



### **DHL Express lowers the threshold for private individuals and the self-employed with DHL Express Easy**

**Brussels, 26 May 2016 – DHL Express, expert in international shipments, launches DHL Express Easy in response to the customer's needs of a worldwide, fast and easy delivery of parcels at a competitive price. With this new product, DHL Express primarily lowers the threshold for private individuals and self-employed entrepreneurs by building on its well-known fast transit times combined with clear and more competitive pricing. DHL Express is also launching a new website and will expand its Service Points network. Ease of use, both for the private individual and the professional, is more than ever the central focus in the strategy of DHL Express.**

#### **International shipments accessible to private individuals**

For more than 38 years, DHL Express has been active in Belgium as an expert in international shipments. Until now, DHL Express was known chiefly among large and medium-sized companies. By launching the new DHL Express Easy service, the company is now also focusing on private individuals and the self-employed. With clear pricing, a network of Service Points and a user-friendly website, DHL Express Easy makes worldwide shipments fast and easy for everyone. Danny Van Himste, Managing Director Belux DHL Express: *'Ease of use is crucial for private individuals and the self-employed, who as opposed to companies usually only sporadically send shipments. Both DHL Express Easy and the new website have been launched in response to the needs of the public at large, to make deliveries fast and easy.'*

#### **Clear pricing for four different zones**

For this new product, DHL Express uses a clear pricing system in which it divides the world into four zones: Europe EU (from € 29.50), Europe NON-EU (from € 39), USA, Canada & Mexico (from € 42) and the rest of the world (from € 95). There are six prices for each zone, depending on the size of the packaging used for sending the parcel. The consumer can choose from six types of packaging, ranging from a 0.5 kg envelope to a 20 kg box. There

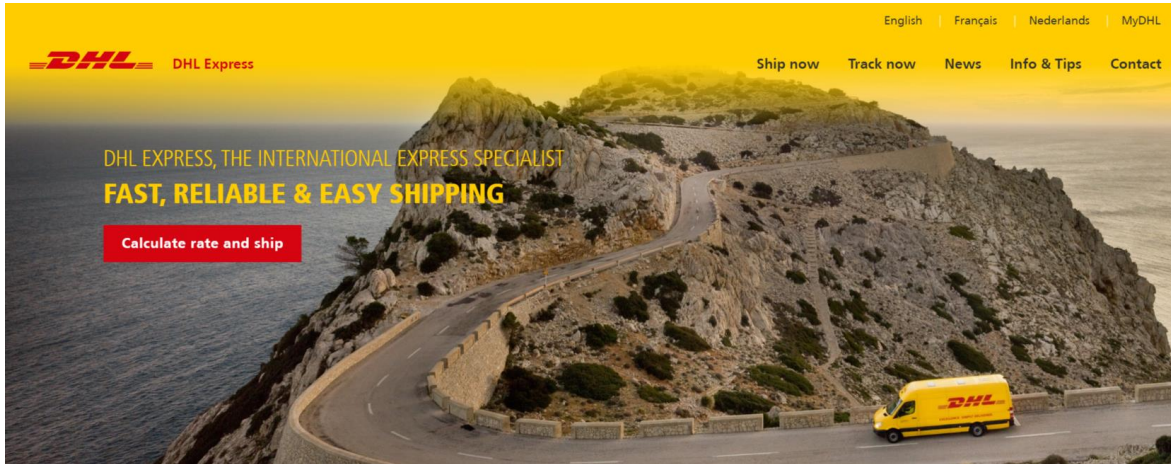


is no extra charge for parcels that weigh more than the weight indicated for the packaging. The only requirement is that the parcel fits in the DHL packaging they receive from free.

	ENVELOPE 1	BOX 2	BOX 3	BOX 4	BOX 5	BOX 7
<b>DHL EXPRESS EASY</b>  Max. 0,5 kg    Max. 1,0 kg    Max. 2,0 kg    Max. 5,0 kg    Max. 10,0 kg    Max. 20,0 kg						
<b>Zone and transit time</b>						
Europe EU Transit time 1 - 2 working days	€ 29,5	€ 45,-	€ 55,-	€ 75,-	€ 98,-	€ 129,-
Europe NON EU Transit time 1 - 3 working days	€ 39,-	€ 55,-	€ 69,-	€ 95,-	€ 130,-	€ 179,-
USA, Canada & Mexico Transit time 1 - 3 working days	€ 42,-	€ 65,-	€ 89,-	€ 110,-	€ 155,-	€ 215,-
Rest of the world Transit time 1 - 5 working days	€ 95,-	€ 110,-	€ 129,-	€ 169,-	€ 210,-	€ 295,-
	Prices include VAT where applicable					

### New intuitive website

In line with the launch of DHL Express Easy to increase user-friendliness for all its customers, DHL Express is also launching a new, separate [website](#). The new website, which has also been adapted for smartphones and tablets, will feel more intuitive to the customer than the previous website. The customer will be able to find information about sending and the monitoring of his shipment, news about DHL Express, info and tips for sending a parcel and a blog. Shipments made via DHL Express Easy can be monitored in detail online using the 'track & trace' system: the customer always knows where the parcel is.



## Expansion of the DHL Service Points network

In order to increase accessibility for its customers, the launch of DHL Express Easy goes hand in hand with the expansion of its Service Points network, where shipments can be dropped off or collected. So for instance, DHL Express has set up a collaboration with Dockx Rental for embedding Service Points in their shops throughout Belgium. DHL Express has also set up 'customer experience rooms' in two (Diegem and Liège) of its eight DHL Service Centres: these are specially furnished arrival and departure areas, where the customer can prepare his parcel for shipment or collect it quickly and easily.





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**About DHL – The logistics company for the world**

DHL is the leading global brand in the logistics industry. Our DHL family of divisions offer an unrivalled portfolio of logistics services ranging from national and international parcel delivery, e-commerce shipping and fulfillment solutions, international express, road, air and ocean transport to industrial supply chain management. With about 340,000 employees in more than 220 countries and territories worldwide, DHL connects people and businesses securely and reliably, enabling global trade flows. With specialized solutions for growth markets and industries including technology, life sciences and healthcare, energy, automotive and retail, a proven commitment to corporate responsibility and an unrivalled presence in developing markets, DHL is decisively positioned as “The logistics company for the world”.

DHL is part of Deutsche Post DHL Group. The Group generated revenues of more than 59 billion euros in 2015. For more information about DHL Express, please visit: [www.dhlexpress.be](http://www.dhlexpress.be).