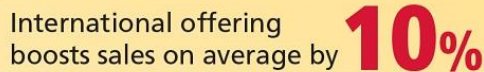


BOARDING THE CROSS-BORDER E-COMMERCE ROCKET

DHL Express – Excellence. Simply delivered.



WHY CROSS BORDER E-COMMERCE?



WHAT IS IMPORTANT TO CUSTOMERS?

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



5 STEPS TO SUCCEED

1 Define target group, Usp and resources

2 Understand local tastes and regulations

3 Customize offerings to local markets

4 Select optimal fulfilment process

5 Offer premium delivery choices



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