



# PROXIMITY

## PROXIMITY IN ACTION

Proximity is the very meaning of La Poste Groupe's action and the common denominator of all its business lines. It is at the heart of its purpose and is embodied on a daily basis in the missions of La Poste's employees. For La Poste, proximity today also means knowing its customers better to provide them with useful services where they need them and at the right time. It means supporting local players to contribute to the development and cohesion of the regions. It also promotes social inclusion and accelerates the environmental transition for all.

# FOR CUSTOMERS, AS CLOSE AS POSSIBLE TO THEIR NEEDS



## COLISSIMO: A SYSTEMATIC SECOND PRESENTATION

In 2021, La Poste generalised the second presentation of Colissimo when the customer is absent for the first visit. This is part of a flexible and interactive process with, prior to each presentation, an email notification and the possibility for the customer to change the delivery date or location.

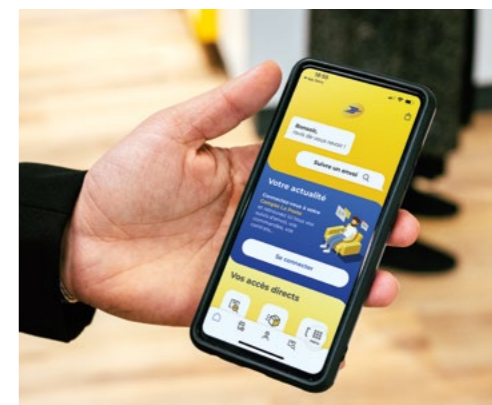
Objective: improving customer satisfaction, a crucial issue in a strongly growing and very competitive e-commerce market.

In 2021, La Poste continued to innovate in all its business lines to satisfy its customers. Through its new services: home delivery of medicine, Digital Identity, which simplifies online procedures, connected parcel boxes, etc. La Poste is simplifying its customers' lives and saving time by supporting new uses and by accelerating the digitisation of its services. It also helps companies and local authorities to respond to their challenges for the future, in changing environments.



## 48 HOURS This is the maximum time limit within which La Poste recontacts customers

that file a mail-parcel claim at a post office.



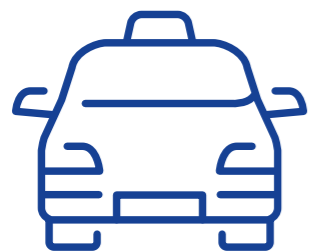
## NEW LA POSTE APP: SIMPLER, MORE PRACTICAL, MORE USEFUL

The new app offers a simpler and smoother experience for sending and tracking parcels, with two exclusive new features: a personalised home page giving everyone direct access to their services and news and a tool to measure, in augmented reality, all the objects to be sent.



## LA BANQUE POSTALE, CHAMPION OF RELANCE PARTICIPATING LOANS

Provided to SMEs and mid-sized companies as part of the *France Relance* plan, the *Relance* participating loans (PPR) enable them to finance investment projects without having to open up their capital. In 2021, 16% of these PPRs were distributed by La Banque Postale, a figure higher than its market share among businesses. More than ever during the health crisis, La Banque Postale supported companies by providing them with adapted financing solutions and by deploying the State's mechanisms (moratoriums, guaranteed loans, etc).



**1,060,673**  
people passed  
the driving  
theory test

in one of the 750 equipped postal sites.  
A particularly useful solution in  
rural areas, where access to this test  
is sometimes difficult.



**“MES MÉDICAMENTS  
CHEZ MOI” (MY MEDICATION  
AT HOME) ACCESSIBLE  
EVERYWHERE IN FRANCE**

With “My medication at home”, patients who are isolated, vulnerable or simply unable to travel can make an appointment with their pharmacist or have their medication delivered. Easy to use, this digital platform developed by La Poste Groupe allows everyone to be an actor in their health journey. In 2022, it will be rolled out everywhere in France, with deliveries by couriers and postmen.

**3,600**  
postman calls  
on average  
each week

As part of the Direct Postman service,  
rolled out in 2021, customers can  
ask their postman to deliver stamps  
or prepaid envelopes.



**CONNECTED PARCEL  
BOXES FOR PRIVATE  
INDIVIDUALS**

As an operator of hyper-proximity solutions for more than twenty years, the Pickup subsidiary of La Poste Groupe now offers the installation of connected parcel boxes in individual houses and multi-family buildings. Whatever the delivery operator, residents can receive more parcels 24 hours a day, 7 days a week, even when they are away.

**DIGITAL IDENTITY  
ACCESSIBLE TO ALL**

Now, customers who so desire can be supported by a customer service manager when creating their Digital Identity. They just need to go to the post office and, in less than five minutes, they can benefit from this free and secure solution allowing them to connect to more than 900 online services with a single identifier. La Poste wants to democratise the use of Digital Identity, an innovation that simplifies online procedures and protects against the risks of identity theft.

**“WITH THE  
ACCELERATION IN  
THE DIGITISATION  
OF SOCIETY, THERE  
IS TODAY A REAL  
NEED FOR DIGITAL  
TRUST TO WHICH  
LA POSTE IS ABLE  
TO RESPOND.”**

Alban, customer service manager





### A CITIZEN CONSULTATION TO BUILD LA BANQUE POSTALE OF TOMORROW

When we want to become the preferred bank of the French people, we must respond to their real priorities. To this end, in June 2021, La Banque Postale launched a consultation open to all on the [parlonscitoyens.fr](https://parlonscitoyens.fr) platform, which attracted more than 260,000 unique visitors. Among the initiatives rolled out in response to the expectations expressed: the creation of a participative customer committee. As a partner of La Banque Postale's Executive Committee, each quarter it will express customer opinions on strategic decisions or projects intended to improve the offering, quality of service or customer experience.



**7 MILLION**  
Digiposte,  
digital and  
secure mailboxes,  
to simplify  
customers' lives.



### EPICERY, A DIGITAL SHOWCASE FOR LOCAL RETAILERS

Created in 2016, Epicery is a digital marketplace on the scale of a neighbourhood. Food retailers (butchers, fishmongers, etc) and florists set up their store on Epicery and sell their products providing consumers with both in home delivery or click and collect services. Established in Paris, Lyon, Bordeaux, Lille and Toulouse, Epicery has more than 1,000 partner retailers. With the acquisition of this French start-up, GeoPost/DPDgroup pursues its development in the food sector.



**“THE INNOVATIVE PARTNERSHIP FORGED WITH THE START-UP EBURY GIVES OUR CUSTOMERS ACCESS TO INTERNATIONAL TRANSACTION SERVICES**

**– foreign currency accounts, foreign exchange transactions in 140 currencies, international transfers – from a secure and dedicated platform, 24/7. This initiative illustrates La Banque Postale’s ambition to be a leading banking partner for French companies by 2025.”**

**Serge Bayard**, Executive Vice President of Corporate and Investment Banking at La Banque Postale

# FOR THE REGIONS, A USEFUL PRESENCE

By combining human proximity and technological maturity, La Poste contributes to combating regional divides while promoting local dynamism. In particular, it undertakes to:

- adapt its presence formats to local needs;
- support local authorities in their transitions;
- support local economic players in their development;
- develop a responsible purchasing policy;
- innovate for regional ecosystems.



## TOULOUSE LOGISTIQUE URBAINE: A NEW XXL PLATFORM

In Toulouse, a new logistics platform dedicated to the “last mile” was inaugurated 4 km from the hypercentre, opposite the national interest market (MIN). With 19,500 m<sup>2</sup>, two buildings and one truck parking with 144 spaces, the architectural complex, unprecedented in its scale in a regional metropolis, allows for the pooling of goods transport. The development project was carried out by Toulouse Logistique Urbaine, a subsidiary of the Lumin’Toulouse consortium, of which La Poste Immobilier is a part. The platform welcomes urban logistics professionals – including La Poste, Urby and UPS – which serve the city centre in “soft” mode.

## 1<sup>st</sup> bank lender for local authorities and public hospitals since 2015

More than half of loans subscribed at La Banque Postale benefit municipalities with fewer than 5,000 inhabitants.



## MAVILLEMONSHOPPING.FR PASSES THE MILESTONE OF 18,000 RETAILERS

MaVilleMonShopping.fr, present in 3,200 cities in France, is a local retail platform and subsidiary of La Poste Groupe. It allows retailers to increase the visibility of their products by creating their online store in 5 minutes. On the customer side, it is the way to consume local and committed by supporting its retailers. MaVilleMonShopping.fr generated operating revenue of €1.4 million in 2021.

## “LES PETITS PLATS PORTÉS” (SMALL CARRIED MEALS): A GROWING SERVICE

“Les Petits Plats Portés” are meals delivered by postmen to seniors up to six days out of seven. Promoting social interaction, appropriate food and home care, this solution is arousing growing interest: 1.5 million meals were distributed in 2021 to 5,000 guests. The offer is intended for local authorities – 150 municipalities are already customers – as well as for public or private establishments with a kitchen to make meals for seniors.



## LA POSTE DU LOUVRE REOPENS AFTER FIVE YEARS OF CONSTRUCTION WORK

A symbol of the transformation of La Poste Groupe, La Poste du Louvre now offers a concentrate of cities, life and services accessible to all audiences. Over 32,000 m<sup>2</sup> of surface area, the site offers a real mix of uses, with a wide range of activities and services: a post office, a hotel, offices, shops, urban logistics and social housing, restaurants, a police station and a nursery.

# “IN LYON FOCH, WE ARE EXPERIMENTING WITH A NEW POST OFFICE CONCEPT, WITH A SPECIAL WELCOME AND OFFERS DEDICATED TO PROFESSIONALS.”

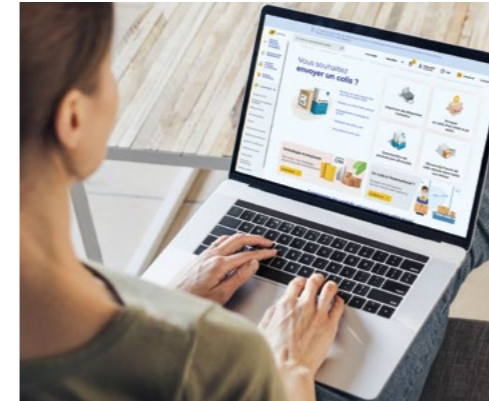
In an ultramodern and connected space, professionals will find a dedicated multi-service digital terminal and an expert team to better support them.”

Michaël Merlin, Area Manager in Lyon



## 1,280 postmen-counter clerks at the end of 2021

Actors of the postal coverage in the territories, they carry out the services of postman (mail delivery, local services) and customer service manager.



### NEWS ABOUT LAPOSTE.FR

With 1.1 billion visits in 2021, laposte.fr remains one of the busiest websites in France. Complementing the points of access to postal services, it continues to be enriched to simplify the lives of professionals and private individuals. A new locator of post offices and partner points provides information in near real time of opening hours and the range of services offered. On a marketplace, everyone can now order more than 300,000 products dedicated to shipping at the same time as their postage.

### A FIRST GREEN LOAN ON REUNION ISLAND

La Banque Postale granted a green loan of €40 million to the Reunion Island mixed association Ileva to finance a multi-sector waste sorting, treatment and energy recovery facility. More than 200,000 metric tonnes of additional waste will be recovered each year instead of being buried, more than 33,000 metric tonnes of waste will be recycled and 60,000 Reunion Island residents will be supplied with electricity through the recovery of energy from non-recyclable waste.



### RELIABLE ADDRESSES FOR BETTER SERVICES

La Poste offers municipalities a naming and road numbering (ADN) assistance service to improve the quality of addresses, optimise emergency responses, deliveries or the installation of fibre. The municipality of Herbault (Loir-et-Cher) subscribed to it 23 street signs and 84 number plates were distributed by postmen to residents.

## LA BANQUE POSTALE SUPPORTS THE LILLE UNIVERSITY HOSPITAL (CHU) IN ITS INVESTMENT PROJECTS

More than ever, La Banque Postale is supporting the projects of healthcare players to develop the healthcare offer in the regions. In 2021, it granted a loan of €23 million to the Lille University Hospital, partly financing the pediatric extension and the renovation of a mother-child hospital, the modernisation of the largest "neuroscience" hospital in French university hospitals and the reconstruction of the university hospital pharmacy.



## SERVICED SENIOR RESIDENCES ON FORMER LA POSTE SITES

La Poste Immobilier, Banque des Territoires and 123 Investment Managers have created the real estate company Résidences seniors La Poste to support the transformation of former La Poste sites into serviced senior residences. Located in the city centre (in Amiens, Auch, Brest, Châteauroux, Metz, Perpignan, Saint-Étienne, Villefranche-de-Rouergue, Strasbourg, etc.), they will provide residents with many services, some of which will be provided by La Poste.



## DOCAPOSTE LAUNCHES PRONOTE PRIMAIRE

In terms of education, La Poste supports local authorities. In 2021, with the launch of Pronote Primaire, a solution co-built with 60 establishments, Docaposte ensures educational continuity from kindergarten to 12th grade, offering school life solutions for more than 17 million users. Thanks to its subsidiary Index Éducation, Docaposte becomes the first creator of school digital use and the leading host for school data.

## 100,000 patients treated by Asten Santé throughout the country

The La Poste Groupe subsidiary specialises in the installation and maintenance of home medical devices as part of treatment of chronic diseases.

## "AS PART OF THE DIVERSIFICATION OF OUR ACTIVITIES, WE DECIDED TO OPEN A PICK-UP AND DROP-OFF POINT IN THE HEART OF THE DOMAIN.

This is quite innovative for a winery and it is really beneficial for our customers, who save time by limiting their travel to collect or drop off their parcels. We also attract local customers who have not yet visited us and we can better satisfy tourists."

Matthieu Chopin, manager of Domaine Jacques Chopin, in the Champagne vineyards



Nearly 16,000 pick-up and drop-off points and 600 lockers offered throughout France by Pickup, a subsidiary of GeoPost/DPDgroup. Pickup pick-up and drop-off points are delivered daily by Colissimo, Chronopost and DPD France carriers.

# A COMMITTED POST OFFICE FOR A SUSTAINABLE WORLD

A pioneer in the environmental transition, carbon neutral since 2012, La Poste is actively pursuing its efforts in environmental protection and is now aiming for “zero emissions”. The group has committed as a leading company to the environmental transformation and aims to make it accessible to all. This is one of the priorities of its strategic plan by 2030.

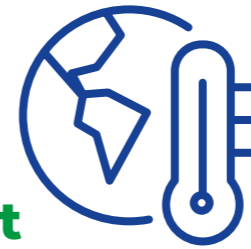
**Nearly 35,000** electric vehicles used by La Poste in France,

one of the largest fleets of this type in the world and the first in Europe.



## MORE RESPONSIBLE DELIVERIES THROUGHOUT EUROPE

To meet its commitment to deliver 350 European cities with low-emission vehicles by 2025, GeoPost/DPDgroup is mobilising now. The deployment of these vehicles has begun in 176 cities and they make up 100% of the delivery fleet used in 51 of them. In total, GeoPost/DPDgroup had more than 4,800 alternative vehicles (electric vehicles, natural gas-powered vehicles or cargo bikes) at the end of 2021.



## 1st rank worldwide in CSR

The VE agency<sup>(1)</sup> ranked La Poste Groupe for the 3<sup>rd</sup> consecutive year in 1<sup>st</sup> place worldwide, all sectors combined, with a score of 77/100.



## “POWER 10,000” TO REDUCE THE ENERGY CONSUMPTION OF THE POSTAL REAL ESTATE PORTFOLIO

La Poste Groupe, with its subsidiary La Poste Immobilier, launched the “Power 10,000” project whose objective is to reduce the energy consumption of 10,000 postal buildings thanks to a large scale energy management system. This project, led by La Poste Immobilier and its subsidiary Sobre Energie, shared with Caisse des Dépôts, mobilises the group’s business units and also engages the occupants of the buildings concerned.



## VALIDATION OF LA BANQUE POSTALE’S DECARBONISATION TRAJECTORY BY SBTi

This is a first for a European bank: La Banque Postale’s decarbonisation trajectory by 2030 has been validated by the Science-Based Targets initiative (SBTi). This independent international reference body ensures that the commitments made by companies are compatible with the Paris Agreement. To comply with this trajectory, La Banque Postale has announced its ambition to phase out fossil fuels (coal, oil and gas) by 2030, which is part of its objective of achieving zero net emissions for all its banking activities by 2040. In addition, La Banque Postale is also the only French bank and one of the 14 financial institutions worldwide to have obtained an A rating from the CDP<sup>(2)</sup> for its strategy to combat climate change.

(1) Moody’s ESG Solutions (formerly Vigeo Eiris) ranking, June 2021.  
(2) Benchmark international organisation for the assessment of corporate climate strategies.

## “WITH THE CARRETA PROGRAMME, ALONG WITH MONTPELLIER METROPOLE, WE ARE EXPERIMENTING WITH AUTONOMOUS ELECTRIC VEHICLE USES FOR LOGISTICS.”

It provides material and logistical assistance to La Poste’s employees and makes it possible to deliver to city centres in ‘soft’ mode.”

Jean-Louis Carrasco, Director of Urban Logistics in the Services-Mail-Parcels business unit



### LA BANQUE POSTALE JOINS THE NET ZERO BANKING ALLIANCE

In April 2021, La Banque Postale joined the Zero Net Emissions Banking Alliance, an international initiative led by the United Nations Environment Programme Finance Initiative (Unep FI), which aims to achieve zero net emissions in the banking sector by 2050 at the latest. La Banque Postale is the only French bank to sit on the steering committee, where it represents European banks.

## 24 new French cities delivered by Chronopost in low-emission vehicles

in 2021, i.e. 41 cities in total.



### CHRONOPOST ACCELERATES ON RESPONSIBLE DELIVERY

In just two years, Chronopost has gone from 0% to 20% of parcels delivered in low-emission vehicles and is targeting one in two parcels by 2025. In France, after Greater Paris in 2019 then 16 French cities in 2020, 24 new cities benefit from delivery entirely carried out with low-emission vehicles. Chronopost, a subsidiary of GeoPost/DPDgroup, is the French leader in the express delivery of parcels weighing under 30 kg and delivers around 1 million parcels per day.



### MEASURING AIR QUALITY IN MAJOR CITIES

**In France**, with its subsidiary Geoptis, La Poste installs dedicated sensors on its vehicles and buildings to monitor urban air quality in real time. A test of this type is carried out in the Lyon area, for example, with the aim of changing behaviour and reducing pollutant emissions. In the Greater Paris region (Île-de-France), similar measurements are carried out for Airparif. They will be supplemented by 2,500 perception surveys carried out by postmen at home or in post offices, in order to assess how Parisian residents feel about the air they breathe.

**In Europe**, since 2019, GeoPost/DPDgroup has deployed sensors on its delivery fleet, as well as in its urban local storage and pick-up and drop-off points. Objective: measure in real time the levels of air pollution by PM 2.5 fine particles. And share this information with urban authorities and citizens via the Air Diag online interface, to help improve the quality of life and health in cities. In 2021, 9 new cities joined the programme for a total of 14 cities equipped.



**115,000 metric tonnes of materials collected in 2021**

by Recygo (a joint venture of La Poste and Suez) and Nouvelle Attitude, for the sorting, collection and recycling of office waste. Recygo also developed a solution with Versoo that recycled 5 million disposable masks in 2021.

**Over €2 billion<sup>(1)</sup> in green loans granted by La Banque Postale to local authorities**

have contributed to financing projects with a high environmental impact since their launch in 2019.

<sup>(1)</sup> As at 1 January 2022.



### NEW BICYCLE-SHARING SOLUTIONS

In 2021, La Poste joined forces with Green On, a company specialising in bicycle solutions for companies and local authorities. From this partnership was born the Bemobi Vélopartage offer, an all-inclusive rental solution for electrically-assisted bicycles (VAE) offered to employees for their business, private or home-work trips. The Puy-de-Dôme departmental council is the first in France to have rented 15 bicycles of this type for its employees. Note: in the Greater Paris region (Île-de-France), La Poste Groupe is also the operator of the Véligo roll-out, a solution integrating 20,000 VAE long-term leases for residents in the Paris region.



**Over 300,000 private individuals and more than 80 social housing operators supported by EDE**

A subsidiary of La Poste, Économie d'Énergie (EDE) facilitates the collection of financial aid for home energy renovation work.

**76/100 This is the rating given to Dicaposte by EcoVadis,**

an independent agency that assesses the CSR performance of companies around the world. Dicaposte thus achieved the "Platinum" commitment level – the highest – and ranked first among the best rated companies in its category.

# FOR A MORE INCLUSIVE SOCIETY, MAKING AN IMPACT

La Poste Groupe's actions have always been guided by the public interest. Its four public service missions and its societal commitments have had a positive impact on society for years. An essential role played by employees, who act on a daily basis against demographic, digital or social divides.



## DIGITAL TECHNOLOGY FOR EVERYONE

La Poste continues to work alongside 13 million French people experiencing digital difficulties. In 2021, for example, it opened the first "L'Étape numérique" (Digital Stage) sites with Banque des Territoires in Agen, Perpignan, Strasbourg, Thiers and Toulouse. Set up in post offices or in adjacent premises, these innovative places, open to all audiences, offer workshops and training courses to become familiarised with the digital world. Each department will have a "L'Étape numérique" space by the end of 2022. People unfamiliar with digital technology also benefit from the support of an ombudsman in more than 500 post offices and can be supported in their administrative procedures online in the 370 post offices with the France Services label. La Poste has also committed to deploying 100 France Services digital advisors in 57 departments to help the most excluded French people.

**€29.7 million** in purchases from disabled and sheltered sectors.

## INCREASED ACCESSIBILITY FOR DISABLED PEOPLE

In 2021, the accessibility of La Banque Postale's ATMs and self-service terminals for the blind or visually impaired increased by 2.9 points to 93.7%. 86.3% of network employees in contact with customers also completed the "Welcome for customers with disabilities" e-learning training module, compared to 78.8% in 2020.



## A BANK FOR ALL

La Banque Postale meets the needs of everyone, including the most vulnerable customers. In 2021, it had 1.6 million financially vulnerable customers and nearly 50% of the Livret A savings accounts it managed had outstandings of under €150. 1.4 million customers were also beneficiaries of its banking accessibility mission, guaranteeing people excluded from the traditional system universal access to free, simple and essential banking services. To help everyone manage their daily budgets, La Banque Postale has launched two applications: Pilote Budget and Pilote Dépenses (expenses), designed to monitor their daily budgets.

**135** people supported in professional integration

in 2021 by Nouvelle Attitude, a professional integration company and subsidiary of La Poste Groupe serving the environment and a partner of Recygo in the field of waste collection and recycling.



## AN ENRICHED OFFER FOR AGEING WELL AT HOME

With its "Watch over my parents" program, La Poste provides care and support to seniors by offering at home services where postal workers will ensure that they are in good health. 200,000 services of this type were provided in 2021 and, through them, two very vulnerable people were transported to the hospital each day. The offer was also enhanced with a remote assistance solution available 24 hours a day, 7 days a week.

### 33<sup>RD</sup> EDITION OF THE PIÈCES JAUNES (YELLOW COINS) INITIATIVE

Alongside the Fondation des Hôpitaux, La Poste Groupe has been a partner of the “Pièces Jaunes” initiative, helping children and teenagers in hospital, for thirty-three years. As in 2020, the 2021 edition was held in 100% digital format due to the health context. La Poste and La Banque Postale actively relayed the campaign in post offices, on their social networks and websites.



### “CLOSE TO YOU, CLOSE TO SPORT”

This was the theme of the 20<sup>th</sup> edition of La Poste’s National Refereeing Days, organised in October 2021. Each year, this event is a highlight of the “Tous arbitres” (all referees) programme, in which La Poste has been committed since 2007 to supporting and promoting the 58,000 elite and amateur referees of football, rugby, handball and basketball. They are the guarantors of honest sporting practice, creators of social interaction and trusted intermediaries.



### NEW CHALLENGES FOR THE TÉLÉTHON

La Poste Groupe has supported AFM-Téléthon since its creation in 1987. In 2021, a cheque for €698,233 was given to the association for research against genetic diseases. Among the group’s many initiatives, a significant collection initiative on the La Banque Postale site, a video broadcast in 1,600 post offices, relaying calls for donations on La Poste’s digital channels and the connected sporting challenge for 2,000 employees all over the country, covering 150,000 km. In Paris, 200 employees climbed the steps of the Butte Montmartre in a relay.

### LE FOYER DE CACHAN AND LA POSTE COMMITTED TO SERVING YOUNG PEOPLE IN DIFFICULTY

Faithful to the solidarity vocation of its founders, for ninety-nine years, the Foyer de Cachan has welcomed, supported, trained and integrated “Orphans of the future” students. Whether they are experiencing learning difficulties, dropping out or breaking with traditional educational methods, the institution provides “success at the end of the path”. These personalised paths lead to success rates in exams that far exceed the national average.



### STAMPS FOR THE RED CROSS

As every year since 1914, La Poste issued a booklet of 10 stamps in 2021, part of proceeds of which is donated to the Red Cross. The artist Benjamin Vautier, known as Ben, signed this series entitled “We can do it thanks to you”. The group made a contribution of €1,359,146 corresponding to the sale of stamps and collection by La Banque Postale via its website.

**897** young talented students from modest backgrounds supported



by La Banque Postale employees since 2012 as part of L'Envol, its societal sponsorship programme in favour of education, excellence and equal opportunities.