

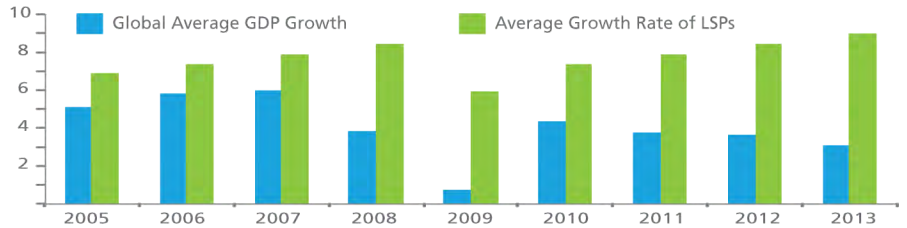
# LOGISTICS SERVICE PROVIDERS (LSPs)

# Challenges, Successes & Tactics of Market Leaders

Plugging in to the Global Opportunity



GLOBAL GDP GROWTH (ANNUAL %) VERSUS GROWTH RATE OF LOGISTICS SERVICE PROVIDERS



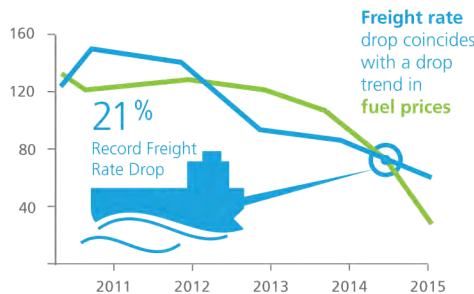
The growth rate of freight forwarders and customs brokers **exceeds** the growth of global GDP

## Macro Trends Matter



Now more than ever, global logistics trends are impacting the industry's bargaining power and have further driven up competition

FREIGHT RATES 1,000 (USD/DAY) CRUDE OIL PRICES (USD/BARREL)



AIR FREIGHT VOLUMES

FREIGHT TON KILOMETERS/MONTH (USD, BILLIONS)



## Balancing profitability with operational excellence



### 1 Layer-On Services

Respond swiftly to the evolving needs of the customer with **diverse** options and new technology to maintain value



### 2 Optimize Known Trade Lanes

Maximize existing profitable, yet competitive, trade lanes, and keep an eye on bellwether goods and market trends

### 3 Achieve Focused Local Excellence

Develop **niche specialties** in parallel with a global strategy of superior, localized service and a world-class **customer experience**



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