



Armadillo Group Announces Rebranding to DPD

Moscow, September 11th, 2007 – From autumn 2007, Armadillo Group starts switching to a single brand. The two existing brands, Armadillo and BizPak, will be changed to the international DPD brand which is well known in Europe. Most of rebranding activities will be completed before the end of 2007.

Armadillo and BizPak brands have been in place on the Russian parcel and freight delivery market since 1991 and 1999 respectively. In 2006, Armadillo Group brand portfolio was expanded to include DPD brand under which the group launched DPD Classic international delivery service. The new service was launched in partnership with DPD, one of Europe's leading parcel delivery companies which is a subsidiary of GeoPost, one of Armadillo Group's shareholders.

Armadillo Group management and GeoPost made a joint decision to switch to a single brand which would demonstrate Armadillo Group's internationality, European quality as well as leading positions on the local transportation logistics market.

In preparations for rebranding, Armadillo Group conducted a market research among its customers to understand the perception of the existing brands. The study revealed that there are a lot of commonalities in the perception of BizPak brand under which Armadillo Group is mostly known, and DPD brand. Due to this it can be expected that transition to the DPD brand will be relatively smooth for Armadillo Group customers.

These were important reasons for Armadillo and GeoPost opting for the brand of European partner company DPD with more than 30-year successful experience on the European market.

DPD brand values in Russia which form the basis of Armadillo Group's work are partnership, reliability, open-mindedness, innovation, team spirit.



Transition to the new brand will be taking place step by step. In total the process will take about 10 months. Vehicle fleet, depots and offices will be rebranded, personnel uniforms will be changed. The main element of vehicle branding during the transition period will be 'BizPak is now DPD' statement.

'Adopting the single international DPD brand will enable us to further enhance our competitiveness on the marketplace, since Armadillo Group will be even



more perceived as a truly international quality service provider, at the same time being locally dynamic and customer-oriented', commented Sergey Kruglov, General Director of Armadillo Group.

'Right from the start our Russian partner will take advantage of the existing trust in the international DPD brand and will enhance this trust in the local market', says Hans Fluri, Chief Executive Officer DPD.

About Armadillo Group

Offering customers a complete range of transportation logistics and parcel delivery services, Armadillo Group is a recognized leader in parcel and freight business in Russia. The Group provides state-of-the-art delivery to more than 3,300 destinations within the Russian Federation and internationally.

In 2006 Armadillo Group turnover rose to 1,540 million Roubles (44.2 million Euros), exceeding its 2005 turnover by 51%. In 2006 Armadillo Group delivered over 2.8 million parcels for 11,500 customers, the total weight shipped was 70,000 tons.

Armadillo Group (ZAO "Armadillo" and ZAO "Armadillo Business Parcel"), headquartered in Moscow, is an affiliate company of GeoPost, a parcel specialist and a major player on the express market bringing together all the La Poste group's express subsidiaries. Armadillo Group operates in the framework of the GeoPost Yurtiçi Kargo joint venture. From autumn 2007 Armadillo Group switches to international DPD brand.

Companies within Armadillo Group are accredited with international and Russian professional associations, including IATA, FIATA, Freight Forwarders Association of the Russian Federation and Association of Express Carriers.



About GeoPost

GeoPost, a parcel specialist and a major player on the express market, brings together all the La Poste group's express subsidiaries. Established across Europe, and serving over 230 countries on behalf of over 300,000 customers throughout the world, the GeoPost group is number one in France, number three in Europe, with a turnover of €2.969 billion and second in Europe in terms of volumes carried.

About DPD

With the daily transport of more than 1.4 million parcels in a seamless international network, DPD GmbH & Co. KG is one of the leading parcel service providers in Europe. This global franchisor based in Aschaffenburg, Germany offers a wide product portfolio both domestically and abroad through its franchisees. The offer ranges from standard, guarantee and express parcels through services such as cash-on-delivery, right through to individual customer solutions. In approximately 500 depots in 38 countries, more than 22,000 employees and 15,000 vehicles are working to serve 200,000 commercial customers. At the head of DPD GmbH & Co. KG are the two joint CEOs Hans Fluri and Arnold Schroven. The French GeoPost Group, which is a wholly owned subsidiary of La Poste, holds the majority of shares in DPD.

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