



**DELIVERING ON THE FUTURE**



**GLOBAL PRESENCE** 4  
At home in the markets of the future



**GLOBAL CUSTOMER SOLUTIONS** 6  
Full service for key customers



**GOGREEN** 8  
A drive towards sustainability



**INDUSTRY EXPERTISE** 10  
Customised solutions



**FIRST CHOICE** 12  
Being the First Choice





## Delivering on the Future

Annual Report 2008 +++ Goals and Initiatives

+++ The economic developments and the shift in customers' behaviour have prompted us to re-examine the most important factors determining our business. As a result, we have developed strategic goals and initiatives, examples of which we present in this report.

We are following the trend towards globalisation by maintaining a higher presence in rapidly growing markets and our own customer relationship management organisation for key customers. We are responding to the shift to outsourcing with integrated and customised logistics solutions, and we are fulfilling our responsibility to the environment by offering climate-neutral products. Our dedicated employees provide what we need to achieve high customer loyalty. We take our responsibility to our customers' needs, employees, investors and society very seriously. That's why we say we're **delivering on the future.** +++



# At home in the markets of the future

+++ Delivering on the future – because our strong global presence gives us an edge in dynamic future markets. Asia, Eastern Europe and the Middle East are the key growth drivers of our express and logistics business. +++

GLOBAL PRESENCE

STRATEGIC GOAL

INITIATIVE





We are continuously expanding our international presence and investing in infrastructure. We have established and expanded air hubs, particularly in the Asia Pacific region. Starting in 2010, DHL will service the Chinese market primarily from our new northern Asia hub at Pudong International Airport in Shanghai and be able to guarantee time-definite deliveries to cities in northern Asia. This new gateway augments the Asia Pacific hubs in Hong Kong, Bangkok, Incheon, Singapore and Sydney. In Jebel Ali, the free-trade zone in Dubai, we have opened the largest transshipment centre of its kind in the Middle East. Our customers in the freight business use the centre as an intermediate storage point when transporting goods between Europe, Africa and Asia.





## Full service for key customers

+++ Delivering on the future – because our customer relationship management organisation, Global Customer Solutions, follows the trend towards globalisation and complete solutions. Our industry experts bundle our entire array of logistics know-how and each key customer is supported by a single point of contact who handles their logistics questions. +++

GLOBAL CUSTOMER SOLUTIONS

STRATEGIC GOAL

INITIATIVE

International corporations need globally networked and centrally managed solutions. Global Customer Solutions is our customer relationship management organisation, established to support 100 of our largest and most important customers with a team of specialised logistics experts. This allows us to respond quickly, flexibly and personally to our customers' developing needs and to changing market conditions, not to mention achieve encouraging growth rates. DHL is the most important transport services partner for Airbus – one of the world's leading aircraft manufacturers – and will be over the next five years. We have developed a new transport concept that streamlines air, ocean and ground transport and that standardises the handling of customs formalities and value-added services.



## A drive towards sustainability

+++ Delivering on the future – because we have taken the initiative as the largest player in our industry and have set ourselves a measurable climate protection target. Our GoGreen products offer customers a climate-neutral shipping option, which we have not only introduced across Europe but have also already extended into 17 countries in the Asia Pacific region. +++

GOGREEN

STRATEGIC GOAL

INITIATIVE





For every letter posted, every container shipped and every square metre of space used, we aim to reduce our carbon footprint by 30% below 2007 levels by the year 2020. As an interim target, we are striving to improve our CO<sub>2</sub> efficiency by 10% by 2010. To meet this climate protection target, we have developed a systematic approach: the Group's GoGreen programme. By using energy-efficient processes and technologies, offering climate-neutral products and leading an environmentally conscious workforce, we are fulfilling our responsibility to the environment. GoGreen items are climate-neutral because the emissions caused by their transport are offset by climate protection measures, such as solar or hydroelectric plants.



## Customised solutions

INDUSTRY EXPERTISE

STRATEGIC GOAL

INITIATIVE

+++ Delivering on the future – because we develop customised logistics solutions for each individual product. As the market leader in outsourced contract logistics, we align our services precisely to our customer's needs. For we are not only logistics experts, but also specialists in our customers' industries. +++



As economic structures become more complex and more globally networked, our customers continuously face new challenges when it comes to planning, managing and monitoring their business processes. We lead the market in offering customised logistics solutions to meet these challenges. For example, DHL developed its ColdChain freight product – backed by state-of-the-art technology and quality service – to safely transport sensitive products such as pharmaceuticals and vaccines for the healthcare industry within a temperature-controlled network. ColdChain is the logistics solution that meets all the requirements of the industry – from two-stage, adjustable refrigerated transport and GPS tracking to especially fast transit times – so that our customers can concentrate fully on their core business.



Deutsche Post 

2013

## Being the First Choice

+++ Delivering on the future – because we have developed our First Choice service campaign, creating a culture of continuous improvement. With consistent customer orientation amongst our employees, we aim to improve our service systematically in all areas and at every point of contact. This way we will become the best service provider and every customer's First Choice. +++

FIRST CHOICE

STRATEGIC GOAL

INITIATIVE

All of our employees bear a very special responsibility – a responsibility to their customers. In order to meet their product and service needs, we have developed the First Choice programme. Our overall objective is to raise customer loyalty and thereby increase growth because we will only maintain our leading position in the industry into the future by being the best logistics company. Around 500,000 employees are working together to make our company the First Choice worldwide. The success of the programme proves us right: All organisational units that have implemented these initiatives have demonstrably higher levels of customer satisfaction.