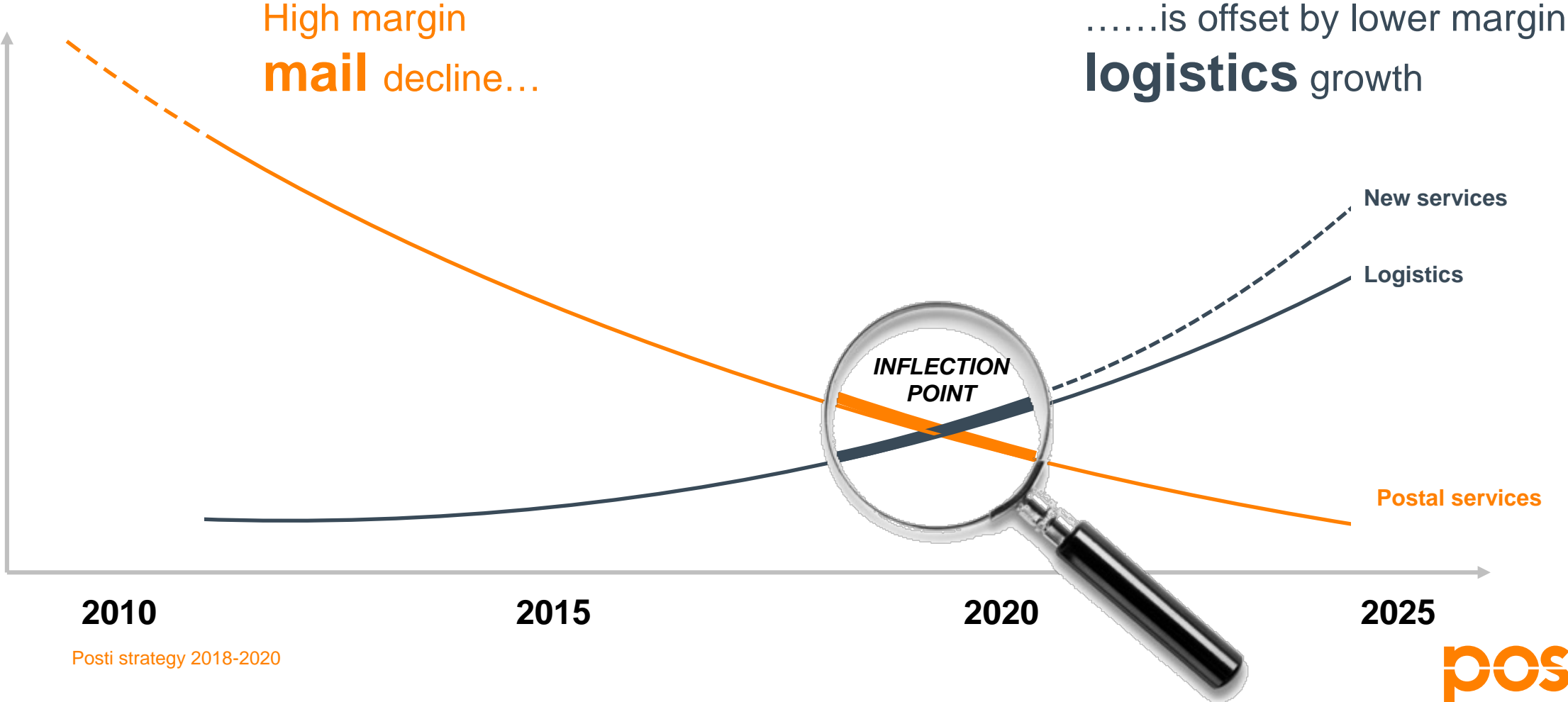


Smoothen everyday life.

Kaisa Ilola
VP, Head of Customer Channels, Posti

posti

Posti is at historical inflection point

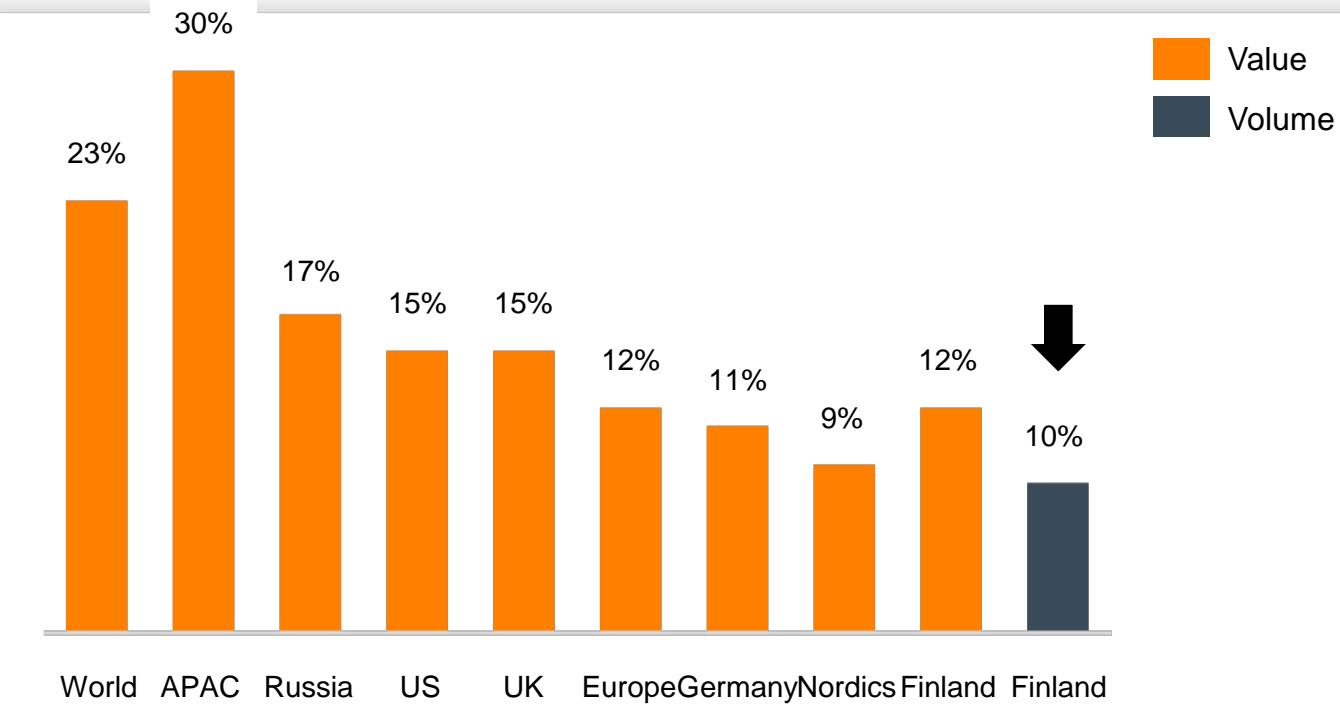


Posti Group is in a historical transformation - **growth and renewal of core business and processes needed**

- 1.** **Retail transformation** continues to accelerate. eCommerce market grows
- 2.** **Digitalization enables new services.** Power of consumers will increase. B2B customers will expect consumer-like services.
- 3.** **Data, Technology & processes** will become sole sources of competitive advantage in logistics. Automation, data and AI will provide opportunities for massive efficiency leaps by streamlining value chains.
- 4.** **New entrants expanding to consumer logistics** from e.g. from retail, service and technology industries. Also Posti must redefine its role to ensure best possible eCommerce customer experience.
- 5.** **Mail decline continues and print deliver business is changing fundamentally.** New players and operating models to increase. Cost efficiency and digital innovation needed.

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

E-commerce growth estimates



Euroopan B2C-verkkokauppa jatkaa nopeaa kasvuaan
 Kaupan liitto | 8.8.2018 14:13 | 0 | 0

Eurooppalaisten kuluttajien halukkuus ostaa verkosta ei osoita laantumisen merkkejä – päinvastoin. Verkkokaupan kasvuvauhti on kiivainta Länsi-Euroopassa.

Verkkokaupassa kirjataan edelleen kaksinumeroisia kasvulukuja. Verkkokauppa Euroopassa kasvoi 11 prosentilla 534 miljardiin eurolla ennustetaan 13 prosentin kasvua sekä 602 miljardiin...

By 2025, consumers will not want to spend time searching, shopping and waiting for delivery.

What people will want is a **smart shopping experience that makes ecommerce easy and enjoyable.**

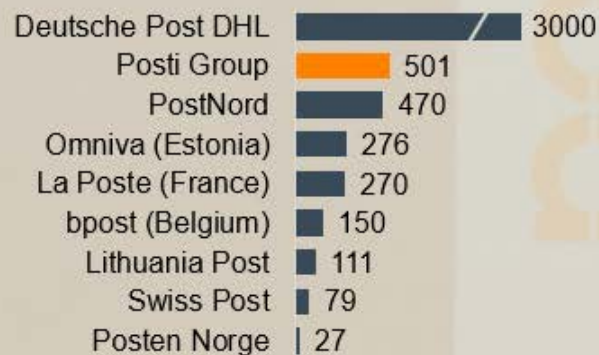


Posti to open 1 000 new parcel lockers in 2018

Posti's parcel lockers 2010-2018



Number of parcel lockers in European postal companies



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

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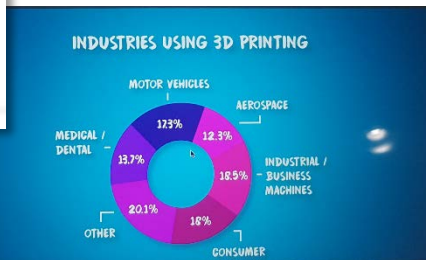
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Growing need to reinvent best possible eCommerce customer experience. Data & automation investments are a must.

Automated, learning processes & open networks



New delivery models & last-mile technology



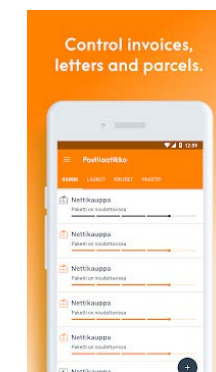
Easy consumer ordering & conversational commerce



Connected logistic networks: humans, machines and things



Intelligent, automated & ecological transportation



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Competition is fierce: traditional domestic and international players in all markets – new players to increase as digital services evolve



Letters and magazines



Freight and warehousing



eCommerce & Parcels



Retail network



OpusCapita Buyer-supplier ecosystem



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Changing customer needs reduce the demand for print, but digitalization can keep traditional mail meaningful

Document sending digitizes fast, as consumers move or are directed to online channels



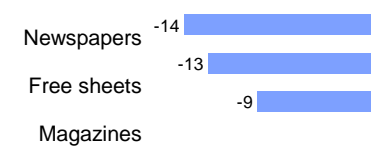
Lähde: Posti



Consumers and advertisers switch to digital and other print channels, forcing publishers to rethink their business models and strategies



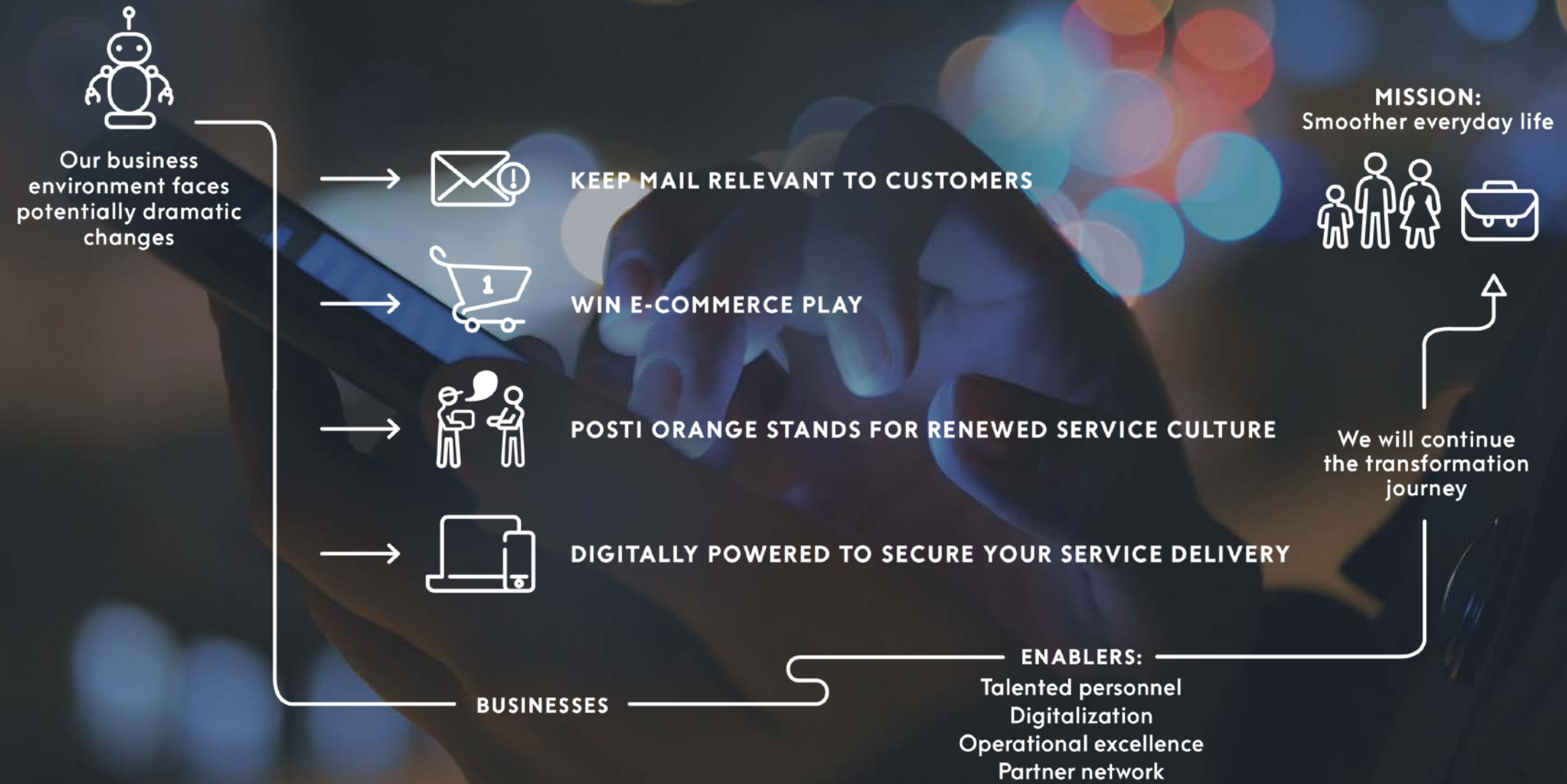
Change of media advertising, 1-4 2018 vs. 1-4 2017, %



Rapidly growing digital messaging is dominated by global players, market opportunity exists for local players in B2C customer communication



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



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