

## Business and Environment

### Organisation

#### Future strategy and a new company name

The following changes were made to the Board of Management in the first quarter: On 26 February 2009, Ken Allen replaced John Mullen as the head of the EXPRESS Division. At the beginning of the year, our Chief Financial Officer, John Allan, gave notice that he would be leaving the Group on 30 June 2009.

On 11 March 2009, Frank Appel unveiled the strategy aimed at making the company fit for the future. The Group is now called Deutsche Post DHL and builds upon the two central pillars of our business: We want to remain “*Die Post für Deutschland*” (The Postal Service for Germany) and become “The Logistics Company for the World”. The new name stands for clear structures, increased co-operation and mobility within the Group and integrated solutions for customers.

Consistent with this approach, we are reorganising human resources and also establishing a business department called DHL Solutions & Innovation.

As part of our new brand architecture, we renamed the SUPPLY CHAIN/CORPORATE INFORMATION SOLUTIONS Division. It is now called the SUPPLY CHAIN Division and houses the Supply Chain and Williams Lea (previously Corporate Information Solutions) business units.

### Economic parameters

#### World economy in deep recession

In the first quarter of 2009, reduced demand around the world and severe problems in the financing of foreign trade caused global trade to fall dramatically. Export-oriented economies suffered the most from these developments.

In the United States, companies drastically reduced capital expenditure. In addition, exports fell heavily, whilst private consumption remained stable. In light of the severity of the financial and economic crisis, the US Federal Reserve kept its key interest rate between 0% and 0.25%.

The Asian economies were also caught up in the turbulence of the global economic crisis. Japan was hit hardest, exporting in the first quarter of 2009 only about half of what it had exported during the same period last year. Chinese exports were also down, falling 19.7% below their prior-year level. Yet China remained well ahead of the international community.

In the euro zone, where GDP had already dropped considerably in the fourth quarter of 2008, the deep recession continued during the reporting period. Exports fell substantially once again, and companies made noticeably fewer investments. The European Central Bank reduced its key interest rate to a record low of 1.25% in order to support the economy.

The drop in world trade had a greater impact on Germany than on the euro zone as a whole. Foreign orders fell by more than 40%, and industrial production was cut back drastically. The weak economy was reflected in rising unemployment rates and a very low Ifo Business Climate Index.