



DHL and New Wave Group sign exclusive ocean freight agreement

- DHL Global Forwarding ships corporate promotional goods, gifts and home furnishings between Asia, Middle East and Europe**

Bonn, August 30, 2016: DHL Global Forwarding, the air and ocean freight specialist of Deutsche Post DHL Group, has signed an exclusive three-year contract with New Wave Group, one of Europe's leading suppliers of corporate promotional goods, gifts and home furnishings. DHL Global Forwarding's International Supply Chain business is responsible for transporting an annual volume of approximately 2,400 TEUs and more than 5,000 cubic meters of less-than-container-load (LCL) freight from Asia and the Middle East into the EMEA region.

"We look forward to working with our new customer New Wave Group and provide them with a strong supply chain solution that will assist New Wave Group in growing their business" says Rikke Janum, Senior Business Development manager, DHL Global Forwarding International Supply Chain.

All services will be delivered through a dedicated control tower in Gothenburg, Sweden, supported by a strong operational set-up through-out the Asian region. A transparent, fast and reliable management of all shipments in the New Wave Group supply chain will be achieved by implementing end-to-end visibility of all purchase orders down to item level – from order placement, physical product consolidation services and customs clearance through to fulfillment.

"In DHL we see an ideal partner to strengthen our position as a leading supplier of promotional products. The DHL solution will provide better control in our supply chain and improve our vendor management – allowing us to focus on developing our brands", comments Magnus Claesson, CBO New Wave Group.

The Swedish New Wave Group is a leading supplier of corporate promotional goods, gifts and home furnishing in Europe with a broad range of brands including Craft, Speedo, Pax, Ahead, Clique and Kosta Boda.

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You can find the press release for download as well as further information on <http://www.dpdhl.com/pressreleases>

Page 1 of 2

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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.

New Wave Group

The Swedish New Wave Group is a strong growth company that designs and develops brands and products within corporate promotional, gifts and home furnishing. New Wave Group is a leading supplier in Europe with a broad range of products comprising a number of strong brands such as CRAFT, SPEEDO, PAX, AHEAD, CLIQUE and KOSTA BODA. The Group achieves synergies through design, purchasing, marketing and distribution of its own product range through 50 subsidiaries delivering an annual turnover of SEK 4.9 billion.