*PREMIUM*ADRESS

On-the-spot correction, electronic notification

deutschepost.de

Contents
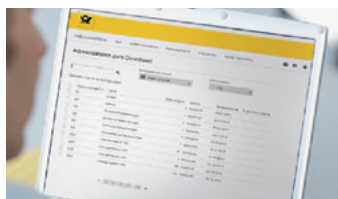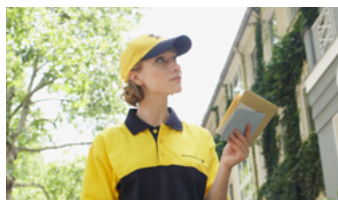
Nothing is as constant as change

In Germany some ten million addresses change every year. But not everybody whose address changes lets you know that they have moved or that their name has changed. There are many different reasons why items do not get to their recipients. These include deaths, temporary absences, inaccessible or unlabeled mailboxes or incorrect addresses. The costs incurred for businesses are high if mail items cannot be delivered. With PREMIUMADRESS you know which of your items cannot be delivered and you receive valuable information about address corrections, the reasons why items cannot be delivered, and relocations. Regularly update your address information and boost efficiency with PREMIUMADRESS.

Regardless of whether it's letters, mailings or Pressepost mail, we want your items to reach their destination. Find out how your address management can benefit from our innovative PREMIUMADRESS service.

Benefit today from the advantages offered by PREMIUMADRESS:

- Preserve your valuable customer contacts.
- Ensure you have up-to-date addresses even if your customers have not informed you of changes.
- Reduce the number of items sent to the wrong address and the number of returns.
- Ensure trouble-free customer communication through the use of efficient address management.
- Act climate-friendly by avoiding returns and working with electronically transmitted address information if possible.

Let us handle it

Better service and greater efficiency with PREMIUMADRESS

Your address data is a valuable resource. This is why our mail carriers check PREMIUMADRESS mail items on the spot to ensure they can be delivered. A record is made of any incorrect addresses even if they are deliverable. Items that cannot be delivered are processed according to the PREMIUMADRESS option you choose. Database cross-checks provide reliable and verified information about why items cannot be delivered and, if you wish, about your recipients' new addresses. You can then access all up-to-date address information in your secure client area at **www.premiumadress.de**. This data can be downloaded and can also be provided via SFTP.

The result: Your address data is up to date and ready to go for your next mailout. Effectively reduce the number of incorrectly addressed items and the additional costs they incur.

Professional and reliable – the PREMIUMADRESS process

1. Preparation for dispatch
Your items are marked with a "P" for PREMIUMADRESS and a data matrix code that contains all relevant information. In the event that an item is not deliverable, this information specifies what action is to be taken.

2. Deliverability check
For mail carriers, the "P" and the data matrix code on an envelope signal that the mail item was mailed using PREMIUMADRESS. The mail carrier then verifies deliverability on the spot.

3. Data recording
Your data matrix code and the address field are scanned. This step records all the information they contain and links this data to the reason the item cannot be delivered.

4. Data cross-check
Your digitalized address data is cross-checked against the redirection, deceased persons and (optionally) undeliverable mail items databases.

5. Data transfer
After the delivery attempt, detailed information about the address data of your items is made available in your customer account in the PREMIUMADRESS online service. In addition to downloading your data, you can receive it via SFTP.

Benefit from the advantages offered by PREMIUMADRESS and optimize your address data for future mailouts.

Total flexibility with our seven product options

PREMIUMADRESS is a modular product that you can use flexibly for all your postings to meet your needs. Choose one or more product options to optimize your mailing campaign and address management.

When information is important
From non-deliverability to new addresses following relocation – fast and reliable electronic maintenance of your address data:

- PREMIUMADRESS Basis
- PREMIUMADRESS Report

What to do with undeliverable items? It's up to you
Return or redirect? What address information do you need? We have a solution for each and every item that you mail:

- PREMIUMADRESS Plus
- PREMIUMADRESS Fokus
- PREMIUMADRESS Hybrid

Manage returns, conserve company resources, work sustainably.
For mail that is to be returned to you if it cannot be delivered or the recipient has moved:

- PREMIUMADRESS Retoure
- PREMIUMADRESS Retoure Extra

Optional supplementary services

The following supplementary services are available for PREMIUMADRESS Basis, Report, Plus and Fokus:

- **Undeliverable with database confirmation:** The addresses of items that could not be delivered are cross-checked against the postal reference file and other databases to confirm non-deliverability.

- **Address search**:
  Search for addresses of undeliverable items that cannot be updated on the basis of information from current redirection services. Searches are conducted in numerous relocation and address databases, and include a deliverability check.

The right solution for every situation

Use PREMIUMADRESS according to your needs to manage your mailings and address data. Your requirements determine which product options are right for your mailings:

PREMIUMADRESS

Type of item	What do you want to send? MAIL, DIALOGPOST with or without wrapping, Pressepost – you can use a variety of product options, based on the type of item you want to send.
Action to be taken in the event of non-deliverability or relocation	You determine what is to be done with your item if it cannot be delivered or the recipient has moved: return, redirect or destroy.
Electronic address information	You also decide what address information you wish to receive, e.g., the relocation address or information that the recipient is deceased.
Data provision	You specify how you want us to provide you with address information. Choose from suitable file formats and configure the result file to meet your needs. You can collect the data via download or SFTP.

The following pages offer a few case examples for the use of the various product options.

Up-tw dispatch

Benefit from systematic ad-
dress maintenance

**Example 1 – Financial service provider**
A financial service provider mails 40,000
letters every quarter. They want to keep the
number of incorrectly addressed items to a
minimum. In order to keep the address

database up-to-date, they choose to send
mailings with **PREMIUMADRESS Basis.**
Its special advantage: All address information
is free of charge, with the exception of
relocation information.

PREMIUMADRESS Basis

Type of item	Standard letter
Action to be taken in the event of non-deliverability or relocation	Redirect if the recipient has moved and has requested mail redirection; destroy if the item cannot be delivered.
Electronic address information	Address correction, relocation addresses, non-deliverability information
Data provision	Retrieval via SFTP
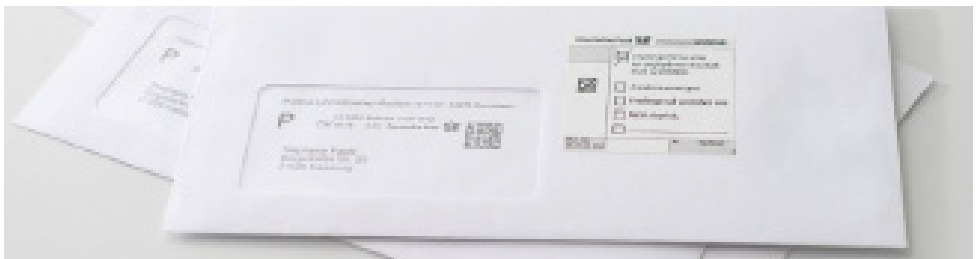
Clever combinations – optimized dispatch

Preserve the value of your items.

Example 2 – Mail order company
A mail order company sends out 20,000 main catalogs and 5,000 coupon cards per season, using DIALOGPOST. If the valuable catalogs are undeliverable, they should be returned so they can be sent to someone else. The company also wants to have the address data of its established and prospective customers updated regularly. The catalogs are mailed with **PREMIUMADRESS Hybrid**, the coupon cards with **PREMIUMADRESS Report**.

PREMIUMADRESS Hybrid

Type of item	DIALOGPOST with wrapping
Action to be taken in the event of non-deliverability or relocation	Redirect if the recipient has moved and has requested mail redirection; return if the item cannot be delivered
Electronic address information	Address correction, relocation addresses
Data provision	Download from the PREMIUMADRESS online service

Sample calculation on page 15.

PREMIUMADRESS Report

Type of item	Coupon card
Action to be taken in the event of non-deliverability or relocation	Redirect if the recipient has moved and has requested mail redirection. Destroy if the item is undeliverable
Electronic address information	Relocation address/information, non-delivery information, information about deceased recipient supplied as "could not be located"
Data provision	Download from the PREMIUMADRESS online service

Rely on us

to return valuable contents.

Example 3 – Commercial enterprise
A commercial enterprise mails out 80,000 high-quality product samples every year. If these items cannot be delivered they must be returned to the sender. To do this, use **PREMIUMADRESS Retoure.**

PREMIUMADRESS Retoure

Type of item	DIALOGPOST with wrapping
Action to be taken in the event of non-deliverability or relocation	Redirect if the recipient has moved and has requested mail redirection; return if the item cannot be delivered
Electronic address information	None
Data provision	None

Sample calculation on page 15.

PREMIUMADRESS offers tailored solutions, is flexible and can be combined according to your needs.

All seven options at a glance

Overview of product options

Features	Product options	Basis¹	Report¹	Plus	Fokus	Hybrid	Retoure	Retoure Extra	Prices* for MAIL and DIALOGPOST
Type of item	MAIL	✓	✓	✓	✓	✓	✓	✓	
	DIALOGPOST with wrapping	✓	✓	✓	✓	✓	✓	✓	
	DIALOGPOST without wrapping	✓	✓						
	Pressepost	✓	✓						
Action to be taken	Return if the item cannot be delivered			✓	✓	✓	✓	✓	€0.25 (DIALOGPOST with wrapping)
	Return if the recipient has moved and requested mail redirection				✓			4	€0.25 (DIALOGPOST with wrapping)
	Redirect if the recipient has moved and has requested mail redirection (for MAIL, DIALOGPOST with wrapping)	✓	✓	✓		✓	✓		
	Destroy if the item cannot be delivered***	✓	✓						
Address information	Address correction if the address is incorrect	✓		✓	✓	✓			€0.33/free**
	Relocation address / information (if the recipient has moved and requested mail redirection)	✓	2	✓	✓	✓			€1.40
	Undeliverable because recipient could not be found/delivery was refused/item was not collected	✓	✓	✓	✓				€0.33/free**
	Undeliverable because the recipient is deceased	✓	3	✓	✓				€0.88/free**
Supplementary service	Optional: Undeliverable with database confirmation	✓	✓	✓	✓				€0.61
	Optional: New address provided by the address search service****	✓	✓	✓	✓				€5.50
Data provision	Download Optional: SFTP								Free €500.00 one-time

All prices are valid for MAIL and DIALOGPOST. Exception: The price for the "New address from address search" service is also valid for PRESSEPOST. Other PRESSEPOST prices can be found in the Press Distribution price list at pressedistribution.de.

* All other services are subject to statutory VAT.
** For a MAIL item combined with Basis or Report.
*** Additionally in the case of relocations if the recipient has requested mail redirection, for DIALOGPOST without wrapping and Pressepost.
**** Supplementary agreement required

[1] Not in combination with books or merchandise or letters which contain inserts not made of paper.
[2] For Dialogpost without wrapping and Pressepost, delivered as address property 25.
[3] Delivered as address property 10.
[4] Return also in case of death and temporary absence with request for mail redirection.

Subject to price changes. Last revised: January 1, 2024

Save on work, time and costs

With PREMIUMADRESS you benefit in the long term from address data updates. Systematically reduce the number of incorrectly addressed items and returns while steadily reducing your address maintenance costs.

Example 1 – Financial service provider

Service	Prices*	Amount*
6 address corrections	Free	€0.00
180 relocation addresses	€1.40	€252.00
356 undeliverable items	Free	€0.00
18 undeliverable items (because the recipients are deceased)	Free	€0.00
		Total €252.00

40,000 standard letters per quarter sent with PREMIUMADRESS Basis (1.4% assumed error rate)
* Plus statutory VAT. VAT

Advantages:
- Address information is free of charge
- Reduced printing and postage costs
- Reliable delivery of mandatory notifications
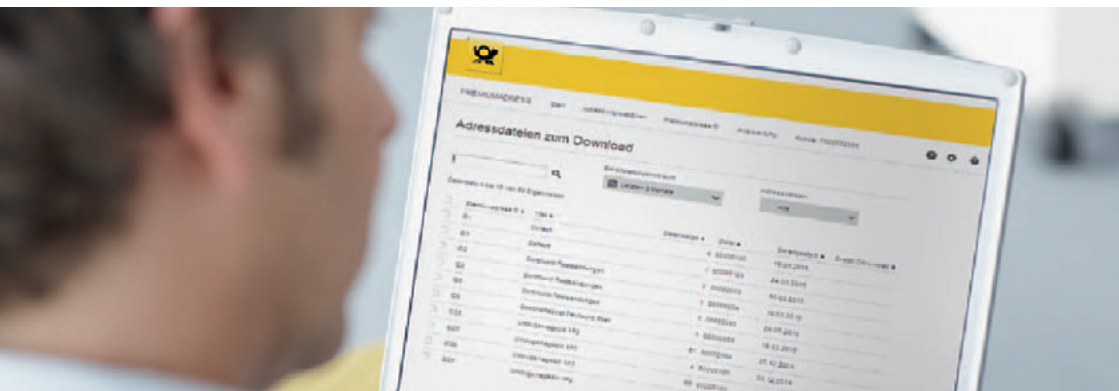
Example 2 – Mail order company

Service	Prices*	Amount*
4 address corrections	€0.33	€1.32
195 relocation addresses/information	€1.40	€273.00
205 undeliverable items	€0.33	€67.65
71 undeliverable items because the recipients are deceased	€0.88	€62.48
306 returns (undeliverable)	€0.25	€76.50
		Total €480.85

20,000 main catalogs sent with PREMIUMADRESS Hybrid and 5,000 coupon cards with PREMIUMADRESS Report
(1.9% assumed error rate)
* Plus statutory VAT

Supplementary services

Service	Price*	Amount*
48 address searches	€5.50	€264.00
		Total €264.00

Advantages:
- Valuable customer contacts are retained
- Reduced printing and postage costs
- Valuable catalogs can be re-mailed to other customers

Example 3 – Commercial enterprise

Service	Price*	Amount*
2,400 returns	€0.25	€600.00
		Total €600.00

20,000 main catalogs sent with PREMIUMADRESS Hybrid and 5,000 coupon cards with PREMIUMADRESS Report
(1.9% assumed error rate)

* Plus statutory VAT

Advantages:
- Valuable content can be reused
- Valuable customer contacts are retained

100% digital – 100% flexible

Turn your mail into an information resource.

After concluding a PREMIUMADRESS contract you will be given access to your secure customer account from where you can use PREMIUMADRESS directly for your items.

Flexible digital encryption – with the data matrix code
Along with the printed "P", the data matrix code is an integral feature of all PREMIUMADRESS items. It contains important, digitally encrypted information regarding your item and is supported by commonly available software solutions.

Depending on the requirements and type of franking, the data matrix code provides information regarding theproduct option and:

- What is to be done with undeliverable items (destroy, redirect or return them).
- The return address for items such as catalogs.
- The name of the person in your company to whom corrected recipient addresses are to be sent.
- The customer number and customer status that are on file (customer-specific information regarding the recipient).

Software solutions

Using our dedicated dispatch preparation software, you can encode your items easily and according to your needs.

- **DIALOGPOST MANAGER**
  DIALOGPOST MANAGER helps you prepare and dispatch mailings for your dialog marketing campaign. In the case of PREMIUMADRESS, it also supports the preparation of MAIL items.
- **MANAGER PRESSE DISTRIBUTION**
  MANAGER PRESSE DISTRIBUTION prepares the dispatch of preferred periodicals, standard periodicals and wrapper-packed newspapers for you.
- **MAILOPTIMIZER**
  MAILOPTIMIZER is the software solution for IT franking.

In addition to Deutsche Post software solutions, a number of other software products are available that support the generation of data matrix codes.

**Now even easier to use –
PREMIUMADRESS Label**
For customers who want to generate their data matrix code on a computer without the help of special software, we have developed the new PREMIUMADRESS Label with integrated data matrix code. This product is especially suitable for small dispatch volumes when you don't need the full flexibility of PREMIUMADRESS and place few or no demands on the way customer-specific information regarding the recipient is shown. You can generate, download and use your label straight away using the "P Label" menu item in the PREMIUMADRESS online service.

The **PREMIUMADRESS** Basis and Report options can also be selected in E-Post Mailer and Business Box. For customers with no contract or registration in the online service.

- **E-POST MAILER** Use the free E-POST MAILER software to send business mail at affordable overall prices. Printing, enveloping, franking and classic mail delivery all included.

- **E-POST BUSINESS BOX** Use E-POST BUSINESS BOX to optimize your processes, reduce costs and simplify mailing of your day-to-day business correspondence.

PREMIUMADRESS in use – success stories

Mail order specialist Heine Versand staysup to date.
Here the option of having catalogs returned – especially high-quality main catalogs – is important. For the 30 million or so mail items it sends every year, Heine Versand relies on the address management services of PREMIUMADRESS.

With PREMIUMADRESS Basis and Retoure, the mail order company receives reliable electronic address information and can reuse catalogs that could not be delivered.

Magazines make a good impression with PressUp
Subscription provider PressUp knows that maximum customer satisfaction depends on reliable and punctual delivery – which is why it chose PREMIUMADRESS for quick and convenient information on the latest address changes among its customers. PREMIUMADRESS guarantees efficient, target group-oriented delivery that benefits service providers, magazine publishers, advertisers and readers alike.

PREMIUMADRESS Basis helps subscription provider PressUp play expertly to its strengths.

A lot of free address information for arvato infoscore
arvato infoscore sends out more than 25 million collection letters every year, making systematic address maintenance a must for the financial service provider. By integrating PREMIUMADRESS into its in-house system, arvato infoscore was able to improve its address quality and speed up its collection process. An additional advantage: It receives address information for MAIL items free of charge.

With PREMIUMADRESS Basis, arvato infoscore can access the latest address information every day.

Depend on PREMIUMADRESS for your address maintenance needs:

- **Unique source of information**
  On-the-spot deliverability check performed by our mail carriers

- **Systematic digital address maintenance process**
  Cross-checks with up-to-date databases as well as online data transfer

- **Flexible use**
  Individual solutions with seven different product options

- **Efficient address management**
  Time and cost savings thanks to professional preparation and compilation of non-delivery notifications.

Take the green path with us. Yellow is green.

With its GoGreen service, Deutsche Post offers climate-friendly shipment of consignments. National letters are already transported in a climate-friendly way thanks to GoGreen. For national advertising mail and press products, you can use a special GoGreen contract. Based on internationally recognized carbon accounting standards (including Greenhouse Gas Protection), we record the greenhouse gas emissions generated and offset them in global climate protection projects. The offsetting is verified annually by an independent auditing company.

We also use GoGreen for the climate-friendly transportation of returns and redictions.

You are welcome to print the GoGreen logo directly on your envelopes to show your own commitment to climate protection.

Would you like to do even more? Every return that is not transported is good for our climate. We can provide you with the address information, e.g. a relocation address, in your customer account in the PREMIUMADRESS online service.

Your partner for premium requirements

Would you like a personal consultation? We'll be glad to help you. Your personal customer advisor can provide you with information and advice on any questions concerning PREMIUMADRESS. To arrange a meeting, simply call our customer service.

Customer service

Tel.: 0228-4333 122*

* Mon. – Fri. from 8:00 a.m. – 6:00 p.m., Sat. from 8:00 a.m. – 2:00 p.m., except on national holidays in Germany.

premiumadress.de

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