



New strategies that make the open postal market work



Lisbon, 6 October 2011

The world is changing ... so is PostNL



Digitisation of correspondence

We're offering an increasing number of digital solutions, like our digital billing and direct e-mail



Unstoppable growth in online sales

We offer online retailers both convenient parcel services *and* online solutions



Liberalisation of the European postal market

We have also gained a strong market position in the UK, Germany and Italy

Why separate?



- Many differences between Mail and Express
- Stagnation of European postal market resulting in limited synergy benefits
- Each company can now focus on its own business
- Choice between a value stock (Mail) and growth stock (Express)
- Easier for the individual companies to participate in partnerships
- Easier for the individual companies to make acquisitions

Brand



We're proactively responding to the growth in online shopping with our parcel and e-commerce services, and we're constantly coming up with new smart solutions

Our focus

- Grow/develop added value and digital and physical supply chain related services
- Develop additional services and solutions

Services & Solutions

Mail

- Be the leader in the market
- Be the best-in-class service provider
- Ensure customer focus, quality, customer satisfaction
- Develop retail network opportunities
- Develop smart combinations of physical & digital solutions

Parcels

- Achieve growth in parcels
- Achieve growth in adjacent markets:
 - Fulfilment
 - Secure transport
 - Freight
 - Shop security
 - Night-time delivery
 - IT-related services
 - Installation services

International

- Profit from liberalisation outside of the Netherlands
- Improve profitability of our international networks
- Grow the parcels business through broker model and international sales channel

Realise network and sales synergies

Realise sales synergies

Parcels



- Market leader in parcel distribution in the Benelux
- Collection, sorting and delivery of parcels and pallets
- Approx. 98% of domestic parcels delivered within 24 hours
- Parcel volumes increasing rapidly thanks to online shopping
- Focus on e-commerce and retail services



E-commerce



- We make the most of the opportunities offered by the Internet
- We support online retailers with advice and logistics
- We offer ready-to-go concepts for smaller enterprises
- We operate our own successful online shops and services:

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Retail network offers new opportunities



Our new retail network

With 2,750 locations, the largest retail network in the Netherlands

Two shop-in-shop formulas: post office and Business Point

Simple and user friendly for both the retailer and the customer

New opportunities

Expansion of mail-related products (parcel pick-up, return logistics)

Extra sales through collaborations (government, insurers, sampling)

New products and services (financial services for example)

The world is changing ... so the USO?



Tariffs

Market forces will increasingly set prices



Network

For more and more consumers accessibility means comfort



Services

Tailored solutions are often preferred

