



With a constantly modernised presence, new services and financing for local authorities, Le Groupe La Poste is committed to fighting fragmentation at a local level.

An innovative group working alongside local areas

The Group is exploring and experimenting with new services and innovative modes of presence, thus bolstering its position as a trusted operator, present and useful everywhere, for everyone, every day.

Postal presence scheduled for 2020-2022

To adapt and modernise its local presence, La Poste has signed the 2020-2022 local postal coverage agreement with the State and the Association of French Mayors and Presidents of Groups of Municipalities. With €177 million of funding per year, this text is the result of a three-stage participatory process (departmental, regional and national) taking into account the proposals of elected representatives. This fifth agreement capitalises on the four previous agreements. Since the first agreement, in 2008, €2 billion have been invested to optimise La Poste's local presence.

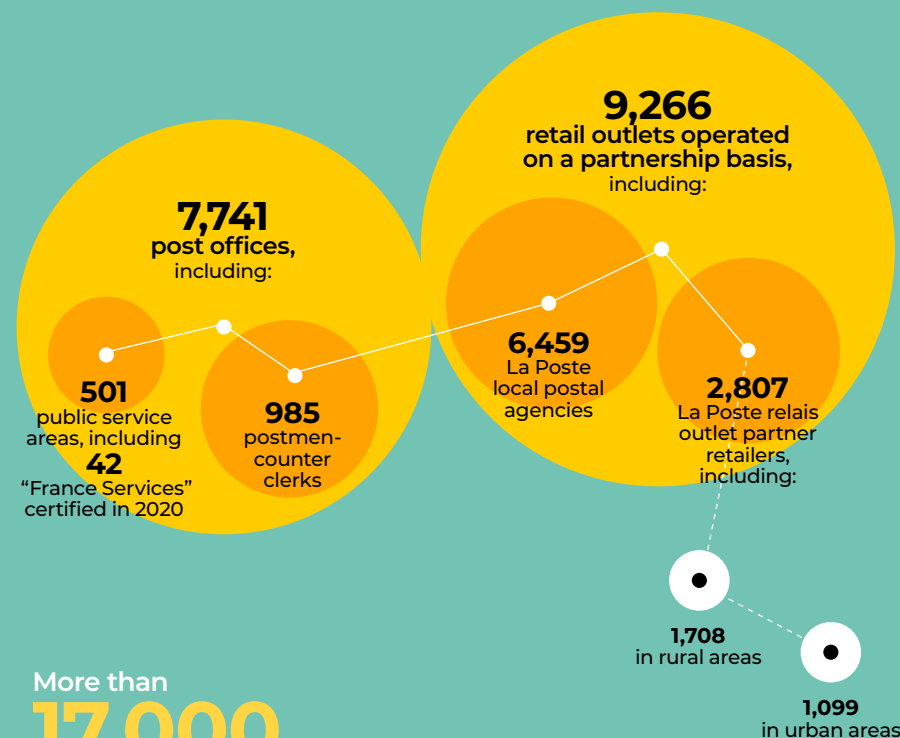
Innovative offices

In 2019, nearly 400 post offices have been modernised, and La Poste will have 9,266 retail outlets managed in partnership in local shops or town halls. New forms of presence have emerged to adapt services to specific clienteles. Offers aimed at travellers at Paris airports and their employees; tourists, with, for example, the first post office incorporating a tourist information desk opening at Mont-Saint-Michel; and young people in university towns such as Rennes and Nancy. Each form of presence is designed to personalise customer care in order to increase proximity and enhance the relationship.

Services brought together and accessible to all

In 2019, of the 501 public service areas opened by La Poste since 2015, 42 had been certified "Maison France Services" by the State as at 1 January 2020. The "France Services" label recognises public service areas that meet specific criteria, including the provision of access to nine service operators in rural areas and priority urban policy districts where needs are greatest.

A network that evolves and adapts to local expectations



More than **17,000** retail outlets, of which more than 50% are managed in partnership

95.6% of the French population is less than 5 km from a La Poste retail outlet

Requirements for the "France Services" label:

- be open five days a week;
- have at least two people at the reception desk;
- be accessible in less than 30 minutes by car for customers;
- offer a range of services with nine partners: La Poste, the Ministry of the Interior, the General Directorate of Public Finance, the Ministry of Justice, the Caisse Nationale des Allocations Familiales, the Caisse Nationale d'Assurance Vieillesse, the Caisse Nationale d'Assurance Maladie de Travailleurs Salariés, the Mutuelle Sociale Agricole and Pôle emploi.

Supporting

THE ECONOMIC DYNAMICS OF LOCAL AREAS

Le Groupe La Poste is committed to sustainable development alongside local and regional authorities. Green delivery and financing, a round-up of the action taken in 2019.

At the forefront of the employment drive

As an employer and purchaser, Le Groupe La Poste has supported more than 460,000 direct and indirect jobs in France. In 2019, the Group's purchases generated €5.2 billion of GDP and supported nearly 100,000 indirect jobs⁽²⁾ in France, 81% of the Group's suppliers being very small, medium-sized and intermediate-sized businesses.

(1) Subsidiary of GeoPost/DPDgroup.

(2) 2018 study conducted by La Poste to quantify objectively and independently, using the Local Footprint[®] tool, its annual employment footprint in the French economy through its purchases.

Reducing the carbon footprint of urban logistics

Freight traffic in cities accounts for 40% of traffic jams and 30% of pollutant emissions, and forecasts for the growth of e-commerce suggest that these indicators will worsen. Faced with this issue, the Group is working with 19 cities to reduce the carbon footprint of tomorrow's city-centre deliveries and has come up with Urby⁽¹⁾, a sustainable urban logistics solution in partnership with local players.

Comprising a network of local logistics sites, Urby consolidates goods and pools flows in the city using low-emission vehicles. Urby offers services, in particular to shopkeepers and sole traders in city centres: delivery to customers, management of return flows, collection of recyclables, and more. Already available in 11 cities (in Bordeaux, Paris, Nice, Nantes, Marseille in 2019), Urby is targeting 22 cities in 2020. Poste Immo, Le Groupe La Poste's real estate subsidiary, also invests in real estate projects in order to provide the Group with space for local logistics in major cities such as Paris, Toulouse and Lyon.

Financing green projects

In 2019, La Banque Postale launched green loans dedicated to local authorities and granted €300 million in loans to finance fully sustainable projects. This financing concerns renewable energies, waste recovery, such as the Sitcom Côte sud des Landes, ecological mobility with the third tramway line in Saint-Étienne, or the renovation of the water and sanitation network in Ardèche (Val'Éyrieux community of municipalities).

Real estate, housing... a constructive approach

Adapting

In order to adapt some of its buildings with a strong architectural footprint to the new uses of the city, Poste Immo launched a "1970s" call for projects at the end of 2018. In November 2019 for Cergy and March 2020 for Grenoble, the panels, made up of local elected representatives, independent architects and Poste Immo, chose ambitious projects that offer a new vision of the city centre while preserving the original architecture of the building.

10,094 buildings, i.e. 6.2 million m², is what the Group's real estate assets represent in France.

Financing

La Banque Postale is the leading bank lender to local authorities and in 2019 will have granted €13.4 billion in financing to more than 3,287 local public sector players. Committed to financing the ecological transition, it is supporting, for example, the Alzheimer's village project in the city of Dax with a €75 million green loan, and the Syctom energy recovery unit project in Ivry-sur-Seine (greater Paris area).

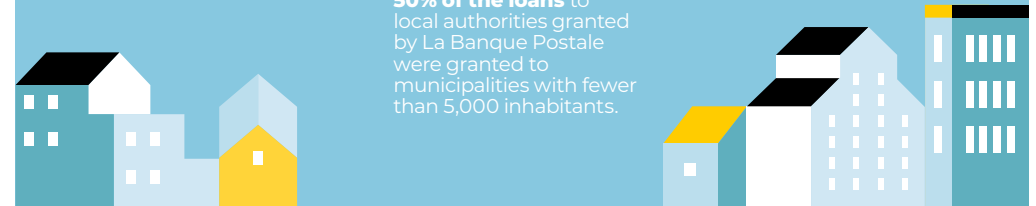
90% of the social housing assets in France is managed by social landlords who are La Banque Postale customers.

50% of the loans to local authorities granted by La Banque Postale were granted to municipalities with fewer than 5,000 inhabitants.

Transforming

Poste Immo has also launched a program to transform several of its former post office buildings located in the city centre into senior service residences. The transformed buildings will deliver new services by making life easier for residents in the heart of the city.

11 buildings located in medium-sized towns in the regions (e.g. Perpignan, Metz, Brest, Saint-Etienne and Châteauroux) are currently included in the programme.



Contributing to the appeal of the local area

La Poste contributes to the dynamics of local area through a combination of physical and digital channels. Its network of more than 17,000 retail outlets contributes to the vibrancy of social cohesion and local life. The same is true for the 70,000 postmen working six days a week to deliver to the homes of all residents and for the benefit of businesses, through local services. As a partner in the national "Action Cœur de Ville" plan for town and city centres, La Poste offers solutions for making city centres more attractive. For example, the online sales platform "Ma ville, mon shopping" (My town, my shopping), for sole traders and shopkeepers, promotes local trade. In 2019, a total of 15 cities had implemented it. Lastly, the laposte.fr website provides access to most of the Group's offers and services across the whole of France (20 million visitors per month).

Supporting

PUBLIC POLICIES
AND PROGRAMMES

La Poste, a partner...

... for the silver economy and healthcare

The ageing of the population remains a major challenge for local areas. To help them become independent, La Poste has developed local services such as delivering meals, medicines and groceries or “Watch Over My Parents” home visits. It has created a home healthcare services division with its subsidiaries Asten Santé and Diadom. With the “Territoires de santé de demain” programme, in partnership with the Strasbourg Eurometropolis, La Poste, via its subsidiary Docaposte, is contributing to the development of large-scale e-health services, such as home monitoring of diabetes and heart failure. As for financing, La Banque Postale has a quarter of public hospitals among its customers. It is also increasingly financing institutions for the elderly.

... for the environmental transition of local authorities

La Poste supports local authorities in their efforts to promote sustainable mobility, the circular economy and energy renovation. For example, in 2019, La Poste launched Véligo Location, a long-term rental offer of electrically-assisted bicycles on behalf of Île-de-France Mobilités, aimed at residents in the Paris region. The goal: 10,000 bicycles at 270 rental locations, including 170 postal outlets. In 2019, postmen collected 25,000 tonnes of paper and cardboard packaging for Recygo, the La Poste-Suez joint subsidiary specialising in the sorting and recovering of office wastes. To speed up the thermal renovation of housing, La Poste offers local authorities solutions to raise awareness among private individuals of the need to carry out work, with, for example, Action Habitat. In 2019, nearly 200,000 services were provided by postmen.

Helping local areas to take up their challenges



Home support

120,000
meals delivered
by postmen in 2019



Environmental transition

**more than
629,000**
users of Recygo's
office waste recycling offer



Digital transition

1st

French digital identity
to obtain, at the beginning
of 2020, the ANSSI's⁽¹⁾
substantial guarantee level

La Poste works closely
with local authorities to ensure
that its initiatives meet the needs
of the local population.

(1) French National Cybersecurity Agency.

... for the digital transformation of local authorities

La Poste, with its subsidiary Docaposte, offers local authorities, on the one hand, solutions for paperless internal communications but also between local authorities and administrations; and, on the other hand, the Citizens' Platform, to facilitate access by citizens to the services offered by their town hall, and La Poste's Digital Identity, to simplify and secure exchanges between citizens and administrations. La Poste is also a partner for local areas as regards e-education and, in 2019, will equip 330 high schools in the Greater Paris area with the Sqool tablet, designed with the French manufacturer Unowhy.