



THE SENSE OF HISTORY

Since its inception, La Poste has transformed itself. The group is a key player in the fight against societal divides. Its action aims to support citizens in all demographic, digital, regional and environmental transitions. To meet the challenges posed by these, La Poste launched in 2021 its strategic plan “La Poste 2030, committed for you”. It aims to position the group as the No. 1 European platform for links and exchanges, human and digital, green and citizen, at the service of its customers in their projects and of society as a whole in its transformations. To strengthen the impact of its societal action, La Poste also adopted the status of a company with a mission in 2021.

GENERAL INTEREST ITINERARY

SERVING THE FRENCH PEOPLE SINCE ITS ORIGINS...

16th century

**The post offices
are used to transport
the Royal messages**

It was Louis XI who created this "Poste aux Cheval" (horse mail) in 1477. From 1576, the new Royal messengers were authorised to deliver private mail, even if the practice remained rare.

17th century

**A postal service
open to all:
"the letter post"**

Created in 1602 by Henri IV, this administration allows all citizens to send mail. At the time, shipping costs were paid by the recipient.

18th century

**A State service,
spread throughout
the country**

From 1760, the postman appeared in several major cities. During the French revolution, when the postal monopoly passed from the King to the Republic, there were around 1,400 post offices.

19th century

**The democratisation
of mail accelerates**

With the reduction in the price of letters, the implementation of the rural service in 1830 and the development of the train, the postal service became accessible to all.

20th century

**An autonomous
public company**

Cars, airplanes and then high-speed trains enable the postal service to become even more local and efficient. The Ministry of Post and Telecommunications becomes a public industrial and commercial establishment, serving everyone.

21st century

**A company focused
on the future**

Having become a wholly-owned public limited company, La Poste supports the major changes of our time by continuing to reinvent itself. It develops an innovative and robust multi-business model, while placing its societal commitments at the heart of this model.

1

The Universal Postal Service

La Poste collects and delivers mail six days a week to the homes of French people across the country, at controlled and managed prices. Respecting the principles of equality, continuity and adaptability, this service contributes to social cohesion and balanced regional development.

2

Press transport and delivery

Everywhere in France, six days a week, La Poste distributes nearly 7,000 publications at affordable rates. A mission essential to democratic pluralism, which guarantees citizens equal access to information.

3

Regional planning

La Poste is committed to maintaining at least 17,000 retail outlets in order to ensure postal coverage throughout the country. As the leading proximity network in France, the La Poste network enables 97.1% of the population to live within 5 km or 20 minutes by car from a retail outlet.

4

Banking accessibility

Anyone who so requests can open a Livret A savings account from €1.50 and make cash withdrawals or deposits free of charge. La Banque Postale thus guarantees people excluded from the traditional banking system universal access to free, simple and essential banking services.

AND ON THE STRENGTH OF ITS FOUR PUBLIC SERVICE MISSIONS...



LA POSTE DEFINES ITS PURPOSE...

Serving all, useful to everyone, La Poste, a proximity company, with local anchorage develops exchanges and forges essential links by contributing to the common goods of society as a whole.

Unveiled in 2021, La Poste's purpose expresses the fundamental meaning of its activities serving society. Co-built with the employees and all of the group's stakeholders, it is an extension of its history and its public service

missions. Timeless, it establishes a bridge with the world of tomorrow by anchoring La Poste's desire to support the major digital, regional, demographic and environmental transitions of our time.

AND BECOMES A COMPANY WITH A MISSION.

By adopting the innovative status of a company with a mission a few months after its promulgation, La Poste consolidates its positioning as a positive impact company, reconciling economic performance and the general interest. In line with the requirements of this status, it has made four societal commitments reflecting its purpose and embodying its contribution to the common good of society as a whole:

- **Contributing to the development and cohesion of the regions**
- **Improving social inclusion**
- **Promoting ethical, inclusive and frugal digital services**
- **Working to accelerate the environmental transition for all**

Created for the occasion, a Stakeholders Committee is responsible for monitoring these commitments independently.

In the wake of its parent company, La Banque Postale also became a company with its mission in February 2022, with social, environmental and regional objectives enshrined in its Articles of Association. It has placed its 2030 strategic plan under the focus of a fair transition.

**2020-2030, A STRATEGIC
DECADE**

A STRONG AMBITION...

To become the leading European platform for links and exchanges, human and digital, green and civic-minded, at the service of its customers in their projects and of society as a whole in its transformations.

“La Poste 2030, committed for you”, the name of the strategic plan, will guide the group’s development for the next ten years. A name that echoes La Poste’s purpose and its commitments as a company with a mission, serving all and useful to everyone.

Through its strategic plan, La Poste wants to develop a self-supporting business model for the entire group and for each of its activities: this is how it intends to succeed in its transformation, by being a profitable growth company over the long term.

**“THIS IS THE STRATEGIC PLAN
OF A COMPANY WHOSE
PRIMARY OBJECTIVE IS TO
BETTER SERVE ITS
CUSTOMERS AND SIMPLIFY
THEIR LIVES.**

It is the plan of a company that is also committed to society as a whole, to help it manage the demographic transition, the digital transition, the environmental transition and the regional transition.”

Philippe Wahl, Chairman and
Chief Executive Officer of La Poste Groupe

BASED ON THREE DYNAMICS:

**— Strengthening the
foundation of the group’s
historical activities:**

mail, the network and its public
service missions.

**— Accelerating
the development
of its current
growth drivers:**

parcels and e-commerce to become the leader
in low-carbon logistics; bancassurance
to become the leader in sustainable finance.

**— Building tomorrow’s
growth by preparing
new models**

with trusted digital services to respond to
the challenges of digital protection,
and proximity services to meet the needs
of social interactions and solidarity.

Each of the group’s four activities will translate these three dynamics into concrete actions: logistics (mail, parcels, e-commerce services), bancassurance, trusted digital services, local services (including silver health) and the retail network.

7 PRIORITY FOCUSES

To achieve its strategic ambitions and its objective of profitable growth, La Poste Groupe has set itself seven priorities.



Customer

Serving customers at the highest level of quality, innovating to remain their preferred intermediary and conquering new customers (professionals, young people, etc.).

IN ACTION

90% of La Poste's services are now accessible online 24/7 on thelaposte.fr website and its mobile app.



Presence

Asserting itself as increasingly present, thanks to the combined power of its physical, digital and human networks for development.

IN ACTION

35,000 points of access to a postal service welcome customers throughout the country.



Digital services

Accelerating the digital transformation, developing digital trust services and contributing to digital inclusion.

IN ACTION

More than 500,000 La Poste Digital Identities had already been created by the end of 2021. Proof of identity and secure universal connection, Digital Identity simplifies online procedures.



International

Going beyond geographical borders by capturing international growth.

IN ACTION

La Poste Groupe, present in 63 countries, generates 41% of its operating revenue outside France and distributed 2.8 billion parcels in France and abroad in 2021.



Green

Committing as a leading company in the environmental transformation and making it accessible to all.

IN ACTION

La Poste Groupe and Caisse des Dépôts are launching Movivolt, a long-term rental company for electric vehicles for professionals, with a target of 10,500 vehicles leased by 2025. It benefits from the know-how of Véhiposte (corporate electric vehicle fleet management), La Banque Postale Leasing & Factoring, and the joint capacity of Banque des Territoires and La Banque Postale to invest in the energy transition of the regions.



Citizen

Asserting itself in its new mission status. Providing proof of its civic, social and societal responsibility.

IN ACTION

370 post offices were awarded the France Services label in mid-January 2022: they offer customers support in their daily administrative procedures, with nine public operators. La Poste and Banque des Territoires have also launched trials of France Services in mobility.



Labour-management agreement and managerial culture

Strengthening the pride and commitment of La Poste employees, rolling out the 2021-2023 employee agreement "La Poste, committed with employees" and implementing a more agile organisation.

IN ACTION

In 2021, 25,000 employees have already taken part in the "Cap Compétences Numériques" training programme on digital, artificial intelligence and data.

5 ACCELERATION PROJECTS

In addition to the seven priorities included in its strategic plan for 2030, La Poste has launched five "group acceleration projects". Targeted at specific, particularly decisive issues, they will be the subject of active collaboration between the group's business units, with concrete and rapid progress as a result.



The professional customer market

With bespoke ranges of services, applications and dedicated web spaces, advice for setting up a business, etc., La Poste already has a strong presence alongside professionals. With a potential of nearly 5 million customers to win, it wants to go further by mobilising all the group's business units to improve their customer experience.

IN ACTION

In 2021, the group launched the Digiposte offer for professionals, a new solution designed for VSE managers, self-employed entrepreneurs or business creators. By centralising all their important documents in a smart and secure digital mailbox, it simplifies their administrative procedures.



Regional development

Committed alongside the regions, La Poste Groupe gives new impetus to its action by positioning itself as their preferred partner.

Regional appeal, digitisation of services to the public, development of sustainable mobility and maintaining seniors in their homes, etc. Faced with the multiple challenges that the regions must meet, La Poste mobilises its expertise and designs offers that adapt to local specificities.

IN ACTION

La Poste Immobilier, Banque des Territoires and 123 Investment Managers have created the real estate company, Résidences seniors La Poste, to support the development of La Poste Groupe's serviced senior residences. The group has become one of the major players in serviced senior residences with 11 residences launched in 2021.



Artificial intelligence and data

In all business sectors, the collection, analysis and use of all types of data are now performance levers. La Poste intends to take advantage of this opportunity to develop its activities, improve operational efficiency and also strengthen the quality of service and customer satisfaction, thanks to more readable offers adapted to each individual's needs, while guaranteeing an ethical use of its data. It also wants to position itself as a leading player in artificial intelligence (AI) consulting.

IN ACTION

In 2021, La Poste announced the acquisition of Openvalue, a big data and AI consulting firm. Alongside Probayes and Softeam, the group is creating a French data and AI champion, with more than 350 experts serving large companies and their AI projects.



Urby is an urban logistics company, a subsidiary of La Poste Groupe and Banque des Territoires



Urban logistics

To support the challenge of more sustainable, more attractive and more pleasant cities to live in, without limiting their economic dynamism, La Poste Groupe is accelerating to achieve its objective of becoming the leader in low-carbon logistics in France and Europe.

IN ACTION

The zero/low emissions delivery target in France and Europe by 2025 has been increased to 350 cities. At the end of 2021, more than 4,800 low-emission vehicles delivered to nearly 180 cities in Europe. 300 cargo bikes were deployed in 22 French cities and 20 electric trucks were acquired.



Young people

Today's young people are the customers and, for some of them, La Poste employees of tomorrow. La Poste therefore wants to strengthen its attractiveness to them, with a clear ambition: to become the partner of their autonomy, by supporting them at each stage of their school and student life.

IN ACTION

From 7 September to 28 October 2021, La Poste organised a campus tour in 11 cities, reaching out to 1.4 million students. In a truck converted for the occasion, employees showed them offers designed for them, such as student loans to finance their studies, adapted bank accounts, La Poste Mobile plans, or support in their job searches.