

## Market Entry in Poland – time:matters Continues its Internationalization Strategy

- **The expert for courier, sameday and emergency logistics has opened its third European branch office in Warsaw – following Zurich and Vienna**
- **Outsourcing manufacturing facilities to Eastern Europe increases the demand for quick logistics solutions**
- **Poland is the most significant link between Western Europe and emerging economic nations in Eastern Europe**

Neu-Isenburg near Frankfurt am Main / Warsaw, December 3, 2007 – time:matters GmbH, the expert for courier, sameday and emergency logistics which belongs to the Lufthansa group, opened a new branch office in Poland's capital Warsaw on December 1, 2007. The provider that specializes in especially reliable "high-speed" logistics solutions is now, following Switzerland and Austria, present in a total of three European countries with its own overseas branch offices. With the market entry in Poland, time:matters continues to pursue its internationalization strategy, which should in turn help the company achieve European market leadership within a few years.

The new time:matters branch in Warsaw is staffed with local logistics experts, that are not only well familiar with the Polish market, but also with the specific express logistics needs of companies based in other Eastern European countries, for example in the Ukraine or Hungary. The decision for the site in Poland consequently has strategic reasons: due to its location the new EU Member State is an essential link between the established western industrialized countries and the emerging economic nations of the former Eastern Bloc, which possess substantial market potential. For this reason Poland is doubly interesting for logistics providers, firstly because Poland has, during the course of globalization and the accompanying increasing outsourcing of manufacturing facilities to Eastern European countries, become an extremely attractive business location. Secondly, its function as a bridge between Central and Eastern Europe is of great importance.

The close economic and trade relations between Poland and its western neighbors, especially with Germany, constitute an excellent foundation for the upswing that is expected in the Polish logistics industry. Production processes becoming increasingly "more sensible" as well as increased "just in time"-delivery demands cause all signs to point to growth - especially for sameday and emergency logistics with their especially quick and flexible solutions. time:matters' services now incorporate Polish companies into the service provider's international logistics network that encompasses around 400 destinations in 90 countries. Subsequently the companies benefit from extremely short processing times for the transport of their products to other economic centers. The transport time between Poland and numerous international metropolises and urban centers is therefore reduced to just merely a few hours. Due to daily direct-flight connections, express deliveries, for example important components for the car-supplier industry, reach their recipient on the very same day ("sameday"). In addition, customers benefit from authorized accelerated customs clearance and options such as on-site pick-up and delivery.

"For some time now the logistics industry has been developing quite dynamically," emphasizes Adam Komoroski, Managing Director of the Polish time:matters branch office: "We have observed great potential on both the demand as well as the supply side, especially since the special 'high-speed' logistics segment has only been developed to a limited extent up until now."

**time:matters GmbH** is the expert in courier, sameday and emergency logistics, offering each of its clients customized logistics solutions for particularly urgent or special logistics assignments. The Special Speed Solutions provided by time:matters both throughout Germany and worldwide are based on the high-speed and reliable transportation of highly urgent and particularly important consignments by air, rail and road. For this purpose, time:matters can access Lufthansa's entire network of scheduled flights and a number of flights offered by other partner airlines (i.e. Swiss International Air Lines): over 900 European and 100 intercontinental flights per day, and some 400 destinations in 90 countries. Whenever air charter solutions are needed, the logistics expert also closely cooperates with Lufthansa Cargo Charter Agency. Since August 2007, time:matters operates its own terminal for express and courier

shipments as an additional service option at Frankfurt Airport. Furthermore, 140 train stations Germany-wide — through which InterCityExpress, EuroCity and InterCity trains pass — are currently available to the logistics service provider. In 2006 time:matters opened its first foreign branch office in Zurich as a first step towards the extensive internationalization of its business model; in 2007 branch offices in Vienna, Warsaw and Shanghai were opened. Following a partial overtake of the company shares in 2006, time:matters — which is based in Neu-Isenburg close to Frankfurt am Main, Germany — is majority-owned by funds managed by the growth investor Buchanan Capital Partners. Lufthansa Cargo AG, which spun off time:matters in 2002, owns 49 percent of the company shares.

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