



LA POSTE

## PRESS RELEASE

Paris, 1 October 2014

### Change in mail and parcel prices on 1 January 2015

**On 1 January 2015, La Poste will be raising its mail prices 7% and its parcel prices 1% on average, in order to sustain the universal service in the long run at a high level of quality and with continued innovation.**

- In order to sustain the universal service in the long run and maintain a high level of quality, La Poste will be making price adjustments. These price adjustments are essential in these times of accelerating mail volume decline (-6% in 2013, the sharpest decline ever recorded). The price of green mail will increase from €0.61 to €0.68, while the price for a priority stamp will increase from €0.66 to €0.76. The savings offered by green mail, which is now the most commonly used by customers, will therefore be strengthened and increased to 8 cents over priority mail, versus 5 cents before.

All of these changes fall under La Poste's multi-annual price cap framework, which was decided on by Arcep (French regulator of the electronic communications and postal sectors) on 22 July.

- In order to encourage customers to take advantage of its technological and service innovations, La Poste has decided that in 2015, all online postage purchases will receive a 2 cent discount on the price of traditional stamps (*MonTimbrenLigne* service accessible via [laposte.fr](http://laposte.fr)).
- La Poste is going to increase domestic parcel prices marginally, by 1.2% on average. International parcel prices will decrease approximately 5%.

#### **Bigger savings in green mail**

Green stamp prices will increase 7 cents, from **€0.61** to **€0.68**. **Green mail is very popular with customers, with more than 130 million items delivered each month (more than one out of every two items). Delivered in 48 hours, more cost-effective and more environmentally friendly** since it does not require transportation by plane (except for Corsica and French Overseas Departments, of course), green mail has been designed to emit up to 30% less CO<sub>2</sub> than priority mail. Priority stamp prices will increase 10 cents, from €0.66 to €0.76. In addition, for the third consecutive year, online mail will not increase (at €0.99 to send one page via Internet with La Poste being responsible for printing and sending it).



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### A very limited impact on households

These changes will only have a marginal impact on household budgets: the increase will represent less than €4 per household per year. Household spending on postal products is estimated at around €46 per year on average, or less than €4 per month.

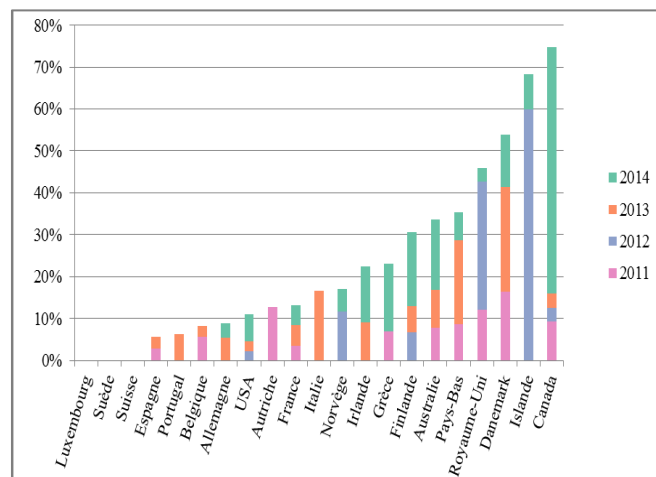
### A modest increase for businesses

Concerned about business competitiveness, La Poste will not change the price of marketing communications products, which are mostly used by micro-businesses and SMEs (in the *Destineo Esprit Libre* range). Industrial mail ranges will see average increases from 1.4% to 3%. In particular, since the advertising market is rather gloomy in France, advertising mail (direct marketing) prices will only increase 1.4%.

### A moderate increase compared to other postal operators

In the last few years, most European countries have had to implement significant price hikes. Since 2013, postage prices for the fastest shipping levels increased 17% in Italy, 25% in Finland, 28% in the Netherlands and 41% in Denmark. Thus, even though the French territory is one of the most spread out in Europe and although La Poste delivers mail 6 days a week in all parts of the territory, its prices have remained comparable to those of other European countries.

### Cumulative price increases from 2011 to 2014



### Press contacts

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