Press release

DHL expands esports talent attraction program to China after generating 50,000+ applications globally

- Program debuts in China at IEM Beijing 2026 together with long-standing partner ESL FACEIT Group
- Initiative connects DHL with the next generation of digitally native talent
- Global program has already delivered 50,000+ applications and over one million career-site visits

Bonn, November 2, 2026: DHL has launched its esports employer branding initiative in China, further expanding the program's global reach in partnership with ESL FACEIT Group (EFG), the leading esports and video game entertainment company. The campaign will debut at Intel® Extreme Masters (IEM) Beijing 2026, one of the largest esports events in Asia, connecting DHL with one of the world's most active gaming communities. With nearly 220 million esports users in China[1] and more than 75 percent of EFG Chinese fans aged between 18 and 29[2], the initiative enables DHL to engage with a highly relevant pool of digitally connected and tech-savvy talent.

Having already generated more than 50,000 applications globally, the campaign showcases career opportunities across DHL, including roles in operations, IT, engineering, and student programs. At the same time, it strengthens DHL's employer brand among digitally connected future talent.

As part of the initiative, DHL engages gaming audiences through esports-focused content and activations. This includes formats such as Dispatch, DHL's Counter-Strike-themed comedy series, alongside social media storytelling and event activations that showcase DHL's people, culture, and career opportunities. These touchpoints direct fans to dedicated DHL career platforms where they can learn more about the company, explore vacancies and apply for open roles.

“To keep pace with the future of logistics, we need to reach future talent in innovative and candidate-focused ways,” said Jochen Lampe-Merian, Vice President Employer Branding & Talent Acquisition, DHL Group. “Our esports employer branding program has proven that we can successfully connect with audiences who are digital-first, globally connected and curious about new career opportunities.

[1] Statista Market Insights, *Esports - China*, https://www.statista.com/outlook/amo/esports/china/ (accessed October 2026).
[2] EFG / ESL Post Event Surveys, China audience data, 2025.

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The strong results we've seen over the past four years demonstrate the power of meeting people where their passions lie and expanding the initiative into Asia is a natural next step."

Building the future talent pipeline

Since its launch in 2022, the program has expanded to 21 hiring hubs across nine countries, covering leading esports titles including Counter-Strike, Dota 2 and Overwatch. To date, the initiative has generated more than one million visits to dedicated DHL employer branding platforms, over 400,000 job views and more than 50,000 applications.

Arjan Sissing, Senior Vice President Global Brand Marketing at DHL Group, added: "What makes this audience particularly valuable is that it represents both future talent and future customers. Esports fans are digital natives whose behaviors increasingly shape the future of commerce, technology and global business. By expanding our employer branding activities into China, we're strengthening our connection with a community that is highly relevant to DHL's long-term growth ambitions in one of our most important markets."

The esports community is also highly relevant to DHL's broader growth ambitions in e-commerce. According to an ESL FACEIT Group study of 8,000 Gen Z esports fans across eight markets, 74% of respondents said esports sponsorships or branding had influenced their purchasing behavior[3]. Separately, DHL's 2025 E-Commerce Trends Report found that seven in ten surveyed online shoppers have purchased products through social media channels[4], underscoring the growing role of digital platforms and communities in shaping purchasing decisions.

DHL's employer branding activities build on a long-standing partnership with EFG, for which it has served as Official Logistics Partner since 2018. Beyond fan engagement, DHL plays a critical role in ensuring the seamless movement of equipment and materials required to deliver a world-class tournament experience, including professional esports, broadcast, network, camera, lighting and server equipment.

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[3] Niko Partners, *400 Million Fans: Study Finds How Esports Influences Gen Z and Their Purchasing Behaviours*, available at: https://nikopartners.com/news/400-million-fans-study-finds-how-esports-influences-gen-z-and-their-purchasing-behaviours/ (accessed October 2026).
[4] DHL eCommerce, *2025 E-Commerce Trends Report: Shopper Edition*, https://www.dhl.com/global-en/microsites/ec/ecommerce-insights/insights/reports/2025-ecommerce-trends-report.html (accessed October 2026).

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DHL – The logistics company for the world

DHL is the leading global brand in the logistics industry. Our DHL divisions offer an unrivaled portfolio of logistics services ranging from national and international parcel delivery, e-commerce shipping and fulfillment solutions, international express, road, air and ocean transport to industrial supply chain management. With approximately 389,000 employees in more than 220 countries and territories worldwide, DHL connects people and businesses securely and reliably, enabling global sustainable trade flows. With specialized solutions for growth markets and industries including technology, life sciences and healthcare, engineering, manufacturing & energy, auto-mobility and retail, DHL is decisively positioned as “The logistics company for the world”.

DHL is part of DHL Group. The Group generated revenues of approximately 82.9 billion euros in 2025. With sustainable business practices and a commitment to society and the environment, the Group makes a positive contribution to the world. DHL Group aims to achieve net-zero emissions logistics by 2050.

