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Geopost and Tasa Logística announce the creation of DPD Argentina

- **Hand in hand with TASA Logística**, a family company specialized in comprehensive logistics solutions for mass consumption, **Geopost sets foot in Argentina to deploy its expertise throughout a new joint-venture.**
- **In a context of strong growth for the e-commerce sector in Argentina (73% in H1 2022 vs H1 2021¹), the new DPD Argentina joint venture intends to seize regional development opportunities, by bringing the experience of the European leader in last-mile delivery for B2B and B2C markets.**

Through an alliance with the local company TASA Logística, a family company specialized in comprehensive logistics solutions for mass consumption and founded in 1936, with operations in Argentina, Chile, Paraguay and Uruguay; Geopost sets foot in Argentina to offer last-mile logistics solutions by creating DPD Argentina.

Commenting on this announcement, Yves Delmas, CEO of Geopost, said: *“Within this new joint-venture, we are bringing our experience as the leading parcel operator in Europe to the recognized logistics expertise of Tasa Logística. We today aim to seize the great opportunities of the last-mile delivery sector of Argentina, which is pulled by the very dynamic growth of e-commerce, to offer robust solutions to the customers of the region. As a second step, we anticipate pursuing our business development in the region.”*

“Our goal is to be a top last-mile player in Argentina in the next 5 years,” said Javier Mazzarella, Country Manager of DPD Argentina. *“Online sales channels continue to develop and the momentum of e-commerce in Argentina is very strong. The 2020 pandemic has profoundly changed the sector and installed new uses, anchoring the importance of e-commerce. Home delivery continues to gain ground. This is one of the main segments we want to cover with DPD Argentina, providing an excellent service”*.

¹ According to a recent report from the CACE (Argentine Chamber of Electronic Commerce), e-commerce in Argentina grew by 73% during the first half of 2022 compared to the first half of 2021, with 14% more purchase orders, reaffirming that the online sales channels continue to grow.

A dynamic business ramp-up based on Geopost's successful LatAm journey

"We are relying on a successful journey in LatAm, started with Jadlog in Brazil in 2017" comments Olivier Establet, Executive Vice President of Geopost, in charge of Americas. "With our DPD Argentina journey, more particularly, we are looking forward to experiencing our Jadlog success story of constant growth² within e-commerce in Brazil, a sector which is becoming more strategic every day, and which confirmed our expectations when we started there".

The business project will directly answer the customers' needs, as emphasized Mazzarella: *"We have planned a progressive national rollout to complete the value chain with the last mile delivery. Home services are clearly a first step for 2023 as we know it is the preferred delivery spot (67% of total³). Customers demand real-time info on delivery, multiple delivery options and of course reliable deliveries, and this is where DPD experience will make the difference, especially for tight time deliveries. But we also plan on developing our services offers to reach global standards based on DPD's recognized business services such as Out-of-home deliveries or everywhere in Argentina."*

DPD Argentina: strong objectives for sustainability

DPD Argentina resolutely endorses Geopost commitment for sustainable delivery. The sustainability roadmap built for the new DPD member of DPD global network in Argentina combines innovative technology and local knowledge to provide a flexible and easy-to-use service for both sellers and buyers with a strong focus on sustainability impact for every delivery.

With a positive result of CO2 emissions reduction (-14% carbon emissions per delivery in 2019 compared to 2013), TASA Logística intends to accelerate the move with DPD Argentina via the acquisition of an electric fleet, a first for Argentina. The roadmap also relies on infrastructure, as the Distribution Center is to be fully equipped with charging stations and solar panels. *"A cooperative approach is set up to benefit from the group's innovative approach to sustainability in all domains, from low emissions delivery to employees and via relations with communities"* said Javier Mazzarella.

Portfolio of trusted services to come

The new player wishes to enhance the B2B activity and provide them in a near-term with the renowned and best-selling *DPD* services for business which will include *Return my parcel*. Customers will also benefit from the robust digital services of Geopost, starting with *myDPD for business*, a business portal that helps shippers to manage and monitor their shipments.

² Since this entry into the capital in 2017, Jadlog has developed its activity by 50% per year, thrusting the company to the position of third player of last-mile delivery market in Brazil.

³ According to a recent report from the CACE

End-consumers will also benefit of *myDPD for consumers*, an app designed to get the list of parcels and directly track them online.

Concluding, Facundo Casillas, Executive Director of TASA Logística underlined: *“We are happy to be able to share this major announcement regarding our alliance with the Geopost team. Our new company benefits from both the best last-mile logistics expertise in Europe and our knowledge of the local market, offering the best delivery service for e-commerce. Our logistics group now operates one of the highest investment dynamics in the country, and we continue on the path of growth by developing at the regional level. In addition, we share the same values of sustainability and social inclusion, which are among our main objectives”*

About Geopost

Geopost, a European leader in parcel delivery and solutions for e-commerce, operates in 49 countries across all continents through its network of expert delivery brands, including: DPD, Chronopost, SEUR, BRT, Speedy and Jadlog. Leveraging its industry-specific expertise, Geopost is further growing the development of out-of-home delivery services with Pickup, the densest parcel shop and locker network in Europe and is also expanding temperature-controlled solutions for food and healthcare business. In a world of acceleration and transformation, Geopost engages and embraces new e-commerce territories with eShopWorld via Asendia, epicery and Pourdebon.com.

With 122,000 employees and partners, Geopost endeavours to make commerce more convenient, profitable and sustainable for their customers and communities. Committed to becoming an international reference in sustainable delivery, Geopost is the first global delivery company to have its roadmap to Net Zero by 2040 approved by the Science Based Targets initiative (SBTi).

Part of the La Poste Groupe, Geopost generated a €15.6 billion revenue and delivered 2.1 billion parcels worldwide in 2022.

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