



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

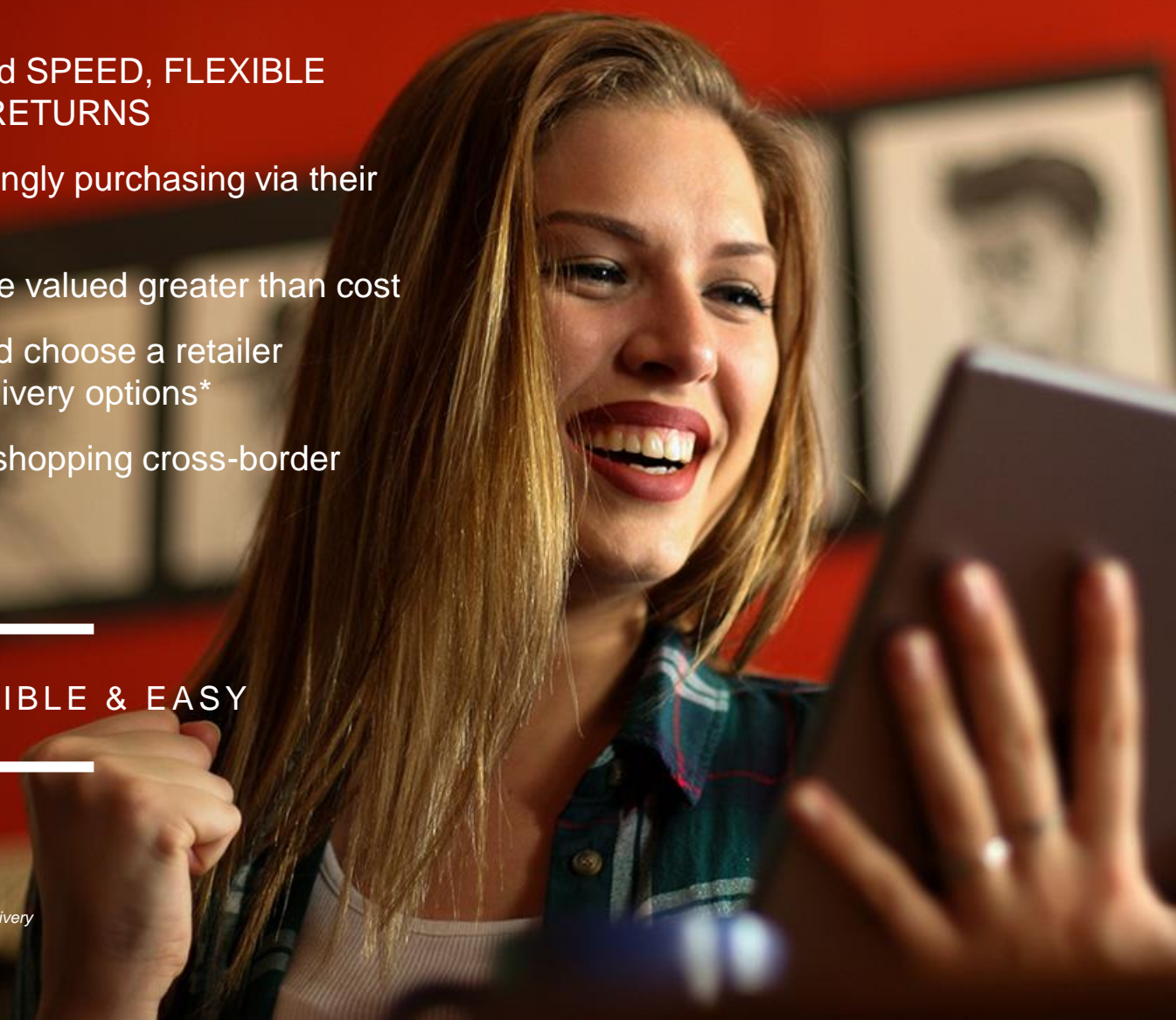


HOW YOUR CUSTOMERS' BUYING HABITS ARE CHANGING

- 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



LUXEMBOURG – THE PLACE TO START

- Luxembourg in the middle of Europe and the Greater Region
- European ecommerce turnover increasing by 11% to €534 billion in 2017 ⁽¹⁾
- The Greater Region is 11,5 million people and €351 billion GDP in 2013 ⁽¹⁾
- 170 000 people cross the border every day ⁽²⁾

(1) granderegion.net

(2) STATEC

(3) UNCTAD BtoC Index 2017

An aerial photograph of Luxembourg City, showing a mix of historic stone buildings and modern structures, surrounded by lush green trees and a stone wall in the foreground. The city is built on a hillside, with a prominent church spire visible in the center.

“LUXEMBOURG IS THE MOST READY TO BENEFIT
FROM E-COMMERCE

” (3)

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



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



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



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



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



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: 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



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.

FORMATS

Round table discussion, workshop,
whiteboard session, we're open....

WHO NEEDS TO BE ENGAGED FROM YOUR SIDE

Sales, Marketing, Technology,
Logistics...

