



Market

DHL is the global market leader in international express, overland transport and airfreight. It is also the world's number one in ocean freight and contract logistics. DHL offers a full range of customised solutions, from express document shipping to supply chain management.

As the world's leading shipping company, DHL thinks globally, but acts locally. DHL's aim is to deliver excellence through all its regional offices. In Romania, DHL is the express courier market leader, holding a 45% market share in a growing and increasingly competitive market.

Its comprehensive and reliable service is based on a national and international worldwide distribution network. With more than 285,000 dedicated employees, 76,200 vehicles and 420 aircrafts as well as 6,500 facilities worldwide, DHL ensures strong worldwide performance and optimal customer focus.

Today, DHL alone handles more than 1.5 billion shipments per year to 120,000 destinations but it is no longer a company that just carries urgent documents or parcels - it is an essential partner for thousands of businesses, providing fastest possible access to markets and customers around the world.

The boom in e-commerce is also widening DHL's traditional customer base to include more and more home consumers who are using the internet to shop around the world.

Achievements

DHL invented the international express delivery industry, pioneering the concept of international door-to-door delivery of time-sensitive documentation and later expanded the concept to include parcels and dutiable items.

The secret behind DHL's growth over the last 35 years has been in delivering what its customers want.

Throughout its history, DHL has made real breakthroughs, political and technological, on behalf of its customers. In the mid 1970s, it was the driving force behind postal reform in the US, championing a vision of tailored value-added services for business, different to those offered by the postal authorities. The company has also successfully harnessed technology to keep its service levels at the forefront of the market. In 1979, it developed one of the first word-processing computers in the world, the DHL 1,000, which greatly increased the efficiency of processing orders and documentation. In 1983, it was the first express delivery company to introduce a "track and trace" system, helping the customers to follow the progress of their deliveries.

DHL's unofficial motto has always been "first in, last out". This relates to the company's global reputation for operating in virtually every country in the world and, in particular, for maintaining a presence under difficult and often dangerous circumstances. DHL was the first delivery company to re-open in Afghanistan and was the first air operator allowed to fly into Baghdad airport following the removal of Saddam Hussein. Not surprisingly, governments and aid agencies also rely upon the company's unrivalled delivery network during times of emergency or crisis, the tsunami disaster in Asia being just one recent example.

For the past two years, DHL International Romania, with the support of the Sport Directorate of Braşov County, organised the DHL Carpathian Marathon Relay. The event took place in Poiana Braşov, and its key goal was to raise funds for

different charities. The event is intended to become a tradition for the DHL Company, in the spirit of good social responsibility that characterises the brand.

History

The name DHL was made up from the initials of the three company founders Adrian Dalsey, Larry Hillblom and Robert Lynn. Together they had an ingenious idea: they personally flew shipping documents from San Francisco to Honolulu, beginning customs clearance of the ship's cargo before the actual arrival of the ship. This saved shipping operators a fortune by substantially cutting down wasted days in port and gave birth to a new industry: international air express.

After that, things took off rapidly. In 1970, DHL obtained a foothold on the US East Coast, expanded into the Pacific Rim in 1971 and, in 1974, established its first European base in



London. Since 1977, DHL has also had a presence in the Middle East and, in 1978, the company leased its first office space in Germany.

In 1983, DHL was the first express services provider brave enough to venture into the Eastern bloc and the first to enter the People's Republic of China in 1986. In 1988, DHL was already present in 170 countries across the world with a staff of 16,000 employees.

The history of DHL in Romania began in 1984, when the company started to develop its operations as an agent, being the first express company to be represented in the country. In 1991, DHL International Romania SRL was established as a wholly owned identity. In 1995, DHL set up eighteen business units in Romania and, from June 1998, the company was able to provide 100% coverage throughout the Romanian territory. DHL was the only express delivery company in Romania to achieve ISO 9002 quality accreditation (Lloyd's Register).

The Deutsche Post World Net group has held a stake in DHL since 1998. The full acquisition of DHL by the German global player in 2003 represented a milestone in the company's history. After this acquisition, DHL Romania has constantly expanded its product portfolio. The most recent development was the launch of DHL Freight services in May 2006.

Product

DHL is the global market leader in international express, overland transport and airfreight. It is also the world's number one in ocean freight and contract logistics. With DHL, one can rely on a single company for any express and logistics needs, whether local or global, from express courier services to freight services or supply chain management.

On the Romanian market DHL offers a wide range of express and freight services, divided under three categories:

- Time Definite services (StartDay Express 9:00, MidDay Express 12:00 and EndDay Express 18:00), international express courier for documents and parcels, import express, domestic courier and specialized services
- Day Definite services (Express Freight), express road transportation with delivery in a definite number of days

- Freight services (Economy Freight), international road transportation for less than truck loads, part loads and full loads

Recent Developments

2003 marked a "rebirth" of the DHL brand. The Deutsche Post World Net group concentrated all express and logistics activities under the internationally renowned brand of DHL. The same year, DHL substantially strengthened its network inside North America through the acquisition of the US express company Airborne.

The visual integration of DHL into the corporate design of Deutsche Post World Net is part of the group's strategic branding decision. DHL adopted the major corporate design elements of the group, such as the colour yellow and the relevant typography. The DHL logo was slightly modified while keeping its most characteristic and familiar elements.

Promotion

The worldwide brand DHL stands for speed, reliability and global service. DHL is one of the most well known brands in the world, partly due to a number of memorable marketing campaigns.

After its acquisition by Deutsche Post in 2003, the global DHL re-launch campaign focused around the statement "More": DHL can do even more than before with more speed, more power, more efficiency, more services and more products. The "More" message was translated into various languages across Europe, Asia and Africa.

Another important promotional platform for the company was the recent partnership with Paramount for the realization of the movie "Mission: Impossible III". DHL was involved during the entire process, from arranging a charter flight from Beijing to Los Angeles to packing, crating, and shipping technical equipment to numerous filming locations in Italy, the United States, China and Germany. The DHL team worked 24 hours a day seven days a week with Paramount Pictures to deliver to movie sets and equipment around the world: six pallets of cars, camera gear, film material and numerous props were shipped by land, sea and air, with the involvement of all DHL organisational units.

This partnership translated into a global campaign utilising TV and press ads, the main message being "DHL - Accepting Impossible Missions Daily".

Brand Values

Perhaps the greatest testament to the DHL brand is that "to DHL" something has become a generic term around the world for sending an item in the fastest possible way.

As a pioneer and continual innovator in the logistics sector, DHL capitalises on the extensive experience of its specialised divisions, DHL Express, DHL Freight, DHL Global Forwarding and DHL Exel Supply Chain, to refine its unique product portfolio.

The brand stands for enduring attributes such as speed, reliability, transparency, professionalism, flexibility and, most of all, closeness to the customer: DHL precisely knows the wishes and needs of its customers by virtue of its local presence throughout the entire world.

www.dhl.ro



THINGS YOU DIDN'T KNOW ABOUT

DHL

- > DHL ships 1.8 million tons of air freight per year, which is the equivalent of 240 Eiffel Towers or five Empire State Buildings
- > DHL sends 40 shipments per second
- > DHL sends nearly 3.5 million shipments per day
- > DHL has more employees than Florence, Italy, has citizens
- > DHL ships 940,000 TEU. If lined up one after another, these containers would go round the world 143 times or reach between the Earth and the Moon fifteen times
- > DHL delivers to the most Northern (Hammersfest, Norway) and most Southern (Ushuaia, Argentina) cities in the world
- > DHL has delivered to the South Pole
- > In Malaysia there is now a reef named after DHL
- > DHL operates in more countries than FIFA (Fédération Internationale de Football Association)
- > DHL transported the world's largest national flag from China to Bahrain, putting Bahrain in the Guinness Book of World Records. The flag was 169.5 metres wide, 97.1 metres long and weighed 3.2 tons