BEING USEFUL TO EVERYONE



Insight from...

GIL AVÉROUS, Mayor of Châteauroux, President of Châteauroux Métropole, Director of La Poste Groupe and member of La Poste's Mission Committee.

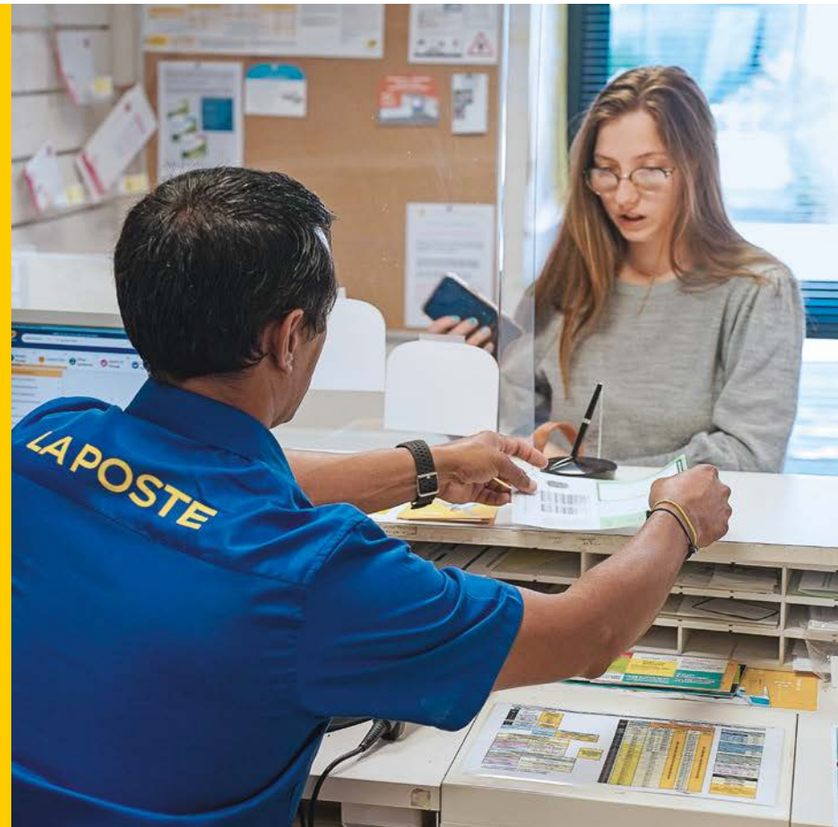
"While La Poste's purpose has always been to be useful to everyone, this ambition has now taken on a new dimension in the face of the significant challenges we face in the regions. Supporting an ageing population, for example, is a major challenge for local players. La Poste offers a number of solutions, including delivering meals to people's homes, which helps combat isolation among the elderly. The group also plays an essential role supporting them in the use of digital technology. When they come to La Poste, senior citizens feel confident that we will help them without judging. More generally, the quality and humanity of the services we provide at La Poste is hard to find elsewhere, and that is a valuable asset. Many of my fellow mayors are now turning to La Poste for support with the census process, for example. This development makes complete sense, because we need to be able to inspire trust when collecting personal information from citizens.

The group's proximity and presence are other key assets that contribute to regional cohesion in a big way. In the face of declining footfall in post offices, we have come up with effective solutions to preserve access to postal services. In Châteauroux, for example, we converted a post office into a local postal agency managed by the local council, a choice that is still relatively rare in urban areas. And it has been a real success, with the level of service maintained and footfall rising.
Over the past few years, La Poste Groupe has demonstrated its formidable capacity for transformation. New services include parcel delivery to individual letterboxes, a more proactive approach to counter service in post offices and acting as a trusted third party for digital services, to name a few. I'm convinced that the group has everything it takes to continue being useful to everyone."

Listen to the interview on lapostegroupe.com



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Positioning the group at the heart of major transitions

In 2014, La Poste Groupe identified four major societal transitions, the impacts of which are being exacerbated by repeated crises. These transitions represent a series of challenges that the group is committed to addressing through its strategic plan "La Poste 2030, committed for you".

Data for 2023, unless otherwise specified.

	CHALLENGES	KEY FIGURES	CHALLENGES FOR LA POSTE GROUPE	
ENVIRONMENTAL AND ENERGY TRANSITION	The climate emergency underscores the need to speed up the ecological and energy transition, and to preserve resources and biodiversity. A heightened collective awareness is translating into new requirements and consumer needs, which have been rapidly addressed by the group.	▪ **5-fold** increase in natural disasters between 1970 and 2020[1] ▪ **2.7°C** rise in global temperatures by 2100 despite the commitments made by states[2] ▪ **32% of France's annual energy consumption** linked to the transport and mobility sector[3] (1) World Meteorological Organization atlas (2021). (2) United Nations. (3) 2021 key transport figures – French Ministry for Ecological Transition.	▪ Set ambitious decarbonisation pathways for all the group's activities in order to limit global warming to 1.5°C. La Banque Postale phased out financing of fossil fuels in 2021. ▪ Continue to be ranked as a world leader in ESG by the main non-financial rating agencies. ▪ Maintain La Banque Postale's commitment to supporting the energy transition in the regions with its green and social loan offering.	▪ Maintain the group's lead in low-carbon logistics, with the aim of becoming an international leader in sustainable delivery. The group already has one of the largest electric vehicle fleets in Europe (37% of the total fleet). ▪ Continue the group's commitment to preserving resources and wildlife through a biodiversity policy and a circular economy approach.
DIGITAL TRANSITION	The digital transition is giving rise to new practices such as a more digital customer experience and paperless administrative procedures. This brings with it new challenges, including restoring trust in digital technology in the face of data protection and cybersecurity threats while promoting the inclusion of the elderly and those who are furthest removed from digital technology.	▪ **7%** average annual growth for the French digital trust industry[4] ▪ **Half of all companies** experienced a cyberattack in 2022[5] ▪ **16 million** French people are affected by digital illiteracy[6] (4) Digital Trust Sector Observatory 2023 (Alliance for Digital Trust – ACN). (5) Cesin survey. (6) 2022 report by the French National Agency for Regional Cohesion (ANCT).	▪ Pursue the growth of Docaposte, already a leader in e-voting, digital archiving[7], e-signature solutions, and education and healthcare. ▪ Support the commercial development of digital trust services based on the La Poste Digital Identity, which provides secure access to personal training accounts and 1,400 public services.	▪ Deploy Numspot, launched in 2022 by Docaposte alongside Banque des Territoires, Dassault Systèmes and Bouygues Telecom, for major players in the public sector, healthcare and bancassurance. ▪ Bridge the digital divide: 646,071 people affected by digital illiteracy have been identified, supported, trained and equipped in the use of digital technology (target: 1 million people per year by 2030). (7) Seventh-largest player in the digital trust market by revenue (ACN 2022).
DEMOGRAPHIC AND SOCIAL TRANSITION	The ageing of the French population is leading to an increase in healthcare expenses and dependency costs. This demographic transition will require providing more ageing and independence services and supporting the development of home care.	▪ **50%** increase in the number of people aged 75-84 in France by 2030, from 4 to 6 million[8] ▪ **Double the number of people** aged 85 and over in France by 2030[8] ▪ **85%** of French people say they want to grow old at home[9] (8) *Haut-Commissariat au Plan* – January 2023. (9) Xerfi study (2022).	▪ Continue to scale up delivery of new local services by postal carriers by adapting to new practices in the healthcare (delivery of medicines, identification of vulnerable people with the ICOPE programme, etc.) and home care sectors, with more than five million meals delivered.	▪ Position La Poste Health & Autonomy as the preferred partner for healthcare professionals, institutions and industries offering local services for home healthcare, and digital trust services for healthcare data, thanks in particular to Docaposte's expertise in these fields.
REGIONAL TRANSITION	Local and regional players are faced with a host of challenges, including digitalisation of communications, climate change adaptation and social cohesion. While these dynamics contribute to regional development, they also generate inequalities.	▪ **22 million** French people currently live in rural areas[10] ▪ **88%** of French municipalities are rural[10] ▪ **Around a quarter of French people** feel that they live in an area neglected by the public authorities[11] (10) *Plan France Ruralités* (Ministry for the Ecological Transition website). (11) According to a report by the French Ombudsman in February 2022.	▪ Continue to adapt and develop the group's unique regional network of more than 37,300 postal contact points. ▪ Pursue involvement in the France Services system, with 413 certified post offices, 10,200 La Poste local postal agencies (managed by the local council) and La Poste Relais (in partner retail outlets).	▪ Promote services that facilitate social inclusion: banking accessibility, development of local people-centric services, particularly for the elderly and vulnerable.

Strong commitments to making a positive impact

La Poste Groupe has made strong commitments to support the major transitions that are transforming our society. In this way, the group is strengthening its position as a company with a positive impact.

FOUR PUBLIC SERVICE MISSIONS

The four public service missions entrusted to La Poste are enshrined in French law and are at the heart of the public service agreement with the French State.

UNIVERSAL POSTAL SERVICE

La Poste collects and delivers mail to homes throughout France six days a week at affordable prices controlled by an independent regulator. In accordance with the principles of equality, continuity and adaptability, this service contributes to social cohesion and the balanced development between regions.

PRESS TRANSPORT AND DELIVERY

Six days a week across France, La Poste delivers nearly 7,000 publications at affordable prices. This mission is crucial in a pluralist democracy, which guarantees equal access to information for all citizens.

REGIONAL DEVELOPMENT

La Poste has at least 17,000 postal contact points throughout France. La Poste's network is the country's leading local network, with 97% of the population living within 5 kilometres or 20 minutes by car from a postal contact point.

ACCESSIBLE BANKING

Anyone can open a *Livret A* passbook savings account for as little as €1.50 and make withdrawals or deposits, all free of charge. La Banque Postale thereby guarantees universal access to free, simple, and essential banking services for people who are excluded from the traditional banking system.



ONE PURPOSE

Co-constructed with postal workers and the group's stakeholders, La Poste's mission expresses the fundamental meaning of its activities in the service of society. Timeless, it is an extension of our public service missions and our history, while building a bridge to the world of tomorrow.

"Serving all, useful to everyone, La Poste is a people-oriented company with a local presence that develops exchanges and builds essential links by contributing to the common wealth of society as a whole".

FOUR COMMITMENTS AS A MISSION-LED COMPANY

In line with its purpose, La Poste, as a mission-led company since 2021, has outlined four social and environmental commitments, enshrined in its Articles of Association, that it pursues in the course of its business. Progress on these commitments is monitored by the Mission Committee, made up of external experts and members of the Board of Directors. The group's four commitments are linked to the 17 Sustainable Development Goals defined by the UN[1] in 2015.

(1) La Poste Groupe is contributing to France's roadmap for achieving the UN's Sustainable Development Goals.

TRANSITIONS	COMMITMENTS	SUSTAINABLE DEVELOPMENT GOALS
ENVIRONMENTAL AND ENERGY TRANSITION	WORKING TO ACCELERATE THE ENVIRONMENTAL TRANSITION FOR ALL	3, 7, 11, 12, 13, 15
DIGITAL TRANSITION	PROMOTING ETHICAL, INCLUSIVE AND AFFORDABLE DIGITAL SERVICES	1, 4, 9, 10, 12, 13, 16
DEMOGRAPHIC AND SOCIAL TRANSITION	FOSTERING SOCIAL INCLUSION	1, 3, 4, 10, 11
REGIONAL TRANSITION	CONTRIBUTING TO THE DEVELOPMENT AND COHESION OF LOCAL AREAS	8, 9, 10, 11

Tangible progress as a mission-led company

In 2021, La Poste was the first public-sector business in France to adopt a mission-led company status. To implement its four social commitments, it has defined 14 performance indicators, including impact indicators that measure changes attributable to group actions. In 2023, the Mission Committee continued its work and made further progress.

	IMPACT INDICATOR	2022 ACHIEVEMENT	2023 ACHIEVEMENT	CONCRETE EXAMPLES IN 2023
WORKING TO ACCELERATE THE ENVIRONMENTAL TRANSITION FOR ALL	Greenhouse gas (GHG) emissions avoided (scopes 1, 2 and 3 related to transport and delivery subcontractors) through the reduction in the emissions intensity of the Parcels activity.	**104,558** tonnes of CO_2eq. avoided	**81,600** additional tonnes of CO_2eq. avoided	Thanks to its transport decarbonisation and sustainable property policies, the group reduced the intensity of its GHG emissions per parcel by 5% compared with 2022.
	Reduction in air pollutant emissions from La Poste's internal fleet (compared with 2015 baseline).	**62%** reduction in nitrogen oxide	**68%** reduction in nitrogen oxide	La Poste is continuing to reduce pollutant emissions from its internal fleet by increasing the proportion of electric vehicles and less polluting internal combustion vehicles.
		49% reduction in fine particles	**54%** reduction in fine particles	
	Action taken to promote biodiversity – Global Biodiversity Score.	Not measured	**543 MSA/sq.km**(2) Static footprint **5.4 MSA/sq.km** Dynamic footprint (2) Mean Species Abundance.	La Poste and La Banque Postale have measured their biodiversity footprint for the first time using the Global Biodiversity Score (GBS), an indicator developed by Caisse des Dépôts.
PROMOTING ETHICAL, INCLUSIVE AND AFFORDABLE DIGITAL SERVICES	Number of people identified, supported, trained and equipped in the use of digital technology.	**473,734**	**646,071**	The number of people supported has risen by 36% in one year. La Poste has consolidated its *Étapes Numériques* network, with 93 sites at end-2023. Satisfaction from those that received support is measured by a Net Promoter Score of 94/100.
FOSTERING SOCIAL INCLUSION	Employment rate of people with disabilities.	**8.77%**	**9.33%**	700 postal workers with disabilities were asked to test the accessibility of postal solutions.
CONTRIBUTING TO THE DEVELOPMENT AND COHESION OF LOCAL AREAS	Employment footprint (direct, indirect and induced)(1). (1) Full-time equivalent.	**446,350** FTE(1)	**444,182** FTE	For each direct job created by La Poste Groupe, 1.75 additional jobs are supported by the group's activities and purchases. In total, the group's business supports 2% of jobs in France.

Research providing valuable insight

In 2023, the Mission Committee conducted two studies to inform the group and the Committee's thinking on changes in postal usage and the local services of the future. Claudia Senik, professor of Economics and a member of the Committee, compared data from France's National Institute of Statistics and Economic Studies (Insee) on the well-being experienced by the people surveyed with data from La Poste on the postal service network presence.
It concluded that converting an office into a La Poste local postal agency or a La Poste Relais outlet would not have a negative impact on citizens' well-being.

Discussions for joint progress and development

In 2023, the group's Mission Committee also held discussions with its counterpart at La Banque Postale, which also adopted mission-led company status in 2022.
The discussions provided an opportunity to share best practices on their respective operating methods and the selection of indicators, as well as a vision for future challenges.
The Mission Committee also met with the Chief Executive Officer of La Poste Immobilier, who presented its ESG roadmap, which is particularly focused on challenges relating to the group's energy transition, and with the management of the Retail Customers & Digital Services business line about the implementation of two strategic policies: the transformation of the service point network and digital inclusion.

Read the Mission Committee's 2023 report

Stable and open governance

La Poste Groupe is governed by a Board of Directors, a Mission Committee, Executive Management and its Executive Committee. Working together, these bodies support the development of the group and its business lines in accordance with its commitments.

MISSION COMMITTEE

17
members

Chaired by Natalie Rastoin, it monitors the achievement of La Poste's commitments as a mission-led company.

9
qualified external experts bring open and diverse points of view to the table.

BOARD OF DIRECTORS

24
members

Chaired by Philippe Wahl, the group's Chairman and Chief Executive Officer, it defines the general policy and direction of the group's activities.

EXECUTIVE MANAGEMENT

The Chairman of the Board of Directors also acts as Chief Executive Officer, and as such is responsible for implementing the strategy decided by the Board.

EXECUTIVE COMMITTEE

10
members

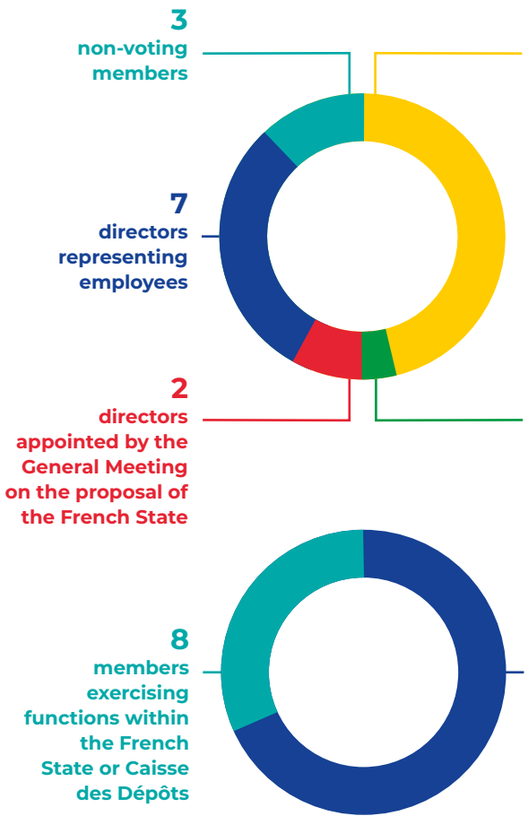
A forum for strategic discussion and consultation on all cross-cutting challenges facing the group.

8
members
in common provide a link between the two governance bodies.

BOARD OF DIRECTORS

The Board of Directors defines the group's strategic priorities, approves the issue of the annual and interim financial statements, authorises acquisitions and disposals and major investment programmes, and sets the terms of employee profit-sharing. It ensures that the group is resilient regardless of the economic environment and that it remains relevant on a daily basis.

Diverse profiles for a wide variety of perspectives
The directors' diverse profiles, experience and skills are key to meeting the challenges of society's major transitions and in implementing the group's ambitious projects, as set out in its purpose and strategic plan.



21
directors

8
meetings

90%
attendance rate

43%
women

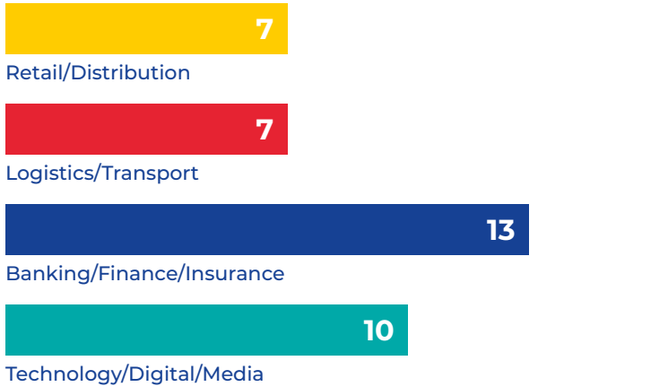
5 years and 6 months
average length of service

58
average age

Find out more about the membership of the Board of Directors

Robust strategic expertise
The Board of Directors' 21 members completed a self-assessment of the Board's strategic areas of expertise.

BUSINESS SECTOR EXPERTISE



FUNCTIONAL EXPERTISE ON KEY ESG RISKS AND OPPORTUNITIES



FIVE BOARD COMMITTEES

The Board of Directors relies on five specialist committees in carrying out its duties.

Audit Committee
Chairman: Charles Sarrazin (French State)
5 members
9 meetings
82% attendance rate

Appointments, Compensation and Governance Committee
Chairman: Philippe Lemoine (CDC)
4 members
3 meetings
75% attendance rate

Strategy and Investment Committee
Chairwoman: Françoise Malrieu (CDC)
9 members
7 meetings
89% attendance rate

Quality and Sustainable Development Committee
Chairwoman: Marie-Pierre de Bailliencourt (CDC)
7 members
3 meetings
83% attendance rate

Public Service Missions Committee
Chairman: Franck Gervais (French State)
7 members
4 meetings
87.5% attendance rate

Executive Committee

The Executive Committee is the body for discussing strategy and consulting on all cross-functional group issues. Its members review major prospective decisions and the group's operating results against its objectives. The Committee's membership reflects the breadth of a multi-business group that is able to transform itself by developing new, useful and well-executed activities that respond to sustainability challenges.



PHILIPPE WAHL
Chairman and Chief Executive Officer of La Poste Groupe



PHILIPPE BAJOU
Executive Vice President, General Secretary of La Poste Groupe, Chairman of La Poste Immobilier



YVES BRASSART
Executive Vice President, in charge of Finance and Development



NATHALIE COLLIN
Executive Vice President, in charge of the Retail Customers & Digital Services business line



VALÉRIE DECAUX
Executive Vice President, Head of Human Resources



Stéphane Dedeyan
Executive Vice President, Chairman of the Executive Board of La Banque Postale



YVES DELMAS
Executive Vice President, Chief Executive Officer of Geopost



PHILIPPE DORGE
Executive Vice President, in charge of the Services-Mail-Parcels business line



MARIE-AUDE DUBANCHET
Executive Vice President, in charge of Communications



NICOLAS ROUTIER
Executive Vice President, in charge of Public Service and Regulatory Affairs

10
members

61.5
average age

30%
women



CONSIDER

A caring, skills-based and committed company

For La Poste Groupe, consideration is the primary duty of a responsible employer. It's about recognising and valuing fairly what each employee brings to the table, by empowering them to express their talent.

Enhancing gender equality

As a result of its pro-active gender equality policy, women represent 52.6% of all La Poste employees and 52.8% of management positions. Women and men now have equivalent pay, with a 0.2% gap[1] in favour of female employees in 2023. For the sixth consecutive year, La Poste obtained a score of 94/100 on the gender equality index.

(1) Scope of La Poste SA employees.

Improving well-being at work

To help postal workers who are also home carers to achieve a better work-life balance, La Poste extended its dedicated employee agreement in 2023. For example, it set up a solidarity fund through which carers can obtain days of paid leave to care for their loved ones. All employees can donate days to this fund, in addition to La Poste's initial contribution of 1,000 days. La Poste is France's leading employer of identified carers, with 5,900 postal workers receiving support in 2023.
In 2023, La Poste also strengthened its individual and collective mediation scheme and set up a support initiative with a network of 1,000 "Kindness Ambassadors" (*Bienveilleurs*), which will be rolled out across all postal establishments by 2025.

Supporting inclusion and diversity

In 2023, 700 postal workers with disabilities experimented with customer offerings and solutions in a bid to make them even more user friendly. La Poste Groupe received the inclusive company award for this initiative.
In line with its long-standing commitment to helping postal workers suffering from cancer, the group also joined the worldwide Working with Cancer movement in 2023.

70,000
postal workers receive commuting subsidies. In 2023, a new sustainable mobility package was introduced to encourage soft mobility (bicycles, scooters, electric scooters, etc.).

€2m
committed by La Poste to equal pay over five years (from 2018 to 2023).

IMPACT STORY

Taking action for the employment of people with disabilities

Although the unemployment rate for people with disabilities has been falling over the last five years, it still stands at 13%. Despite the related legal obligations, this is almost double France's overall unemployment rate. The employment rate of people with disabilities in companies is 3.5%, well below the legal minimum of 6%[1]. As a responsible and inclusive employer, La Poste is committed to integrating people with disabilities. Its commitments are regularly reaffirmed and strengthened through dedicated employee agreements, the eighth of which was signed in January 2023, covering the 2023-2025 period[2].
As well as offering employment, La Poste aims to provide an attractive working environment and career prospects for people with disabilities. The company will invest €11 million over the period covered by the agreement to ensure a good quality of work life. La Poste is also committed to fighting all forms of discrimination, in particular through an active awareness-raising and communication policy aimed at employees (participation in DuoDay, etc.).

La Poste is therefore contributing to the integration and professional development of its 14,000 postal workers with disabilities (9.33% of the total workforce in 2023 as defined by French law). Its support for the sector is also reflected in its commitment to increasing its purchases from the sheltered workforce sector to €52 million over the 2023-2025 period.

14,000
postal workers with disabilities, making La Poste France's leading employer of people with disabilities.

(1) Agefiph, June 2023.
(2) Scope: La Poste SA.

2.



GIVE PEOPLE A CHANCE AND HELP THEM GROW

In recent years, La Poste Groupe has embarked on an in-depth transformation of its activities, which it intends to accelerate with its 2030 strategic plan. To achieve this, it must be in a position to mobilise the expertise required to meet its challenges in all its business lines. Continuously developing its employees' skills and internal mobility is therefore a key priority for the group. Between 2021 and 2023, €200 million a year was allocated to training postal workers.

Boosting staff employability

To support the company's development, La Poste Groupe is committed to developing its staff's employability in jobs of the future. Set up in 2022, its Data and AI School has welcomed its first cohort of 50 internal and external learners – 54% of whom are women – for training courses designed to facilitate access to digital professions.

Career paths designed to encourage professional development

Since 2021, employees have had access to "signposted paths" for mobility between business lines and "pioneer paths" with external certification for those seeking to change careers. Since their creation, these schemes have supported the development of 2,452 employees, including 1,360 in 2023, up 58% on 2022. This is a major asset for the group, providing it with key skills in its developing businesses.

Encouraging mobility within the group

In 2023, La Poste Groupe organised a digital fair with webinars led by HR experts to give all its employees a better understanding of the jobs and career paths available within the group. The 10,000 postal workers who took part could then make an individual appointment online with a recruitment officer in their region.



"Our aim is to support the transformation of the group and its businesses, while placing cohesion at the heart of our actions for all those who work for us, in order to be a caring, skilled and committed company for all."

VALÉRIE DECAUX, La Poste Groupe Executive Vice President, Head of Human Resources

15,780
postal workers were promoted during the year (up 2.54% versus 2022).

Nearly 16,800
solutions were offered to young people by the group in 2023 (work-study contracts, apprenticeship and vocational training contracts, recruitment).





"After starting my career as a financial adviser, over the years I went on to become a branch manager and regional manager, then sales manager. Thanks to the schemes put in place by the group, I was able to progress to my current position. It's a win-win situation for my personal development and our collective success."

STÉPHANIE, Executive Director, western Île-de-France region (Yvelines)

"If someone had told me when I started out as a postal carrier that twenty years later I'd be a post office manager, I'd have laughed. I went from being a postwoman to being a team leader then a quality controller. About ten years ago, I enrolled in a course to become a local manager. That's when I realised that the group offers a wide range of career paths and training courses for everyone. I was able to follow a number of management and project management courses to become a production manager and then a site manager."

SABRINA, site manager in Val-de-Reuil (Eure)



"I've been a postal carrier for six years, and I wanted to move into customer relations and banking, but I was worried it might be too much of a step up. Thanks to the pioneer path, I had support from an advisor throughout the whole process. And while it was an intense three months of training at the financial centre, in a virtual classroom and at the Banking and Network School in Ivry, I have now successfully completed my retraining."

NICOLAS, customer relations advisor at La Banque Postale in Toulouse (Haute-Garonne)



3.

INCREASE ENGAGEMENT

To succeed in a transformation as profound as that of La Poste Groupe, elevating employee engagement is a vital aspect of driving both personal motivation and collective performance.

An attractive employer at every career stage

La Poste has been firmly committed to a policy of training and integrating young people into the workplace for many years. With 4,124 new apprenticeship and vocational training contracts signed in 2023, for example, it remains one of France's leading recruiters of students seeking work-study placements. In total, it welcomed 6,000 young people on work-study contracts or internships in 2023. La Poste is also heavily involved in promoting the employment of older workers through a range of measures, and 49% of its employees are over 50.

This ability to integrate all talents drives employee engagement and is a source of attractiveness, as its 2024 Top Employer certification confirms.

Promote empowerment and initiative

La Poste values empowerment and the ability to contribute ideas in order to develop solutions tailored to its customers' new expectations. For example, employees can use the ParlonZen system to discuss the way their team works and come up with solutions to improve it.

Demonstrating commitment

Postal workers' engagement is also motivated by the group's commitment to them on social issues. In 2023, the group entered into a new partnership with France's National Federation of Women's and Family Rights Information Centres (*Fédération nationale des centres d'information sur les droits des femmes et des familles*), making a commitment to recruit women who have been victims of domestic violence. In response to concerns about unemployment, La Poste has signed a three-year national framework agreement with France's employment agency France Travail to both help jobseekers get back into employment and meet its recruitment needs. It is also one of the most advanced companies in deploying Climate Fresk workshops, which serve as a collaborative tool for raising awareness of global warming. Almost 17,000 employees have already taken part and more than 500 facilitators had been trained by the end of 2023.





8,454 hours
of working time devoted by postal workers to non-profits via the *Déclic, mon temps de travail solidaire* programme in 2023.

170
social workers provide support for postal workers who are victims of domestic violence throughout France, in collaboration with specialised associations.

71%
of La Poste Groupe employees feel that their teams are committed to reducing the environmental impact of the group's activities.

A culture and values embodied in day-to-day performance

La Poste's six values are at the heart of its identity, its commitments and its actions. In a changing environment, they guide its strategic choices.



"Ethics are at the heart of our culture and values. Now more than ever, our ethics and compliance policy reflects this requirement. It includes a human rights policy covering all the group's activities in France and abroad, a code of conduct including the group's anti-corruption policy, a whistleblowing system, a network of compliance officers and regular employee awareness campaigns. It's not just a question of staying true to our DNA, it's also an essential asset for our development, especially in markets such as local services and digital trust."

PHILIPPE BAJOU, Executive Vice President, General Secretary of La Poste Groupe

LA POSTE'S VALUES

OPENNESS
Taking a fresh look at the company, remaining attuned to its stakeholders to understand how they are changing and offering them solutions that are constantly adapted to their needs.

CONSIDERATION
Treating customers and staff with the care and respect they expect.

FAIRNESS
Adapting to all kinds of situations and requests, and responding with the same level of attention and efficiency.

PROXIMITY
Being available for all customers in every place and on every site and adapting to specific local conditions.

ACCESSIBILITY
Offering our services in the right place at the right time for our customers, by adapting our distribution models for all the group's products to new user behaviours. Facilitating access to our services for people with reduced mobility or those in need.

PERSONALISED SERVICE
Putting the customer first, through a relationship based on listening and professionalism.



THE POSTAL WORKERS' OATH, A FOUNDING PRINCIPLE

Regardless of their profession, status or grade, all new employees joining La Poste take an oath, undertaking to be conscientious, honest and act with integrity in the performance of their duties. Taking the oath is a formal act designed to guarantee the quality of the group's services, protect customers' interests and comply with ethical standards. The commitments made by postal workers have been adapted to meet the needs of the French population today, and now include respect for the confidentiality of electronic mail.

VALUES EMBODIED THROUGHOUT THE GROUP'S HISTORY

1791
Decree on the privacy and confidentiality of letters.

1830-1864
A rural collection and delivery service is set up, every other day then every day, in both the countryside and the city.

1881
La Poste is authorised to collect individual savings.

1914
Issue of the first stamp in aid of the Red Cross.

1990
The law entrusts new public company La Poste with four public service missions (universal postal service, accessible banking, press transport and delivery, contribution to regional planning and development).

2016
Digital data protection is included in the postal workers' oath.

2021
La Poste becomes a mission-led company.

Bringing the Paris 2024 Olympic Games to life in every region

With over 100 years' experience in supporting major sporting events, La Poste is once again stepping up to support the Paris 2024 Olympic and Paralympic Games. Alongside Geopost as an "Official Supporter" of the event, it is also a partner of the Olympic and Paralympic Torch Relays, helping to promote Paris 2024 in close proximity to the French population across the country.

Shared Olympic values

Partnering with the Paris 2024 Games makes sense for La Poste and Geopost, who share the Olympic values of respect and excellence, and the values associated with sport in general. The partnership is in line with the company's ongoing commitment to sport. Over the past fifteen years, La Poste has partnered with 58,000 elite and amateur football, rugby, handball and basketball referees and encourages postal workers to get involved in sports through its #TeamSportLaPoste programme.

Helping to stage an environmentally exemplary event

The environment and sustainability are central themes of the Paris 2024 Olympic and Paralympic Games, with an ambitious goal: to halve the emissions linked to the event's organisation and to offset more emissions than it causes. With its unwavering commitment to the ecological transition, La Poste shares this goal and will contribute to its achievement by exclusively using low-emission vehicles for deliveries in Paris.

140

postal workers carrying the Flame

140 postal workers will be takingpart in the Olympic and Paralympic Torch Relays, selected from 12,800 applicants.







Over 650

vehicles

To mark the Paris 2024 Olympic and Paralympic Games, more than 500 of La Poste's commercial vehicles, 100 cargo bikes, 50 lorries and 150 postboxes across France will be decked out in theevent's colours. Many of the group's offers will also feature the Paris 2024 mascot.



14,500

athletes

La Poste has set up a post office in the heart of the Athletes' Village, which will be home to 14,500 athletes and their teams in the Paris region during the event.
The Village infrastructure, financed by Caisse des Dépôts in the suburbs of Saint-Denis, Saint-Ouen-sur-Seine and L'Île-Saint-Denis, will benefit people in the Paris region once the Paris 2024 Games are over.



OFFICIAL STAMP

La Poste has issued the official Paris 2024 stamp, following on from its previously issued Olympic stamps: in 1924 for the Summer Olympics in Paris; in 1968 and 1992 for the Winter Olympics in Grenoble and Albertville; and in 2017 for Paris' bid to host the 2024 Games.

