



STRATEGY 2025

Delivering excellence in a digital world

A world powered by logistics – a company powered by people

Our world depends on logistics. As global logistics leader, we enable prosperity and bring happiness. With our Strategy 2025, we're on track to continuing our success story.

Our purpose, vision, and values are the triad of a consistent strategy for our Group.

These lasting elements are complemented by a renewed Group-wide commitment to excellence.

We believe that we can only be excellent if we are excellent in every single one of our three bottom lines. Our common DNA supports this as it provides the necessary behaviors, tools, and programs.

Furthermore, we believe in strengthening and investing in the profitable core of our Business Units. This focus will lead to an unmatched level of excellence in every single one of our markets.

Our Group functions support this focus through their expertise. They achieve economies of scale and ensure compliant behavior.

Digitalization is the strategic imperative to accelerate Strategy 2025 and to enhance the employee experience, the Customer experience, and our operational efficiency.

OUR PURPOSE
Connecting people,
improving lives

OUR VISION
We are the logistics
company for the world

OUR VALUES
Respect & Results

OUR MISSION
Excellence.
Simply delivered.

We accomplish our mission with excellent execution along the three bottom lines in a sustainable way.

Employer of Choice
Motivated and skilled employees deliver exceptional quality.

Provider of Choice
Exceptional quality delights our Customers and leads to loyalty.

Investment of Choice
Customer loyalty leads to profitable growth.

ENABLED BY
Our common DNA

**Backbone and enabler
of excellent execution**

The common DNA is a set of behaviors, tools, and programs that we put into practice every day. It supports the three bottom lines and helps us to fulfill our mission.

OUR BUSINESS UNIT FOCUS
Strengthening
the profitable core

SUPPORTING WITH EXPERTISE
Group Functions

PROFITABLE
CORE

Post & Parcel Germany
Our profitable core is transporting, sorting, and delivering documents and goods in Germany as well as conducting import and export business.

Express
Our profitable core is Time Definite International (TDI), offering premium, cross-border delivery of time-critical documents and parcels.

Global Forwarding, Freight
Our profitable core is transporting freight via air, ocean, and road. This includes customs clearance and value-added services such as warehousing and cargo insurance.

Supply Chain
Our profitable core is managing our Customers' supply chains. This includes warehousing and transportation, bundled with products along all industry verticals.

eCommerce Solutions
Our profitable core is domestic last-mile parcel delivery in selected countries outside of Germany and non-TDI cross-border services primarily to, from, and within Europe.

Digitalization

We use technology to optimize our core business and modernize our IT infrastructure to enhance the Customer and employee experience and to gain operational efficiency.