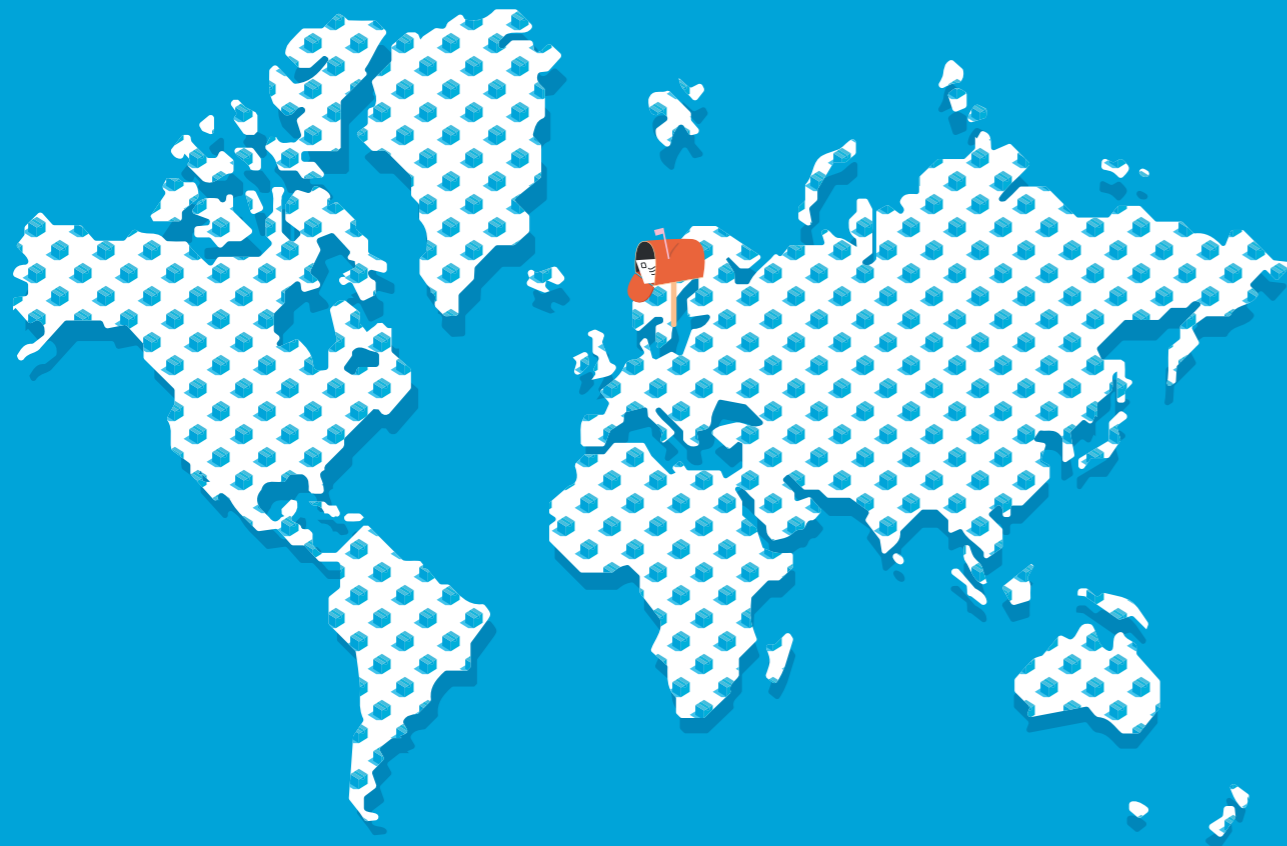


Direct Link

Part of PostNord



We find the way

As part of PostNord, the largest provider of logistics solutions and geographical coverage in the Nordic countries, we at Direct Link are specialists in customer specific delivery solutions and the distribution of e-commerce goods to anywhere in the world. For us, global deliveries means reaching every single home in every part of the world.

Operating internationally since 1986, we know the people, the systems, and the ways between. We have offices and operations in every part of the world - do not hesitate to get in touch with any of them. I promise that we will do our utmost to find solutions that are optimally tailored to you and your business.



Thomas Höglint

Direct Link global CEO

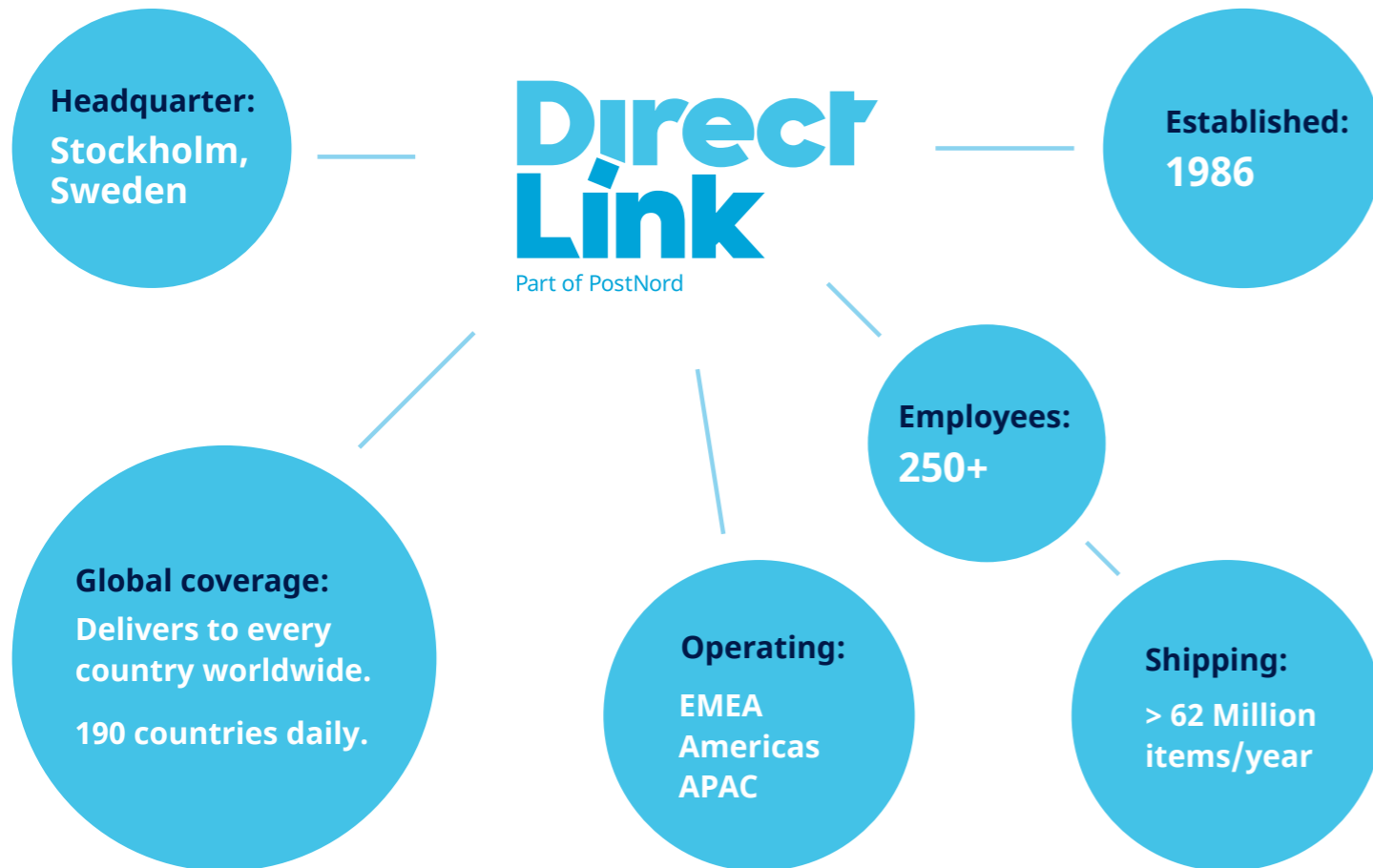


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This is us.

Our organization is designed to be the best solution for you. Both when things go according to plan, and when they don't.

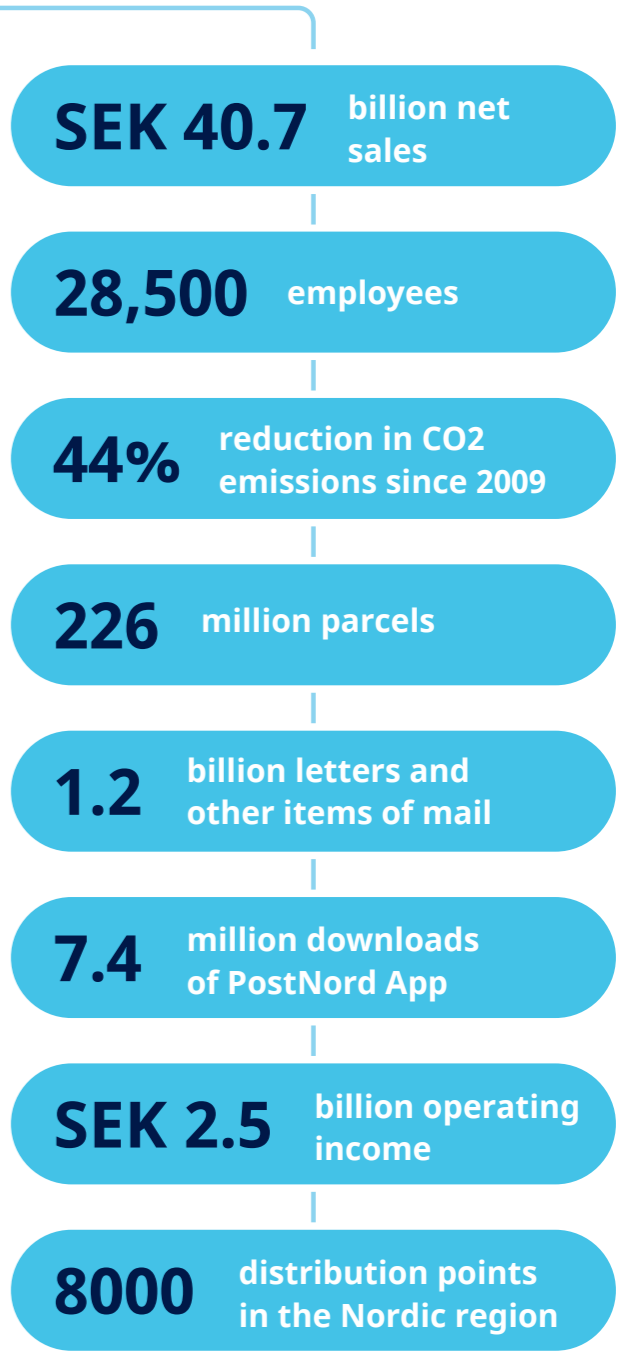
When partnering up with Direct Link you can be sure to receive the best service there is, all provided by experts within the industry.



postnord Is our owner.

PostNord is the leading supplier of logistics solutions to, from, and within the Nordic region, established by the merger between Post Denmark and Sweden Post.

i For customers located outside of the Nordics, PostNord is represented by the Direct Link group.



International deliveries



We provide global E-commerce deliveries.

Utilizing the vast global postal network, we can reach your customers mailboxes all over the world. No matter where they are.



Merchandise Mail Plus

We make international deliveries easy. You get the reach and efficiency of the global postal system as your item is delivered in your customer's mailbox, safe and convenient.

✓ Country Tracked

You and your customer get confirmation from Direct Link that the item has been received for further processing. Delivery is convenient for your customer. If items are too large for the mailbox, they are sent to a local post office or service point for the collection

✓ Fully Tracked

With this choice, you get even more features. This gives you end to end tracking to most key destinations worldwide and, if required, a delivery confirmation. Items are signed off by the customer either at a service point or at their home or office

✓ Added value with ads

When buying Direct Link's Merchandise Mail Plus service we offer added value by allowing you to place personalized ads embedded in your email tracking alerts.

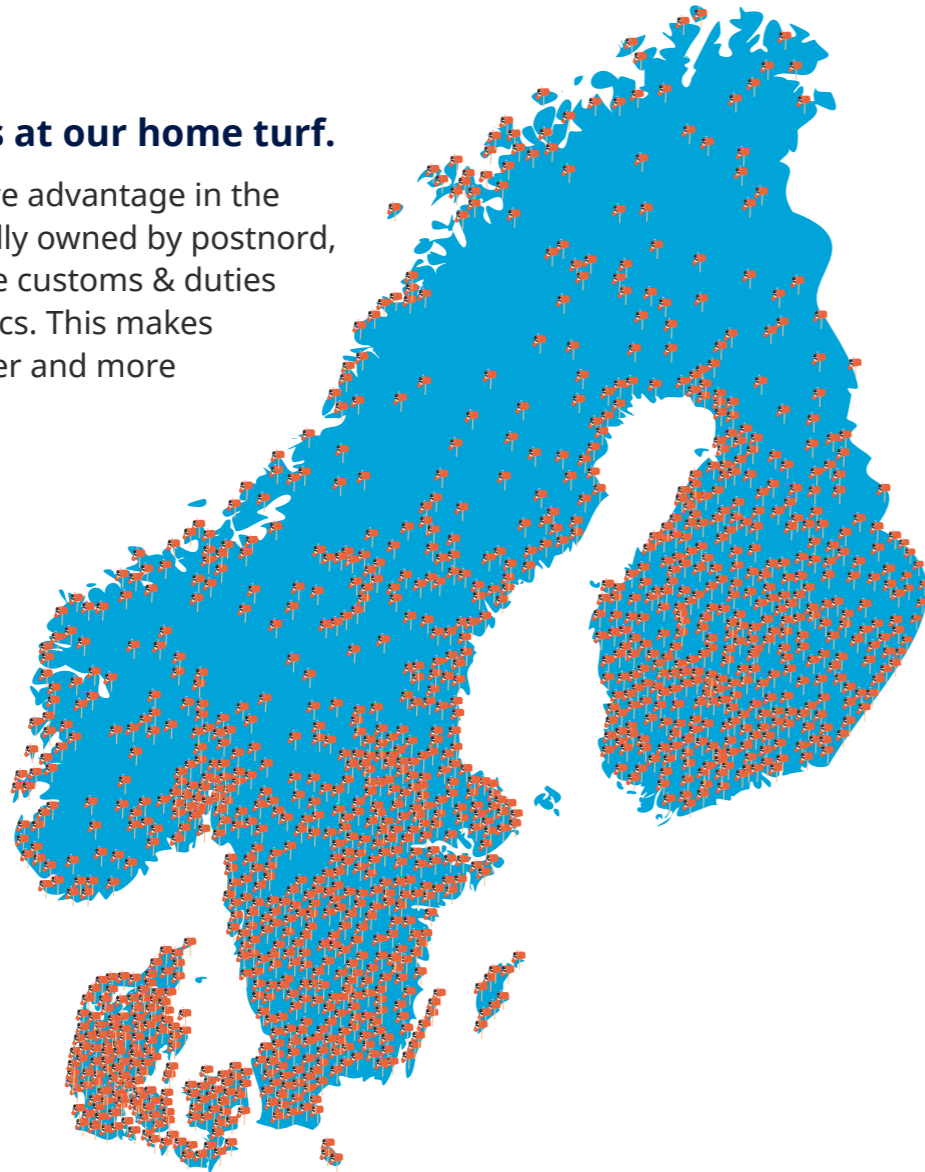
Nordic deliveries

No one can beat us at our home turf.

We have key competitive advantage in the Nordics since we are fully owned by postnord, which also serves as the customs & duties processor for the Nordics. This makes processing times quicker and more accurate.

100%
coverage of the
Nordic market.

>8000
service points



MyPack

Fast, flexible, secure and fully tracked. It's convenient for you and popular with your customers by providing the ultimate localized experience for parcels arriving cross border.

✓ Nordic Mailbox Deliveries

Delivers your parcels up to 2 kg directly to the recipient's mailbox. Easy for you, convenient for your customer

✓ MyPack Home

Send items up to 35 kg with flexible and consumer friendly delivery to the recipient's doorstep. MyPack Home is a straightforward, door to door delivery option for e commerce companies wanting to reach consumers in the Nordics and rest of Europe.

✓ MyPack Collect

For those who prefer to pick up their shipment at a service point, we created MyPackCollect. Available for parcels up to 20 kg.

NORDIC lead times From SE Malmö

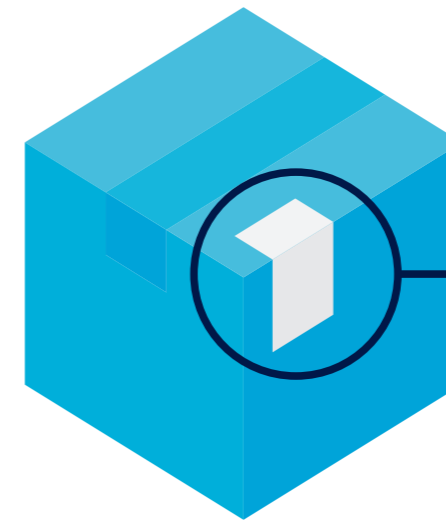


- 4 - 5 days
- 3 days
- 2 days
- 1 day



Four countries - ONE label

- ✓ One label for all Nordic countries
- ✓ Standardized label and number ranges
- ✓ Label specifications fits industrial standards



We provide you the right tools

At **Direct Link**, we know that our customers want to be in control of every aspect of their business. When you work with us you have all the tools you need to be on top of your deliveries



Self Service Tool

Your Self service tool is where you monitor and get feedback on your shipments' items, and upload manifests, print return labels, and pull reports on your shipments. You are also able to create your own e marketing message that can be used when we send a shipping email notification to your customer



Label Printing

If you are sending your parcels with Direct Link, you will be able to easily print the labels. The system can be accessed in several ways so there is always a good way to integrate with your processes and systems



Incident Bulletin

Weekly updates on incidents and issues worldwide that could potentially affect your deliveries.

We want greener options.

Because that is how your business can stay in business. Sustainability a strategic priority for PostNord

Climate actions results until now:

- 38% green energy
- 44% reduction in CO2 emissions since 2009
- ~277,846 climate footprint (tons)
- ~4,500 electric bikes & mopeds

PostNord climate goal
fossil free 2030

Warehousing & Fulfilment

Reach your customers quicker and gain peace of mind with our services. We make it simple for you. You send your products to us and we do the rest. When your customers place an order, we pick it, pack it and deliver it.

When you trust [Direct Link](#) to do your fulfilment, you will get the best service there is. Safe and efficient warehousing and packing, quick deliveries and personalized service.



Fulfilment process:

Warehousing

This is where we begin optimizing your supply chain. We offer customized services in warehousing and fulfilment.

Packaging

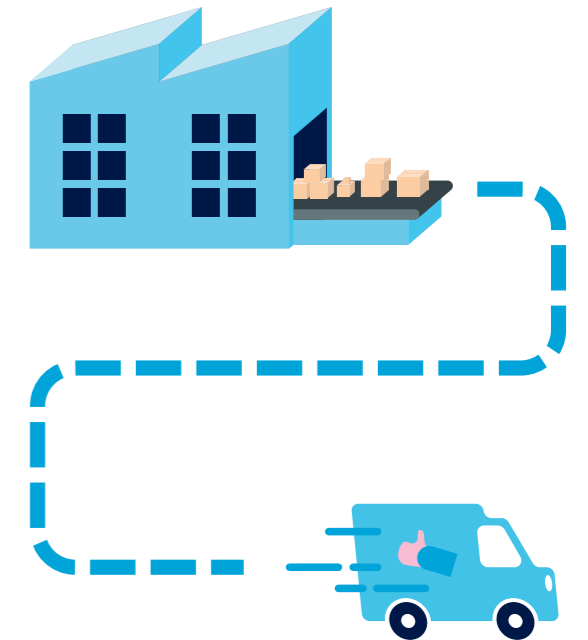
We generate picking lists from our integrated system, pick products and pack in the way we have agreed. We make quality checks, both inbound and outbound, to minimize claims and returns. Our solutions are based on your specific needs, aiming to give your customer an excellent unpacking experience.

Deliveries

We find the best delivery options and most convenient return solutions for you and your customer. Borders are no obstacles – we deliver all over the world.

Services:

- ✓ Warehousing
- ✓ Global fulfilment
- ✓ Returns handling
- ✓ Assembly or production
- ✓ Gift wrapping
- ✓ Recycling
- ✓ Other customized solutions



Market insights



We have deep knowledge of consumer behavior and general conditions for e-commerce. We can help you.

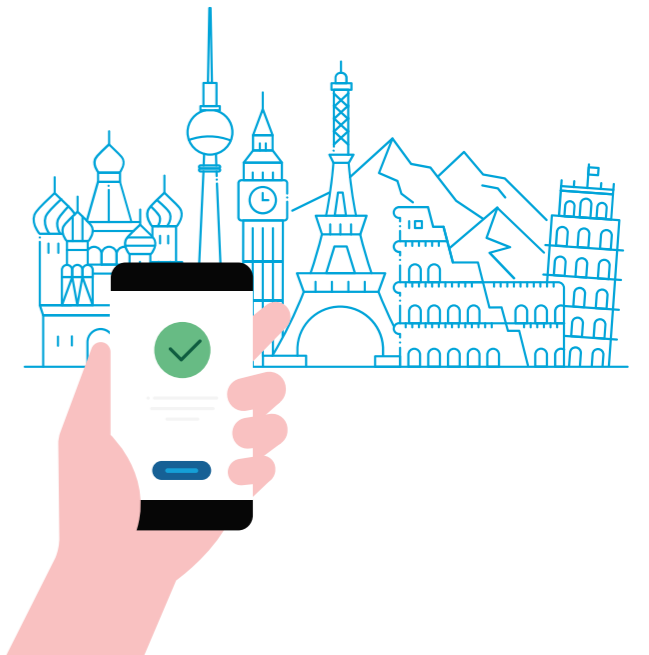
E-comm is growing at an impressive rate in many countries around the world. To meet this accelerating demand, we have solutions that are tailored to each country and region's specific situation.

- ✓ E-commerce reports
- ✓ Customer analysis, targeting and addressing for direct marketing
- ✓ Key market solutions



**Latest report on
E-commerce in
Europe.**

Free download!



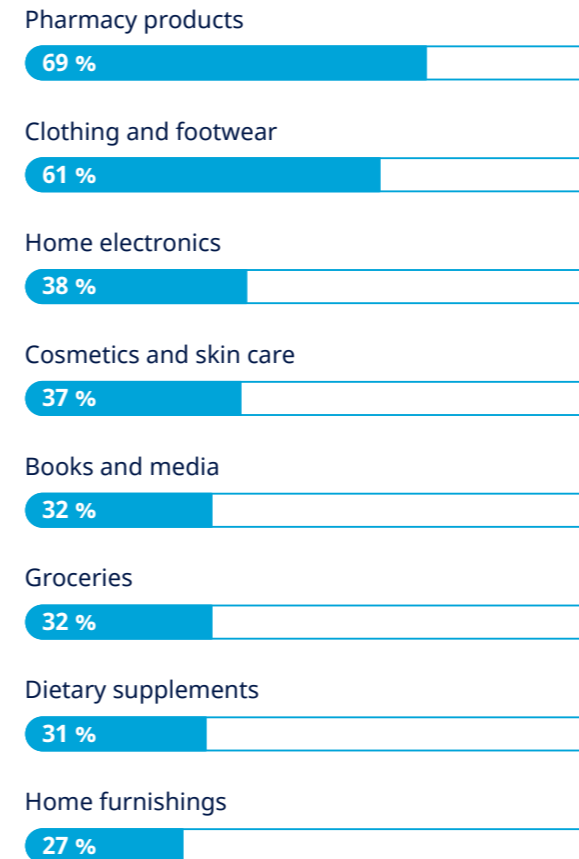


Sweden

Sweden's e-commerce market is one of the most well developed in Europe. Prior to the outbreak of the coronavirus pandemic in 2019, e-commerce accounted for 11% of the total retail market. By the end of 2020, this figure was 14%. A characteristic feature of Swedish consumers is their high propensity to try new technological solutions. One example of this is that the Swish direct payment method is one of the most popular payment solutions in the country. Another explanation for the popularity of the payment app is that the new credit legislation introduced in 2020 meant that the invoice is not permitted to be preselected as a payment option.

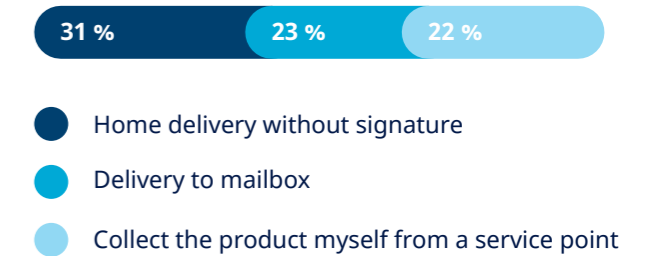
Most commonly bought products online

Percentage of e-commerce consumers who have made purchases from each respective product category over the past year.



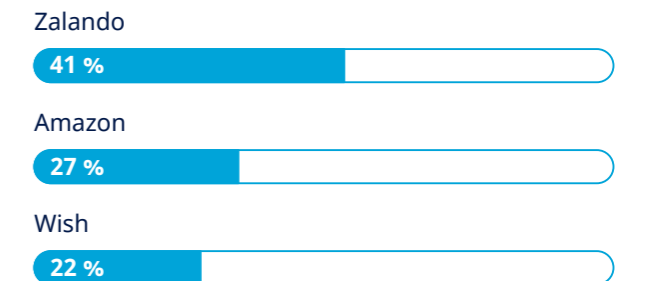
Top three preferred delivery methods

How do you prefer to have your product delivered when you shop online?



Top three international marketplaces

From which of the following e-commerce sites have you shopped online in the past year?



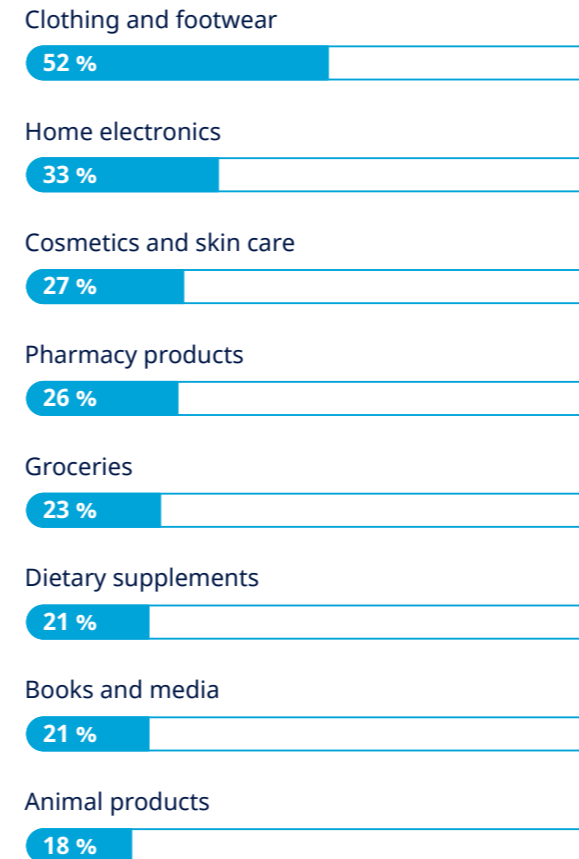


Denmark

The Danes' e-commerce maturity is evident when it comes to sales channels. Many companies offer click-and-collect, i.e. the possibility to order a product online and pick it up in store. Live digital shopping and video shopping are also becoming more common in Denmark. The pandemic has given these alternative shopping options a major boost. Almost half of consumers have tried new ways of shopping during the pandemic. As much as 27% of Denmark's pensioners have tried the option of picking up their e-commerce parcel in store.

Most commonly bought products online

Percentage of e-commerce consumers who have made purchases from each respective product category over the past year.



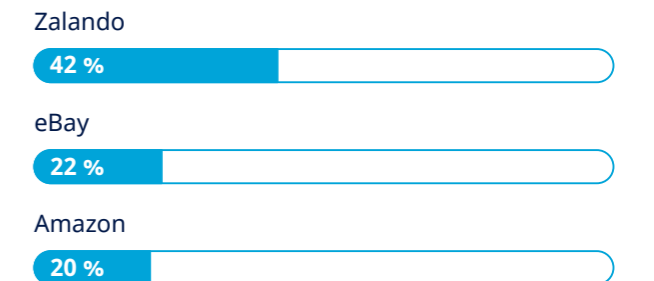
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Top three international marketplaces

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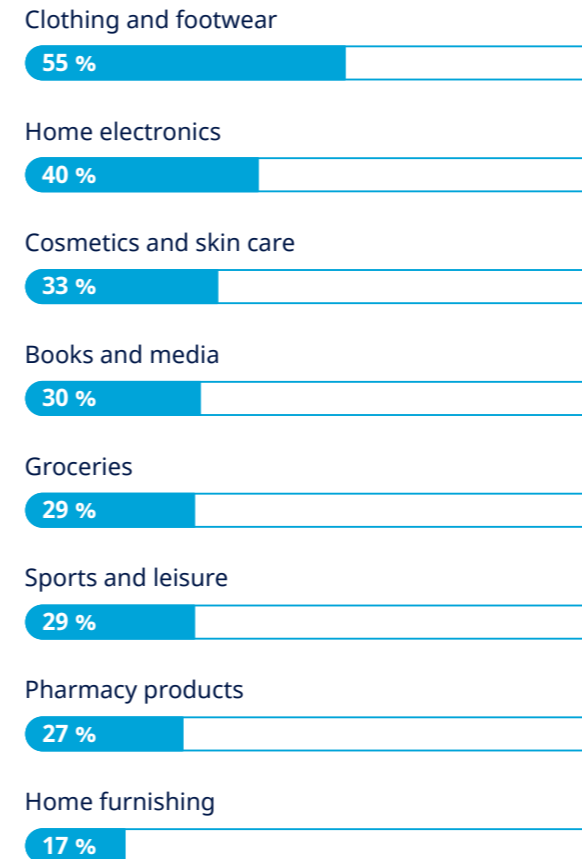


Finland

Finnish e-commerce has historically lagged somewhat behind the other Nordic countries, despite the country's high level of digitalization. In particular, older Finns have been more skeptical about e-commerce than comparable age groups in Sweden, Denmark and Norway. However, during the coronavirus pandemic, the share of e-commerce has increased in Finland. For example, the percentage of people who state they shop online at least once a month has increased from 49% last year to 59% this year.

Most commonly bought products online

Percentage of e-commerce consumers who have made purchases from each respective product category over the past year.



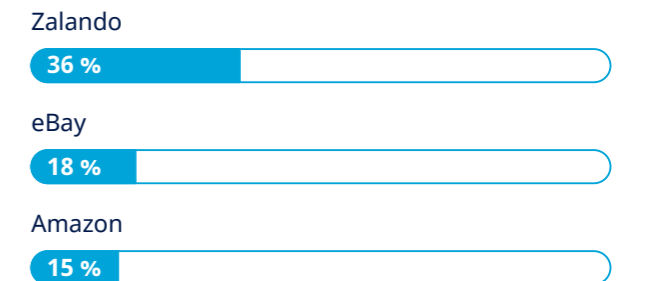
Top three preferred delivery methods

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Top three international marketplaces

From which of the following e-commerce sites have you shopped online in the past year?



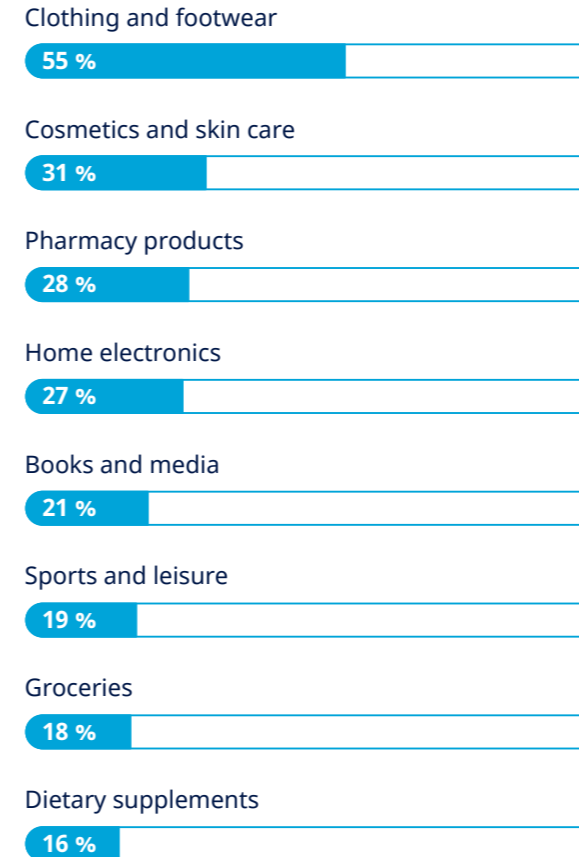


Norway

The pandemic has given many Norwegian companies' e-commerce a major boost. In its annual report for 2020, the sports chain XXL reported growth of 43%. In addition, for the first time ever, the company's net sales from e-commerce exceeded NOK 2 billion. The Nordic region's largest home electronics e-retailer Komplett Group increased its operating profit to NOK 271 million in 2020 – a fivefold increase compared to the previous year.

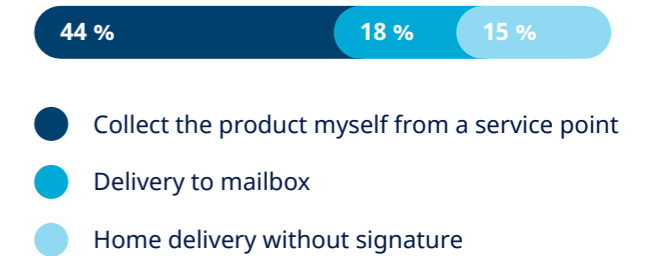
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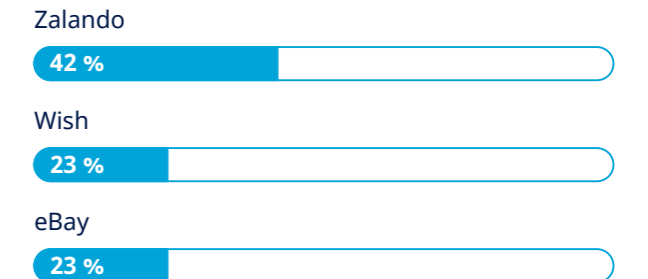
Top three preferred delivery methods

How do you prefer to have your product delivered when you shop online?



Top three international marketplaces

From which of the following e-commerce sites have you shopped online in the past year?





Customer relations

When we say that you, our customers, come in firsthand, we really mean it. This is what you, as a Direct Link customer, can expect from us. Whether you're coming to us as an individual, or if you represent a business, we will help you. No shipment is too small or too large for us, and we will reach whatever mailbox you're aiming for in the world.

Becoming a Direct Link customer means that you're in for a nice customer experience!



We would like to hear from You

Head Office

Direct Link Group Sweden

SE 105 00 Stockholm
Sweden
+46 (0)10 436 00 00
info@directlink.com

USA

New Jersey

Phone: +1 (908) 289 0703
infousa@directlink.com

California

+1 (424) 450 1073
infousa@directlink.com

China

Shanghai

+86 21 23127579
infochina@directlink.com

Shenzhen

+86 755 86932505
infochina@directlink.com

United Kingdom

+44 (0)208 707 4400
infouk@directlink.com

Singapore

+65 6 745 0773
infoasia@directlink.com

Hong Kong

+852 2850 4183
infohongkong@directlink.com

Germany

+49 (0) 6155 89790 20
infoGermany@directlink.com

Poland

+48 (0)791 103 010
infoPoland@directlink.com

Turkey

+/"fi(# ' *+)" \$'
infoTurkey@directlink.com

Netherlands

+/"fi6 30675131
infoNetherlands@directlink.com

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