



DHL auctions one-of-a-kind sneaker autographed by Bryan Adams

- **Proceeds to support reduction of plastic waste**
- **Auction of “DHL 1 Sneaker” No. 69 signed by Bryan Adams begins on June 19th**

Bonn – June 18, 2020: Starting on Friday June 19, 2020 at 10 a.m., DHL Express will auction off a unique piece of fashion and collector’s item. The 69th of 300 limited edition pairs of the “DHL 1 Sneaker” was hand-signed by Bryan Adams (“Summer of 69”) on the 50th anniversary of DHL’s founding in San Francisco in 1969. Now this one-of-a-kind pair of sneakers will go to the highest bidder in support of a good cause.

Starting on June 19th, United Charity will run the auction for four weeks at the following link:

<https://www.unitedcharity.de/Auktionen/DHL-1-Sneaker>

The hand-signed DHL sneaker is valued at €2,000; the minimum bid is €700. Proceeds from the auction will be donated to Ozeankind e.V., a NGO working to protect the environment and reduce plastic waste.

DHL Express and Bryan Adams are also dedicated to climate protection and sustainability. “Sustainability is a cornerstone of our Strategy 2025 and environmentally friendly technologies always play a major role in our investment decisions. One example of this is our ongoing upgrades to our intercontinental aircraft fleet as a way to further reduce carbon emissions,” explains Markus Reckling, CEO, DHL Express Germany. “We are very pleased to be supporting Ozeankind e.V., especially because of its innovative work with kids, teaching them about the environment and plastic waste. At DHL Express, innovative, forward-looking ideas and solutions have been part of our ‘DNA’ since 1969.”

DHL Express created the “DHL 1 Sneaker” in cooperation with designer-brand retailer mybudapester.com in 2019 as part of DHL’s 50th anniversary celebration. The limited-edition, red and yellow DHL-branded shoe was designed by sneaker icon Hikmet Sugoer based on his cult favorite model “Sonra Proto”. The toe cap is made from recycled DHL Express shipping bags and the shoe’s metal tag is made from part of a decommissioned DHL Express cargo plane.

“The creative collaboration with DHL was a huge success that substantially increased our visibility in the sneaker scene,” says Matthias Nebus, co-founder of mybudapester.com. “And a major part of that success was the smooth-functioning, reliable webshop supported by our



shipping partner DHL Express. It's great to see DHL rounding out our project now with a highlight like this in support of the environment.”

As the leading logistics partner to the fashion, jewelry and lifestyle industry, DHL has decades of experience and expertise in the area of fashion logistics. The company offers its customers a wide-range of individualized logistics solutions, including numerous e-commerce services, retail supply chain solutions for boutiques and shopping centers, as well as comprehensive warehouse logistics and value-add services in special fashion distribution centers. DHL solutions support not only large fashion houses and established designers, but also up-and-coming young designers.

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Contact

Deutsche Post DHL Group

Media Relations

Tim Rehkopf

Tel.: +49 228 182-9944

E-Mail: pressestelle@dpdhl.com

Im Internet: www.dpdhl.de/presse

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DHL is part of Deutsche Post DHL Group. The Group generated revenues of more than 63 billion euros in 2019. With sustainable business practices and a commitment to society and the environment, the Group makes a positive contribution to the world. Deutsche Post DHL Group aims to achieve zero-emissions logistics by 2050.