



DHL new product campaign manifests global leadership in cross-border express shipping

- **DHL starts “No One Knows” Campaign as global trade recovers**
- **Export oriented companies benefit from fast and easy access to global markets**

Beijing, 27 September 2010: DHL Express, the world’s leading express services provider today announced that it will launch a new product campaign on October 4 that underlines its time-critical shipping capabilities. As trade volumes are surpassing pre-economic crisis levels on key international trade lanes, DHL is highlighting its cross-border shipping expertise for export oriented businesses. The “No One Knows” advertising campaign targets small- and medium sized enterprises (SMEs) around the world, as well as key industry companies, and focuses on DHL’s unique knowledge of markets worldwide, regional and on local country levels. A trade facilitator that invented cross-border express shipping more than 40 years ago, DHL serves customers in more than 220 countries and territories with global capabilities and unrivalled local knowledge.

Ken Allen, CEO, DHL Express, who presented the campaign at a press conference in Beijing, China, today, said: “The relevance of cross-border express services becomes clear to companies when they look into opportunities abroad. DHL’s global capabilities and local knowledge can help companies set up fast-to-market delivery systems, everywhere around the world. This is a central element of the campaign.”

The campaign starts at a time when recent trade data signals continuously strong export figures. According to recent data released by the Transport Research Center of the Organization for Economic Co-operation and Development (OECD), airborne trade between Europe and Asia, Europe and the Middle East as well as Europe and the Americas has gained momentum in recent months, despite the recent global economic downturn. On particular trade lanes, such as trade routes from Germany, the UK and France to destinations outside the European Union, trade volumes have now surpassed pre-crisis levels in both directions. The data suggests a strong structural demand for



higher-value fast-to-market goods, which typically travel by express.

DHL will run a series of advertisements to manifest its time-critical cross-border express shipping capabilities. In addition, it will also stress its competencies in specialized full-range services for industries, such as Health Care/Life Sciences, Technology, Oil & Energy and the Automotive industry. DHL offers fully integrated solutions for companies in various industries by combining the expertise of its three business units - Express, Global Forwarding and Supply Chain. The company operates as a single partner, providing air, ocean and land transportation services, in addition to offering flexibility and easy access to a broad range of services around the world through a local and personalized contact. Individual customer demand can thus be met more efficiently.

In China, the campaign will be focused on the theme, 'No One Knows China Like We Do', which highlights the fact that DHL knows China better, and can help unlock its customers' business potential. The campaign is based on a 360 approach, which includes TV, print and online ads, and below-the-line promotion to communicate the "No One Knows" message to both key decision makers in high potential industries as well as the daily end consumers. Online media will be one of the important channels of the campaign to drive awareness of DHL's market-leading position.

Jerry Hsu, President, DHL Express Greater China Area and Executive Vice President, Deutsche Post DHL said: "The "No One Knows" campaign can be easily adapted for any country and industry that DHL supports through our service portfolio. DHL was the first international express company to begin operations in China and our 24-year successful developments in China have certainly proved that no one knows China like we do. Coupled with our time-critical international shipping expertise, we will continue to help our customers expand their footprint and gain access into global markets."

The DHL campaign, which was conceived by the agency 180 Amsterdam, will run as a global campaign in 30 countries including key markets such as China, India, Brazil, Mexico, UK and Germany starting October 4th through December.



- Ends -

Ad motives are available for download under the following URL:

http://www.dp-dhl.com/en/media_relations.html

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DHL – The Logistics company for the world

DHL is the global market leader in the logistics industry and “The Logistics company for the world”. DHL commits its expertise in international express, air and ocean freight, road and rail transportation, contract logistics and international mail services to its customers. A global network composed of more than 220 countries and territories and about 300,000 employees worldwide offers customers superior service quality and local knowledge to satisfy their supply chain requirements. DHL accepts its social responsibility by supporting climate protection, disaster management and education.

DHL is part of Deutsche Post DHL. The Group generated revenue of more than 46 billion euros in 2009.