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Business Briefs

July 10, 2002

A new standard in delivery service

The international air express industry is always on the move - in every sense.

Our customers require us to stay at the leading edge of technology, in terms of systems, logistics and materials handling. The bar of customer expectation is being raised ever higher.

In this issue of **Business Briefs**, we've included some notes on a new DHL service introduced to Australia and New Zealand in June. **Time Definite Delivery** - or **TDD** as we know it - again sets the standard for our industry.

For those with a 'time critical' delivery requirement, **TDD** allows a new level of service guarantee. DHL launched **TDD** in Europe during 2001. Australia and New Zealand are the next markets, worldwide, to offer the service.

We've also mentioned in this issue the new-look campaign for **Import Express**, our fastest-growing product sector. Export shipments, of course, remain our major business in Australia, but demand in particular for imported high-tech components requiring time-critical express delivery has shown significant growth over a range of industries.

A brief note on corporate matters: **DHL International** is now part of the **Deutsche Post World Net (DPWN) Group**, made up of **Deutsche Post**, **DHL**, **Danzas** and **Postbank**. Reflecting its acquisition of a majority holding in DHL, DPWN consolidated DHL earnings into its first-quarter 2002 results, to show 13.1 per cent growth in revenue to Euro 9.7 billion.

I hope you find these **Business Briefs** a useful window on DHL and developments in our industry.

Sincerely

A handwritten signature in black ink, appearing to read 'Duncan Gates', is positioned above the typed name.

Duncan Gates,
Marketing Manager Oceania





BRANDING DHL'S IMPORT EXPRESS SERVICE

That index finger has it all!

SYDNEY: DHL Oceania has launched a major advertising campaign to promote its fast-growing **Import Express** service - and the hero is an index finger that can arrange to import almost anything from just about anywhere, door-to-door.

Created by **The Campaign Palace**, the new television branding made its debut in **Australia** and **New Zealand** on June 9, supported by outdoor advertising.

The campaign is designed to both promote the **Import Express** service and to carry forward the unique personality of the DHL brand.

GUARANTEED TIME-DEFINITE DELIVERY FOR AUSTRALIA/NZ

Setting a new standard in Express Service

SYDNEY: TDD - Time Definite Delivery - for urgent consignments went on-line in the major cities of Australia and New Zealand from June 24.

With **STARTDAY EXPRESS** - guaranteed delivery by 9.am - and **MIDDAY EXPRESS** - guaranteed delivery by 12 noon - DHL sets the new industry benchmark. And as part of the service, we advise the shipper by phone or email when the consignment has been delivered to the customer.

For urgent deliveries - like tenders and visa documents - and those industries with a 'time critical' delivery requirement - such as Information Technology, Telecommunications, Pharmaceuticals, Automotive and Precision Engineering - **Time Definite Delivery** allows a new level of service guarantee.

DHL RANKED 'ABOVE WORLD CLASS' AMONG GLOBAL FIRMS

Setting the standard for the Transport sector

SINGAPORE: DHL Worldwide Express has, for a fifth consecutive year, been awarded the highest possible ranking of '**Above World Class**' in a new **INSEAD** report, "**Measuring Competitive Fitness of Global Firms 2002**".

DHL is again ranked highest among companies in the Transport sector, and achieved particular recognition for its strength in **Corporate Culture, Customer Orientation** and **Performance**. Other companies ranked 'Above World Class' include **Nokia, BMW, Pfizer** and DHL shareholder **Lufthansa**.





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INSEAD, one of the world's largest and most influential graduate business schools, conducted an independent evaluation of 326 companies from North America and Europe in compiling the report.

Dr Axel Gietz, Director Corporate Affairs at DHL, said: "We are proud to receive this prestigious recognition yet again. It shows that DHL continues to set the standard in the Transport sector."

DHL has also, for a 16th consecutive year, been named '**Best Express Service**' in the **Asian Freight Awards for 2002**. DHL was named '**Best Warehouse Operator**' as well.

DHL HELPS FUEL SOUTH AUSTRALIAN EXPORTS **Technology, wine, automotive leading the way**

ADELAIDE: The speed of **DHL** delivery services out of Adelaide to customers in Asia, Europe and the United States has created new business opportunities for many South Australian businesses.

Technology, wine and **automotive** businesses have been among the main beneficiaries, says **Ton Verleg**, DHL's South Australian Manager.

DHL is the largest carrier of air express items into and out of Australia. Its local commitment to trade is reflected in sponsorship of the **DHL Exporter of the Year Award**, seen as a badge of honour for companies achieving export success. DHL has sponsored the Award since 1992.

WE'RE KICKING OFF WITH SYDNEY NORTHS **Teaming up to bridge the gap between Super 12 and Club Rugby**

SYDNEY: **DHL** this year continues its proud sponsorship of **Sydney Norths Rugby Club**, the first round of the **Tooheys New Cup** having kicked off on June 28. The ARU has committed \$1.1 million in 2002 to begin bridging the gap between **Club Rugby** and the **Super 12** competition. Key games will be broadcast on **ABC TV** and replayed on **Fox Sports**.

Go Norths!!!

MEDIA INQUIRIES:

Duncan Gates,
DHL Marketing Manager Oceania
tel (02) 8274-6903





About DHL Worldwide Express

With sales in excess of € 6.5 billion in 2001, DHL Worldwide Express is the global leader of the international air express industry, accounting for a market share of 37.5 per cent.

To meet the demands of over one million customers around the globe, DHL has over 4,000 offices in more than 220 countries and territories. They handle a total of 160 million shipments annually.

DHL runs a fleet of 251 aircraft, operating 714 scheduled flights every day. This alone makes it the ninth-largest airline in the world. Another 2,335 flights daily are operated for DHL by commercial aircraft.

On the ground, almost 17,000 vehicles service a total of 120,000 destinations in all continents. At the end of 2001, DHL had some 71,000 employees.

Founded in California in 1969, DHL has pioneered the industry ever since. Today, the Company continues to be a driver for innovation, at the forefront of technology in its field. DHL offers its customers fast, responsive, and cost-effective express deliveries, in addition to e-commerce fulfillment and intelligent logistics solutions.

DHL is majority-owned by Deutsche Post World Net. Other shareholders include Lufthansa and Japan Airlines.

www.dhl.com.au

DHL Customer Service 13 14 06

