

Press release

Deutsche Post acquires email specialist optivo

- **Enhances position as a neutral technology service in online marketing**
- **Mail CEO Gerdes: "Another bridge between traditional dialogue solutions and the digital world"**

Bonn/Berlin, June 28, 2013: Deutsche Post is taking over optivo, one of the leading German email marketing services. This expands the Bonn-based company's portfolio in the online advertising market to include the attractive technological field of email marketing. "optivo is an ideal addition to our technology solutions in the online advertising market. Since 2010, we have been successively building up our Online Marketing business unit. Our goal is to be a neutral technology service and the first choice for the advertising industry," says Juergen Gerdes, Corporate Board Member for MAIL at Deutsche Post DHL.

optivo offers advertisers technical solutions and services to expand their existing customer base. With its email marketing software, optivo® broadmail, companies can send customized newsletters and campaign emails and evaluate them effectively. The multi-channel solution integrates social media, text messaging, mobile email, web and fax in addition to traditional email. The software can send up to 20 million emails per hour and is easily integrable into existing system architectures such as web analysis and CRM solutions. "Deutsche Post is an established and major player in the online advertising market and is therefore the ideal partner for positioning our innovative technology on an even wider scale. In addition, we benefit from the company's international presence," says optivo CEO Ulf Richter.

Building block for cross-media orientation

optivo's technologies and services are especially suited for cross-media dialogue solutions. Deutsche Post has confirmed how important email marketing is in a number of cross-media campaign management tests with several customers in which combinations of advertising mail and email were among the options that were tested.

All cases in the test campaigns clearly showed that a targeted, cross-media approach is considerably more successful than a mono-media approach. "The future of dialogue marketing lies in intelligently integrated campaigns that combine the strengths of both online and offline media. optivo allows us to build another bridge between traditional dialogue solutions and the digital world," says Juergen Gerdes.

optivo was founded in 2001 and today employs around 85 people. The company is one of the market leaders and a trendsetter in professional email marketing. Their innovations in marketing automation and mobile email optimization (mobile fusion) have drawn much attention. Over 850 customers from diverse industries use the company's software and services. These include both medium-sized as well as larger companies and corporations. optivo will become a 100% subsidiary of Deutsche Post. The current management and staff will continue to independently operate the business.

Deutsche Post's parent group, Deutsche Post DHL, already includes other online marketing players. For example, in 2010 Deutsche Post acquired Europe's largest targeting platform, nugg.ad, followed in 2012 by the purchase of intelliAd Media, a leader in bid management for search engine marketing and multichannel tracking.

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You can download this press release and other information at <http://www.dp-dhl.de/pressemitteilungen>

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Deutsche Post – Die Post für Deutschland

Deutsche Post is Europe's largest mail services operator, market leader in the German mail and parcel market, and a global player in international mail delivery. With its powerful Deutsche Post brand, the company continues to enhance its status as "Die Post für Deutschland." The portfolio ranges from standardized products to tailored solutions for private and business customers in the areas of mail communication, dialogue marketing and parcel transport. With some 175,000 employees, Deutsche Post will continue to forge ever closer links between physical and electronic communications and in so doing strengthen its position as a one-stop provider of secure, simple, and reliable communications.

Deutsche Post is part of Deutsche Post DHL. The Group generated revenues of more than 55 billion euros in 2012.

For more information, go to www.dp-dhl.com

About optivo

optivo ranks among the largest email marketing services in German-speaking Europe. Since it was founded in 2001, the Berlin-based company is one of the market leaders and a trendsetter in professional email marketing. optivo offers a full range of email marketing services, including text messaging and fax from one source. The company's portfolio ranges from sending newsletters and campaign emails using its secure, reliable and powerful email marketing software, optivo® broadmail, to individual strategy consulting, newsletter optimization and address generation to the preparation of relevant market information and best-practice know-how. More than 850 customers from diverse industries put their trust in the know-how and technology of optivo. The company is a member of the German Dialogue Marketing Association (DDV), the Federal Association of the Digital Economy (BVDW), the Association of German Internet Business (eco) as well as the Certified Senders Alliance, the largest German white list project. In 2011, optivo was the first company in Europe to receive the EuroCloud Star Audit SaaS quality seal for its cloud service optivo® broadmail.

www.optivo.de