

## PRESS RELEASE

China Post strengthens its collaboration with arvato

### **arvato expands in China**

**Beijing/Gütersloh, April 23, 2012. arvato China has been tasked by China Post, the country's official national postal service, with setting up and running a new service center in Guangzhou in the southern province of Guangdong. This move represents a strengthening of the partnership between China Post and arvato, which has existed since 2010. The service center is set to begin operations in the next two months and will offer capacity for up to 2,000 workstations. The services offered by arvato will encompass postal and logistics services, as well as services related to address and database marketing.**

"We will pursue our close cooperation with China Post in the new service center in Guangdong," says Tony Tian, Business Director at arvato.

arvato opened the "11183 Service Center" for China Post in Beijing back in 2010 and has operated it successfully since then. The service center currently employs around 1,000 staff. arvato provides support for China Post's business processes with its broad range of integrated services. These include customer support, coordination of collection dates, consignment tracking, customer surveys, and complaints management. In addition, arvato manages courier deliveries, optimizes workflows and implements quality controls for deliveries, as well as carrying out data analysis, reporting and strategic consulting tasks.

In the context of the cooperation, the number of courier deliveries has increased from 26,000 to 640,000 per month in the past two years. Tony Tian says: "This dynamic growth means that the service center in Beijing will soon reach its operational limits. And that is why arvato and China Post have decided in favor of a new location in Guangdong."

With more than 100 million inhabitants, Guangdong is the most highly populated province in China. Expanding to South China is an important step – and not only because of the sustained strong growth of the Chinese courier and express market. In addition, employees there are able to communicate better in the prevailing dialect of Cantonese, which will put China Post in a better position to expand into the region with its services.

By intensifying its cooperation with China Post, arvato is also driving its own growth in China. arvato has been active in China since 2002 and now

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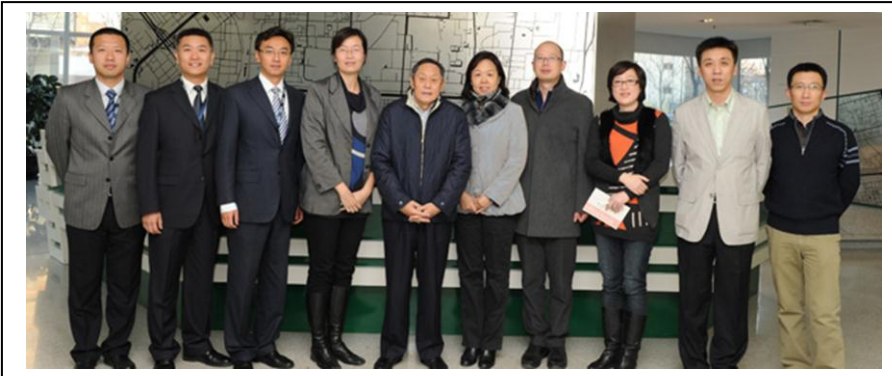
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has ten locations there. These include both logistics and customer service locations. arvato currently employs over 3.000 staff in China. arvato's customer base in China includes companies from different industries e. g. automotive, health care, consumer goods or retail.

“By growing with our customers, we are offering them scalability and flexibility. At the same time, we are continuously expanding our own activities and growing organically,” says Tony Tian.

### **arvato AG**

arvato AG is an internationally networked outsourcing service provider. Its more than 68,000 staff design and implement tailor-made solutions for a wide range of business processes along integrated service chains for business customers all over the world. These include all services related to the creation and distribution of printed materials and digital storage media, as well as data management, customer care, CRM services, supply chain management, digital distribution, financial services, qualified and customized IT services and the direct distribution of knowledge media.



Liu Mingguang (fifth from left), Vice President of the China Post Group, visits the arvato service center currently under construction in Guangzhou.