

Press Release

Are you still thinking about your package? GLS is launching a new online campaign, mainly supporting its wide network of boxes and pickup points.

Prague, May 27, 2025 – GLS today launches a new campaign that will primarily focus on the wide delivery options for parcels. GLS is continuously expanding its network in the Czech Republic, currently offering delivery to a network of more than 1000 of its own boxes, delivering to nearly 5000 pickup points and boxes in total.

GLS is launching a new online campaign today with the motto 'Still thinking about your package? Leave it to us.' This massive campaign, focused primarily on social media (Meta, YouTube, LinkedIn), promotes mainly the extensive and flexible distribution network of GLS.

"We have one of the largest distribution networks in the Czech market, and a few weeks ago we opened our 1000th own pickup box. In total, we deliver to nearly 5000 locations and boxes across the Czech Republic, however, personal contact with the courier and home or workplace delivery are equally important to us. It is precisely our extensive and flexible delivery network that we want to emphasize the most in our campaign," says GLS marketing director Leona Kotlasová.

In addition to the network itself, GLS's new campaign also highlights the flexibility of delivery, meaning the option to change the delivery location or time in the mobile application. *"The client must come first. They want to receive their package at a time that suits them and at a place of their choosing. They must have the ability to simply change this preference if necessary,"* explains Leona Kotlasová.

The simple sending of packages through pickup points or lockers is becoming increasingly popular, and the new GLS campaign highlights this option. The popularity of sending packages is also rising, especially among young customers who extensively use applications focused on the circular economy and the sale of previously used goods. *"Packages can be easily sent through pickup points or lockers, which is why the popularity of sending them directly among people is growing,"* added Leona Kotlasová.

Currently, delivery boxes are becoming the most popular method of delivery. GLS is significantly investing in its own network of boxes; in the first quarter, it opened its 1,000th own box and thus has one of the largest box networks in the Czech Republic.

"Boxes are by far the most popular method of delivery among clients, and the demand for new locations from households as well as cities and municipalities is unceasing. Our network is one of the fastest-growing in the market, and we will continue to significantly expand it. At the same time, we recognize that with the increasing number of boxes, discussions about their appropriate placement are also intensifying. Therefore, from the very beginning, we actively involve the public and municipalities, and we address the placement of boxes together,



allowing users and municipalities to propose where additional boxes should be located," explains the director of GLS in the Czech Republic, Petr Pěcha.

In addition to a thousand of its own GLS boxes, it also delivers to about 1600 physical pickup points. Along with shared Alzaboxes, GLS customers can thus use delivery to almost 5,000 delivery points compared to 2,100 locations at the end of 2023.

About GLS Group

GLS Group is a leading provider of international parcel delivery services. The company offers reliable and quality shipping services to its customers across 40 countries, complemented by freight and express services. With an extensive international network and excellent local market knowledge, customers can expect seamless, flexible, and personalized services throughout Europe and beyond. GLS also operates through wholly-owned subsidiaries in Canada and on the west coast of the USA. The GLS network consists of 120 central and regional sorting facilities and 1,600 depots, utilizing approximately 37,000 delivery vehicles and 6,500 trucks. GLS employs around 23,000 people. In 2023/24, GLS achieved a record turnover of 5.6 billion euros and delivered 905 million parcels despite global challenges.