



COMMUNICATIONS DEPARTMENT
PRESS SERVICE

PRESS RELEASE

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PRESENTATION OF THE FOCUS AREAS OF THE STRATEGIC PLAN LA POSTE 2020: CONQUERING THE FUTURE

Philippe Wahl, President and CEO of Le Groupe La Poste, today presented the main priorities of the strategic plan to the Board of Directors

La Poste 2020: Conquering the Future

This plan is the result of an unprecedented consultation of all stakeholders of the company: 150,000 postal workers, representative trade unions, elected officials and consumer associations, citizens (through conferences) and the Board of Directors. This collective process is especially relevant as the Group sees its historical model challenged by changes in its economic, regulatory and technological environment: the digital revolution is impacting mail volumes and traffic in post offices; competition in the Parcels-Express division is intensifying and reducing margins; and La Banque Postale is operating in a new landscape marked by stronger prudential rules, historically low interest rates and the rapid development of online banking. La Poste's business model is diverging, making it essential to begin 2014 by launching an in-depth transformation of the Group, based on:

a new vision in line with the values, key missions and know-how of La Poste:

La Poste puts the human element and trust at the heart of its relationship with its customers. With the convergence of its networks – available to everyone, everywhere and every day – it is helping its customers to simplify their future.

a roadmap:

- Accelerate the development of existing business activities
- Conquer new markets
- Ensure and modernize public service missions and develop new public interest business activities
- Develop and negotiate a collective agreement
- Improve the company's competitiveness
- Restore economic health

a method and timetable for implementation:

- The Group's adapted organization will be presented by the end of next March
- Action plans will be presented to the Board of Directors in June
- 2014-2020 financial business plan will be presented to the Board of Directors in June
- Discussions and negotiations on the collective agreement with the unions will open in the first half of 2014

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La Poste 2020: Conquering the Future - A growth and development plan at the service of the customer

Accelerate the development of existing business activities

Mail aims to consolidate its position as a premium media for global and multi-channel customer relations and to become the number one connected logistics network, leader of home services. As part of this objective, ColiPoste will join the Mail business line. Parcels-Express will have as its mission to build the first hybrid network (BtoB and BtoC) in Europe, with a continental dimension, and to become the European leader in parcel delivery to private individuals. The Retail Brand will be positioned as the reference network for services and public service missions. Similarly, it will accompany the commercial development of La Banque Postale, La Poste Mobile and the offerings dedicated to professionals of all the Group's divisions. La Banque Postale will accelerate its development by equipping all its customers, from private individuals (from the most vulnerable ones to the high-net worth clients) and legal entities (especially businesses). Digital activities will speed up the Group's digital transformation, spur innovation in connection with the digital ecosystem, and ensure a continuous customer experience for all La Poste services, while developing new business activities, particularly as a trusted third party in digital transactions.

Capture new markets

La Poste has significant assets to capture new markets: values, structural support – its networks, the diversity of its business lines, the commitment of its employees, the stability of its shareholders, trust – and know-how that is in tune with the times, where the digital and physical worlds meet. These new markets are booming:

- e-commerce
- local logistics
- assistance to the elderly (silver economy), vulnerable and/or isolated
- secure digital communications
- services related to the connected environment
- the regional social and solidarity economy
- new business activities based on the Group's assets (property management on behalf of third parties, mobile telephony, Internet and associated services)

Taking a foothold in these new markets, Le Groupe La Poste will meet the expectations of customers, citizens, regions and postal workers who want La Poste to continue to perform critical missions that are still relevant in the digital age: facilitating exchange; helping to maintain territorial unity; promoting regional development; strengthening social cohesion; and maintaining the privacy and security of correspondence. As with all Group business activities, these new projects will be undertaken in the context of its corporate social responsibility (CSR) policy.

Ensure, modernize, and balance public service missions

La Poste will further improve its level of service quality, reinforce its fight against financial exclusion and dialogue with the State on modernizing its public service missions.

Develop new business activities in the public interest

La Poste is currently investigating several opportunities based on the values of trust and accessibility that could eventually give rise to new activities in the public interest: participation in the energy transition (identification of private individuals' needs by postal workers, loans funded by La Banque Postale for carrying out works, etc.); creation of a trusted third-party offering; contribution to the modernization of public action (participation in the programme to set up local public services offices; service provision on behalf of the State, local authorities and public bodies at the post office and by the mail carrier).

Develop and negotiate a collective agreement

Through this strategic plan, La Poste is developing the means to control its future, and one of its pillars is to make each postal worker a key participant and beneficiary of this transformation. As such, a collective agreement will be offered for negotiation with the unions. It will focus on six objectives: training, flexibility, fairness, proximity, solidarity and trust in the context of expanding strategic and social dialogue.

Improve the Group's competitiveness and restore its economic health

Lastly, the Group's sustainable development depends on improving its competitiveness. This requires a comprehensive effort to control operating costs, adapting them to changes in the business activity, and to reduce overhead and structural costs by leveraging synergies within the Group.

With this new strategic plan, La Poste is taking charge of its future to restore its economic health and make its postal workers key participants and beneficiaries of its transformation. It will accelerate the development of its existing activities and expand into new markets while preserving and modernizing its public service missions. This is the direction of its new strategic plan **La Poste 2020: Conquering the Future**.

[About Le Groupe La Poste](#)

A limited company in 100% public ownership since March 1, 2010, La Poste is an original multi-business group model structured around four activities: mail, Parcels-Express, banking and the La Poste Retail Brand. Each year, La Poste's 17,000 branches are visited by some 45 million individual and 3.5 million business customers. Its industrial systems enable it to sort and deliver 25.6 billion items per year. In 2012, Le Groupe La Poste generated revenue of €21.6 billion and employed over 268,000 staff.
