

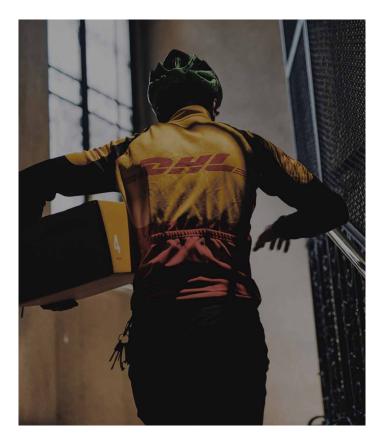
ALL CLUES POINT TO DHL

"We want to significantly grow our markets in South America and Europe, and DHL gives us that leverage." — Lokesh Yadagiri, VP of Operations, Hunt A Killer.

DHL Express – Excellence. Simply delivered.



When Hunt A Killer LLC was searching for a faster way to deliver the company's packages of clues to its eager subscription market, Lokesh Yadagiri went on the hunt to find the right carrier. He quickly discovered that, unlike the fictitious whodunits that Hunt a Killer customers love to solve, this was no mystery. DHL would be the one that could best help the company grow its international market.



THE CHALLENGE

Hunt A Killer morphed from a one-off, live event where guests were given clues to solve a fictitious murder (staged in a 200-acre campground in Darlington, MD) into the fastest-growing thriller subscription in the world where members (aka customers) receive a delivery containing clues, codes and ciphers fit to solve a mystery.

Co-founders Ryan Hogan and Derrick Smith started the company in Baltimore in 2016—in Derrick's basement, of course, in true entrepreneurial style—with about 200 subscribers. They used the postal service to dispatch the boxes of clues, which consist primarily of paper documents plus one 3D object—a magnifier, perhaps, or ruler or pen.

By February 2017, they saw that they had some customers in the United Kingdom and Canada. *There's a bigger market out there for us*, they realized. The challenge would be how to get the shipments from the company's warehouse in Connecticut to overseas addresses without it taking so long that the mystery turned into a cold case.

THE SOLUTION

By March, Yadagiri had contacted DHL Express and signed on with them.

"Now the UK, Canada and Australia are major markets for us," he said. The company also ships some boxes to South America, Asia and Europe.

A typical delivery with DHL takes two business days. That beats, hands down, the postal service's average of two to three weeks.

"Our boxes to Australia going via DHL will arrive before our boxes going via the post office will arrive in California," Yadagiri said.

Case closed.

RESULTS

At the moment, Hunt a Killer is the only subscription box company of its kind. In addition to the true crime genre (which women aged 25 to 40 are keen on), the company now offers a new immersive experience in the horror genre called Empty Faces (which everyone seems to love) and is currently working on a sci-fi one.

"We want to significantly grow our markets in South America and Europe, and DHL gives us that leverage," Yadagiri said. In addition to a mastery of both Customs requirements and global languages, DHL offers true attentiveness to Hunt A Killer's needs.

Eric Wass is Hunt A Killer's "partner in crime," so to speak — a Manager of International Sales at DHL.

"Last year started with 300 international shipments a month. Now it's 4,000," he said. "It's incredible to watch them grow."

Yadagiri appreciates how Wass follows up with him on a regular basis. "The kind of service we've received from DHL is nothing short of exceptional," he said.

Of Hunt A Killer's current monthly membership of 35,000, approximately 4,500 are international customers. Now that DHL is part of the Hunt and the HAK **"OUR BOXES TO AUSTRALIA GOING VIA DHL WILL ARRIVE BEFORE OUR BOXES GOING VIA THE POST OFFICE WILL ARRIVE IN CALIFORNIA"**

universe, the company plans to step up its international marketing efforts.

Our year-end target is to increase our international customers by around 45%," Yadagiri said. All the clues point to that coming true.



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