

DHL BUSINESS CASE



GENERAL ANALYSIS

The main economic sectors as can be the automotive, the consumer, the chemical & industrial, the health sciences and medicine, the technological, the retail and others, have developed favorable regulatory frameworks with direct, local and international investments that have benefited with audacious to greedy practices, until sometimes disloyal and monopoly ones, coming to have unsuspected dimensions, becoming monsters of the negotiations carrying them to unsuspected levels where they regulate in a dictatorial and autonomous form achieving advantageous almost unbeatable results, supported in the maintained growth of their infrastructure, being able to maintain or to disappear complete economies.

This pressure exercised upon their suppliers' universe has carried entire businesses to become specialists in working with disadvantages and developing special abilities to survive to so bucolic conditions. One of these solutions is the outsourcing of the services and being said along, having understood the essence and the form of its management has become an important fountain of business also. Hyperactive business that has been blurred therefore the eternal hardship and the permanent search of efficiencies and of better fulfillments, that has a veil impeding it to see that the service should be maintained oriented to the fundamental needs of the clients in a more global and extensive manner, not only one to be left to carry for the same markets inertia.



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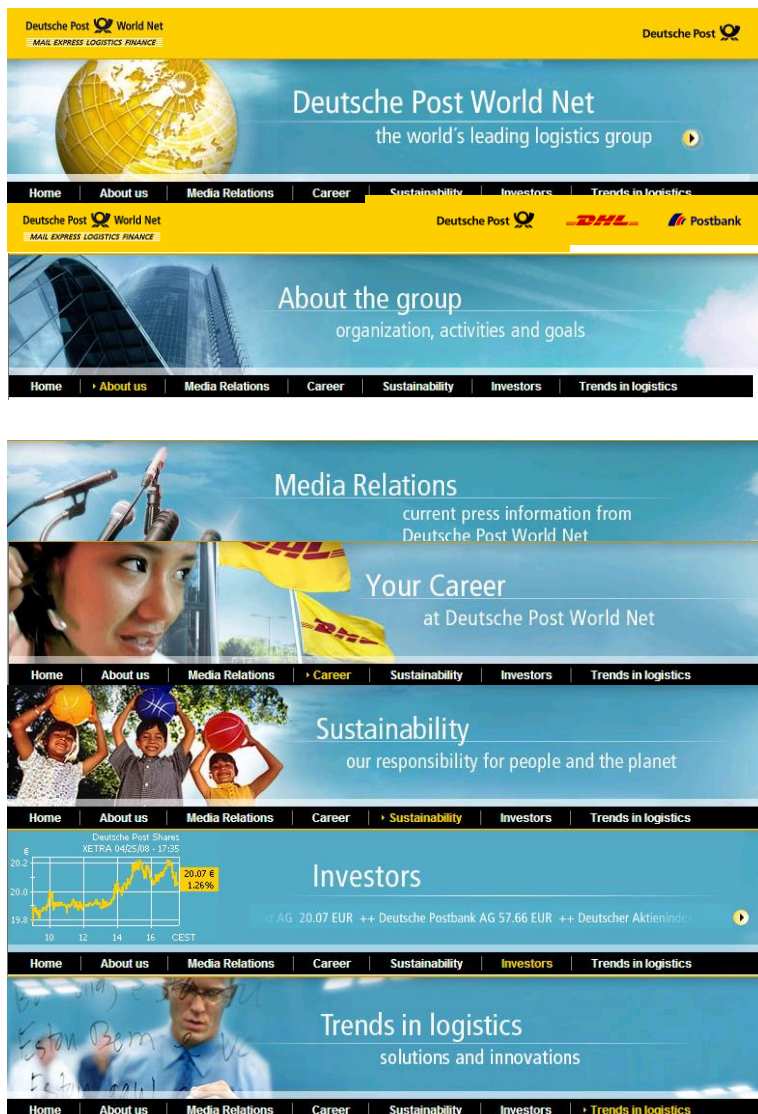
1. Deutsche Post World Net

THE WORLD'S LEADING LOGISTICS GROUP

Its integrated Deutsche Post, DHL and Postbank companies offer tailored, customer-focused solutions for the management and transport of goods, information and payments. With currently some 500,000 employees in more than 220 countries and territories Deutsche Post World Net is one of the biggest employers worldwide.

WE'RE NO.1 BECAUSE YOU ARE

We now hold a No.1 position in many of our markets. But to us, being No.1 is about much more than size. It is about being a leader in service, innovation and meeting our customers' needs.





CORPORATE DIVISIONS

A RANGE OF UNIQUE SERVICES ACROSS THE GLOBE

Deutsche Post World Net offers integrated services and tailored, customer-focused solutions for managing and transporting letters, goods, information and payments. Deutsche Post World Net comprises four divisions. These divisions operate under the control of their own divisional headquarters. The Group management functions are performed by the Corporate Centre. We have centralised the internal services which support the entire Group, including Finance Operations, IT and Procurement. This consolidation enables us to increase the flexibility of our business, improve service quality and leverage economies of scale and cost benefits.

MAIL



A broad spectrum of mail and parcel services including solutions for information management - in Germany and worldwide.
 ▶ [more](#)

EXPRESS



Your partner for courier, express and parcel services by road, rail and in the air.
 ▶ [more](#)

LOGISTICS



Air and ocean freight, contract logistics and value-added services along the entire value chain.
 ▶ [more](#)

FINANCIAL SERVICES

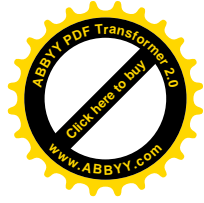


Postbank - one of Germany's largest retail banks with more than 14 million clients and total assets of EUR 202 billion.
 ▶ [more](#)

The SERVICES Division will be unbundled with effect from 1 January 2008. All costs of Global Business Services will be allocated to the operating divisions. The result will be a clean Corporate Centre/Other segment, on which we will report starting in the first quarter of 2008.

VALUES

Our Corporate Values are a challenge and a guide for us; they accompany our process of development and develop along with us. The Code of Conduct arises from these values and is oriented on such international conventions and guidelines as those of the Universal Declaration of Human Rights, the International Labor Organization (ILO) and the Global Compact of the United Nations. In the future, the Code of Conduct will form the basis of all Deutsche Post World Net guidelines and rules that are valid group-wide.



SEVEN CORPORATE VALUES - CHALLENGE AND GUIDANCE AT THE SAME TIME.

Our corporate culture creates added value and leads us on the way to become stronger than our competitors. This is an obligation that we have to our shareholders. Our corporate culture unites the excellence of our individual subsidiaries and their unique company cultures to produce a shared strength. An active, open corporate culture makes us an attractive employer for highly talented people and strengthens our position as a responsible global corporate citizen in this world. We are committed to the values defined in this corporate culture. They are both a challenge and a guidepost. They support the evolution of our business while we and they continue to develop.

OUR VALUES

- I. To deliver excellent quality
- II. To make our customers successful
- III. To foster openness
- IV. To act according to clear priorities
- V. To act in an entrepreneurial way
- VI. To act with integrity internally and externally
- VII. To accept social responsibilities

Corporate Strategy

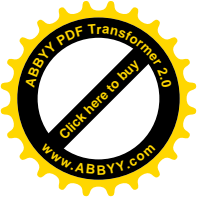
First Choice for our customers

Most of our business is network-driven. The structure, reach, and cost of a network are driven by the targeted level of service quality, while its profitability depends on capacity utilization. The aim of our Group-wide First Choice program is to establish customer focus within our company in such a way that it generates profitable organic growth.

We aim systematically to improve our performance and to use it as a tool to foster even greater loyalty among our customers. At the start of 2007, the First Choice program was launched throughout the Group: In the next two years, it will encompass over 5,000 individual projects focused exclusively on improving our quality even further. The goal is to provide first-class services in all key areas in which we are in contact with our customers, thus enhancing our Deutsche Post, DHL and Postbank brands and boosting our performance.

Dedicated employees

In the service industry, the conduct and attitude of employees determine the success of a company's business. For this reason, we have devised special training programs in which employees at all levels will take part. We aim to bring home to them our aspiration of not just meeting customers' expectations, but actually exceeding them. Alongside intensive training courses, the program comprises a Group-wide rewards and incentive system.



Global networks

As a leading logistics service provider, we can achieve benefits for ourselves and our customers by bundling volumes. The resulting economies of scale benefit our customers with shorter transit times and lower unit costs. Networks have to be constantly adapted to the global flow of goods, the competitive landscape and shifting customer requirements. Here, we pay special attention to the intercontinental air express business. In the coming years, DHL will strengthen its leading position on the route between Europe and Asia and expand overnight delivery between Europe and the USA. In addition, we will boost our transport capacities between Asia and the USA. We took a step toward this goal with our stake in Polar Air.

Organic growth

Globalization is the growth driver in the logistics industry. Thanks to our strong presence in intercontinental trade as well as in emerging economies - including Asia, Eastern Europe, the Middle East and Latin America - we are able to fully utilize our networks and gain market share. Yet globalization also has its downside. International companies must face the competitive pressure exerted by new market players and take ever greater risks. In order to meet these challenges, they need a logistics partner with the expertise it takes to operate their value chain reliably and cost-effectively. We have taken strategic steps to position ourselves accordingly. We serve our major customers through a dedicated account management organization, Global Customer Solutions. Our success shows that this formula works: An increasing percentage of customers are requesting services from not one but several of our divisions.

FIRST CHOICE - THE FIRST CHOICE FOR OUR CUSTOMERS

Basic information



Being the first choice for every customer
How First Choice is changing the company.
[▶ more](#)

Importance



Satisfied customers pay off
How First Choice contributes to the company's success.
[▶ more](#)

Methodology



Unlocking the potential of 500,000 people
How First Choice is implemented world-wide.
[▶ more](#)

Questions and answers



What does First Choice mean for the customer?
The most important questions and answers about the service campaign.
[▶ more](#)

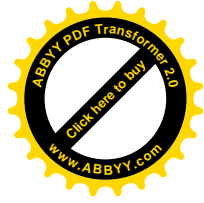
Best practice



Results
How our customers benefit from First Choice.

First Choice is the service initiative launched by Deutsche Post World Net. The goal is ambitious: by 2009, with its brands DHL, Deutsche Post and Postbank, the company aims to be the first choice for every customer when it comes to choosing a logistics provider. Achieving this goal requires

each and every employee to focus rigorously on customer satisfaction.



CORPORATE GOVERNANCE

BOARD OF MANAGEMENT

As a German stock corporation, Deutsche Post has a dual management and supervisory structure. The members of the Board of Management are appointed by the Supervisory Board and are responsible for the management of the company. The Board of Management consists of eight members:



Dr. Frank Appel
Chairman of the Board
(since 2 Feb. 2008)
▶ Department
▶ Curriculum Vitae
▶ Mandates



John Murray Allan
Finance,
Global Business Services
▶ Department
▶ Curriculum Vitae
▶ Mandates



Bruce A. Edwards
Supply Chain, Corporate
Information Solutions
(since 4 March 2008)
▶ Department
▶ Curriculum Vitae
▶ Mandates



Jürgen Gerdes
MAIL
▶ Department
▶ Curriculum Vitae
▶ Mandates



Dr. Wolfgang Klein
FINANCIAL SERVICES
▶ Department
▶ Curriculum Vitae
▶ Mandates



John P. Mullen
EXPRESS
▶ Department
▶ Curriculum Vitae
▶ Mandates



Walter Scheurle
Personnel
▶ Department
▶ Curriculum Vitae



Hermann Ude
Global Forwarding, Freight
(since 4 March 2008)
▶ Department
▶ Curriculum Vitae



CURRENT CAMPAIGNS

Our campaigns incisively highlight the Group's numerous logistics services and its brands.

DHL continues successful Global Brand Campaign
Dedicated DHL employees are again in the spot light DHL, the express and logistics expert at Deutsche Post World Net, continued their Global Brand Campaign in 2007, celebrating their employees and the way they make their customers successful.

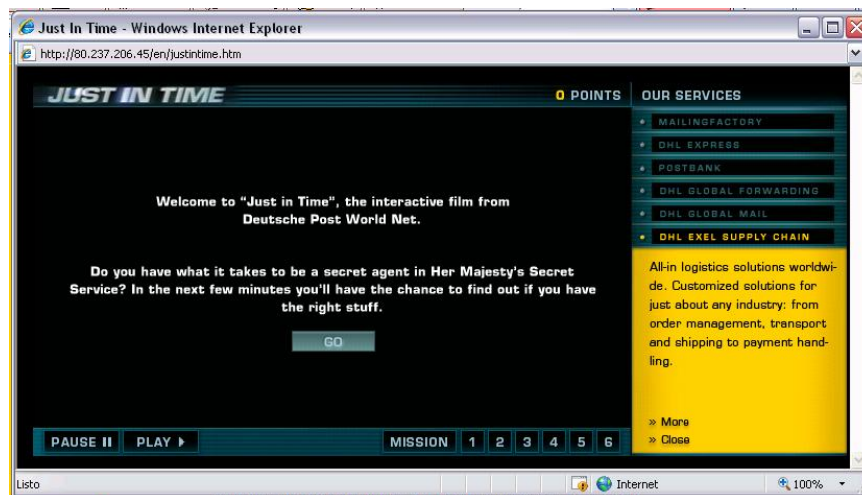
<http://www.dhl.de/dhl?xmlFile=4037>

Just in Time - Save the World!

The interactive film from Deutsche Post World Net
Save the world and plan a wedding all in eight days? For secret agent John Graham Ashton that's no easy task. Only with the support of a strong partner like Deutsche Post World Net - and with your help - the mission will succeed.



Deutsche Post World Net is modern, dynamic, multi-national and forward-thinking - these characteristics are reflected in the new corporate film. It is an entertaining, thrilling and emotional story with valuable information around the company.





SPONSORSHIPS

MORE THAN A SPORTS PARTNER

Internationalism, service, creativity, reliability, endurance, speed and team spirit: these values stand for the work done by all Deutsche Post World Net employees. They also are at the center of our involvement in sports, cultural and social events. Our sponsoring aims to further promote these important values.

Motorsports



At Formula 1 DHL acts as a partner of logistics. Deutsche Post supports the DTM as a sponsor and backs the encouraging of young talents via Speed Academy.

- ▶ Formula 1
- ▶ German Touring Car Masters (DTM)
- ▶ Speed Academy

Soccer



The Postbank is premium partner of the German national team and DHL supports the first Japanese "Asian Champions League" winner Urawa Red Diamonds.

- ▶ German Soccer Association (DFB)
- ▶ Urawa Red Diamonds

Other Sporting Events



DHL supports Special Olympics International in the torch run to the Special Olympics World Games. Also as MLB official express and logistics partner DHL stays on the ball.

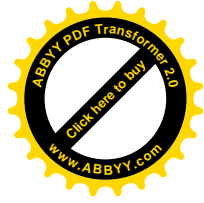
- ▶ Special Olympics Torch Run
- ▶ Major League Baseball - DHL proves punch

Fashion



DHL is worldwide in service as official express and logistics partner for IMG's fashion weeks in 2008. The renowned fashion trade fairs are taking place each year on four continents.

- ▶ Tailor-made transport solutions



THE HISTORY OF DEUTSCHE POST WORLD NET

500 years history - von Taxis founds the modern postal system

History of the Post

1490 - Von Taxis founds the modern postal system

1646 - Prussian state postal service is founded by Elector Frederick William of Prussia

1874 - Heinrich von Stephan initiates the founding of the Universal Postal Union

1876 - The post and the telegraph administration of the Empire are unified under Bismarck

1924 - Deutsche Reichspost is founded as an independent enterprise

1950 - Deutsche Bundespost is founded

1989 - Deutsche Bundespost Postdienst, DBP Postbank and DBP Telekom are established under the first postal reform

1993 - New postal codes for unified Germany

1995 - Deutsche Post AG, Deutsche Postbank AG, and Deutsche Telekom AG are established under the second postal reform

1996 - Fast parcel delivery assured thanks to extensive investments

1997 - Domestic business builds a solid foundation

1998 - "Letter 2000" concept becomes a reality

1999 - Deutsche Post AG acquires Danzas, the Swiss logistics company

2000 - Deutsche Post AG goes public

2001 - DHL joins Deutsche Post World Net as a partner

2002 - Deutsche Post World Net takes over 100 percent of DHL

2003 - First "Capital Markets Day" of Deutsche Post World Net

2004 - DHL Global Mail: New brand for international mail services

2005 - Deutsche Post World Net acquires Exel

2006 - Deutsche Postbank acquires BHW