



The Story of DHL

1969 - 2004



DHL Company Portrait

Where does the name DHL come from? These are the first letters of the last names of the three company founders, Adrian Dalsey, Larry Hillblom and Robert Lynn.

In 1969, just months after the world was marvelling at Neil Armstrong's first steps on the moon, the three partners took another small step that would have a profound impact on the way the world does business.

The founders began to personally ship papers by airplane from San Francisco to Honolulu, beginning customs clearance of the ship's cargo before the actual arrival of the ship and dramatically reducing waiting time in the harbour.

Customers stood to save a fortune.

With this concept, a new industry was born: international air express service, the rapid delivery of documents and shipments by airplane.



▶ 1969

DHL founded by Adrian Dalsey, Larry Hillblom and Robert Lynn in San Francisco.

▶ 1971

DHL's network rapidly grows and the company becomes a trusted partner of many companies. Expansion into the Far East and Pacific Rim.

▶ 1972

Services introduced in Japan, Hong Kong, Singapore and Australia.

▶ 1974

The first UK office of DHL is opened in London. Globally, DHL now had 3,052 customers and 314 staff.

▶ 1976 - 1978

Three major geographies as DHL launches in the Middle East, Latin America and Africa.

▶ 1977

The first German DHL office is opened in Frankfurt.

▶ 1979

DHL expands its services to delivering packages. Until that time only documents were sent.

▶ 1983

DHL is the first air express forwarder to serve Eastern European countries. An international distribution center (hub) is opened in Cincinnati/USA.

▶ 1985

A state-of-the-art hub is opened in Brussels. More than 165,000 shipments are handled here per night.



Loading of a Boeing 757 at the Hub in Brussels, Belgium

▶ 1986

DHL enters into a joint venture with the People's Republic of China and becomes the first express company active in China.

▶ 1990

DHL enters into strategic alliances with Lufthansa, Japan Airlines and Nissho Iwai.

▶ 1991

DHL is the first international express service to restart service to Kuwait after the Gulf war.

▶ 1993

DHL makes an investment of US\$ 60 million in a new hub facility in Bahrain.

▶ 1998

Deutsche Post becomes a shareholder in DHL.

▶ 1999

DHL Worldwide Express invests over € 1 billion in a new state-of-the-art air cargo fleet in the European and African network. 44 new Boeing 757SF cargo planes are acquired: These planes cut noise at take off by 77% and CO2 emissions by 13% compared to the fleet of B737Fs they replace.



▶ 2002

Deutsche Post World Net becomes the major shareholder in DHL from 1 January. It completes a 100% shareholding until the end of the year.

Network expansion in Asia: in October DHL enters into a joint venture with Cathay Pacific for express air cargo.

A new global IT centre is being opened in Scottsdale, USA. There are two further centres in London (from 2004 in Prague) and Kuala Lumpur (since 1998).

► 2003

DHL is increasing its share in Sinotrans to five percent, thereby becoming Sinotrans' largest strategic investor.

Deutsche Post, DHL and Postbank are building up the Group's current brand architecture. DHL serves as the exclusive brand for all express and logistic activities. ► For further details see next page.

DHL's corporate colors are now yellow and red. In April, the worldwide optical conversion of all vehicles, packing materials and buildings begins. Carriers will have new uniforms.



Through the purchase of Airborne Express (2002 revenue: USD 3.3 billion), DHL will be the third largest express service provider in the USA. DHL bridges the last gap in its US/American network with Airborne's overland transport network.

Launch of a five-year investment program in China in October: DHL will significantly expand its capacities through an investment of USD 200 million.

► 2004

New global IT facility in Prague, Czech Republic. It replaces the facility in London.

► DHL figures

Employees:
over 160,000 worldwide

Customers:
approx. 4.2 million

Presence:
in more than 220 countries and territories

Shipments:
more than 1 billion per year

► Incorporation

2003 marked the consolidation of the Group's express and logistics activities into one single brand, DHL. The DHL expertise is pooled from a number of companies acquired by Deutsche Post World Net. To name a few:

► **Deutsche Post Euro Express:** in operation starting 1997 through internal growth and investments in leading European companies, network for parcel and express services in more than 20 countries, market leader for business customers in Europe.

► **Danzas:** founded in 1815, based in Basel, Switzerland, acquired by Deutsche Post World Net in 2000, world leader in air freight and ranked second in ocean freight. Overland transport and supply chain management complete the Danzas service portfolio.

► **Air Express International:** largest American air freight provider, integrated into the Danzas group in 2001.



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