BEING A GROUP WITH A POSITIVE IMPACT

For La Poste Groupe, impact means how its operations and actions positively and tangibly affect people, regions and the environment, at every stage of its value chain.







P. 66 — Combating isolation and helping people age well
P. 68 — Financing the environmental transition of local authorities
P. 70 — Bridging the digital divide
P. 72 — Building lasting relationships with partners and suppliers
P. 74 — Using a carbon budget to steer the decarbonisation strategy
P. 76 — Bringing the Paris 2024 Olympic and Paralympic Games to everyone in France

Combating isolation and helping people age well

In a world with increasing numbers of senior citizens, nine out of ten older people want to stay at home as they age(1). However, this can lead to social isolation and difficulties in accessing essential services. La Poste Groupe is rising to this societal challenge by offering a range of specific services, such as meal deliveries.

(1) Source: Harris Interactive survey, November 2022.

OUR IMPACT – KEY TAKEAWAYS

Activity concerned
Services-Mail-Parcels business line

Position in the value chain
Downstream (customers and end-users)

Material sustainability matter
Fulfil our public service mission and serve the general interest

Stakeholders
Society and local authorities

10.1 million
meals delivered throughout France in 2024

A DELIVERY ROUND BRINGING NOT ONLY MEALS BUT ALSO SOCIAL INTERACTION

6.30 a.m.

Sylvie's day begins at the Labège post office in the Haute-Garonne region of France. She checks that her vehicle is clean, collects the meals prepared for her round and carries out temperature controls. "Every meal I deliver is also a social visit that everyone on my round looks forward to," explains Sylvie.

7.30 a.m.

The delivery round begins. Sylvie delivers meals to 40 people a day on behalf of Sicoval, a group of local authorities near Toulouse in south-west France. Her visits are an opportunity to chat to the people she delivers to, check that everything is OK, and keep a discreet but vital eye on them. If a person does not answer the door, Sylvie triggers an alert via her Facteo smartphone, notifying Sicoval and/or the person's family.





A NATIONWIDE SERVICE

In partnership with local authorities, this service is offered throughout France, including in the most remote areas. It allows vulnerable and frail people to live more independently and sometimes includes the delivery of medication.

> **"In some isolated regions, La Poste is the only player capable of offering this valuable service. For local residents, their postal carrier is an essential link in the chain of social interaction."**

JONATHAN AZARO
Head of Services for the Pyrénées Audoises regional authorities

1.30 p.m.

At the end of Sylvie's round, any leftover meals are collected by partner non-profit organisations such as the Red Cross, to avoid any food going to waste.





> **"I don't just deliver meals. I also bring comfort and a friendly smile and chat, which is very important in the daily lives of elderly people living on their own."**

SYLVIE
Postal carrier in Labège



Financing the environmental transition of local authorities

In April 2025, a full-electric trolleybus service was launched on line 1 in the Greater Nancy area in north-eastern France. This large-scale project was backed by a green loan issued by La Banque Postale. Patrick Hatzig, Vice-President of Nancy's municipal authority, in charge of mobility, talks about this forward-looking initiative.

Scan the QR code to read the interview with Patrick Hatzig and find out more about this project.

OUR IMPACT – KEY TAKEAWAYS

Activity concerned
La Banque Postale

Position in our value chain
Downstream (customers and end-users)

Material sustainability matter
Accelerate the decarbonisation of the group's activities and support that of its customers (impact: helping France and its regions to transition to a low-carbon economy)

Stakeholders
Society and local authorities

€1bn
in green loans granted to local authorities by La Banque Postale in 2024

"Transport is one of the main sources of carbon emissions in France. In 2023, we pledged that we would reduce transport-related GHG emissions by 86% by 2050 compared with 2019 in order to achieve our goal of helping France to achieve net zero emissions by 2050 as set out in the regional climate-air-energy plan.

More than half of all journeys by car in Nancy cover less than 3 km, which is why we want to offer low-carbon, easy-to-use alternatives. Line 1, which will run the 25 electric trolleybuses, was a priority for us because it forms the backbone of Nancy's public transport system and was starting to get old. The trolleybus offers many advantages, including a more frequent service, greater capacity, and better accessibility, particularly for people with reduced mobility.

To make this project a reality, we were granted one of La Banque Postale's green loans dedicated to actions that have a highly positive impact on the environment. Our partnership with La Banque Postale clearly shows how local authorities and banks can work together to build a greener future!

This project embodies what local authorities can do to meet the challenges of climate change, while bringing economic benefits by enhancing the appeal of their regions and local residents' quality of life. The trolleybus will reduce noise and air pollution and give us a greener city, which in turn will encourage biodiversity. It fully embodies the environmental and social changes that we need to make on a local level in our region."

PATRICK HATZIG
Vice-President of Nancy's municipal authority, in charge of mobility

Bridging the digital divide

Since 2023, in Laval, the Pand@ e-trike (a mobile service to help people with online administrative procedures) has been travelling the town's streets, stopping outside apartment blocks and in public spaces. On board the electric trike are specialist advisors tasked with reaching out to people struggling with digital technology. Supported by La Poste, in partnership with a non-profit organisation that employs social outreach workers – the *Groupement local d'employeurs d'agents de médiation* (Gleam) – the Pand@ project is aimed at bridging the digital divide, while creating social interaction.

OUR IMPACT – KEY TAKEAWAYS

Activity concerned
Retail Customers & Digital Services business line

Position in our value chain
Downstream (customers and end-users)

Material sustainability matter
Support digital transformation and promote digital trust

Stakeholder
Society

Over 788,000 people
identified, supported, trained and equipped by La Poste in 2024 to be able to use digital technology

A SYSTEM THAT ADAPTS TO PEOPLE'S NEEDS AND HABITS

One of Pand@'s key strengths is its adaptability. Residents' own devices (smartphones, tablets or computers) are used in the training and guidance given by the digital advisors, so they will know exactly how to use them afterwards. The e-trike also runs outside standard working hours, until 10.00 p.m. and at weekends, to reach out to people who don't have access to conventional assistance services. The Pand@ trike is also regularly stationed in front of the "France Services" post office in Laval Saint-Nicolas, with an advisor working in close collaboration with the post office's customer-service agents, rounding out this local initiative.

La Poste and Gleam joined forces over fifteen years ago now, and their missions have evolved over time to keep pace with society's increasing digitalisation. In 2024, Gleam provided 1,650 hours of social and digital advisory services in eight post offices in the Mayenne and Sarthe regions, and helped 300 people with their online administrative procedures. This initiative fits seamlessly with La Poste's aim of helping 1 million people a year to use digital technology by 2030.



Scan the QR code to read the interview with Jérémy Chazeau and find out more about the Pand@ system.



> **At a time of fast-paced digitalisation of society, 15% of the French population is still digitally illiterate. Our role is to go where people need our help and support. The Pand@ system is a pragmatic answer to making it easier for people to use digital technology while supporting the most vulnerable populations.**

GUILLAUME MONSALLIER
La Poste Groupe Regional Affairs Officer for Sarthe and Mayenne

> **In most cases, it is a lack of self-confidence that stops people from trying to use digital technology. We are there to support and reassure them, but also to see what they want to do and guide them towards appropriate solutions, such as the online safety workshops organised in La Poste's L'Étape Numérique digital spaces.**

LAËTITIA DELALANDE
Coordinator at Gleam

> **In 2024, Gleam carried out 2,700 digital advice sessions. We give users the main keys to making it easier for them to access basic services (healthcare administrative procedures, tax procedures, etc.). It is a way of fostering social inclusion and giving people the self-confidence to be able to do their online administration themselves.**

JÉRÉMY CHAZEAU
Managing Director of Gleam

Building lasting relationships with partners and suppliers

In 2024, Geopost went further in its engagement with suppliers in relation to human rights. Bas Janssen, the programme leader, presents its "Partner of Choice" programme.

OUR IMPACT – KEY TAKEAWAYS

Activity concerned
Geopost

Position in our value chain
Upstream (suppliers)

Material sustainability matter
Apply a responsible purchasing policy (impact: influencing the social and environmental practices of suppliers and service providers); maintain ethical business practices (impact: responsible business practices)

Stakeholders
Suppliers and subcontractors

14 initiatives launched
within Geopost's subsidiaries





Our subcontractors and transporter partners are essential as they are the ones who ensure that parcels are effectively delivered right up to the last mile. With our "Partner of Choice" programme, we are creating opportunities for them to grow with Geopost, while improving their social and environmental practices. This programme is also a way for us to consolidate our partner and supplier relationships on a sustainable, ethical and fair basis.

In 2024, we went a step further in our engagement with our partners by signing a new addendum to our global human rights agreement with the international trade union federation, UNI Global Union. Through this agreement, we are seeking to reinforce social dialogue within all Geopost entities.

Also during the year, we launched 14 initiatives in our subsidiaries to meet the needs of our partners, and we are measuring their impact through an annual partner survey. This pioneering process is the first of its kind in our industry.

Thanks to our "Partner of Choice" programme, we can build long-term relationships based on trust, which are beneficial for everyone involved. Our partners gain in terms of stability, decent working conditions and opportunities for growth. And we benefit mutually as we advance together towards a more sustainable model by reducing our carbon emissions. This win-win partnership is essential for positioning ourselves as a benchmark player in sustainable delivery and inspiring other players in our industry.

BAS JANSSEN
Head of European Operations at Geopost

Using a carbon budget to steer the decarbonisation strategy

In 2024, La Poste Groupe designed and rolled out a carbon budget – an innovative tool designed to help steer it along its carbon reduction pathway. Claire Baritaud (La Poste) and Laure Lemarquis (WWF) present this new tool.

OUR IMPACT – KEY TAKEAWAYS

Activity concerned
All activities (apart from the investment portfolio)

Position in the value chain
Entire value chain

Material sustainability matter
Accelerate the decarbonisation of the group's activities and support that of its customers

Stakeholder
Society

6.8% reduction in GHG emissions
i.e., a 306,768 $tCO_2eq.$ decrease vs 2023(1)

(1) On a group basis for all SBTi categories: direct emissions under Scopes 1 and 2 and indirect emissions under Scope 3, categories 3.1 (purchased goods and services), 3.3, 3.4 (upstream transportation and distribution) and 3.7 (employee commuting).



CLAIRE BARITAUD
Head of Policies, Expertise and Programming in La Poste Groupe's Corporate Social Responsibility Department



LAURE LEMARQUIS
Head of Company Change at WWF France

How is WWF partnering La Poste Groupe with its carbon reduction actions?

Laure: At WWF, we are partnering La Poste Groupe along its "net zero by 2040" pathway, helping it achieve the objectives it has set itself. We are providing advice and guidance on its medium- to long-term decarbonisation strategy, such as on selecting the types of energy to use for medium- and long-distance logistics.

Can you explain what the carbon budget is?

Claire: The carbon budget is our tool for managing our greenhouse gas emissions just as rigorously as we manage our finances. It is based on two main elements: the tonnes of carbon emissions that we need to reduce, and the monetary amount that needs to be invested to achieve this reduction. Each group entity is responsible for its share of the budget and must justify its choices in terms of environmental impact. It is both pragmatic and ambitious.

This management tool seems to mark a cultural change within the group. Can you tell us a bit more about that?

Claire: We had to bring together two universes – financial performance and corporate social responsibility (CSR). Training finance staff in how to measure environmental impacts and coaching climate specialists in understanding budgetary requirements was a real challenge. But it has paid off, with this collaboration creating a new corporate culture where every decision combines sustainability and profitability.

Aside from the carbon budget, what other headway has La Poste Groupe made in terms of reducing its carbon emissions?

Claire: We reduced our GHG emissions by 35% between 2013 and 2023, as a result of tangible actions such as introducing 20,000 electric vehicles into our fleet. These actions bring numerous benefits as less pollution and less noise also mean a better quality of life for our fellow citizens.

Laure: We are also working together on projects related to an ecological scoring system for deliveries to raise consumers' awareness of the environmental impact of their choices and get them involved in the process of change. And we are always looking for ways to interlink climate action with preserving biodiversity. This will be a priority for our partnership in the coming years and we will be discussing ways of incorporating biodiversity into La Poste Groupe's decarbonisation strategy as well as how carbon reduction initiatives can be combined with biodiversity measures in the group's carbon capture policy. And we will also be working together on biodiversity certifications.

Scan the QR code to read the interview with Laure Lemarquis and find out more about the collaboration between La Poste Groupe and WWF.

Bringing the Paris 2024 Olympic and Paralympic Games to everyone in France

Having already played a part at the Paris Olympic Games back in 1924, La Poste, along with Geopost, was an "Official Supporter" of the Olympics and Paralympics a hundred years later in 2024. From organising special events in post offices to issuing collectors' stamps and taking part in the Olympic Torch Relay, the engagement of all postal workers helped everyone in France get involved in the Games. Here are a few flashbacks of this extraordinary mobilisation.

1. As a technical partner of the Paris 2024 Olympic and Paralympic Torch Relays, La Poste enabled 140 postal workers to become part of the history of the Paris 2024 Games by being Torch-bearers.
2. 40,000 La Poste vehicles, post boxes and trolleys were decked out in the colours of the Paris 2024 Games throughout France.
3. In record time, La Poste issued a collectors' stamp featuring the Olympic cauldron, the emblem of the Paris 2024 Games.
4. Throughout the duration of the Games, La Poste made available three pop-up post offices for the media and technical teams, located in the Athletes' Village, the Main Press Centre, the Paris Convention Centre and the International Broadcast Centre at Le Bourget.

1.



"What an incredible opportunity! I'm so proud to have represented La Poste in Martinique. I feel really lucky to have had that once-in-a-lifetime experience."

DELPHINE CURTO
Project manager
(cross-business department)

2.



3.



"Thanks to the partnership between La Poste and Orange, 90% of the Wi-Fi terminals and 78% of the switches we installed at the Games' venues are now being reused at La Poste sites. I am proud that this first-class equipment is being given a second lease of life by our customer, La Poste. This collaboration illustrates our commitment to a sustainable, connected future."

ALIETTE MOUSNIER-LOMPRÉ
CEO, Orange Business

4.



KEY FIGURES

No. 1
La Poste wins the Stratégies x Kantar Media trophy for the most active Official Supporter of Paris 2024 out of the 30 "Supporter" companies[1]

15,000
customer visits to the 3 pop-up post offices

8th
most visible brand on social media during the Paris 2024 Olympics, helping bring the Games to everyone in France and showcasing the dedication of postal workers[2]

(1) Stratégies x Kantar Media 2024 Trophy, Top advertisers of the year.
(2) Visibrain, social listening platform.