



— 2020 —

Facing the health crisis together

La Poste was in the final stages of its strategic plan when the pandemic broke out. It took protective measures for La Poste employees and customers and has been able to resist.

On 16 March 2020, the outbreak of the health crisis literally took most of the world, including France, “short” and created unprecedented astonishment. In a few hours, in our country, the daily life of citizens, communities and businesses changed radically and required people to mobilise, adapt, and above all to **think differently**.

Getting involved is a major issue for La Poste, for which human **proximity** is a structural and essential component of its identity and activity. Accessibility, continuity, adaptability are the three watchwords. The mobilisation of La Poste’s employees enabled it to guarantee the payment of social benefits to 1.5 million people. During the eight weeks of the first lockdown, 860 million letters and 80 million parcels were distributed; and home services continued to be provided. In record time, La Poste was able to meet this incredible industrial challenge, for a workforce company employing more than 200,000 people spread over nearly 20,000 sites in France.

Imagining solutions for supporting the whole of society

Faced with the scale of the crisis, La Poste broadened its scope of action to support the whole of society. Its subsidiary Docaposte designed a digital platform capable of distributing 10 million washable masks to small- and medium-sized enterprises and micro-enterprises within a very short time.

Ma Ville Mon Shopping, a subsidiary of Le Groupe La Poste, supported traders, craftspeople, local producers and restaurateurs by providing them with a local online sales platform including home delivery logistics services. Later, during the second lockdown, La Poste supported the activity of independent bookstores with a collection service from bookstores and home delivery of books from €2. For its part, La Banque Postale supported local

merchants closed for administrative reasons with a “Scellius” payment solution by SMS or e-mail operational in a few clicks. Another major subject in times of lockdown: pedagogical continuity. The Group, supported by its subsidiary Docaposte, delivered computer equipment to families that were not equipped as well as homework for young people in a disconnected situation, thanks to the “Homework” platform.

Think the future

Today, La Poste is drawing lessons for the future from the continuous adaptation of its organisation and the mobilisation of its employees during the year 2020. This crisis has confirmed the importance of accessibility to postal services. La Poste plans to consolidate its physical presence in the regions and to increase its number of access points from 32,000 today to 40,000 by 2025. These include nearly 17,000 retail outlets (post offices, La Poste local postal agencies, La Poste Relais outlets) and 15,000 access points to a postal service (pick-up and drop-off points, business centres, lockers or even parcel drive-through).

Other point of focus: the health situation has increased the digital divide in France. To help reduce it, La Poste is working to strengthen its role as mediator and trusted third party between the physical world and the digital world, in order to support all of its customers. Detecting needs, then accompanying, step by step, those who remain far from digital services, such is its mission. These are all trends which constitute priority axes for the future of La Poste.

The Group reviewed its organisation to give priority to the most vulnerable groups and those most affected by the health crisis. This is all the more important for La Banque Postale, which serves more than 50% of France's 3.7 million financially vulnerable customers⁽¹⁾. La Poste implemented a number of initiatives aimed at isolated people and schoolchildren. Distribution of masks, access to dedicated services, etc. The matter in figures.



Caisse des dépôts is committed

To help its customers and partners cope with the Covid-19 crisis, Caisse des dépôts ensured the continuity of its retirement services, support for public employers, vocational training via the "My training" account and support for disability via its management of FIPHP⁽²⁾.

(2) Fund for the integration of disabled people into the public service.

La Poste, closer and more useful than ever



1 million meals

brought to seniors' homes by postmen in 2020.



An unprecedented end of the year for Colissimo

The health crisis and Christmas shopping prompted more French people to order online. At the end of 2020, La Poste had processed up to 4 million parcels per day. A volume 50% higher than in 2019. La Poste mobilised by deploying an exceptional system to support its customers. To deliver parcels throughout France, 18 Colissimo platforms processed up to 35,000 parcels per hour.

(1) Data from Banque de France's Banking Inclusion Observatory (OIB) at the end of 2020.

Devoirs à la maison (Homework)

This website, designed to maintain pedagogical continuity, was launched by La Poste, accompanied by its subsidiary Docaposte, on 10 April 2020. It has benefitted 150,000 students and is used by 21,000 schools.



Laposte.fr, an essential link

Digital solutions have become even more useful with the Covid-19 crisis. Laposte.fr has established itself as an essential source of information and has seen a strong increase in its consultations with 32 million unique visitors per month during the first lockdown (+69%, source AT Internet⁽³⁾). With revenue of €300 million, the site has fully played its role as a service area. For example, parcel tracking has doubled, as has the number of registered letters sent online, and more than 59 million stamps were printed from home in 2020. In addition to postal services and products, the laposte.fr site now sells more than 150,000 references.

(3) Compared to the same period last year.

Free!

From 26 March 2020 and for the duration of the first lockdown, the "Veiller sur mes parents" (Watch Over My Parents) service was free of charge. Once again, adaptation was the key word: if the customer preferred not to receive visitors, the conversation took place over the telephone. If the customer did not pick up the phone, the postman would go to his or her home to check and possibly report a difficult situation.



1.5 million

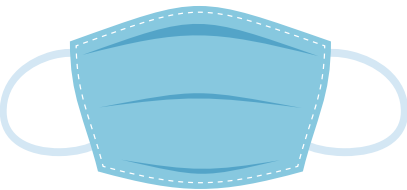
This is the number of benefits customers of La Banque Postale. In one week in the spring of 2020, €600 million in cash were withdrawn over La Banque Postale's counters or from its ATMs despite the urgent need for operational adaptation at the start of the pandemic.



50 million

protective masks were distributed by postmen to 8.2 million French people in vulnerable situations.

La Poste has a strong socioeconomic footprint. With its 493,000 direct, indirect and induced jobs, the Group accounts for 1.8% of employment in France but also for €5.6 billion in purchases, 81% of which from small- and medium-sized businesses. Its overall contribution to GDP amounts to €15 billion. During the health crisis, Le Groupe La Poste proved that its support for economic players goes well beyond its driving force and its economic weight. La Poste's employees distinguished themselves by their civic and solidarity-based support for companies.



3 million masks distributed

Thanks to the *masques-pme.laposte.fr* website, 48,000 companies were able to order nearly 3 million masks essential to the continuation of the activity.

More than 6,000 State-guaranteed loans granted by La Banque Postale

Over 6,000 loans guaranteed by the French State were granted by La Banque Postale to companies in 2020, of which 85% were professionals and micro-entrepreneurs. These loans represent a total amount of more than €1 billion.



Relieve pressure on cash flow for key players

During the health crisis, more than €350 million in short-term, zero-interest financing was granted to relieve the cash flow pressure of local authorities, health and solidarity players.

Supporting economic players



Collection and delivery of books

To support bookstore activity, La Poste has offered home collection and delivery of books from as little as €2. A system that supports local commerce and promotes local purchases, essential during the health crisis.



12,000 online shops

Ma Ville Mon Shopping, a subsidiary of Le Groupe La Poste, has supported retailers, craftspeople, local producers and restaurateurs by providing them with a local online sales platform including logistics delivery services at home by the postman or couriers of its Stuart subsidiary. La Poste has endeavoured to make its solution accessible to as many professionals as possible during the health crisis: free commission for retailers, free first deliveries, free subscriptions for local authorities, etc.

Supporting healthcare professionals, supporting research, delivering masks... Faced with the Covid-19 pandemic, La Poste has stepped up its support actions. Donations, digital solutions, financing: feedback on the commitment of an entire Group.

12 million French people

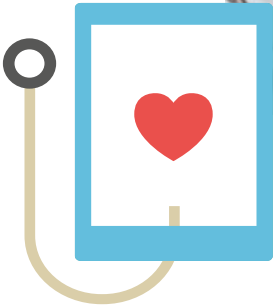
connected to maladiecoronavirus.fr, the most used e-health application in France, supported by the Digital Alliance against Covid-19 and co-developed by Docaposte. This service was made available free of charge from the start of the lockdown to better assess the severity of symptoms, and thus reduce the number of calls to emergency numbers such as the 15. It also allows everyone to follow the progress of the disease.



CNP Assurances is committed

Good meal for good care", this is the name of the programme for caregivers led by Fondation des Hôpitaux. In this context, CNP Assurances donated €100,000 to improve the daily lives of caregivers. Another initiative, a donation of €200,000 to support essential research efforts. An operation carried out as part of the Flash ANR Covid-19 call, launched by the French national agency for medical research.

Aiding healthcare players



Sourcecovid.fr

Launched in December 2020 by several players, including La Poste, the sourcecovid.fr website helps identify the sources of spread since the second wave of Covid-19 with the help of patients.

500,000 transparent masks

were delivered by Chronopost, in France (mainland France and overseas), in 17,000 establishments for young children and 3,500 homes for childminders. An operation conducted in association with the family allowance funds. The masks sent were manufactured by APF France handicap.



€1 million for Institut Pasteur

La Banque Postale organised a campaign to benefit Institut Pasteur. The principle was simple: €0.02 were deducted from each contactless transaction between €30 and €50. Result: nearly €1 million collected to support the work of researchers.

