



Smoother everyday life.
Posti Group Strategy 2018-2020



Postal & logistics service provider

Parcels and e-commerce



Postal Services



Freight & transport



In-house logistics



Food logistics



Home services



Warehousing



Software solutions



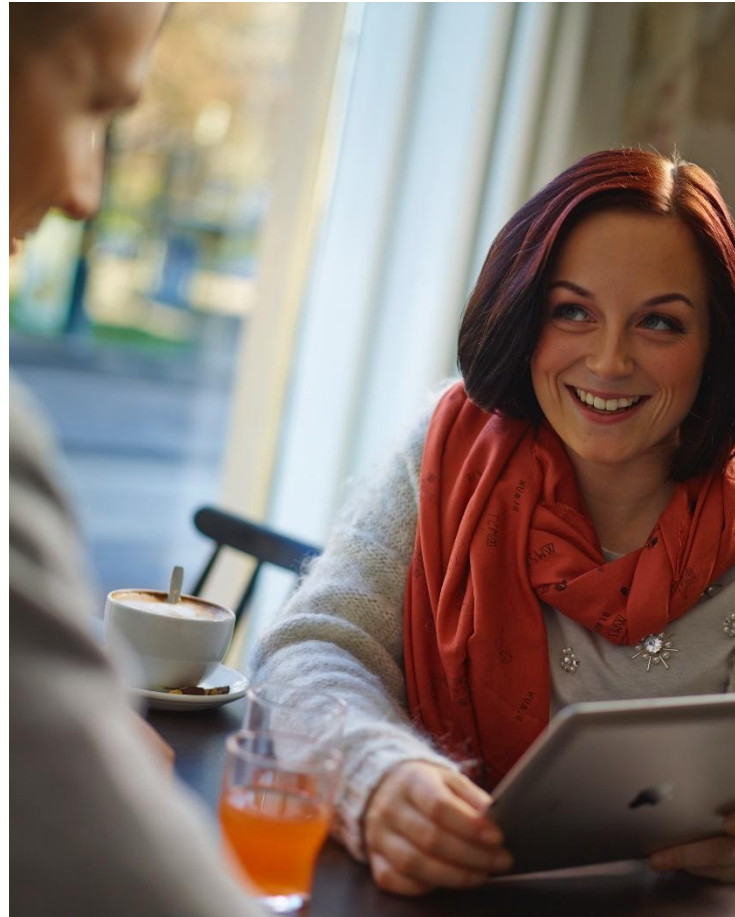
Logistics services in Russia and in Baltics



Key market changes

- 1. Retail transformation is accelerating.**
- 2. E-commerce growth drives parcel growth.**
- 3. Tough competition continues in logistics and in mail.**
- 4. Mail volume decline will accelerate dramatically in the coming years.**
- 5. Digitalization enables new services and changes consumer expectations.**

Growth of e-commerce continues to bring opportunities in the future



Competition is fierce: domestic and international players

Superior Customer Experience in all businesses is vital

Correspondence & press



Freight & Supply chain solutions



Packages



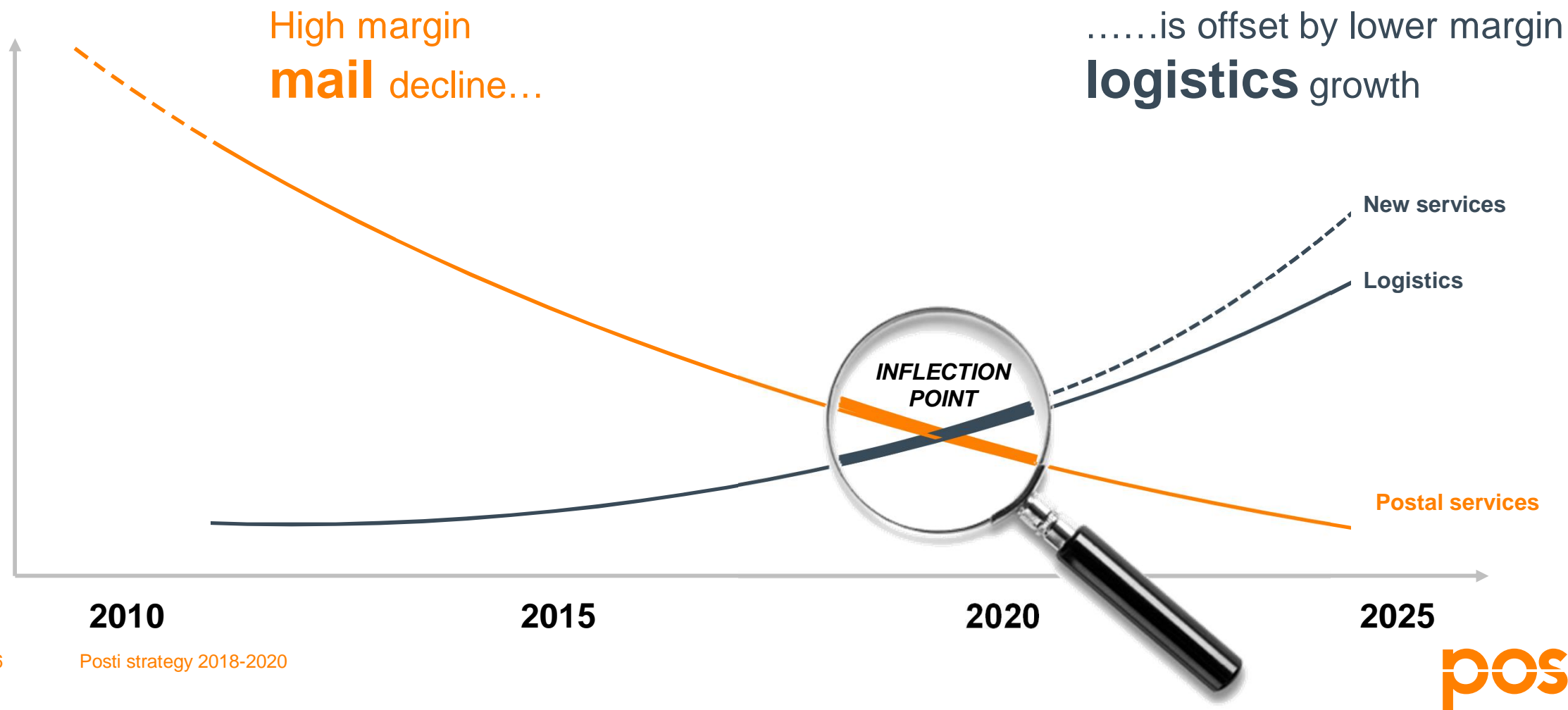
Service point



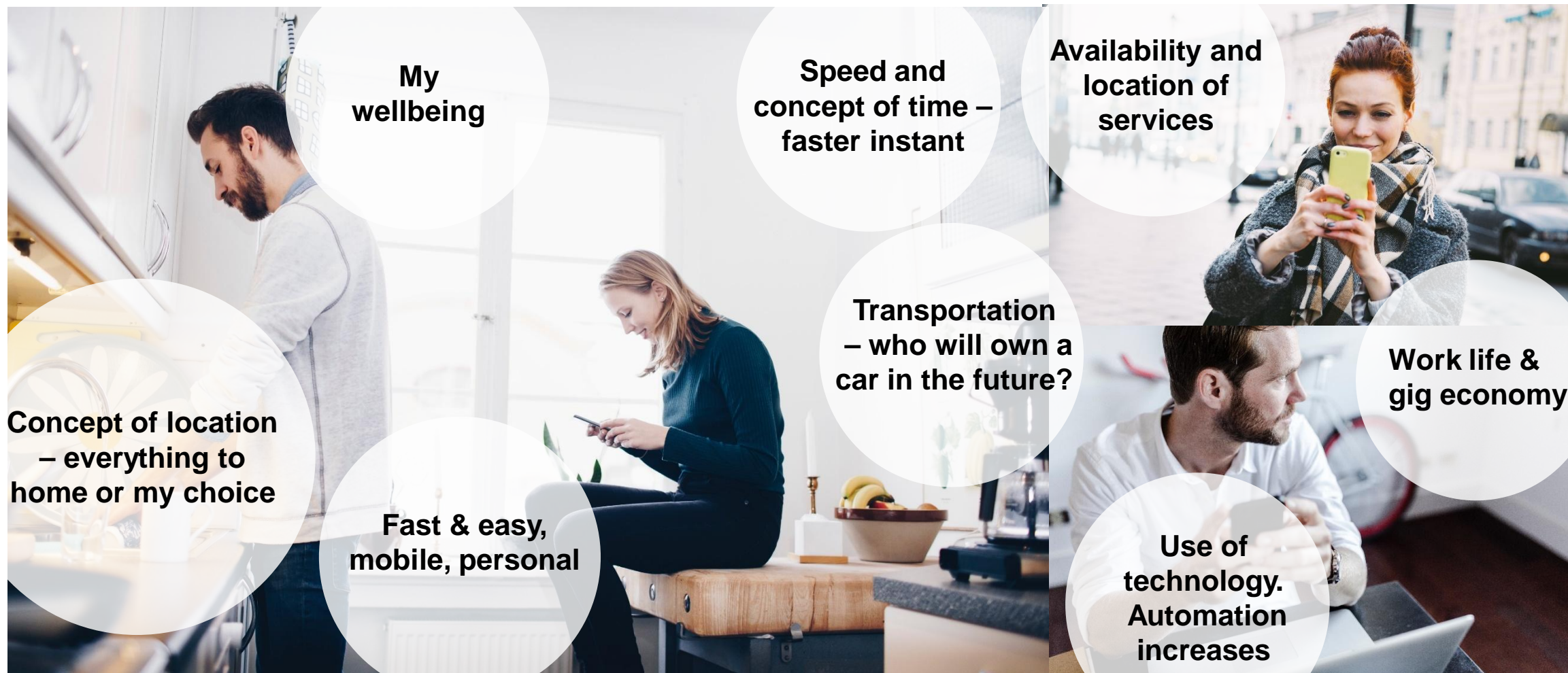
OpusCapita Buyer Supplier Ecosystem



Posti is at historical inflection point



Everyday life changes – at home, at work, and in between

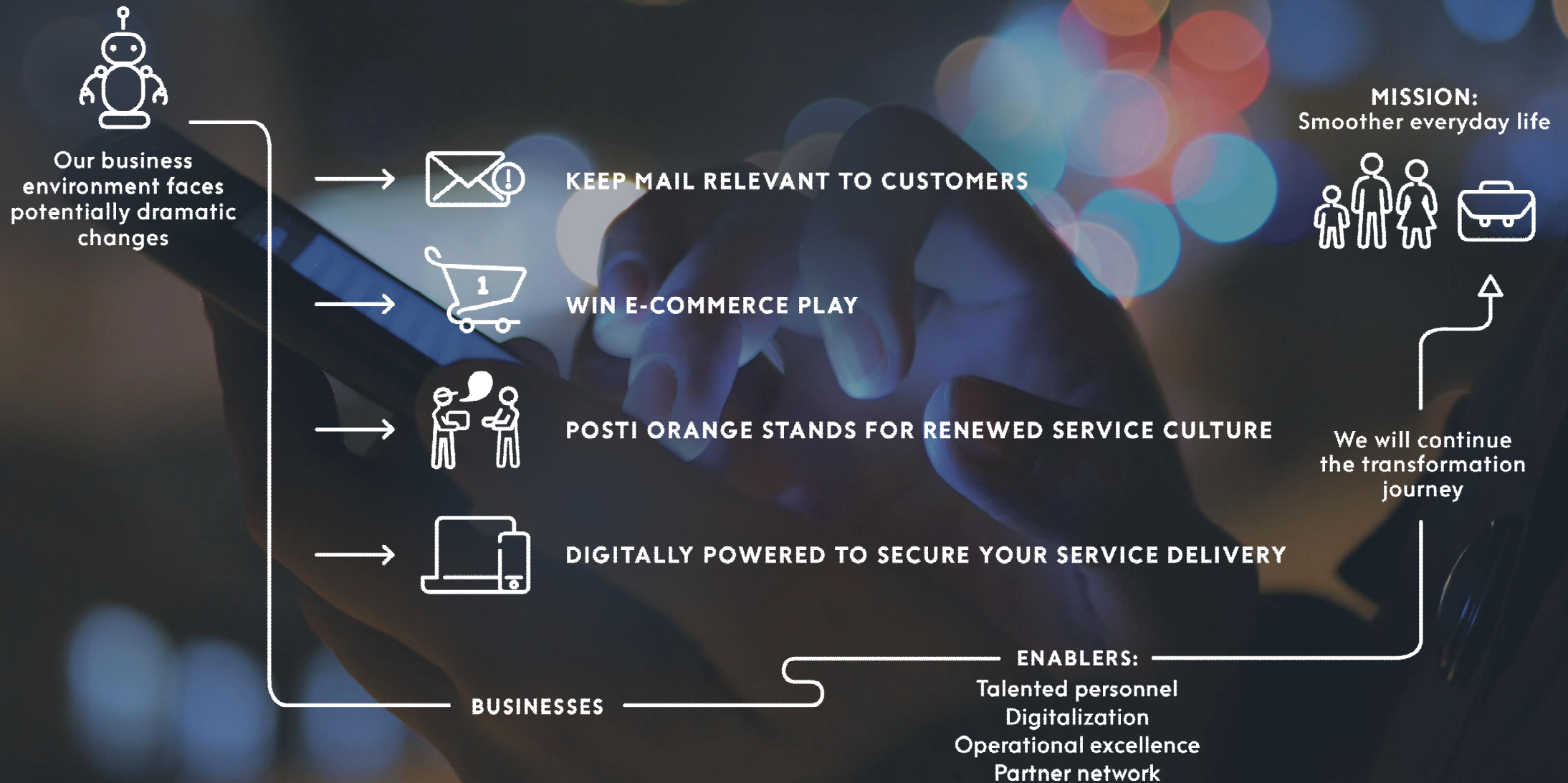




Posti Group strategy

How do we win together?

Posti's strategy 2018-2020 builds on four Must-Win Battles...



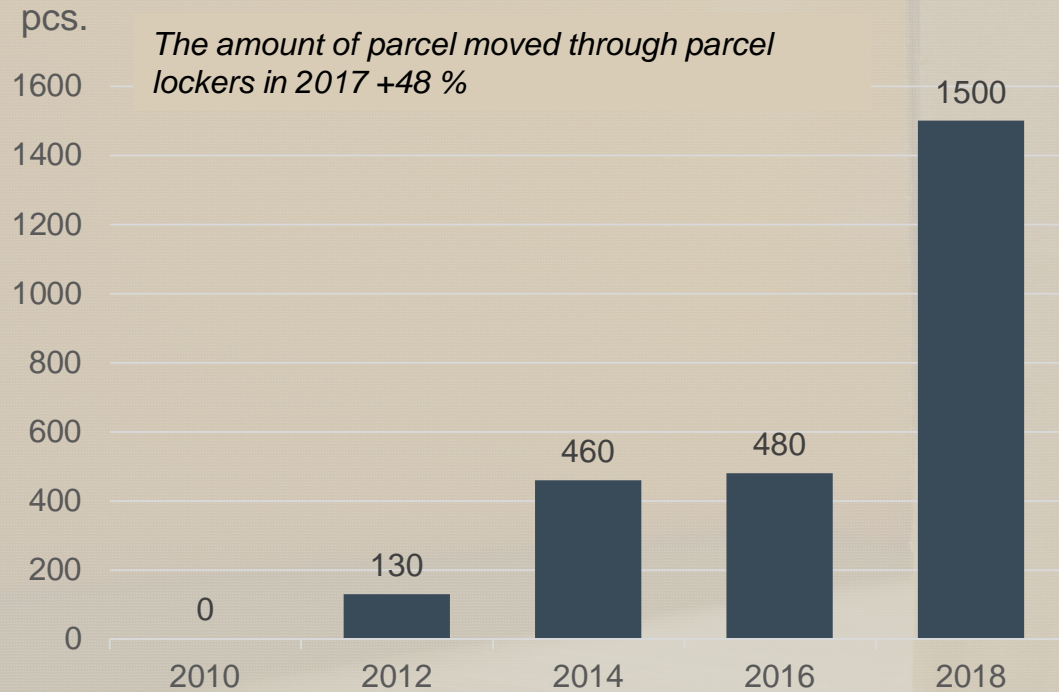
**” We are where our customers are.
We make everyday smoother for our
customers now and in future.**

Our four Must Win Battles are:
Win e-commerce play,
Keep mail relevant to customers,
Renewing our service culture,
**Digitally powered to secure Your
service delivery.”**

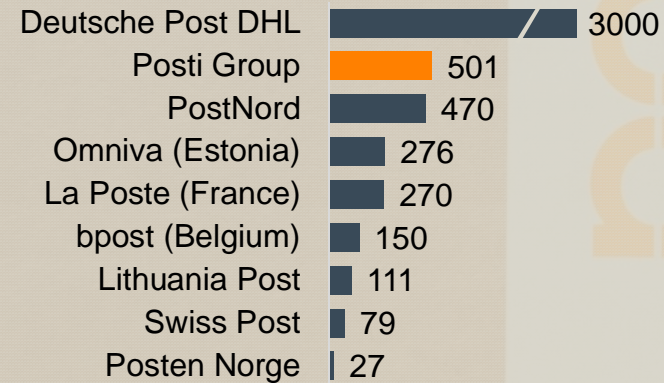


Posti to open 1 000 new parcel lockers in 2018

Posti's parcel lockers 2010-2018



Number of parcel lockers in European postal companies



Source: IPC, postal companies' web sites, latest available information

Keep mail relevant – we track digitally every addressed delivery

- STEP 1: Digital tracking of addressed letters, magazines and advertisements for Posti's internal use in 2018.
- STEP 2: Extending the service and designing tracking visibility for customers.

10 billion digital traces per year



Renewing service culture – tools for a new way of working

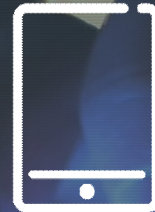
- Training employees for a new kind of service company's work culture and the creation of customer experience
- PoMo Posti Mobile: In the coming year 8 000 delivery employees will have better digital tools

Digitalization of services eases the everyday life of our customers



Digital services

Real-time track & trace
Change on-the-fly
Netposti
Smartpost network



Productivity and quality

PoMo for freight delivery,
subcontractors and staff

Analytics for everyday
management



Even better customer service

Automatized customer dialogue
Machine learning solutions for
deviation handling
Virtual assistants

In 2020 Posti will be customer-oriented and profitable logistics and postal services company

posti