

BOARDING THE CROSS-BORDER E-COMMERCE ROCKET

DHL Express - Excellence. Simply delivered.



USD 300 BLN in 2015 to USD 900 BLN in 2020



Cross-border to grow

2X FASTER than domestic 71% of retailers

of retailers expect the share of cross-border revenue to grow in future US, UK & China account for

60%

of all cross-border e-commerce supply but only around

30% of demand

WHY CROSS BORDER E-COMMERCE?

20% of cross-border transactions have a

USD 200+ basket value Retailers with a premium shipping option grow

1.6X faster than the rest

International offering boosts sales on average by

10%



STEPS TO SUCCEED



Define target group, Usp and resources

> Understand local tastes and regulations

Customize offerings to local markets

Select optimal fulfilment process

Offer premium delivery choices

WHAT IS IMPORTANT TO CUSTOMERS?

"Why did you purchase the product online from abroad and not from your country?" Share of respondents In percent







Appealing offer

Better conditions¹



14
Recommendations from others

11

Trustworthlness of the (online) shop

¹ Service, terms of payment, or price **Source**: Google Consumer Barometer