

DHL Supply Chain unveils Strategy 2025: “Innovation and digitalization will help us to put people and customers first.”

- **At its Smart Warehouse in Beringe, DHL shows how cutting-edge logistic industry solutions create immediate value for customers and employees.**
- **Oscar de Bok, CEO DHL Supply Chain, deep dives into key execution elements of Strategy 2025 and explains how automation and digitalization will re-shape the logistics industry.**

Bonn. November 28, 2019 – To unveil the new Strategy 2025 for his business unit, Oscar de Bok, CEO DHL Supply Chain, selected the Technology Campus in Beringe, Netherlands, one of the DHL innovation lighthouses. Here, DHL Supply Chain, the world’s leading contract logistics provider, already runs one of its Smart Warehouses and serves customers across Europe with highly automated and digitalized contract logistics solutions. During a media briefing de Bok gave fresh insights into the strategies and innovations the business unit is deploying for Strategy 2025.

Oscar de Bok, CEO DHL Supply Chain, explains, “DHL Supply Chain is not just the leading contract logistics provider in the world, we’re a leader in digitalization and innovation as well. As we continue to grow alongside the market, our customer-focused approach enables us to transform innovative ideas into scalable and commercially viable products that we can roll-out across the regions. The Smart Warehouse at our Technology Campus in Beringe is a prime example of how we deploy smart solutions to create immediate value for the customer and for our employees.”

The new business Strategy 2025 mainly focuses on four areas: when it comes to people and talent, DHL is focusing on how to overcome labor shortage and attract new talent, while at the same time preparing, training and certifying existing employees for the changes digitalization will bring. “Our people and the way we train and manage them are a competitive advantage for us” says de Bok. On the execution side, standardization and constantly improved processes will lead to more profitable growth, while customer experience, especially the digital customer journey, are becoming more important than ever. Leading innovations and digitalization are the connecting element above all.

Markus Voss, CIO and COO DHL Supply Chain, asserts, “What sets us apart is our drive to track down innovation and bring the results quickly and comprehensively into operation. Attracting new talents is a crucial step towards adapting to the digitalization of the logistics industry. Equally important is committing to data-backed, agile collaboration and balancing customers’ demand for

fast and transparent services with businesses' need to reduce costs. With Strategy 2025 we aim for putting our people and customers first and maximizing the pace of product roll-outs to take these opportunities head on.”

The Technology Campus in Beringe boasts 128,000 m² of warehouse space equipped with 100 loading docks that see 200-250 inbound and outbound trucks per day. This campus serves globally leading technology companies as pan-european distribution hub and the local team orchestrates the global supply chains of DHL customers. The Transported Asset Protection Association (TAPA) certified campus relies on a variety of innovative specialized tools, including processing and sorting machines, augmented reality technology, robotic arms, indoor robotic transport, and the next generation of scanning mobile devices.

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50 Years DHL

In 2019 DHL is celebrating 50 years since the company's founding by three entrepreneurs in San Francisco in 1969. DHL began as a disruptor to the traditional delivery industry, circumventing bureaucracy with an innovative new service to deliver documents by air overnight. Since then, DHL has grown into a globe-spanning family of DHL companies with about 380,000 employees in over 220 countries and territories that covers the entire spectrum of logistics and supply chain services. DHL's customer-centricity and can-do culture have fueled five decades of innovation – from the DHL 1000, one of the first word processing computers in the world, to using the purpose built StreetScooter, an environmentally friendly delivery vehicle powered by an electric drive and developed by Deutsche Post DHL Group. With the Mission 2050 commitment to reach zero group-wide emissions by 2050, DHL is continuing to be a trailblazer in the logistics industry.



DHL – The logistics company for the world

Deutsche Post DHL Group is the world's leading logistics company. The Group connects people and markets and is an enabler of global trade. It aspires to be the first choice for customers, employees and investors worldwide. The Group contributes to the world through responsible business practice, corporate citizenship and environmental activities. By the year 2050, Deutsche Post DHL Group aims to achieve zero emissions logistics.

Deutsche Post DHL Group is home to two strong brands: Deutsche Post is Europe's leading postal service provider. DHL offers a comprehensive range of international express, freight transport, and supply chain management services, as well as e-commerce logistics solutions. Deutsche Post DHL Group employs approximately 550,000 people in over 220 countries and territories worldwide. The Group generated revenues of more than 61 billion Euros in 2018.

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