



DHL launches “Delivered with Pride” campaign at 2022 Shell Recharge Berlin E-Prix ahead of International Pride Month

- DHL starts the celebration of International Pride Month by visibly displaying their solidarity through the “Delivered with Pride” logo
- “FIA Girls On Track” event opens the door for young girls in motorsport at 2022 Shell Recharge Berlin E-Prix and Jakarta E-Prix
- As leading logistic expert DHL supports the ABB FIA Formula E World Championship with customized transport solutions

Bonn, May 13, 2022: In honor of this year’s International Pride Month, DHL is launching its “Delivered with Pride” campaign across the 14 and 15 May at the 2022 Shell Recharge Berlin E-Prix. DHL is changing part of its branding to the "Delivered with Pride" logo for trackside banners, the grandstand and DHL uniforms as well as supporting various initiatives such as the FIA Girls On Track event to promote diversity and inclusion. DHL logistics support the ABB FIA Formula E World Championship, with this year’s racing season being the most extensive so far with a total of 16 races planned around the globe, including two new cities (Jakarta and Seoul). While traveling over 70,000 km, DHL ensures a smooth and high-quality service by delivering customized, multi-modal transport solutions, which maximize efficiency while reducing Formula E’s carbon footprint.

In addition to logistics and sustainability solutions, this year's focus is on a commitment to embrace diversity, equity, inclusion, and belonging on International Pride Month. DHL is part of Deutsche Post DHL Group (DPDHL), who proudly promotes an inclusive work environment that values the diversity of all their employees and in which everybody feels accepted and can be their best self. Not only is this message important internally, but also externally.

“Common values brought Formula E and DHL together as a Founding Partner of the Championship, and we were reminded of these common values when working together on our Pride initiatives to show support for the LGBTQ+ community” says Arjan Sissing, Head of Brand Marketing at Deutsche Post DHL Group. “We are excited to utilize the ‘Delivered with Pride’ logo across our motorsports partnerships to raise awareness of being a supporter to the community.”

“We’re proud to stand with DHL and bring the ‘Delivered with Pride’ message to Formula E racetracks,” says Formula E CEO, Jamie Reigle. “Ahead of International Pride Month in June, this campaign creates the perfect stage to support diversity and promote a culture of inclusion. Everyone at Formula E looks



forward to seeing the DHL Pride logo on track this weekend and shares DHL's commitment in promoting solidarity with the LGBTQ+ community.

Through their motorsport partnerships, DHL will help to promote a sense of belonging both inside and outside of the workplace by visibly displaying their solidarity. After a successful event with more than 150 local girls at the Mexico City E-Prix earlier this year, DHL commits to another "FIA Girls On Track" event during the race in Berlin. This initiative offers young women from 8 to 18 years old the chance to engage with career opportunities in all aspects of motorsport and the racing industry. Through various on- and off-track activities, the initiative aims to encourage young women and to increase the percentage of female racers in the world. The next event will be held in Jakarta.

Deutsche Post DHL Group will be celebrating International Pride Month through various activities, markedly near their home location, in Cologne, whereby DPDHL will be partnering with significant Pride events. The most remarkable events will be this year's International Day Against Homo-, Bi- and Transphobia (IDAHOBIT) on May 17th and the Cologne Pride from June 18th to July 3rd, one of the largest prides in Europe.

DHL brings decades of motorsport logistics experience in transporting over 415 tons of the all-electric motorsport World Championship's freight, including race cars, batteries and charging units, and media and broadcasting equipment. As a leading logistic expert, DHL is steadily prioritizing transport solutions that minimize the environmental impact and contribute to lowering the carbon emissions of the Formula E championship. For example, by using biofuels for all road and sea freight throughout the previous racing season, DHL could offset 611 tons of CO₂ emissions.

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You can find the press release for download as well as further information on dpdhl.com/pressreleases

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DHL is part of Deutsche Post DHL Group. The Group generated revenues of more than 81 billion euros in 2021. 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.