



E-commerce press conference

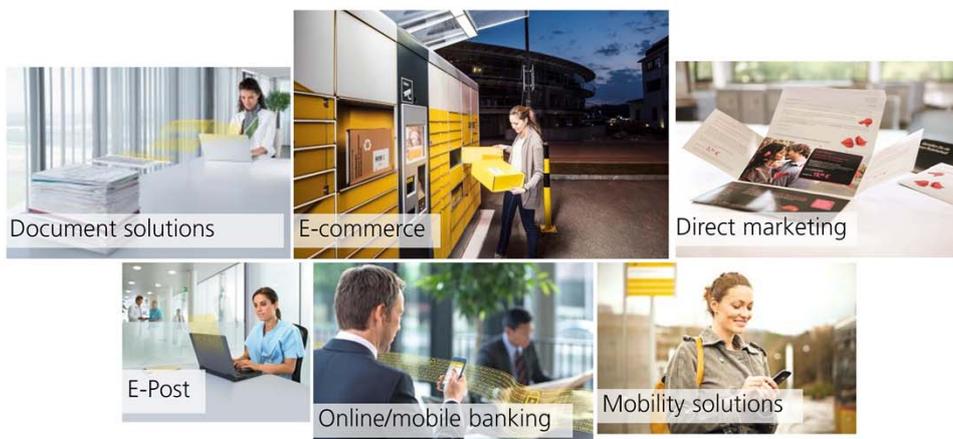
Susanne Ruoff
CEO



- Ladies and Gentlemen
- A warm welcome to you all!
- Today we will be showing you some innovations from our most important growth market – e-commerce.
- E-commerce is currently a hot topic for retailers and end customers. Who doesn't sell their goods on the Internet and who doesn't buy online? As a Swiss market leader in logistics we are helping to shape developments being driven by rapid technological progress.
- Whilst the market is moving towards speed and efficiency on the suppliers' side, end customers want more flexible, customized delivery – whenever and wherever they are.

Group strategy 2014-2016

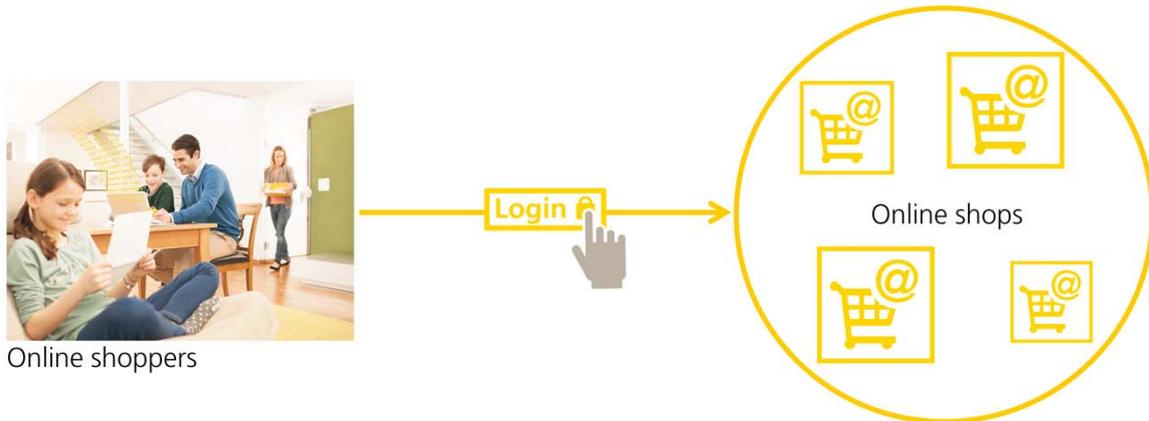
Development areas



We make everyday life simpler for our customers with Swiss Post's secure, data-based services.

- Two years ago Swiss Post launched a campaign in the e-commerce market. We have responded to the boom in online retail and identified e-commerce to be a strategic business development area.
- Our first goal was to improve shopping convenience for the end customer. With online management of missed consignments, delivery at off-peak times and parcel collection from home, we have moved closer to meeting the needs of recipients.
- Our second goal was to offer customized all-in packages for business customers.
- Here, too, we have managed to offer our customers added value. We have evolved from a parcel service provider to a full-service e-commerce service provider. We offer online retailers everything, from an online shop and logistics through to a payment solution and returns management. This is unique in Switzerland.

A single login – many online shops



- Today we are announcing another important step. We are bringing online retailers, online shoppers and Swiss Post together by creating a single customer login. With just one click, the mailing of a parcel will follow precisely these specifications – from any online shop that works together with us.
- In addition we are expanding the management of parcels – in future our customers will have the flexibility to determine when and where they want a parcel delivered. And we are extending delivery during off-peak times: in the evening, on Saturdays and now even on Sundays.
- A provider who can offer online retailers a customized service package from a bundle of various services will win out in the logistics market – and this at the best price and with the best quality.
- The Head of our Logistics division, Dieter Bambauer, will outline the details and show you the further simplifications and technical innovations for receiving parcels that we will be introducing in the coming months.

Swiss Post opening hours 24/7/365



Evening and weekend delivery



My Post 24 parcel terminals



Post offices



Postal agencies



PickPost at petrol stations, train stations etc.



Pick@home, home delivery service

- What we are doing in the e-commerce market represents the practical implementation of our “simple yet systematic” vision. We want to make our customers’ everyday postal transactions as easy as possible. Customers should find our services wherever and whenever they need them.
- We have been pursuing this aim in our postal network for years. There we have developed a range of new access points which are tailored to today’s customer needs with attractive opening hours and convenient locations.
- We have more and more customers who want to carry out their postal transactions while on the go. These customers are often very mobile and require Swiss Post’s services early in the morning or during the evening – ideally at a hub.
- By developing 24/7 parcel terminals, the nationwide provision of practical drop-off and collection points in bakeries and petrol stations (PickPost), the expansion of the home delivery service and the collection of parcels and return items from home and, of course, by also continuing to implement the successful postal agency model, we are now closer to our customers – whenever and wherever they are.
- Today we offer a round-the-clock service.
- On the one hand we are present with physical access points, while on the other there is increasing demand for digital applications. Many customers carry out their transactions in a digital environment.



- Swiss Post has therefore developed its various divisions in recent years towards more practical and easily accessible services at the interface between the physical and digital worlds.
- You can now frank letters with an SMS postage stamp or using WebStamp, and design and send postcards online in a matter of seconds with the PostCard Creator. All these solutions enable our customers to carry out their postal transactions anywhere with a mobile device.
- We offer a single login for all Swiss Post services and also lead the way in secure transmission with solutions such as IncaMail. And we offer a seamless connection to mobile and digital payment solutions.
- Together with SBB and Migros Zurich we have been testing the SpeedyShop at Zurich main station since September. With this project, purchases that are ordered online will be delivered to the My Post 24 terminals within 30 minutes, where they can be conveniently collected.
- The move to get closer to customers while remaining in step with technical and social change is not over. Although we have achieved a lot, we can see that there is still significant potential: logistics will cater more and more to individual requirements. In future it will be possible to deliver directly to the boot of a car using GPS co-ordinates. The parcel carrier will be given a code to open the car door. An important topic is also the same-day delivery of consignments. Anticipating orders can also be expanded. Based on customer data, orders can be anticipated and pre-picked. That increases planning and, in turn, efficiency.

- We want to link the physical and digital worlds seamlessly for our customers. The postal service needs to be as simple and practical as possible for our customers.