



DHL: Four Divisions – One Brand – One Provider – All Your Solutions
With more than 40 years of logistics experience, DHL is the global market leader in international express, overland transport and airfreight. DHL offers integrated services and tailored, customer-focused solutions for managing and transporting letters, goods and information.



Market

As the world's leading shipping company, DHL thinks globally and acts locally. DHL's aim is to deliver excellence through all its regional offices. With more than 300,000 dedicated employees, 76,000 vehicles and 420 aircrafts as well as 6,500 facilities worldwide, DHL ensures strong worldwide performance and optimal customer focus, handling more than 1.5 billion shipments per year to 120,000 destinations. DHL is part of Deutsche Post DHL. The Group generated revenue of more than € 46 billion in 2009.

Achievements

DHL success has always been based around delivering excellent service for our customers. At the heart of its success are its employees who focus on the customer's needs and provide individually customized solutions. The name DHL was made up from the initials of the three company founders Adrian Dalsey,

Larry Hillblom and Robert Lynn. In 1969, Armstrong, Aldrin and Collins set out to bring the moon a little closer, while Dalsey, Hillblom and Lynn pioneered the express industry in a way that helped to bring the world a little closer. In the beginning, the three partners delivered shipping documents by air, carrying the documents themselves between San Francisco and Honolulu, Hawaii overnight, thus launching the international air express industry. In 2003, DHL was acquired by Deutsche Post World Net group, the acquisition being followed by the visual integration of DHL into the corporate design of DPWN, as 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.

DHL invented the international express delivery industry, pioneering the concept of international door-to-door delivery of time-sensitive documentation, parcels and dutiable items. In September 2006, DHL entered into a global partnership with UNICEF, under the motto "We deliver help" and aiming to provide UNICEF with long term assistance in its worldwide fight to reduce child mortality. In 2008, DHL opened its new state-of-the-art European air hub at Leipzig/Halle Airport in Germany. The hub, one of Europe's largest construction sites, expands DHL's international network, providing greater connectivity to global growth markets and enabling DHL to improve its overall customer service. DHL was the first to offer customers a greener option of sending their shipments around the world through DHL's Green Services, which aim to offset the carbon emissions of the company's various delivery vehicles.

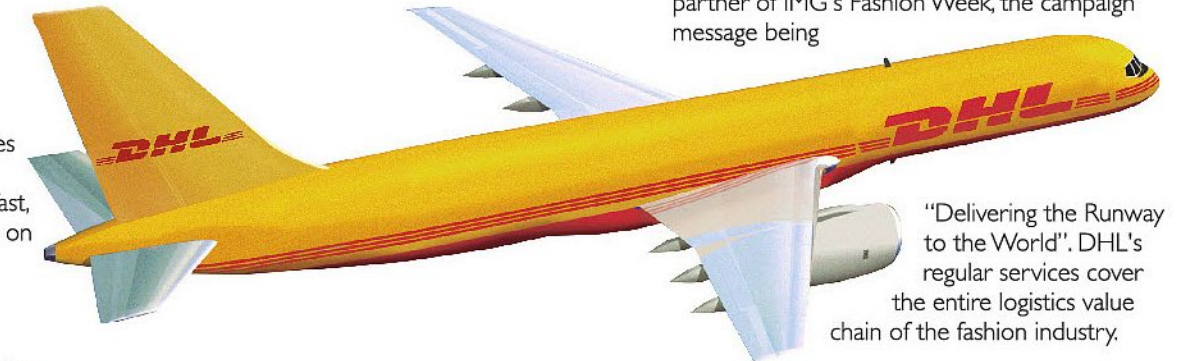
1984	1991	1994	1998	2002	2003
DHL starts operating in Romania as an agent and is the first express company to be represented in the country.	DHL Romania is established as a wholly owned entity, to date being the only non-agent represented international express delivery company operating in the country.	DHL Romania begins operating a dedicated chartered aircraft.	DHL provides 100% coverage throughout Romania.	DHL is the first express company to receive ISO 9001/ 2000 quality certification.	DHL goes through a rebranding campaign, as a consequence of DPWN acquisition.

DHL in Romania - Facts and Figures:

- Over 450 employees
- Over 250 vehicles, 2 aircrafts
- The biggest cargo Boeing 757 dedicated aircraft
- 50 offices all over the country
- More than 4,000 clients
- More than 1,000,000 shipments per year

- Day Definite services offer reliable door-to-door delivery for Europe within a certain number of days on road transportation. The service is available for both export (DHL ECONOMY SELECT) and import (DHL IMPORT ECONOMY SELECT).

for teams, officials, and sponsors in the world's most popular racing series (transporting of race cars, engines, wheels, spare parts and TV equipment to racetracks overseas, supply of more than one million litres of fuel used during the races on four continents). DHL is also the official express and logistic partner of IMG's Fashion Week, the campaign message being



"Delivering the Runway to the World". DHL's regular services cover the entire logistics value chain of the fashion industry.

Product

On the Romanian market, DHL provides a wide range of international and domestic express services which offer fast, secure deliveries and the best coverage on the industry, with an unique integrated network.



Recent developments

In 2009, Deutsche Post World Net was rebranded as Deutsche Post DHL, in recognition of the critical role DHL plays in the Group's international agenda and to represent clear structures, increased cooperation and mobility within the Group, as well as integrated solutions for its customers.

In April 2010, DHL launched its new claim which clearly summarizes the customer promise:

"Excellence. Simply delivered.", as part of the new Global Integrated Advertising Campaign. "Excellence" stands for the high-quality products and solutions that DHL provides, for long-term and sustainable customer relationships and for DHL's ambition to meet customer requirements with innovative and industry-leading products and services. "Simply delivered" refers to the ambition to provide simplified and standardized solutions.

The new relaunched **dhl.com** this year is focused on better meeting customer requirements and integrates all DHL business units, offering a more user-friendly access to all logistics and global mail services.

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.

An important promotional platform for the company was the partnership with Formula 1, under the message: "We race. You win.". DHL, as logistic partner, offered a wide range of services

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. The brand stands for enduring attributes such as Personal Commitment through strong customer relationships and "can do" attitude, Proactive Solutions through high product and process quality, flexibility and Local Strength Worldwide.

Find out more on dhl-brandworld.com

dhl.ro

Things you didn't know about DHL

- DHL operates in more countries than international football association FIFA.
- DHL sends 40 shipments per second, or nearly 3.5 million shipments per day.
- DHL's employees outnumber the population of Florence, Italy.
- DHL delivers to the most Northern (Hammerness, 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 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.
- DHL International Romania organized four editions of DHL Carpathian Marathon Relay. The event became a tradition and proved DHL commitment to social responsibility, its goal being to raise money for charities in Romania.

EXCELLENCE. SIMPLY DELIVERED.

2007	2008	2009	2010
DHL Romania increases its transport capacity by using the biggest cargo Boeing 757 dedicated aircraft. DHL Romania achieves ISO 14001 Environment accreditation (Lloyd's Register).	DHL strengthens Romanian business with Cargus acquisition, the top domestic express courier in Romania.	DHL initiates a complex integration process for Cargus through significant investments in operational infrastructure and process improvement activities.	DHL Romania relaunches the local website, as part of the Global dhl.com relaunching project, along with 140 DHL country websites.