



DHL Parcel invests in new e-commerce solutions by signing structural partnership with PrestaShop

Brussels, 11 March 2016 – DHL Parcel Benelux announces today the industry and structural partnership with PrestaShop, the industry leader in open source solutions for ecommerce. PrestaShop makes it possible for everyone across the globe to launch an online shop at no cost. The delivery method being one of the key factors for online shoppers and merchants, PrestaShop is now partnering up with DHL Parcel to offer them a qualitative and reliable delivery method. From now on, the DHL Parcel module will be integrated automatically in the e-commerce stores in Belgium that run on PrestaShop technology. Next to this partnership, DHL Parcel also recently launched a new customer intervention tool.

DHL Parcel and PrestaShop respond to booming e-commerce market

DHL Parcel Benelux was founded one year ago to offer a solution to online shoppers and merchants to respond to the growing e-commerce market. Today, the latest results of BeCommerce¹ clearly indicate that the e-commerce market is still expanding fast in Belgium. As such, the total revenue of the Belgian e-commerce market amounted to 7.3 billion euros in 2015. Approximately 71 % of the Belgian population older than 15 did an online purchase in the second quarter of 2015. Expanding its network of Parcelshops to 1100 during 2015, DHL Parcel keeps investing in e-commerce solutions and is therefore partnering up with PrestaShop, the industry leader in open source solutions for e-commerce.

PrestaShop allows everyone to create an online store

PrestaShop is an open source and easy-accessible platform that allows to build up and grow an e-business: from front-office to back-office solutions, from themes to customize the e-store to payment and delivery methods. *“PrestaShop wants to offer a simple solution that makes it possible for anyone to build a successful online store at no cost. But the success of online shopping goes hand in hand with the overall concept you offer the consumer and online merchants. A good and reliable delivery method is a key factor, and we are therefore very pleased to integrate the qualitative services of DHL Parcel on our platform,”* says Stefan Devroey, Country Manager Benelux PrestaShop.

PrestaShop and DHL Parcel signed an industry partnership, which means that the DHL Parcel module will be integrated automatically on the e-commerce stores in Belgium that run on PrestaShop technology.

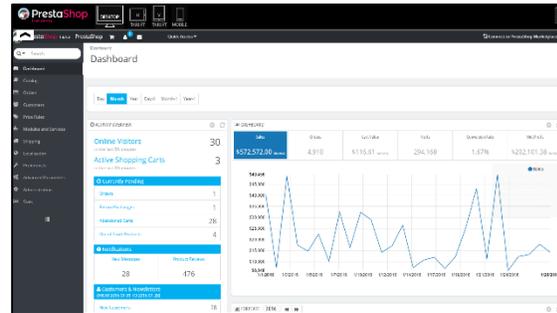
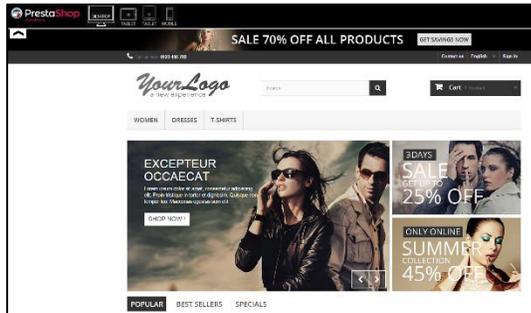
New customer intervention tool of DHL Parcel

Jan Van Roey, Country MD DHL Parcel Belux: *“At DHL Parcel, we strive every day to make the life of consumers and online merchants easier. The boom of e-commerce is one of the key focus points of DHL and we are therefore very proud to be partnering up with PrestaShop, one of the references in the field of e-commerce. Next to our brand-new partnership with PrestaShop, we also recently launched a new intervention tool: when customers receive a ‘Not Home Card’ from DHL Parcel, they can change their delivery options before 22h30. This new technology also increases the choice of the consumer and makes his life easier.”*

¹ <http://www.becommerce.be>



The new intervention tool gives the customer 2 options after he received a 'Not Home Card' from DHL Parcel: either the package is dropped the next day in a DHL Parcelshop of his choice, either he opts for a new home delivery attempt by choosing a new delivery day, with the possibility to choose evenings or Saturday delivery.



About DHL – The Logistics Company for the World

DHL is the leading global brand in the logistics industry. DHL's family of divisions offer an unrivalled portfolio of logistics services ranging from national and international parcel delivery, international express, road, air and ocean transport to industrial supply chain management.

With more than 325,000 employees in over 220 countries and territories worldwide, they connect people and businesses securely and reliably, enabling global trade flows. With specialized solutions for growth markets and industries including e-Commerce, technology, life science 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 56 billion euros in 2014.

For more information about DHL Parcel: www.dhlparcel.be

About PrestaShop

PrestaShop was founded in 2007 with a mission to provide world-class ecommerce software through open source innovation. Today more than 250,000 ecommerce stores run on PrestaShop technology. The company provides software that enables users to have an online store at the lowest cost possible. The PrestaShop community includes 950,000 merchants, developers and web agencies from around the world. PrestaShop is the proud winner of the CMS Critic Award for Best eCommerce Solution for the Enterprise. The company also received a 'Top250' prize from the French Syntec Numérique for international growth. PrestaShop has offices in Europe and the US, and is funded by Serena Capital, XAnge Private Equity and Seventure Partners.

For more information, please visit www.prestashop.com

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