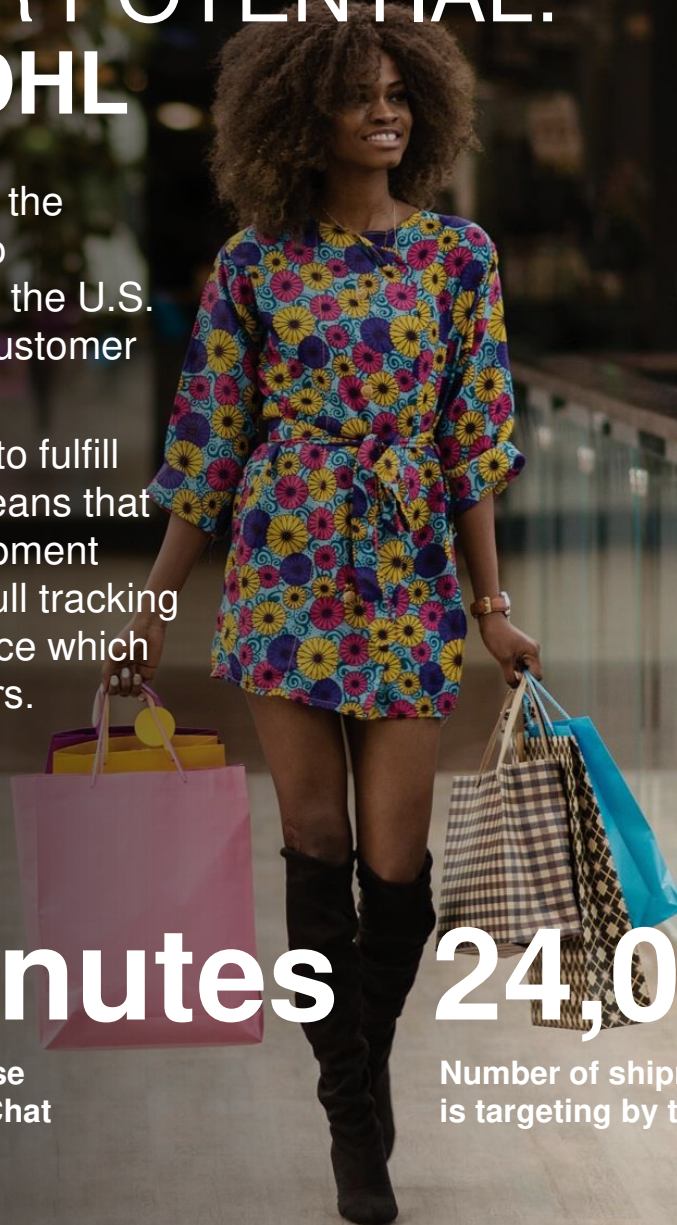
Success rate in meeting its 24-48 hour delivery promise

8 minutes

Average response time in its Live Chat

24,000

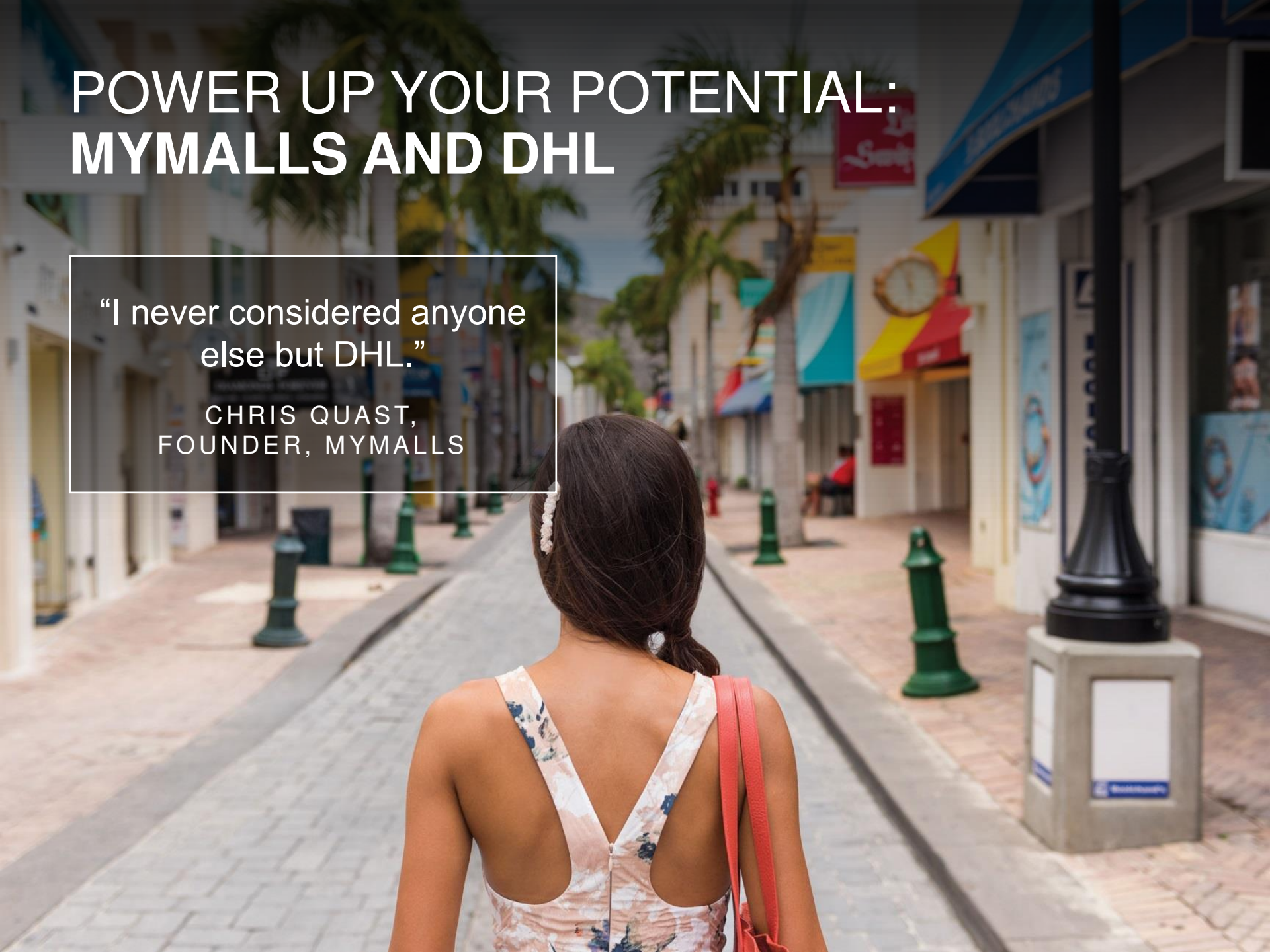
Number of shipments MyMalls is targeting by the end of 2017



POWER UP YOUR POTENTIAL: MYMALLS AND DHL

“I never considered anyone
else but DHL.”

CHRIS QUAST,
FOUNDER, MYMALLS



SUMMARY

- 1** Cross-border e-commerce is a lucrative opportunity, regardless of company size
- 2** Customers' buying habits are changing, and fast
- 3** DHL supports companies of all sizes to Power Up Their Potential through collaborative partnerships
- 4** Our global reach, end-to-end network and e-commerce experience makes us your perfect partner



LET'S DO BUSINESS...

IT'S AN EXCITING TIME FOR E-COMMERCE,
AND WE AT DHL ARE READY TO SUPPORT
YOU AS YOU TAKE ADVANTAGE OF
THIS OPPORTUNITY.

