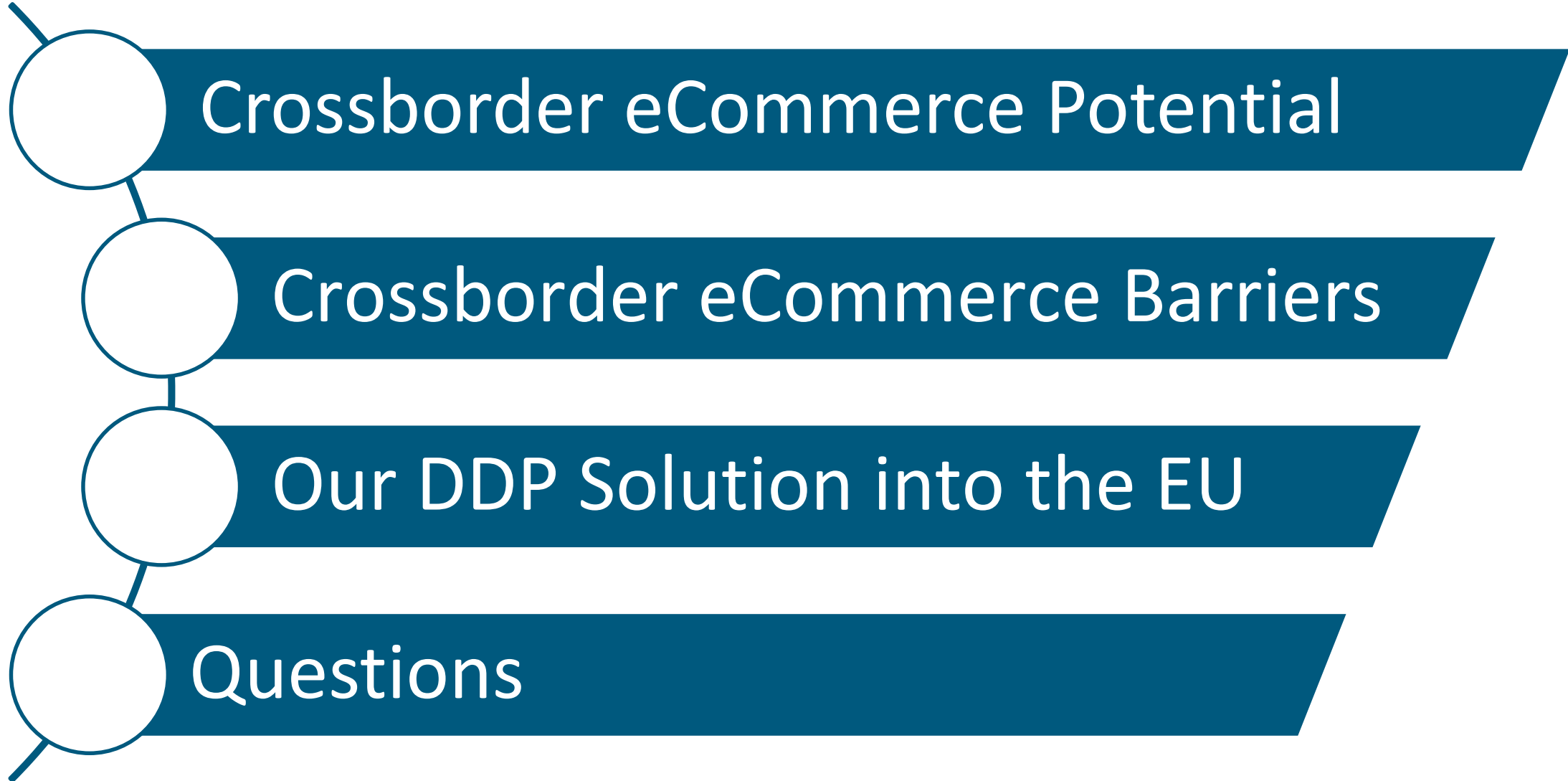


HOW TO BRING ENTHUSIASM TO YOUR INTERNATIONAL CUSTOMERS: DDP BEST PRACTICES



AGENDA



CROSSBORDER E-COMMERCE POTENTIAL DEVELOPMENT 2015-2021

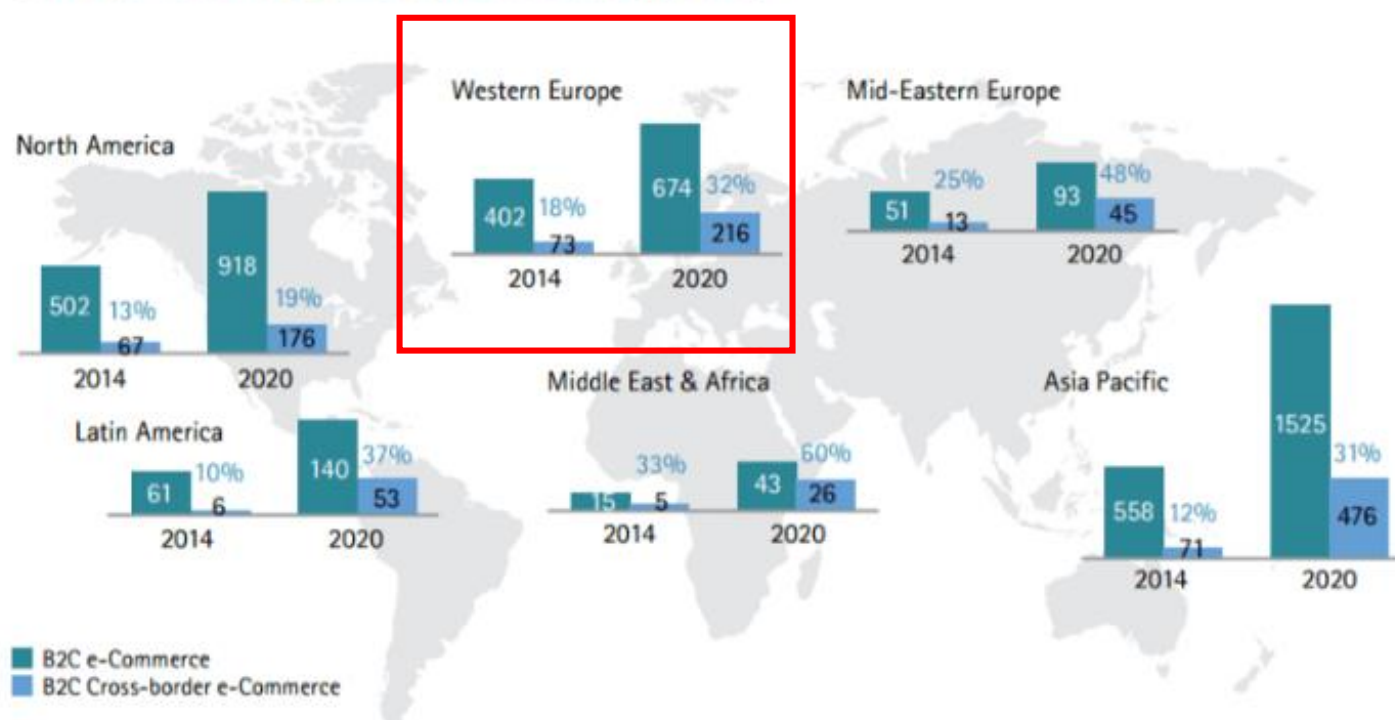
€ Billion



Source: IPC Shopper Survey 2017

CROSSBORDER E-COMMERCE POTENTIAL

Global cross-border B2C eCommerce transaction value (US\$ billion)



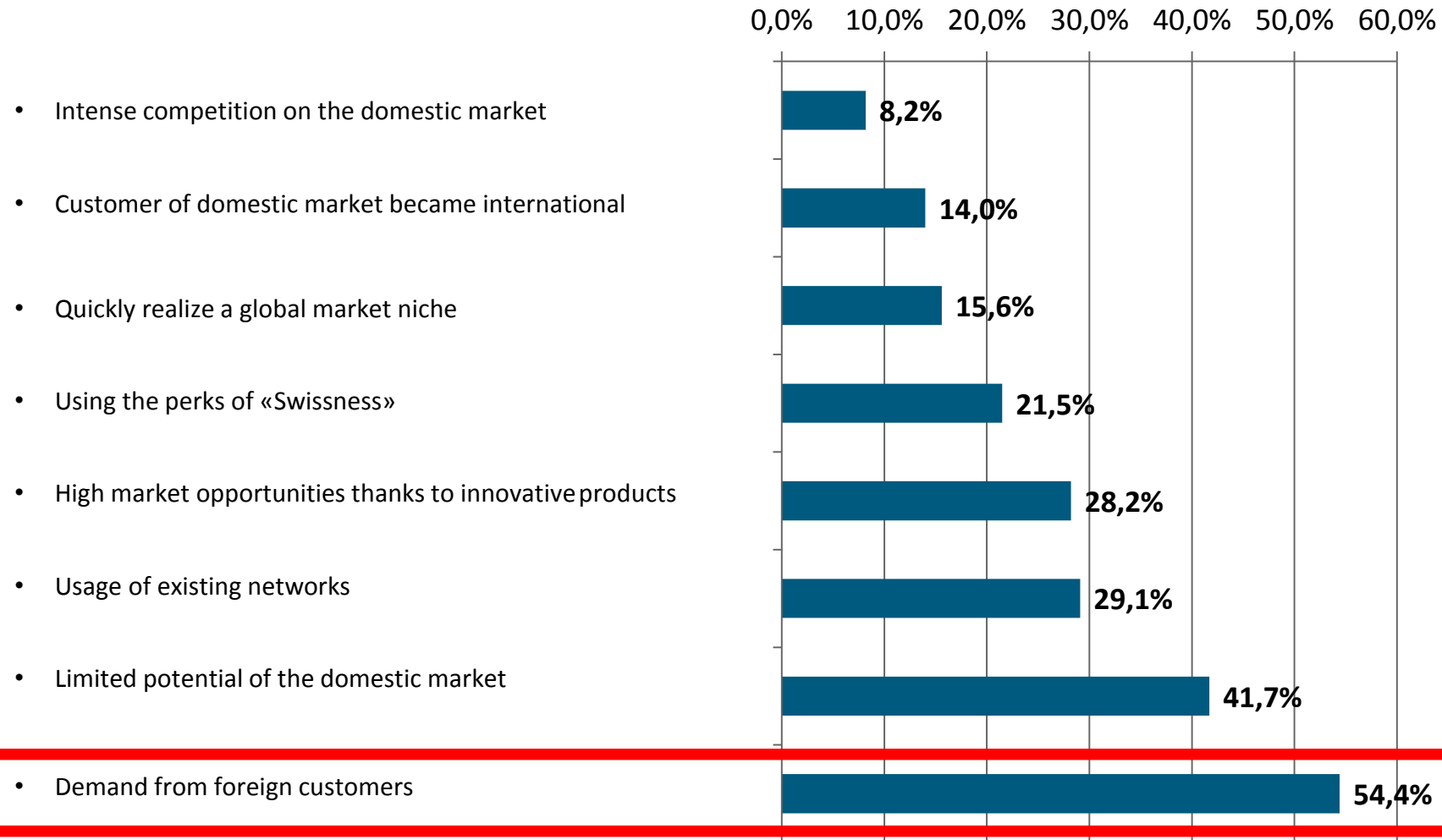
Global
Crossborder
eCommerce
Growth : **+25%**

	2014-20 incremental B2C cross-border e-Commerce trade volume (billion dollars)	Contribution of global total incremental trade volume (%)
Asia Pacific	405	53.6%
Western Europe	143	18.9%
North America	109	14.4%
Latin America	47	6.2%
Mid-eastern Europe	32	4.2%
Middle-East and Africa	21	2.7%

Source: Accenture, Mckinsey (2017)

CROSSBORDER E-COMMERCE POTENTIAL

REASONS FOR INTERNATIONALISATION



Source: Hochschule für Wirtschaft Fribourg, 2016

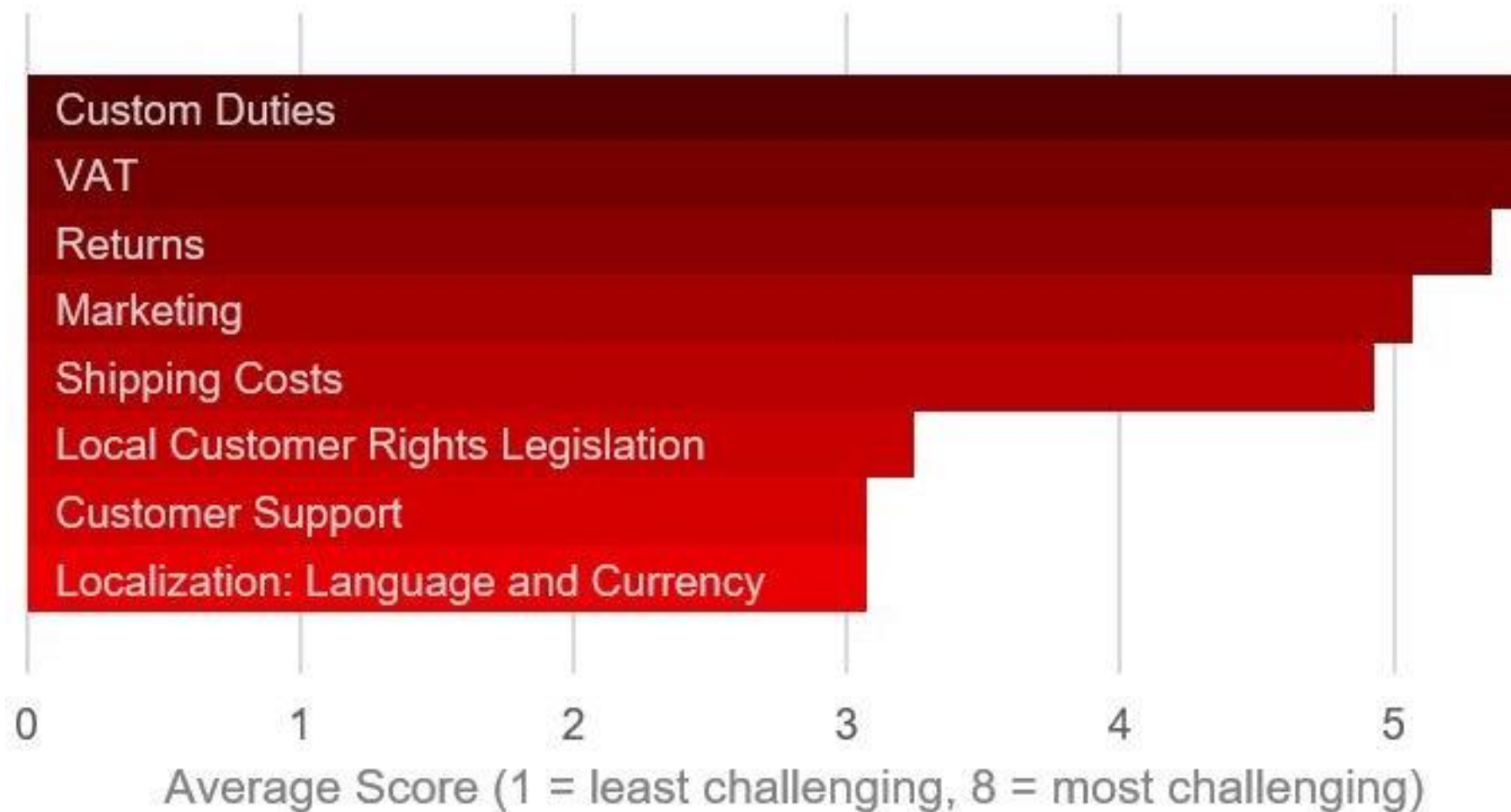
CROSSBORDER E-COMMERCE POTENTIAL

WHY DO FOREIGN CUSTOMERS CHOOSE SWITZERLAND?

ONLINE SHOPPERS from...	IT	UK	DE	FR	ES	NY	KR	Shangai	Tokyo	Moscow/St. Pet.	
...ASSOCIATE TO SWISS ECOMMERCE:											Prio
High quality of products	29	42	46	36	36	38	36	46	40	57	406
Trustworthiness of online services/websites	30	38	42	33	42	32	36	41	28	44	366
Payment security	26	34	37	34	39	28	26	41	32	35	332
Uniqueness for some kinds of products	17	35	26	32	34	31	33	32	31	26	297
Timeliness of delivery	30	27	32	29	34	27	21	34	24	27	285
Reliability of suppliers	25	20	31	18	22	17	26	26	25	26	236
Security for treatment of personal data	19	24	23	19	24	19	21	32	22	31	234
Value for money	20	18	18	24	20	22	17	42	13	17	211

CROSSBORDER ECOMMERCE BARRIERS

Major Barriers to International Sales



Quelle: Observatory Netcomm Suisse

OUR DDP SOLUTION INTO THE EU



FOR SATISFIED CUSTOMERS
www.swisspost.ch/ddp-customs-clearance

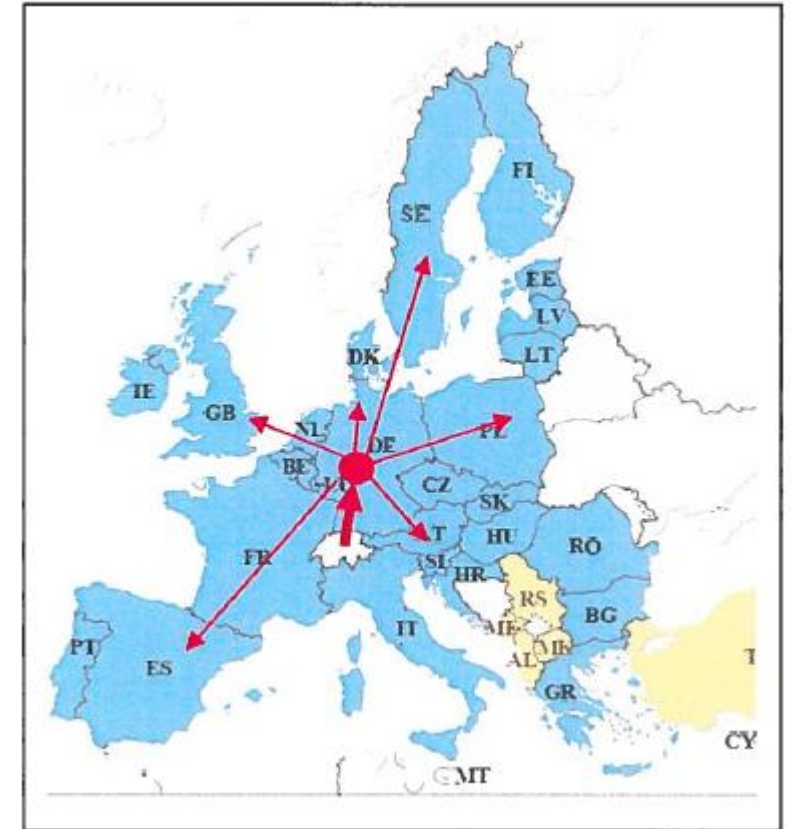
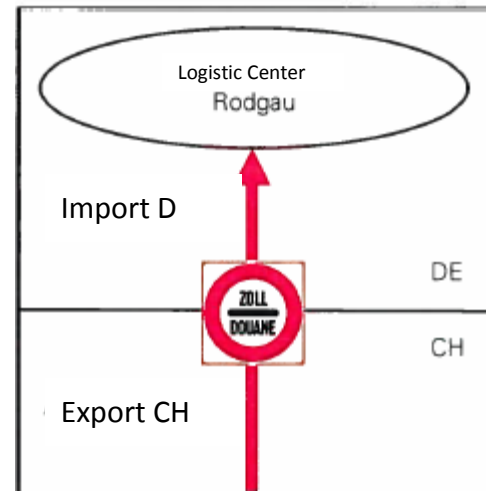
ASENDIA
BY LA POSTE & SWISS POST

SWISS POST 

OUR DDP SOLUTION INTO THE EU

DDP solution for Swiss Webshops BtoC and BtoB

- Small and large crossborder eCommerce customers
- ASCH Customers: eMerchand is based in Switzerland
- Final recipient: Private individual or businesses in the EU
- Unproblematic contents (without tobacco, alcohol, medicines, batteries)
- Small goods up to 2 kg
- Low-cost letter channel
- Legally compliant



OUR DDP SOLUTION INTO THE EU

Carefree package - support for tax law tasks

The tax consultant takes over:

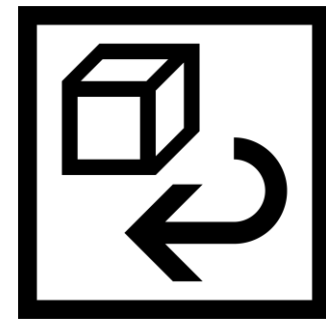
- The registration and application of the identification numbers by the German authorities
- The settlement with the German tax office (monthly advance return for VAT, annual return for VAT)
- The verification of documents

Conditions:

- Issue power of attorney to tax consultants
- Provide customer information
- Deliver all documents and receipts to the tax consultant by the 15th of the following month

Lead time for registration approx. 1 month





OUR DDP SOLUTION INTO THE EU RETURNS

Genuine return	Undeliverable item
<p>Part of the consignment / the whole consignment is sent back by the recipient</p>	<p>Goods cannot be delivered to the recipient (incorrect address details, goods not collected....)</p>
<p>Due to varying customer requirements, an individual solution will be examined.</p>	<ul style="list-style-type: none"> - These will be delivered automatically to our Logistics Service Center in Rodgau - Review of further handling tailored to the individual customer

OUR DDP SOLUTION INTO THE EU

Customers with more expensive goods are looking for a customer-friendly solution for shipping their goods into the EU:

Advantages for the eMerchant

- Calculable expenses for eMerchants
- Transparent prices/conditions for end customers/retailers
- Cheap customs clearance solution
- One price for all services → calculable costs
- Specific offer for Startups and SME
- Asendia CH / Swiss Post as a competent and trustworthy partner

Advantages for the final recipient

- Customs and VAT taxes are paid at the checkout together with the product. No separate costs will be billed.
- No hidden charges for the recipient → Transparency
- Throughout positive Customer Journey → Loyal customers



Competitive advantage over competitors and stronger growth potential in the EU

Thank You



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