



Swiss Post Strategy 2011-2013

Peter Hasler, Chairman of the Board of Directors

Jürg Bucher, CEO

Berne, 22 December 2010

SWISS POST 

Postal legislation adopted

- Swiss Post Ltd and PostFinance Ltd
- Legal and planning certainty
- Greater room for manoeuvre
- Strong in the face of competition
- Excellent basic service



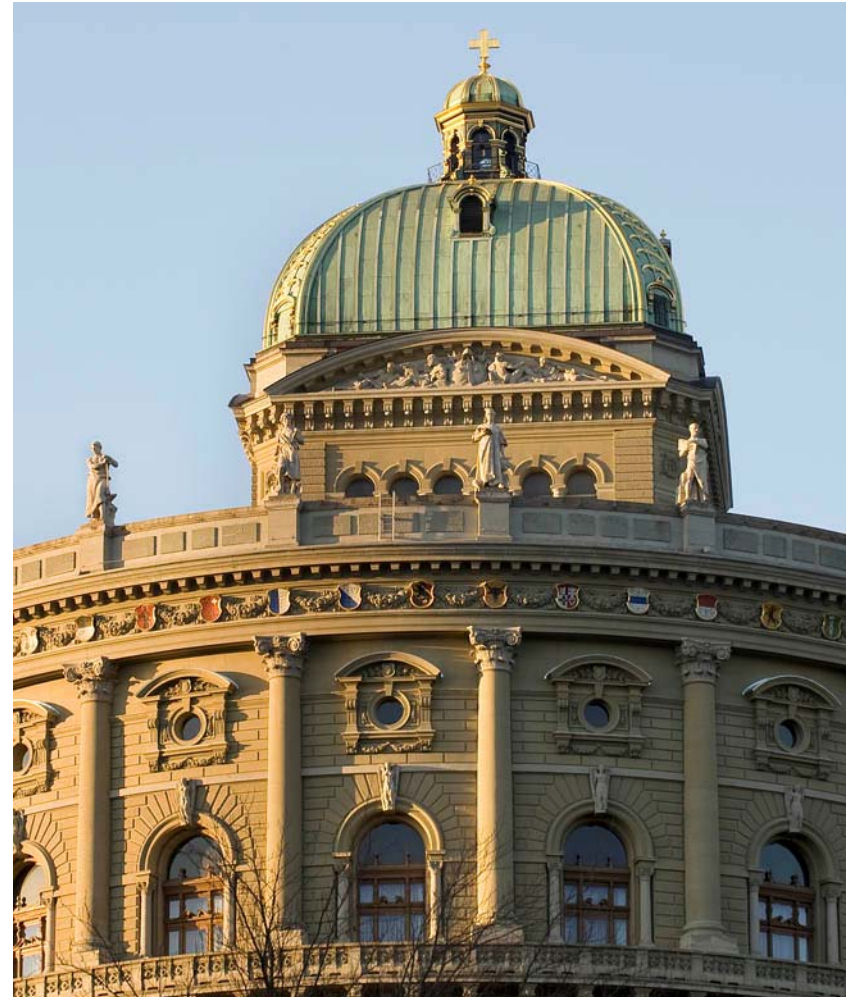
Success in 2010

- High customer satisfaction
- High employee satisfaction
- 5 billion consignments processed per year
- 865 million payment transactions per year
- Excellent financial result



Strategy 2011-2013 – Requirements of the owner

- Provide basic service in all regions of Switzerland
- Achieve 100 per cent self-financing
- Safeguard the enterprise value
- Remain customer-oriented and innovative in the face of competition

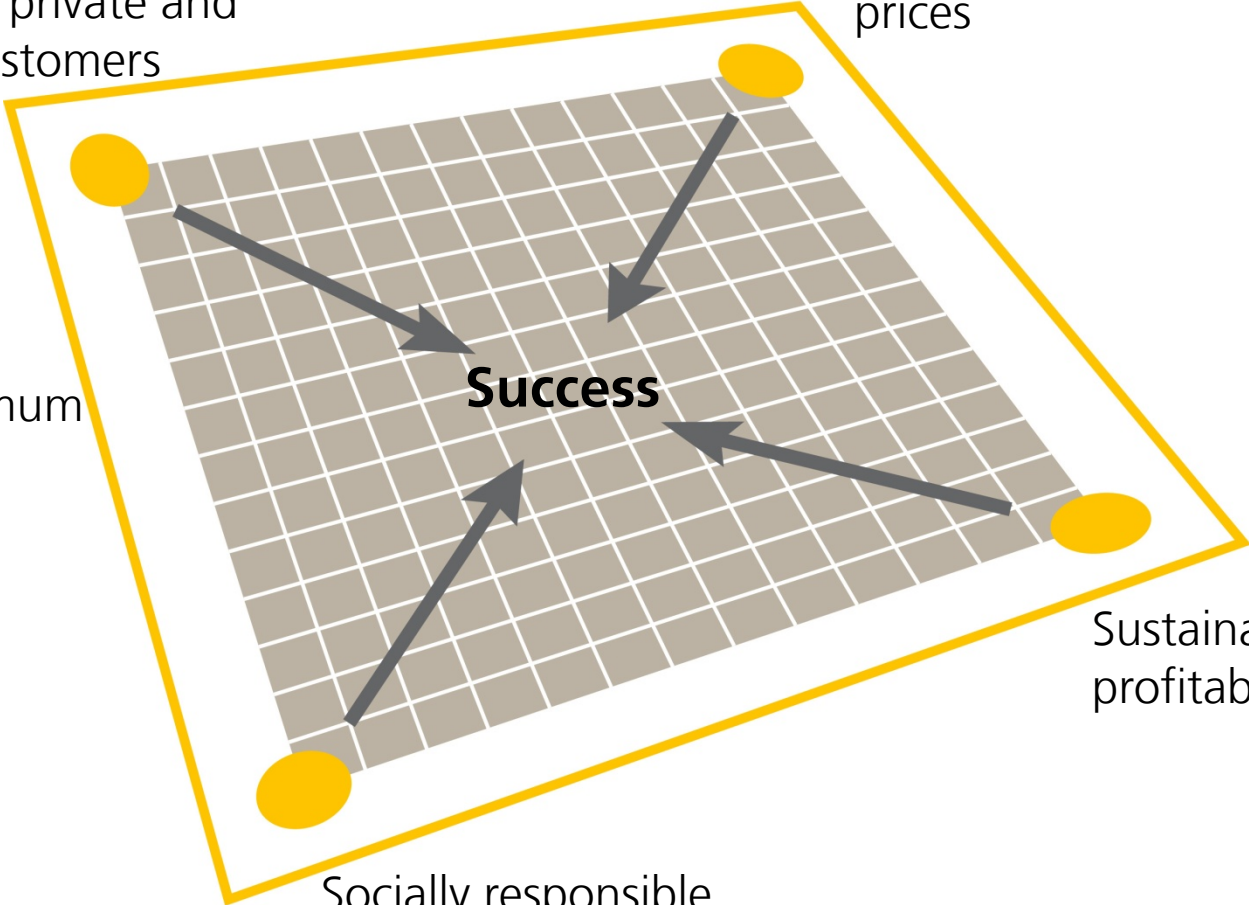


Strategy 2011-2013 – Strategic thrusts

Excellent services for private and business customers

Fair-market prices

Make optimum use of regulatory framework



Sustainable, profitable growth

Socially responsible cost efficiency

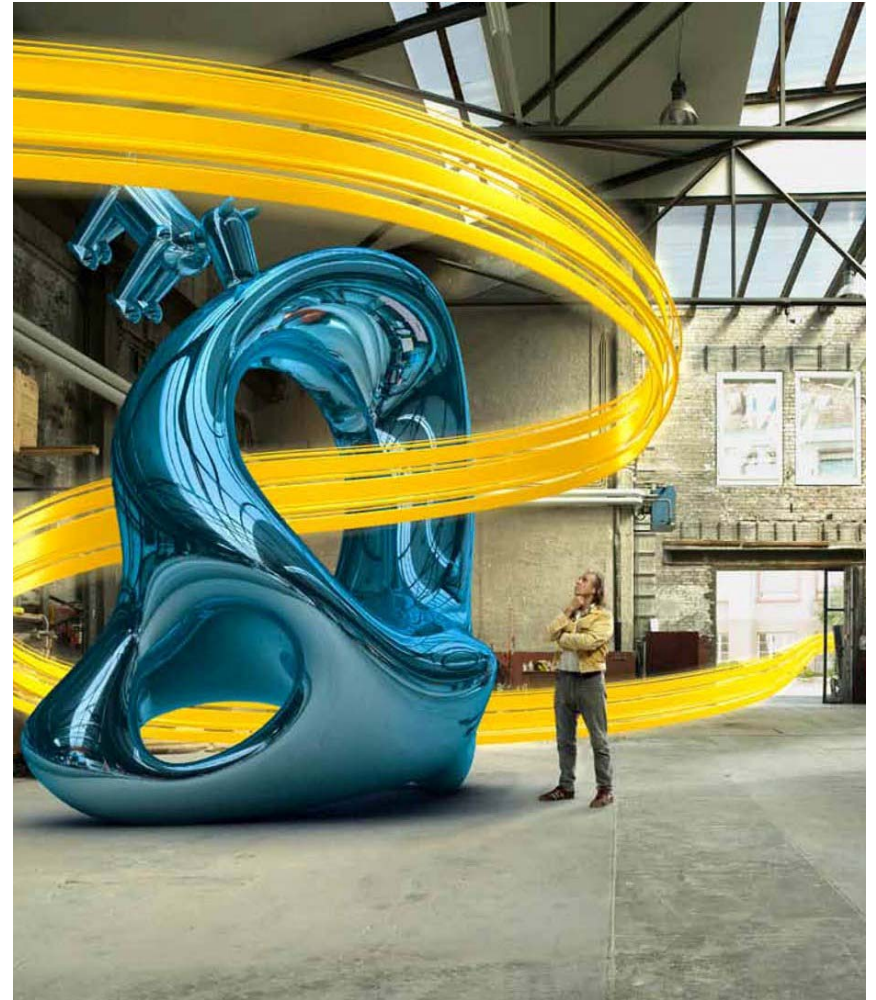
Strategy 2011-2013 – Activities abroad

- Safeguard Swiss market
- Occupy niches
- No major investments
- Enable profit growth



Strategy 2011-2013 – further objectives

- Innovation
- Competitiveness
- in line with industry profits
- Reduction of CO₂ emissions



Swiss Post is taking off! Thank you for your attention



Top performance for a happy Christmas

- 20 million letters daily
- 1 million packages on peak days
- Over 650,000 financial transactions on peak days
- Christmas letters to 16,000 children

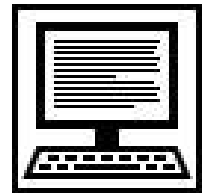


Conglomerate in four markets

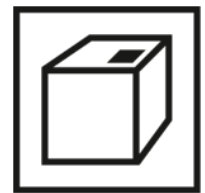
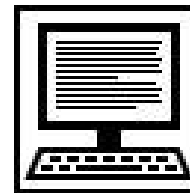
– Communications market



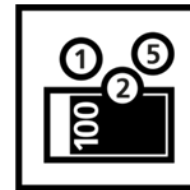
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– Logistics market



– Retail finance market

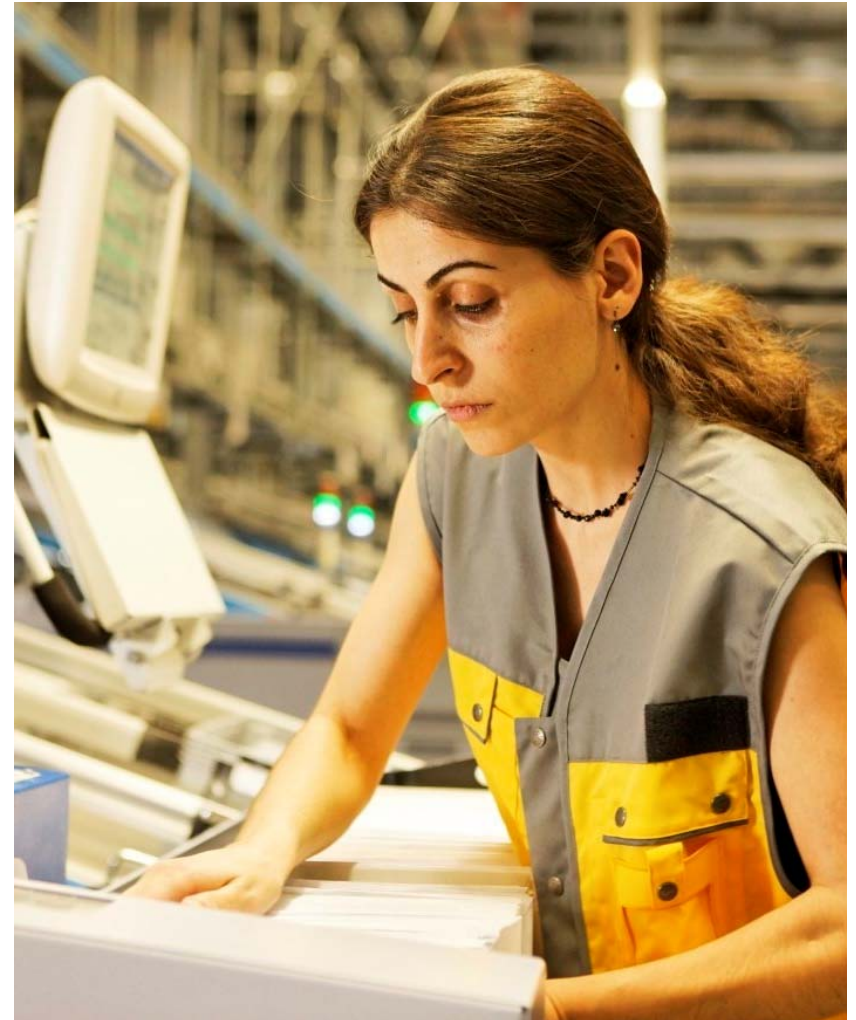


– Public passenger transport



Communications market

- State-of-the-art letter processing
- Solutions at the interface between physical and electronic mail
- Traditional core business remains central
- Further developing network of access points



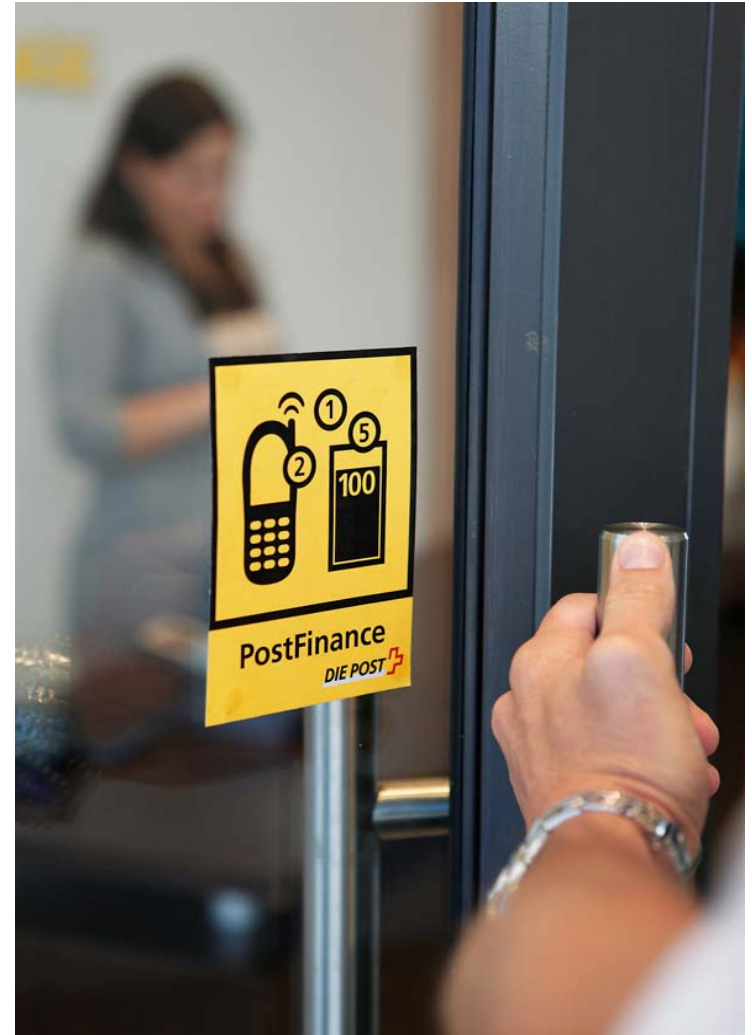
Logistics market

- State-of-the-art package processing
- Number 1 in courier, express and package market
- Total solutions with small consignments, warehouse and night logistics
- High quality and low costs



Retail finance market

- Number 1 in payment transfers and in e-finance
- Simple products in the core business of payments and savings
- Nationwide advice network for SMEs
- 24-hour customer service
- Different from the banks!



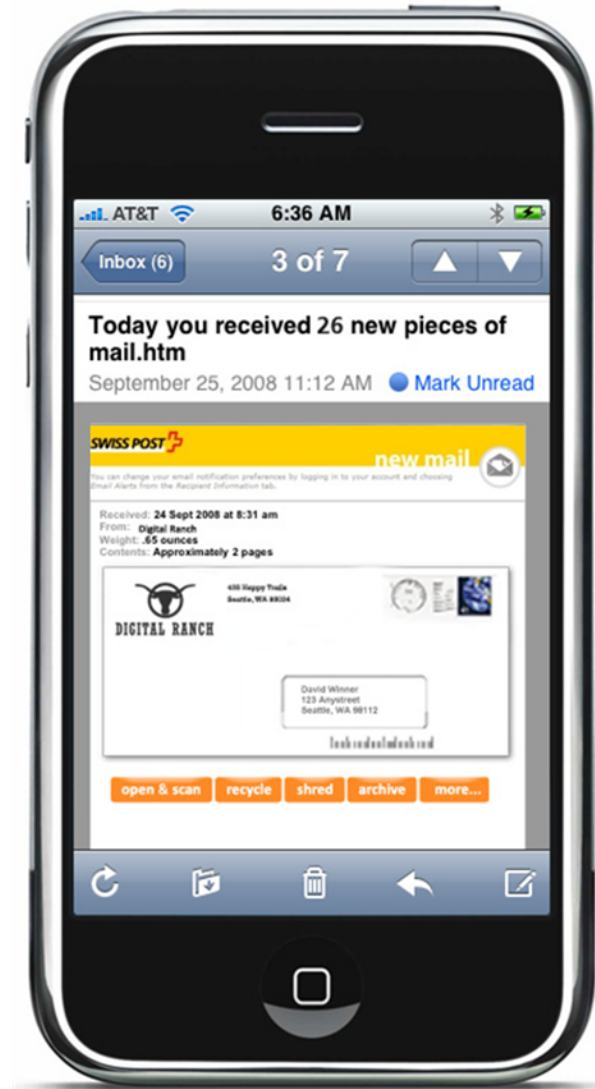
Public passenger transport

- Leading bus company in Switzerland
- Bringing system services to market
- Quality supplier abroad
- Combined, sustainable mobility



Developing further

- electronic solutions support core business
- e-product house for all Group units
- cross-market offerings
- gradual development abroad



“Swiss Post does a magnificent job!”

- Swiss Post successfully safeguards an excellent basic service
- High service quality
- Dense network of 3,600 access points
- 60,000 employees do a magnificent job!



Thank you! Our mission for 2011 remains the same:



**We move people, goods, money
and information**
reliably, profitably and sustainably