

2030 STRATEGIC PLAN: LA POSTE, COMMITTED TO YOU

Philippe Wahl, Chairman of Le Groupe La Poste, today presented the new strategic plan “La Poste 2030, committed to you” and the related organisational decisions:

- **CREATION OF A NEW BUSINESS UNIT: THE RETAIL CUSTOMERS AND DIGITAL SERVICES BUSINESS UNIT, ENTRUSTED TO NATHALIE COLLIN, DEPUTY CHIEF EXECUTIVE OFFICER OF LE GROUPE LA POSTE, WHO WILL BE IN CHARGE OF ITS GENERAL MANAGEMENT**
- **CONSOLIDATION OF INTERNATIONAL LOGISTICS ACTIVITIES THROUGH THE TRANSFER TO GEOPOST OF ASENDIA, A SPECIALIST IN CROSS-BORDER E-COMMERCE AND A JOINT VENTURE BETWEEN LA POSTE AND SWISS POST**

Creation of a new business unit: the Retail Customers and Digital Business Unit, entrusted to Nathalie Collin who will be in charge of its General Management

Over the years, La Poste has built up a logistics infrastructure to handle billions of items and transactions, mainly issued by professional customers and public administrations.

Today, in a world that is becoming increasingly digital and where the quality of the customer experience is decisive in the relationship between companies and their customers, Le Groupe La Poste has decided, as part of its new strategic plan, to make in-depth changes to its organisations in order to place the quality of the services provided to its individual and professional customers at the very centre of its transformation.

Philippe Wahl, Chairman and CEO of Le Groupe La Poste, has therefore decided to appoint Nathalie Collin, Deputy CEO, as CEO of the Retail Customers and Digital Service Business Unit.

This business unit, which will harness the power of digital technology with La Poste's retail outlet network, will be responsible for:

- developing the individual and professional markets for the Group;
- pursuing the Group's digital transformation and the development of digital technology as a growth driver;
- coordinating the local coverage of all of the Group's retail outlets in France.

This business unit will bring together the La Poste Network, all marketing and sales operations for individual and professional customers and the customer experience through physical and digital channels, to provide an even better service to La Poste's customers. It will also remain responsible for the digital transformation of Le Groupe La Poste and the development of the digital business, essentially carried out by the subsidiary Docaposte.

The Retail Customers and Digital Services Business Unit will bring together more than 50,000 employees, including 40,000 serving individual and professional customers, and more than 10,000 working to promote the Group's digital transformation and development.

In addition to its key role in distributing and marketing the Group's products and services, the Retail Customers and Digital Services Business Unit also plays a pivotal role in the performance of the public service missions such as regional planning and banking accessibility, and contributes to the universal postal service mission.

The improvements in the satisfaction of customers and local elected representatives will therefore be the key indicators of the success of this new organisation structure resulting from the Group's new 10-year strategic plan, "La Poste 2030, committed to you".

Consolidation of international logistics activities through the transfer to GeoPost of Asendia, a specialist in cross-border e-commerce and a joint venture between La Poste and Swiss Post

The merger of Asendia and GeoPost aims to provide better services for our customers, particularly in the field of parcels and international e-commerce.

Asendia, the joint venture created in 2012 between La Poste and Swiss Post, has become one of the market leaders in international e-commerce services, and will join the GeoPost business unit.

Asendia has grown significantly since its inception, with revenue exceeding €1.8 billion in 2020.

Asendia was created in 2012 to combine the efforts of La Poste and Swiss Post in international mail and has since expanded into small goods, parcels and cross-border business mail services from 16 countries in Europe, North America and the Asia/Pacific region, as well as into technology services to connect major global brands to consumers.

Previously part of the Services-Mail-Parcels business unit, Asendia joins GeoPost, the International Parcel Business Unit of Le Groupe La Poste, the leading parcel delivery network in Europe, to develop synergies and step up Le Groupe La Poste's development in logistics and parcel services worldwide, driven by the unprecedented growth in e-commerce.

About Nathalie Collin:

A graduate of ESSEC (1988) and holder of a Master's degree in Business Law and Taxation (Paris II), Nathalie Collin was successively a consultant at Arthur Andersen, CFO of Cité Mondiale des Vins et Spiritueux, and CFO (Europe) of Interleaf in London.

She joined Virgin Musique France in 1997 and became first CFO then CEO in 2002. She then became chairman of its parent company EMI Music France, remaining at its head until 2009.

In February 2009, she became Chairman of the Management Board of the newspaper Libération alongside Edouard de Rothschild, the reference shareholder.

She joined Le Nouvel Observateur in August 2011 as the group's Chairman and CEO.

In April 2014, she joined the Executive Committee of Le Groupe La Poste as Deputy CEO in charge of communications. In February 2015, she also took over the management of the digital services division. She leads the digital transformation of Le Groupe La Poste and manages digital distribution both with laposte.fr and the group's digital subsidiaries (Docaposte, Mediapost Communication).

About Asendia:

Founded in 2012 as a joint venture between La Poste and Swiss Post, Asendia is one of the world's leading providers of mail and freight forwarding solutions. Operating in 15 countries across Europe, Asia and the United States, Asendia offers a broad range of e-commerce and mail delivery solutions that empower businesses to grow across borders.

Employing more than 1,000 people worldwide, Asendia has offices in 14 countries and a global network of delivery partners to get parcels and documents where they need to be, when customers need them.

Asendia specialises in cross-border deliveries of business mail, small products, direct marketing material and publications such as magazines and periodicals, offering its customers high-quality global and B2C delivery solutions.

Launched as a partnership between La Poste and Swiss Post in 2012, Asendia provides simple and user-friendly solutions that customers can trust, ensuring that everything they need to ship worldwide can be reliably, securely and easily achieved.

Asendia works with a wide variety of large and small businesses, including retailers, publishers, marketing agencies, mailing houses and corporate organisations to provide solutions for their global mailing and distribution needs.

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