

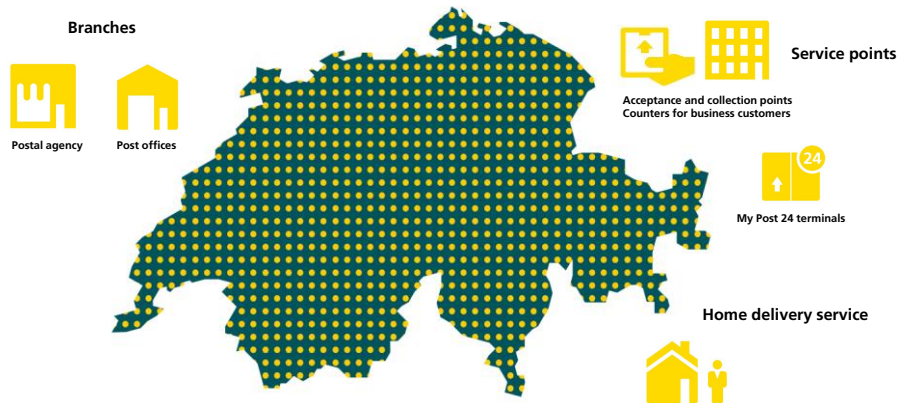


Slides and speakers' notes
Press conference on the development of the postal network,
26 October 2016

CHECK AGAINST DELIVERY

- Ladies and Gentlemen
- We have invited you here today to explain the further development of our postal network of the future.
- I will inform you about our plans, as will Thomas Baur, Head of Post Offices & Sales.

Dense network of access points



- Swiss Post has the densest network of access options for postal services in Europe.
- Today, we offer our customers a total of 3,700 access options, of which around 1,400 are post offices and 780 are postal agencies with partners – for example retailers. We also have 1,300 locations with a home delivery service and 290 additional service points such as acceptance and collection points at train stations and petrol stations, My Post 24 terminals and business customer points.
- For years now, we have been developing the postal network in line with changing customer requirements, working to make our services more flexible and diverse.
- Our customers are more mobile and flexible, and increasingly take care of their postal transactions wherever and whenever it suits them.
- That is why our primary goal is to be as close as possible to our customers! We want to be able to offer our customers the service they require where they require it at all times. Rather than them having to look for us, Swiss Post must find its customers wherever they happen to be.

Changing customer requirements – new services

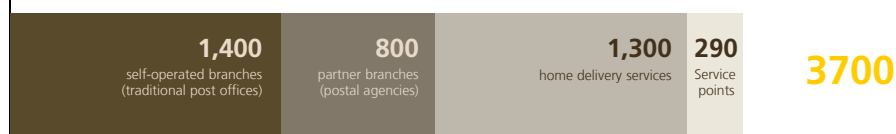


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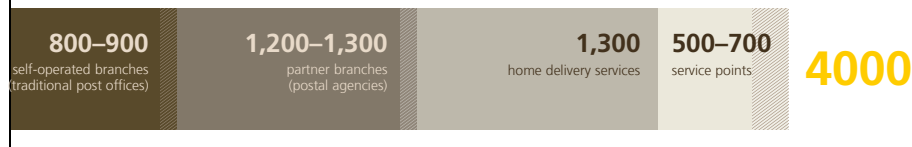
- In recent years, we have made great efforts to meet the changing requirements and habits of our customers.
- Postal transactions can now be carried out seven days a week, and in some cases around the clock.
- This is made possible by the growing number of My Post 24 terminals or the nationwide network of acceptance and collection points at petrol stations and train stations, which enable flexible mailing and receipt of parcels and registered letters.
- With the pick@home service, the parcel carrier collects parcels from the customer's home or another address of their choice. Other examples include the SMS postage stamp, management of registered letter and parcel deliveries, and PostCard Creator.
- For payment transactions, the trends are similar. Since 2000, the number of transactions in e-finance has grown in the double-digit percentage range every year. This trend will continue to intensify in the near future. Today, PostFinance already offers a large range of solutions that allow customers to manage their finances around the clock.

The postal network of the future

2016: 3,700 access points



2020: 4,000 access points



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- These changes in customer requirements and customer behaviour will continue, and Swiss Post will continue to develop its network and range of services accordingly in the coming years.
- By the year 2020, postal services will be accessible at more than 4,000 locations in Switzerland. Today that number stands at 3,700.
- We will focus even more closely on the proven model of juxtaposition of traditional and new access options, which by complementing each other offer the best possible universal postal service for all requirements, regions and generations.
- Here, the postal agency model has a high priority: In the past ten years, the postal agency has established itself as a practical and popular access option.
- In addition to the longer opening hours, postal agencies have the advantage that Swiss Post remains physically on site, customers benefit from a wide range of postal services, and the collaboration with a local partner strengthens the infrastructure of the village or district.
- We want to increase the number of postal agencies to between 1,200 and 1,300 by 2020, while also creating 200 to 400 additional service points such as acceptance and collection points or My Post 24 terminals. We will reduce the number of traditional post offices to between 800 and 900.
- With the traditional post office, Swiss Post is less and less able to meet today's customer requirements. This trend is apparent in the drastically declining volumes of letters and parcels handed in over the counter and over-the-counter inpayments.

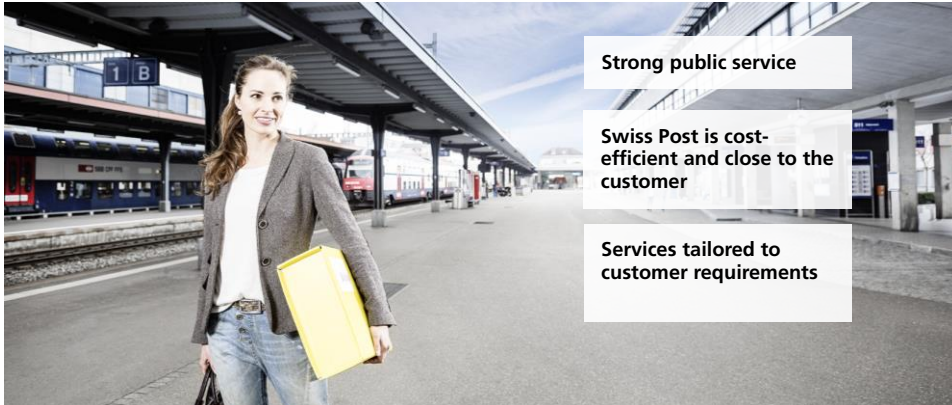
Taking responsibility to employees seriously



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- We expect that the majority of staff will not be affected by the restructuring of the postal network. Nonetheless, we are aware of our responsibilities, and will fulfil them in this regard.
- According to our current estimates, around 1,200 employees could be directly affected. This would correspond to approximately 700 full-time equivalents.
- We will avoid redundancies – wherever possible – and offer alternatives to employees. We will support employees in finding appropriate individual solutions.
- The current Swiss Post social plan, which has already been negotiated with the unions, will now take effect. And we will of course also continue to actively engage in dialogue with the social partners, as we have always done.

Services are the focus



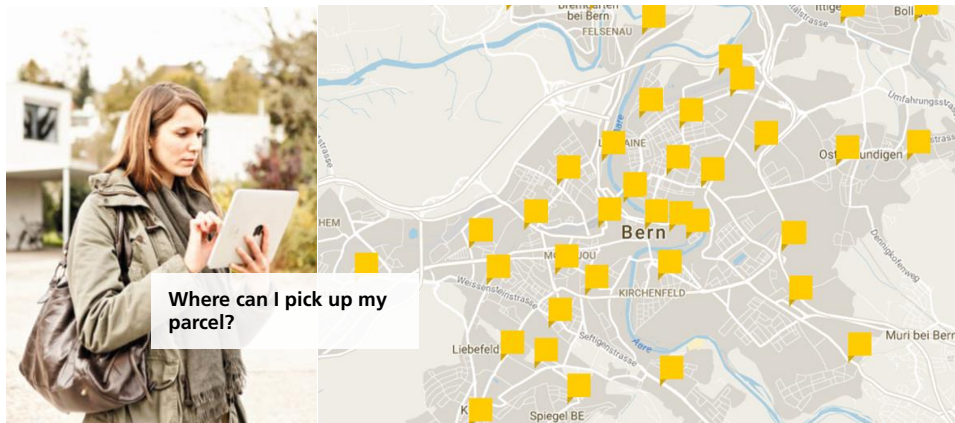
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- Swiss Post is committed to a strong public service today and in the future. In the long term, we want to maintain a dense network of access options that is both customer-friendly and financially viable. Our focus here is clearly on the services offered, and not on the structure of the postal network.
- The restructuring of our network is a great opportunity to build a Swiss Post that is cost-efficient and close to the customer.
- I would like to thank you for your attention, and will now give the floor to Thomas Baur, Head of Post Offices & Sales, who will explain the details of the further development of our network.



- Ladies and Gentlemen
- Thank you for coming here today to find out about the postal network of the future.
- Susanne Ruoff has outlined the direction we want to take.
- I will now explain what this means for our network.

Changes in society – digital and mobile



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- When was the last time you were at home when the mail carrier rang your doorbell with a parcel?
- When was the last time you paid a bill with an inpayment slip at the post office counter?
- Or do you remember the last letter you brought to the post office for franking and posting?
- You can see what I'm getting at: The habits of our customers have changed. They are now digital, more mobile and more flexible.
- At Swiss Post, we are responding to these trends every day.

Create transparency and promote dialogue



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- Our goal: **We want to be closer to our customers.**
We are therefore moving in three directions:
 1. **We are creating more access points.** Susanne Ruoff has set out the numbers for you. I will explain to you later how we intend to add value with the individual access points and the direction in which we will develop our network.
 2. **We want a stronger dialogue with the cantons.** Transparency and dialogue are clearly the focus. We will now be discussing the structure of the network directly with the cantons, a process we will begin as early as November this year.
We want to move away from individual considerations and towards regional considerations, and now also take into account regional criteria and requirements in addition to the Confederation's statutory accessibility requirements.

We want to use these talks to identify what the new access points are and what added value they entail for municipalities and customers. But what we particularly want to discuss with the cantons is which branches will remain unchanged in the coming years. This is our approach to creating planning reliability and transparency.

This is particularly important for rural regions, where for example there may be a need to create or retain access points for residents of remote areas for which there would have been no solution in the planning to date.

3. **Citizens will in future be informed at an early stage.**
Here again, we want to be closer to our customers. Starting in January, there will be information events in municipalities that may be affected by a change in the post office network, at which alternative and new services will be presented.

We are also planning a roadshow to bring Swiss Post's products and services closer to the Swiss people. This is our approach to ensuring that our customers can experience live that in future they will be able to access our products and services in a simpler and more varied way.

- I would now like to come back to our access points and show you how we are continuing the development of our network and getting closer to our customers.

The network of the future



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- You will have seen a **My Post 24 terminal** in front of the entrance to this hall. There are now 74 of these terminals. Most are accessible 24/7. They are not only convenient in terms of picking up parcels; customers can also use them to drop off parcels and registered letters.
- **Postal agency:** The postal agency often offers very extended opening hours, it is extremely easy to use, and it can be made available practically everywhere. Three examples: Kastanienbaum, Ticino, Hottingen. There is some criticism of the postal agency because of the lack of a cash payment option, but here again we will soon be able to offer a solution. In difficult cases, we will offer customers cash payments at the doorstep.
- But we are also continuing to create new solutions for our **business customers:** Practical and easily accessible, **business customer points** can be made available in industrial quarters or business districts – exactly where they are needed, so business customers no longer have to drive into the crowded city center to drop off their mail because they have an access point just around the corner.
We will also soon be introducing **Collect mail directly from SME.**
- Private customers will in future be able to take care of more postal transactions at the doorstep, hand over letters and parcels at home, etc.
- In the future, we want to equip households with so-called smart buttons – which can be used to place orders with the mail carrier.

Tailored to customer requirements



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- We are building the postal network of the future in dialogue with the target groups.
- We want to be closer to our customers – including in more remote areas.
- We want a postal network that meets everyone's requirements: the elderly, the young, those in remote areas, and our urban, predominantly digital customers.
- For those who prefer personal service, it will still be available.
- And those who want to make a payment in the middle of the night or redirect their mail online can do that, too.
- The postal network of the future is near, flexible and diverse, physical and digital.
- The postal network of tomorrow is designed for our customers and their habits.

Thank you for your attention

- Thank you very much for your attention. We would now be happy to take your questions.

