



CROSSING BORDERS





MAGYAR POSTA **INTERNATIONAL**

INTRODUCTION

As part of Magyar Posta (Hungarian Post), the universal postal provider in Hungary, we offer a wide range of international postal solutions worldwide. We provide international postal services and value added logistic solutions through digital and physical networks to our customers – senders and receivers, business and private customers – using our allied partners’ networks as well as our own. With the popular Direct Entry line of products, our partners can have direct access to the Hungarian national delivery network via Magyar Posta International at domestic prices!

DIRECT ENTRY OVERVIEW

Direct Entry is an innovative way to handle international mailings, where each item is customized according to the local market it’s being sent to. The service provides:

- Local PPI (Postage Printed Impression) for every individual country
- Mail piece design to fit within local mailing regulations
- Local mailing address for responses
- “Best rate” postage charges based on negotiated rates

Direct Entry services offer simple and cost-effective means of giving international companies a local presence by creating mailings that look and feel local.

Hungarian local customers will respond more positively to this type of mailing because:

- They feel that your customer is active in their country
- They feel that local companies can provide better levels of customer service
- They feel that your customer will be more responsive to them
- They feel that your customer is taking their local needs seriously

DIRECT ENTRY
OVERVIEW



You benefit from the control and the convenience of the centralized international mailing distribution as well as the positive market perception generated by ‘localizing’ the mail piece.

Each mailing is assessed in terms of:

- Format of mail pieces
- Weight of mail pieces
- Speed of delivery
- Target markets for mailing

The following products take advantage of these convenient Direct Entry characteristics:

DIRECT ENTRY MAIL

Traditional domestic mail (standard mail , postcards) is a familiar item to us all, one that still retains its classical value, and now you can take advantage of our domestic mailing services from abroad. Even in a digital world, many people look forward to receiving their daily mail, and sort through it immediately the day it’s delivered. Through its multifaceted usage and continuous innovations domestic mail offers excellent solutions at affordable prices in countless situations. Traditional mail is the best solution to communicate important news, events, confidential information or private messages to the people you wish to address.

And if you’d like to greet friends, family or business acquaintances on special occasions, remember to send them a personal greeting card or postcard!

- **TRADITIONAL VALUES!**
- **AFFORDABLE PRICES!**
- **PERFECT FOR PERSONAL GREETINGS**

DIRECT ENTRY
OVERVIEW

DIRECT ENTRY DM GENERAL

Direct marketing is a cost-effective and personal medium for reaching the targeted addressees.

- It enables companies to keep in touch with customers and receive direct responses.
- It involves the management of customer relationships.
- Through these good relations, customers are likely to stay loyal to the company.
- Direct marketing gives a company the opportunity to send high-quality, effective marketing messages at the right time to clearly defined target groups.

Our solutions include both addressed and unaddressed direct mail deliveries in Hungary under the service terms applicable to the sending country in question.

DIRECT ENTRY BULK DM, K-DM

For anyone who wishes to make their products known to a wider audience, our discount direct mail (Direct Entry K-DM) service is the best solution, as addressed Direct Mail is a powerful medium that can reach people nationwide. This product allows for lower prices when sending advertising mail, as Magyar Posta has a large market presence in the sector, with a substantial amount of our delivered addressed mail being DM letters. The savings can be put to use for follow-up or new DM campaigns, purchasing addressee data, or producing eye-catching DM letters.

In addition to nationwide exposure, direct mail offers various other benefits. Mass advertising (TV, print, radio, etc.) can be expensive and it isn’t always an option for small businesses, but direct mail is targeted, and it can focus on a smaller group of prospects who are more likely to respond to products on offer, since they can be addressed by customer name. Speaking to them individually makes it easy to appeal to their interests, and when customers feel that their needs are catered to, they’re more likely to respond.

DIRECT ENTRY
OVERVIEW

Flexibility is also an important staple of the product. From letters to postcards to brochures, a wide variety of inexpensive and easy formats are available for your direct mail campaign. Special offers or free samples can increase its impact further. Along with an engaging message, it's easy to make an unforgettable impression by incorporating elements that actively involve customers, like stickers, samples, and coupons.

The most important factor of advertising is its effectiveness, which can be hard to measure precisely. Direct mail is one of the few media channels that give you the ability to track the success of your campaign by the numbers: just count the inquiries received or the number of coupons redeemed. By tracking and analyzing the results, it'll be clear what's working, so adjustments can be made to future mailings if needed.

- **LOWER PRICES!**
- **NATIONWIDE EXPOSURE!**
- **TARGETED ADVERTISEMENT!**
- **EASY TO TRACK CAMPAIGN RESULTS!**

DIRECT ENTRY UNADDRESSED MAIL

To promote products in Hungarian towns close to the border, use our unaddressed advertising mail service! It's an easy way to reach more than 4.000.000 households, and it's ideal for increasing awareness of your business, generating leads for your sales team, distributing sales catalogues or product samples, and testing an offer in one area before rolling out to a wider audience. Unaddressed Mail can be used to send envelopes, postcards, catalogues, flyers, brochures, physical samples, magazines, cards and coupons. With the ability to specify actual streets, the service allows companies to bring advertisements as close as possible to prospective clients!

Our main partners for the product are marketing firms, commercial businesses, magazine publishers, music publishers, food chains, hyper-markets, event planners, political-social services and non-profit organizations. National and local campaigns are both supported, and we will deliver smaller quantities of material as well (1.000 items minimum).

Our highly developed delivery network covers the whole country, and since our delivery women and men know the residents of their respective areas personally, it's possible to draw on their expertise for mailing segmentation (for example: families with children, families with pets, etc.). We guarantee the quality of our service, so our contracts include frequent, random checks.

- **REACH OVER 4.000.000 HOUSEHOLDS!**
- **TARGETED ADVERTISEMENTS UP TO STREET LEVEL!**
- **SMALLER QUANTITIES ACCEPTED!**
- **SEGMENTATION BASED ON DELIVERY STAFF EXPERIENCE!**
- **FREQUENT CHECKS INSURE QUALITY DISTRIBUTION!**

DIRECT ENTRY PERIODICAL

No boarder can limit our cross-border periodical direct entry service. Subscribers from anywhere in Hungary who are eager to get the magazine of their choice turn to us for their needs, be it weekly or monthly publications ranging from newspapers to specialist magazines.

With more than 50 years of experience, our expertise in distributing publications is unparalleled in Hungary, backed by the reliable and stable financial background of Magyar Posta and we continue to grow and develop our services according to the needs of the market.

- **CONTINUOUSLY DEVELOPING AND STABLE SERVICE!**
- **CROSS-COUNTRY DELIVERY NETWORK!**

DIRECT ENTRY
OVERVIEW

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DIRECT PARCEL **SERVICE**

Direct Parcel Service is a practical and economical solution of Magyar Posta/Hungarian Post.

By using our parcel services we provide personalization in Hungary and the delivery of your items. We also collect the amount of cash on delivery and transfer the collected amount on request.

We provide information on the items all along Hungary by using our tracking service.

[HTTP://POSTA.HU/TRACKING](http://posta.hu/tracking)

DIRECT PARCEL SERVICE CATEGORIES:

- Direct Parcel
- Direct Parcel – Business
- Direct Parcel – Return

DIRECT PARCEL

Direct Parcel Service is delivered in Hungary from its first entry point in Hungarian OE (NPKK) to addressee as MPL Postal Parcel, which is a domestic registered mail item containing an article or goods either with or without any commercial value in which information relating to the purpose, function or use of the contents or about the bill containing text, pictures, diagrams, as well as communication, information and data addressed solely to the addressee may be placed.

DIRECT PARCEL
CATEGORIES

MOST IMPORTANT PARAMETERS:

The service is VAT exempt. Minimum size of the front: 120 mm x 175 mm; the postal parcel's longest dimension: 2,000 mm; its three dimensions (length + width + height) together may not exceed 3,000 and maximum weight at most 20 kg/parcel.

The service fee consists of the basic fee and the fees of the additional services requested.
The service includes the postal sealing additional service for no special charge.
For a special fee: insurance up to HUF 2,000,000, advice of delivery, cumbersome, fragile.

Delivery time according to the Postal Act: at least 85% of parcels posted must be delivered or attempted to be delivered by the end of the second working day after the date of posting and at least 95% by the end of the third working day after the date of posting.

Retention time: 5 working days; for "poste restante" 10 working days.

DIRECT PARCEL - BUSINESS

Direct Parcel - Business Service is delivered in Hungary from its first entry point in Hungarian OE (NPKK) to addressee as MPL Business Parcel, the service can be used with a time guarantee of 1 or 2 working days.

MOST IMPORTANT PARAMETERS:

The service is subject to 27% VAT. Minimum size of the front: 120 mm x 175 mm; the postal parcel's longest dimension: 2,000 mm; its three dimensions (length + width + height) together may not exceed 3,000 and maximum weight at most 40 kg/parcel delivered to the door (excl. to a postal service outlet up to 30 kg/item or to a Postal Point: up to 20 kg/item.)

Value added services

The service fee consists of the basic fee and the fees of the additional services requested.

DIRECT PARCEL
CATEGORIES

The service includes the following additional and supplementary services for no special charge:

- Time guarantee: 1 or 2 working days,
- insurance up to HUF 50,000,
- e-notification,
- e-projection,
- postal sealing,
- second delivery attempt,
- delivery agreed by phone,
- retention time options.

If a written contract is concluded for the service, in addition to the above, the following additional and supplementary services are included for no special charge: consignment delivery, reporting system, pallet handling.

Other additional and supplementary services available for a special fee:

- insurance from HUF 50,001 to 2,000,000,
- payment for goods up to HUF 2,000,000,
- advice of delivery,
- delivery to addressee in person,
- fragile,
- cumbersome,
- afternoon delivery,
- Saturday delivery,
- repeated delivery,
- subsequent instruction by the sender.

DIRECT PARCEL
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DIRECT PARCEL – RETURN

Magyar Posta/Hungarian Post offers his contractual customers a Return Solution for Direct Parcel. The contracting party may post items weighing up to 30kg to the contracting party free of charge. Return Direct Parcels collected by Hungarian Post are forwarded to the contracting party at fixed intervals defined in the contract.

The contracting party may produce the address label required for using the service or make it available on its own website. Return parcels may also be posted using a manually completed address label available at postal service outlets designated for parcel dispatch.

Other additional and supplementary services available for a special fee:

- insurance,
- cumbersome,
- fragile.

DIRECT PARCEL
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