



Press Release

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ADDRESS
Tulpenfeld 4
53113 Bonn

TEL +49 228 14-9921
FAX +49 228 14-8975

pressoffice@bnetza.de
www.bundesnetzagentur.de

Rate proposal for "hybrid letter mail" approved

Kurth: "High potential for innovative products"

The Federal Network Agency has today approved the rates for hybrid letter mail as proposed by Deutsche Post AG (DP AG). The rate of 46 cents for standard hybrid letters which was submitted for approval covers only conveyance and delivery services.

The letters sent by customers are accepted via DP AG's online portal. They are then printed, enveloped and stamped, and finally Deutsche Post Com GmbH, a subsidiary of DP AG, hands them in to DP AG's mail sorting centres for conveyance and delivery. The saving of nine cents compared to the price of 55 cent for standard letters results from the fact that Deutsche Post Com GmbH regularly submits high volumes of mail.

The total price payable by the customer comprises three components: the price for mailing a letter electronically, the price for mail preparation services – printing, enveloping and franking – and the price for conveyance and delivery, the latter being subject to approval.

"The approval of the rate for hybrid letter mail marks the start of the provision of electronic letter mail services by Deutsche Post AG. Digitalisation is making inroads into this area, too, and it will fundamentally change written communication. This field offers high potential for innovative products", Matthias Kurth, Agency President, declared.

DP AG's E-letter will come in two varieties. The first one is a fully electronic letter, ie the letter is both mailed and delivered electronically. Alternatively, the "hybrid letter" can be used where electronic delivery is not requested or not possible. In this case, electronic mailing is combined with physical delivery to the addressee.

As the rates have been approved now, DP AG will initially run a pilot scheme in which hybrid letter mail services will be offered to business and personal customers. The service is planned to be made available to all consumers in late summer.