

The DHL logo is positioned in the top left corner, set against a yellow rectangular background. The logo itself is in red, featuring the letters 'DHL' in a bold, italicized, sans-serif font, with horizontal lines extending from the left and right sides of the letters.

THE GLOBAL E-COMMERCE OPPORTUNITY.

ARE YOU
READY?

POWER UP YOUR POTENTIAL

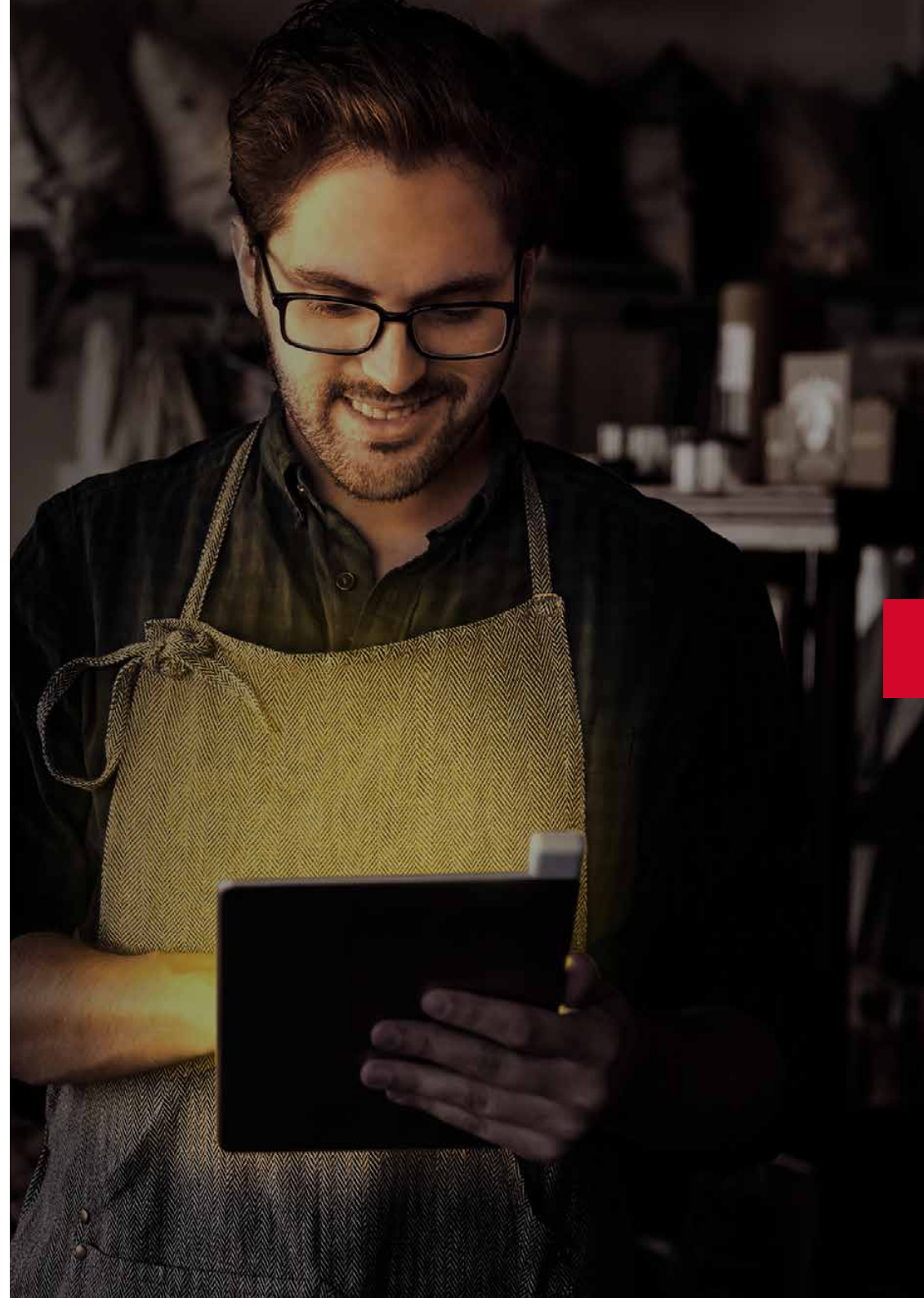


50 YEARS
EXCELLENCE. SIMPLY DELIVERED.

E-COMMERCE IS GROWING. AND FAST.

IT'S POWERED BY CONSUMERS WHO ARE
CHANGING THE WAY THEY SHOP.

People are increasingly shopping online –
in fact 16 billion devices are online right now –
and they are looking for ways to shop quickly,
conveniently, with reliable shipping,
and have their purchases
INSTANTLY.



EMERGING TRENDS

1tn

Trillion USD spent on cross-border purchases by 2020

CONSUMER BEHAVIOUR IS CHANGING

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

25%

YEAR-ON-YEAR GROWTH OF
EMERGING MARKETS...

GLOBAL OPPORTUNITIES

Cross-border purchases are a rapidly expanding vertical of the market, growing at twice the rate of domestic e-commerce. Consumers are becoming more familiar with shopping internationally, and those that do so are spending more online, and are willing to pay for premium shipping.

This changing landscape is presenting e-retailers like you with invaluable opportunities to exploit new markets and expand globally. To reach Customers that may have seemed unreachable before.

And to maximize profits.

**IN FACT THE AVERAGE RETAILER
CAN BOOST SALES BY AT LEAST 10-15%
BY SHIPPING INTERNATIONALLY.**

**OFFERING EXPRESS OPTIONS PROVIDES
A FURTHER INCREASE.**

ARE YOU PREPARED?

E-COMMERCE IS PAVING THE DEVELOPMENT
OF NEW TRADE LANES ACROSS ALL GLOBAL
MARKETS, JUST READY AND WAITING FOR YOU
TO TAKE ADVANTAGE.

THE TIME TO EXPAND IS NOW!



TIME TO GROW

Cross border e-commerce is growing
at an annual rate of

25%

Every seventh online purchase is a cross-border transaction

Adding an express option to your shipping services
can increase your shopping cart value by up to

70%

And international sales only have half the returns rate
compared to domestic sales

OUR TOP TIPS

for you to maximize your opportunity to tap into the profitable global market:



INTERNATIONAL ORDERS

When setting up online, tell Customers you take international orders on the home page – this will be a key sales driver for you so should be displayed prominently.



Ensure your website is open for international business by offering multiple languages and local payment options.



IDENTIFY WHERE DEMAND IS GROWING

and tailor your offerings for that market. We can help you find where your current website traffic is coming from, and advise you how to tap into this potential new Customer base of international shoppers.



GET YOUR PRICING STRATEGY RIGHT

Understand all the costs of exporting to a particular country so that you can build them into your pricing plan. We can support you to set this up correctly, minimizing risks on your side and maximizing profits.



OFFER EXPRESS AND RETURNS

These services are particularly valued by Customers and by giving them a range of shipping options, you will encourage higher spending and loyalty.



OFFER ON DEMAND DELIVERY OPTIONS

Via this solution – which you can use free-of-charge – you will give your Customer the flexibility to arrange their delivery for a time and place that suits them. Let your Customers be in control!

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!



SUPPORTING GROWTH

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



ON DEMAND DELIVERY

One global system to manage your Customers' delivery requests, making Customer Service easier, with less Customer service calls. Real-time notifications will keep your customers up to date all the time.



GLOBAL REACH

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



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



SPEED

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



IT INTEGRATION

Seamless integration with your existing platforms means reduced order processing time.



THE BRAND

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

ON DEMAND DELIVERY



The easy way to manage your deliveries.
It's good to keep in touch.



CHANGE
DELIVERY DATE



SIGNATURE
RELEASE



LEAVE WITH
NEIGHBOUR



SERVICE POINT
OR LOCKER

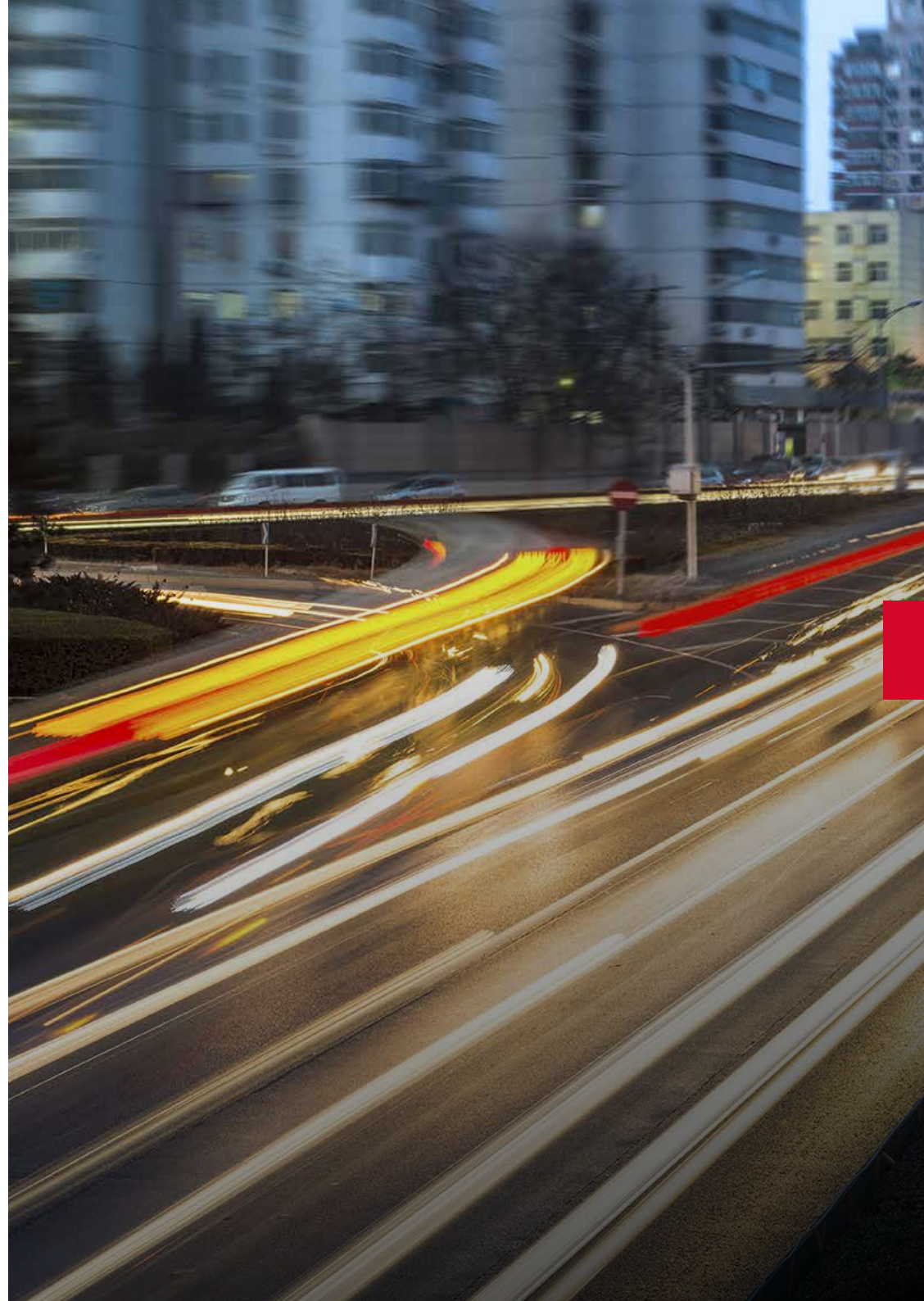


ALTERNATE
ADDRESS



VACATION
HOLD

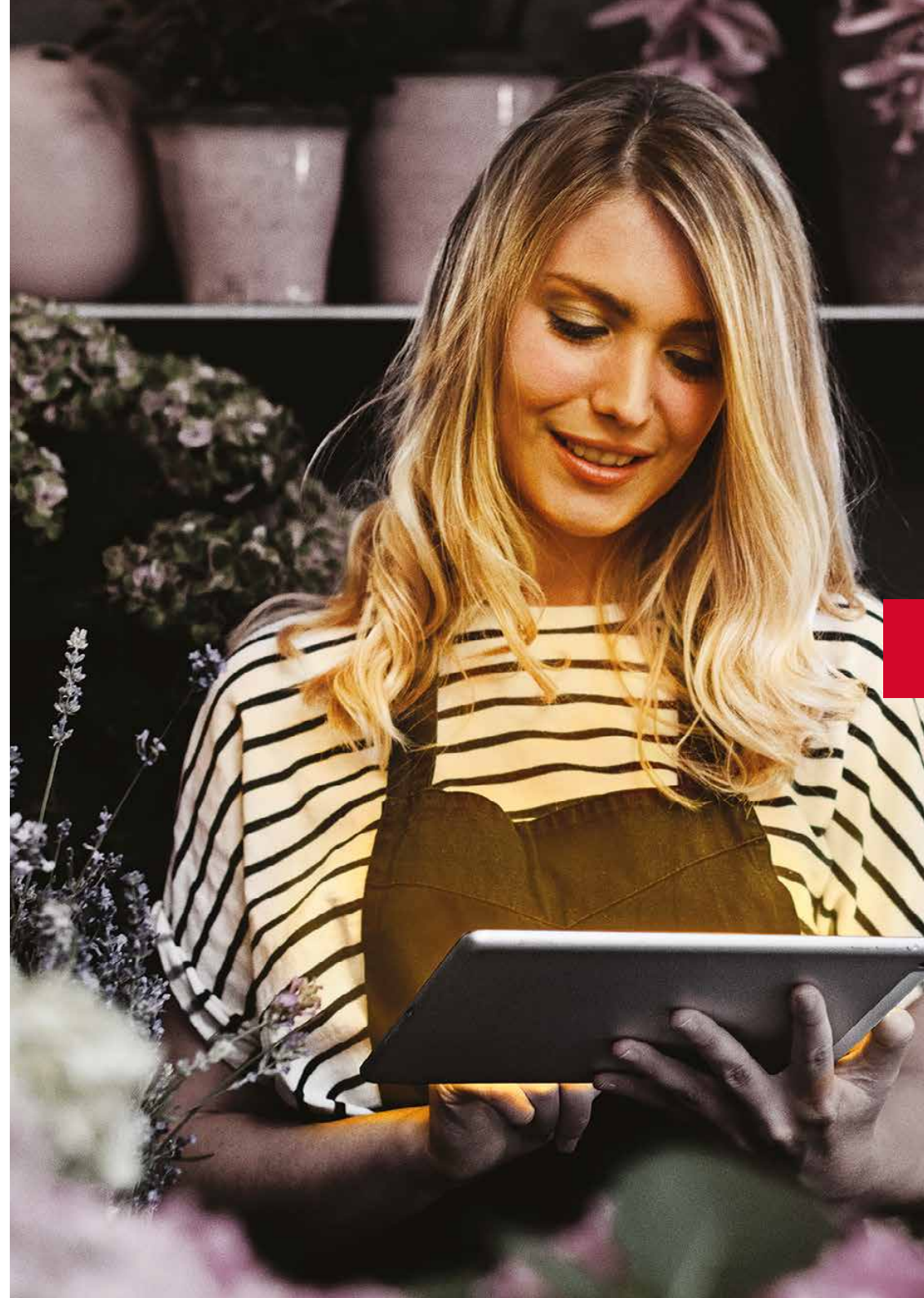
Available in more than 165 countries.



WEBSHOP HEALTHCHECK

Increase your online conversion, average basket value and customer experience!

- Do you sell internationally?
- Do you state your shipping options on your home page and mentioned that you sell internationally?
- Do you offer an express delivery option?
- Are your shipping charges appropriate?
- Do you offer a Duties & Taxes Paid option?
- Do you offer an easy return solution?
- Is your website available in multiple languages?
- Do you apply currency conversion?
- Do you offer localized payment options?
- Are delivery notifications mentioned on your website?



OUTRUN YOUR COMPETITORS

WHATEVER YOUR CURRENT BUSINESS MODEL, WE CAN HELP YOU MAKE THE MOST OF EVERY OPPORTUNITY TO IMPROVE, AND MAXIMIZE PROFITS.

We have identified four key demographics, so you can be sure that whatever your needs, we can support your growth with a tailored service.

Choose which from the below list matches your current business model, to see how we can help you.

1.

YOU DON'T YET SHIP INTERNATIONALLY >

2.

YOU SHIP INTERNATIONALLY BUT NOT EXPRESS >

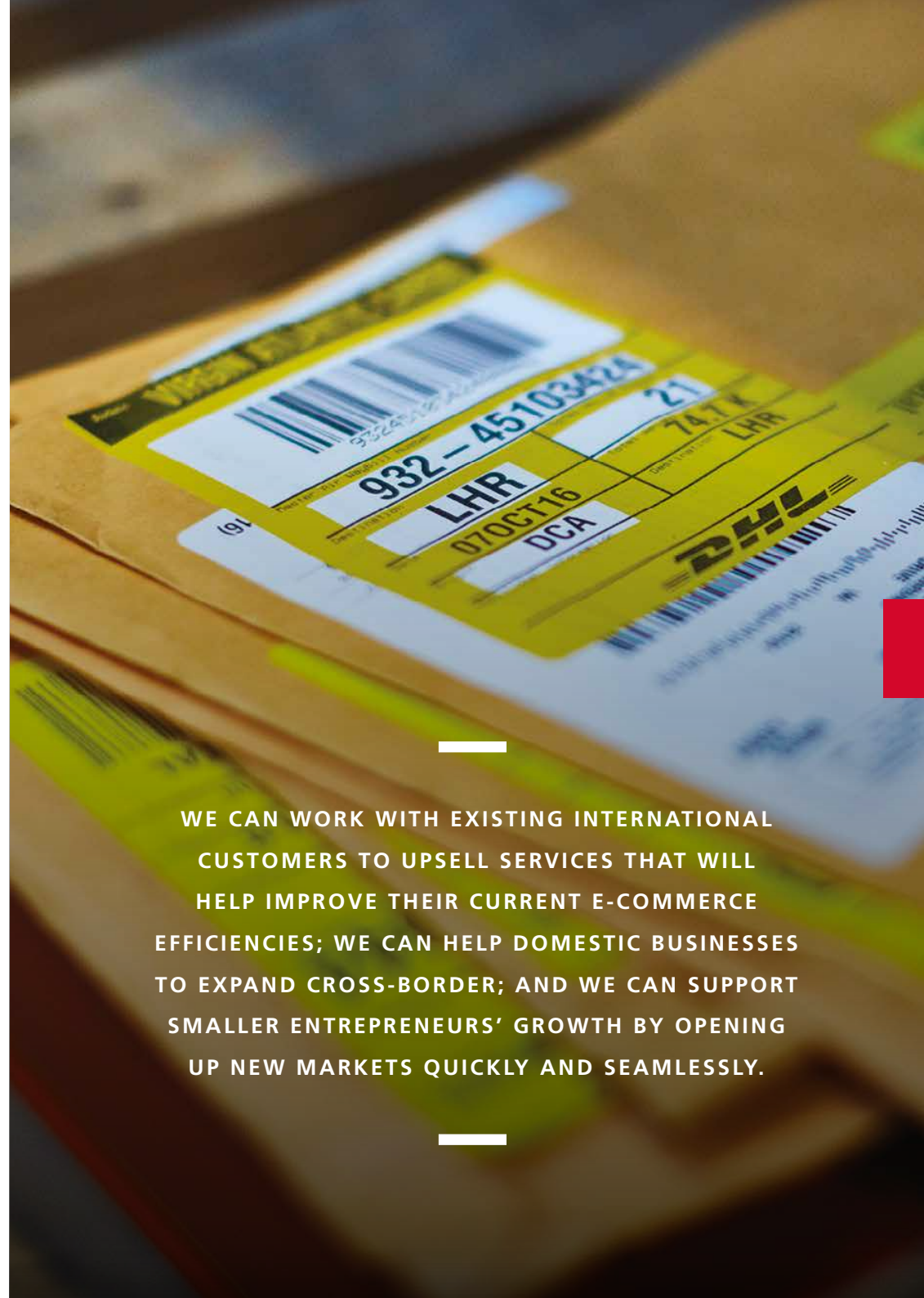
3.

YOU ARE NEW TO SHIPPING EXPRESS & INTERNATIONAL >

4.

YOU ALREADY SHIP EXPRESS AND INTERNATIONALLY, BUT NOT WITH DHL >

WE CAN WORK WITH EXISTING INTERNATIONAL CUSTOMERS TO UPSSELL SERVICES THAT WILL HELP IMPROVE THEIR CURRENT E-COMMERCE EFFICIENCIES; WE CAN HELP DOMESTIC BUSINESSES TO EXPAND CROSS-BORDER; AND WE CAN SUPPORT SMALLER ENTREPRENEURS' GROWTH BY OPENING UP NEW MARKETS QUICKLY AND SEAMLESSLY.



1.

**YOU DON'T YET SHIP
INTERNATIONALLY**

Cross-border
e-commerce is growing by

25%

each year.

Evidence shows that international
Customers will spend significantly
more than local ones.

An average shopping cart value
increase of

70%

is not unusual.

**WE HAVE IN-HOUSE CUSTOMS EXPERTISE TO MAKE
THE INTERNATIONAL SHIPPING PROCESS SIMPLE
AND AVOID CUSTOMS DELAYS.**

**WE ALSO OFFER DUTIES & TAXES
PAID (DTP) SERVICES, TO GIVE A SEAMLESS
DELIVERY EXPERIENCE AND REMOVE HASSLE FOR
YOU. CUSTOMERS WHO OFFER THIS SERVICE – AND
INCLUDE DTP IN THEIR PRICES – ARE GROWING AT
TWICE THE RATE OF THOSE WHO DON'T.**

2.

YOU SHIP INTERNATIONALLY
BUT NOT EXPRESS

Retailers who offer express shipping,
next to deferred shipping, grow almost

TWICE

as fast as those that don't.

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.

Customers will pay extra for next day delivery
if they really need or want something.

OUR ON DEMAND DELIVERY
AND TIME DEFINITE INTERNATIONAL
SERVICES GUARANTEE QUICK AND
RELIABLE SHIPPING.



3.

YOU ARE NEW TO SHIPPING EXPRESS AND INTERNATIONAL

These services offer unlimited opportunities to grow and increase profits.

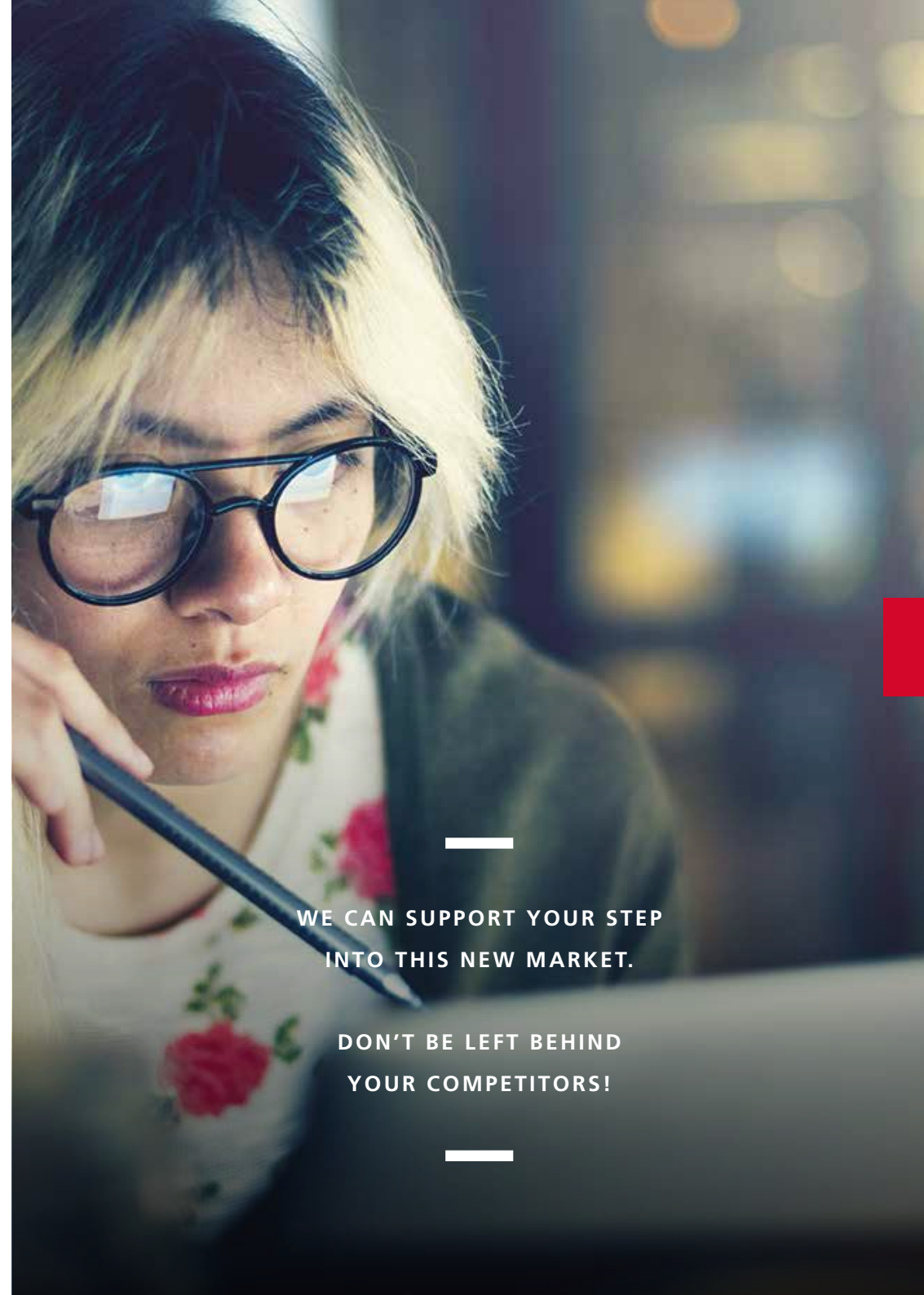
Based on our global reach and own network, we can support you in tapping into new markets quickly.

And we can show you where demand for your products is coming from so that you don't miss out on profitable opportunities.

Offering international shipping can increase shopping cart value by up to

70%

as Customers will spend significantly more than domestic ones.



WE CAN SUPPORT YOUR STEP
INTO THIS NEW MARKET.

DON'T BE LEFT BEHIND
YOUR COMPETITORS!

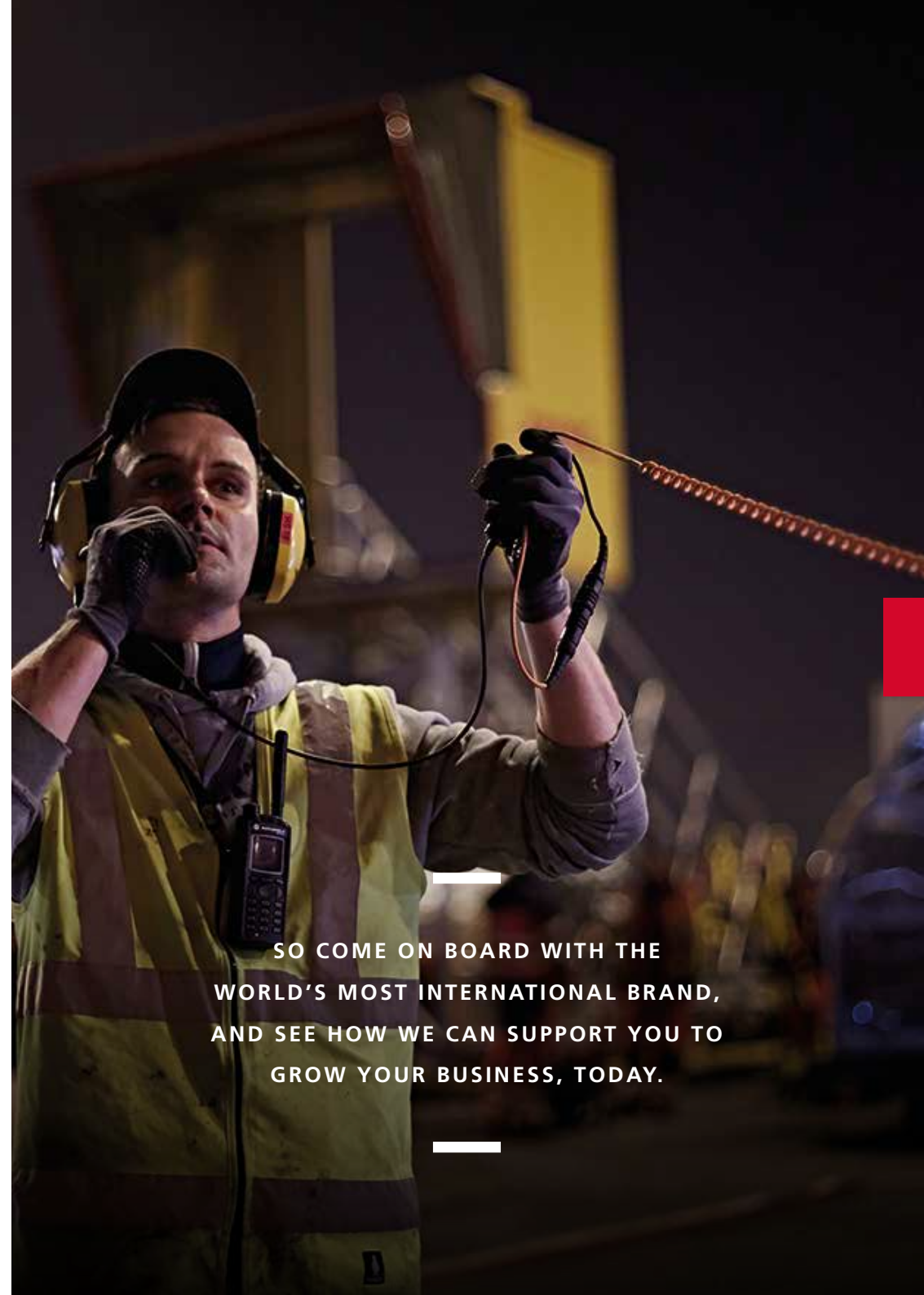
4.

YOU ALREADY SHIP EXPRESS AND INTERNATIONALLY, BUT NOT WITH DHL

We are the global logistics experts, highly experienced in e-commerce. We are a trusted brand, and our name is recognized internationally.

Our On Demand Delivery services offer Customer-tailored shipping options, giving your online buyer the option to customize their delivery and have their purchase exactly when and where they want it.

We offer an easy returns process, which has been proven to encourage higher shopping cart spend.



SO COME ON BOARD WITH THE
WORLD'S MOST INTERNATIONAL BRAND,
AND SEE HOW WE CAN SUPPORT YOU TO
GROW YOUR BUSINESS, TODAY.

DHL: YOUR AMBASSADOR

DHL has more than 50 years experience in the international express business.

Working in more than

220

countries and territories our brand is known and trusted worldwide. This means that when you partner with us, we are working as ambassadors for your business, reinforcing the trust and confidence that your Customers already place in your products.

**WE'RE HERE TO HELP YOU MOVE INTO
NEW MARKETS QUICKLY AND SEAMLESSLY,
WHILST MAINTAINING CUSTOMER
SATISFACTION AND LOYALTY TO
YOUR BRAND.**

**WE UNDERSTAND WHAT THE CUSTOMER
WANTS – AFTER ALL IT'S AT THE HEART OF
EVERYTHING WE DO – AND IT HAS DRIVEN
THE DEVELOPMENT OF ALL OUR SERVICES:**

WE OFFER ON DEMAND DELIVERY

meaning your Customers can choose exactly when and where their delivery will take place – flexible services are highly valued amongst Customers.

OUR TIME DEFINITE INTERNATIONAL

products guarantee delivery door-to-door to a specified deadline, globally. And speed is what your Customers are looking for.

WE CAN PROVIDE EXPRESS AND RETURNS

– evidence shows that offering these services to Customers means they are more likely to spend more.

CERTIFIED INTERNATIONAL SPECIALISTS

The shipments never leave our trusted network and are handled only by our Certified International Specialists, so we can offer tracking and SMS notifications to your Customers. This ensures they are always up to date about where their order is.

WE HAVE EXTENSIVE EXPERIENCE AND KNOWLEDGE OF ALL MARKETS AND TARIFFS

which means we can ensure your shipments are processed through customs without delay – which of course means no delays for your Customer.

SO WHY NOT CONTACT US TODAY AND SEE HOW WE CAN TAILOR OUR SERVICES TO MATCH YOUR BUSINESS NEEDS.



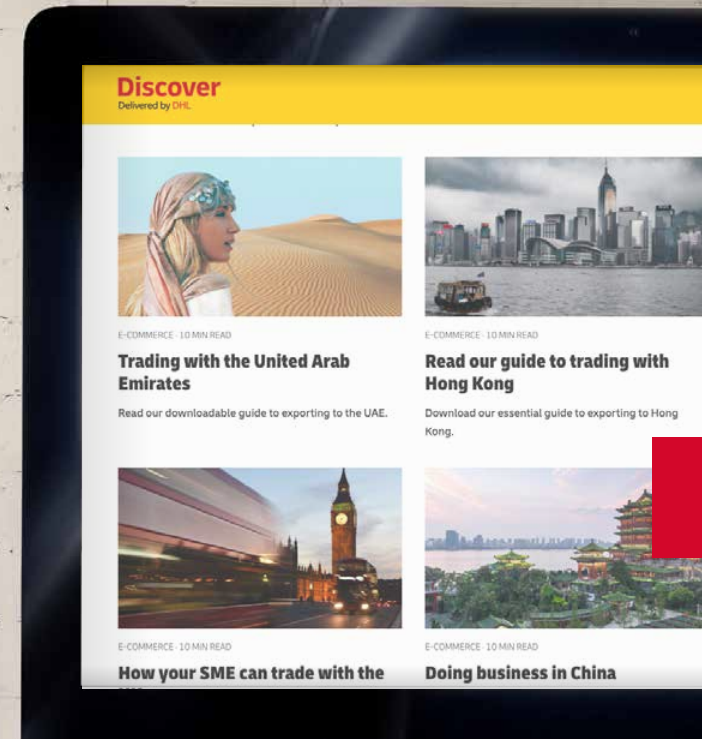
WE ALREADY WORK WITH SEVERAL LEADING E-COMMERCE BRANDS INCLUDING AMAZON, NET-A-PORTER, FARFETCH AND GLOBAL-E.

DISCOVER DHL

We are happy to share our knowledge with you. Find important e-commerce content online in our blogs or download our free whitepapers. We are here to help you grow.



Download Whitepapers: discoverdhl.com



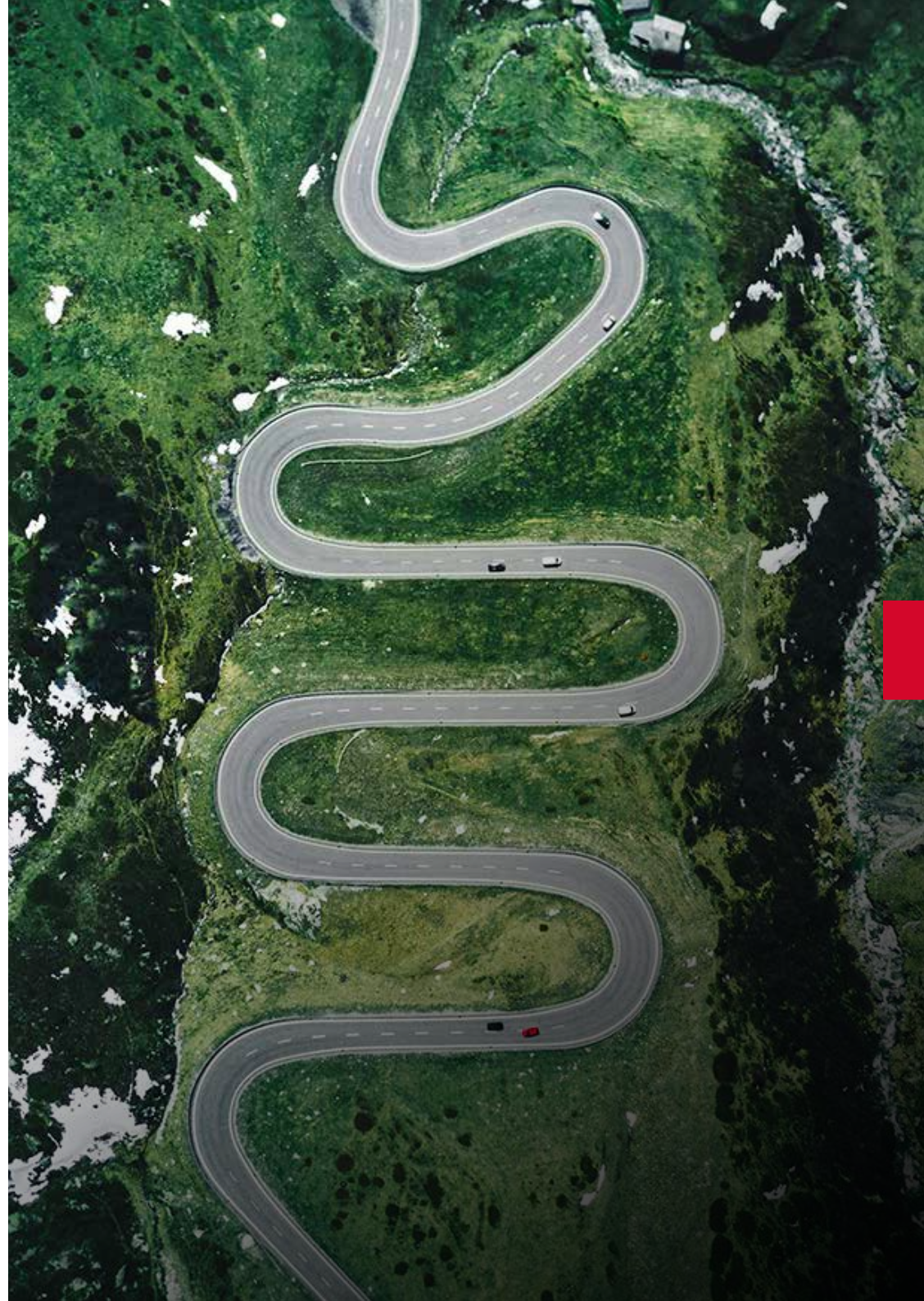
WE KNOW **THE WAY**



THE ROAD TO SUCCESS STARTS WITH MARKET
INSIGHT. MAY WE GUIDE YOU THROUGH YOUR
E-COMMERCE JOURNEY AS WELL?



Find all market insight packs on: discoverdhl.com





LET'S GET **READY**

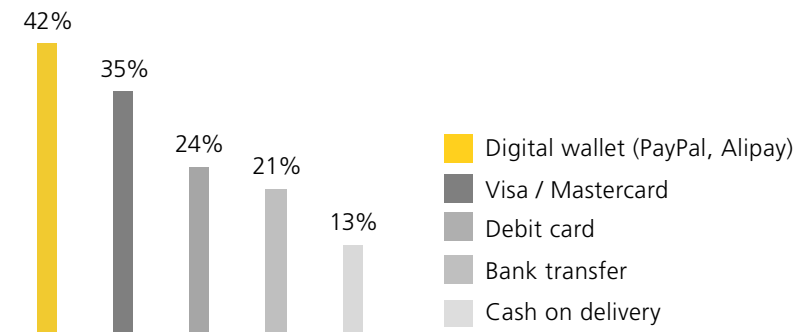
WITH OUR HIGH-END TECHNOLOGY AND
STRATEGIC PARTNERSHIPS WE GUARANTEE YOU
THE SPEED OF YELLOW, EVERY. SINGLE. TIME.

With our API and plug-ins you can even integrate
our online services in your online store for free.

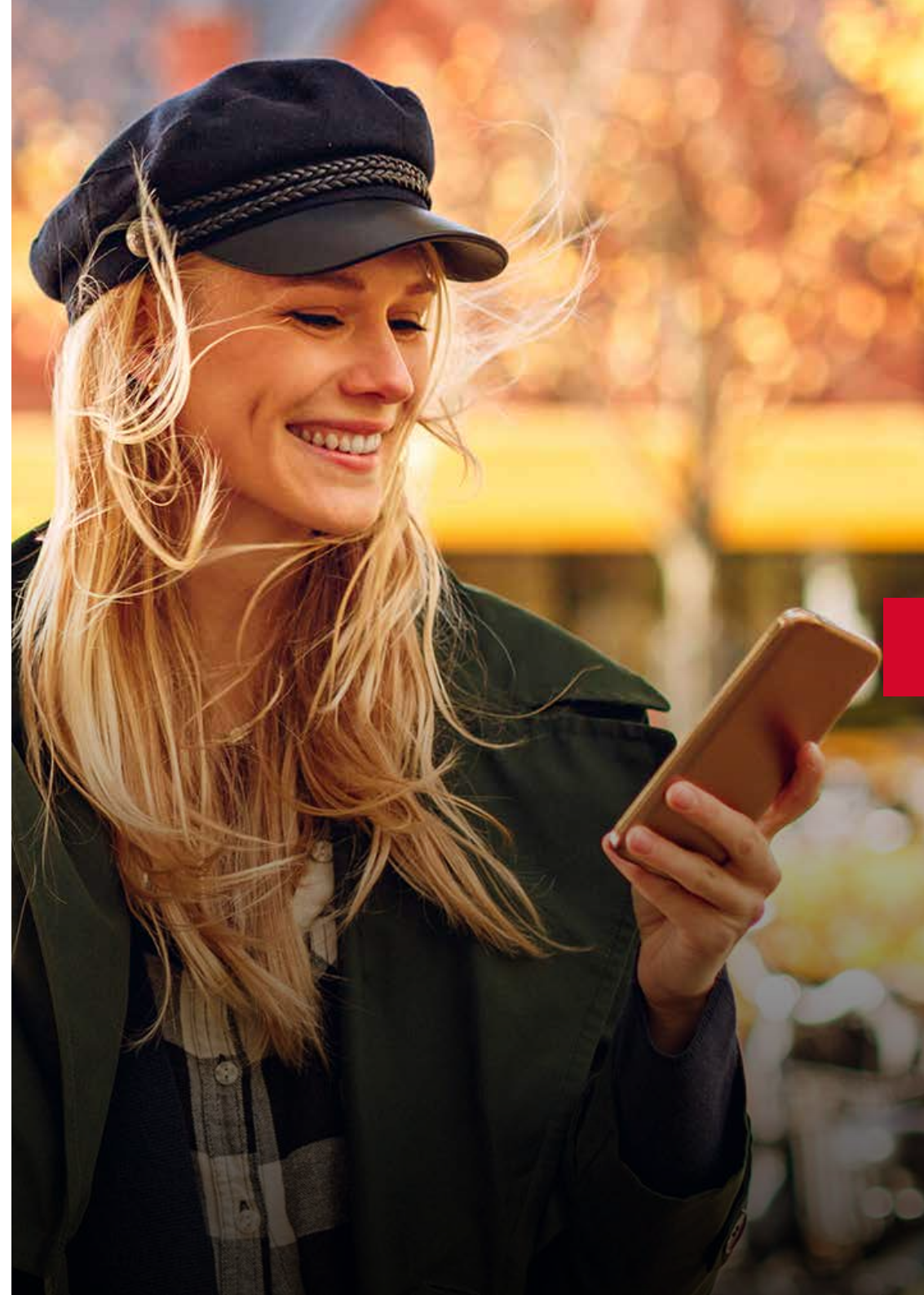
dhlexpress.nl/e-commerce

EUROPE TOP PAYMENT METHODS

Shoppers across Europe prefer to pay via digital wallets like PayPal and Alipay. Very popular are Visa and Mastercard, followed by domestic bank credit and debit cards. Is your payment environment up to date?



Source: <https://ecommercenews.eu/online-payment-methods-europe>



TOP 10 E-COMMERCE MARKETS

DHL EXPRESS LEAD TIMES FROM THE NETHERLANDS

- | | |
|------------------------|-----------------------------|
| 1 CHINA 2 DAYS | 6 FRANCE 1 DAY |
| 2 USA 2 DAYS | 7 SOUTH KOREA 2 DAYS |
| 3 UK 1 DAY | 8 CANADA 2 DAYS |
| 4 JAPAN 2 DAYS | 9 INDIA 2 DAYS |
| 5 GERMANY 1 DAY | 10 AUSTRALIA 3 DAYS |

18 million online shoppers
67% cross-border buyers

8

205 million online shoppers
32% cross-border buyers

2

Online sales = 30% of the economy

3

5

47 million online shoppers
23% cross-border buyers

6

19% of purchases made on
"non-French" websites

77 million online shoppers
14% cross-border buyers

7

4

Highest e-commerce penetration
in the Asia Pacific region

1

\$548 billion in online sales

\$10 billion in online sales and
fastest growing large market

9

10

12 million online shoppers
69% cross-border buyers

70%

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

50%

Gymshark Customers willing to pay for express delivery

210%

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

300

GymShark employees and within Britain's 100 private companies with the fastest-growing sales.



GYMSHARK
X DHL

ONE OF OUR SUCCESSFUL PARTNERSHIPS HAS BEEN WITH THE SPORTSWEAR BRAND, GYMSHARK.

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 UK's fastest growing brands.

THREE TAKE-AWAYS

1

GLOBALIZATION IS HERE TO STAY:
POWER UP YOUR POTENTIAL

2

THINK ABOUT QUICK FIXES AND
MAKE SURE YOU ARE OPEN FOR
INTERNATIONAL SALES

3

BE AWARE OF WHAT TODAY'S
CONSUMER IS LOOKING FOR...



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

We understand the challenges that shipping internationally may present, from time restraints to customs delays. But with nearly 50 years' experience as a leading international logistics provider, we are well versed in creating efficient solutions, and are here ready to support your expansion.

DON'T GET LEFT BEHIND!



**LET'S
DO BUSINESS**



LET'S GET IN TOUCH



DHL EXPRESS THE NETHERLANDS
ANCHORAGELAAN 32, 1118 LD SCHIPHOL
088 - 0552 050

[DHLEXPRESS.NL/E-COMMERCE](https://www.dhlexpress.nl/e-commerce)
GROWYOURONLINEBUSINESS@DHL.COM

