

# Poczta Polska

## Voluntary Redundancy Program



The European Social Dialogue Committee for the postal sector  
Project “Mobilising social partners in a new context”  
Final conference  
Bucharest, 24-25 May 2016

- **Market trends which impact business**
- **Most significant changes on the market**
- **Our Business – Poczta Polska Group**
- **Our Corporate Values**
- **Voluntary Redundancy Program – basic information**
- **Voluntary Redundancy Program in figures**
- **Poczta Polska 2020**

Social and cultural



Values



Multi-channel communication



Healthy lifestyle



Fragile brand loyalty



Age is of lesser importance



Brand selection through reputation



Everyday life pragmatism



Word of mouth marketing



Positive relations with people and firms



Citizen of the World



Creation, co-creation



Village to city migration



Personalisation



Socially responsible organisations



"Digital" generation



Access of more importance than possession

Technological



Internet of Everything



Mobile devices



Big data



Cloud computing



Automatic identification



E-communication



3D print



Automation - self service



Mass services automation

Economic



Sustainable GDP growth



Growth of wealth



Law interest rates



Enterprise cost optimization



Euro introduction



Globalisation



E-commerce development



Decline of traditional correspondence



Availability and prompt delivery

Regulatory



Competition for officially designated operator



More flexible labor laws



Cross-border trade eCommerce



Universal services limitation



Restrictive lending policy



Transparency

## Poczta Polska Group operates on a highly competitive market driven by many intense changes

### E-substitution

– perspective of lowering impact of letter (traditional letter) and traditional financial services markets (mainly money transfers)

↓ **- 10%**<sup>1</sup>

E-substitution effect on Poczta Polska S.A. volumes in 2015

↑ **+35%**<sup>4</sup>

Increase in documents sent to e-Deklaracje system (2015)

### Liberalization of postal market

- full opening of Polish postal market since 1<sup>st</sup> Jan 2013, Poczta Polska as Designated Postal Operator until 2025



### E-commerce and CEP markets development (parcel, express and courier services)

↑ **+ 15%**<sup>2</sup>

Increase in Polish e-commerce market (2015r.)

↑ **+ approx. 7%**<sup>3</sup>

Increase in CEP volumes in Poland (2015)

### Development of insurance and financial services

- with low interests rates in Poland  
- Additional problems with changing regulations

1. Estimated influence of e-substitution on Poczta Polska volumes

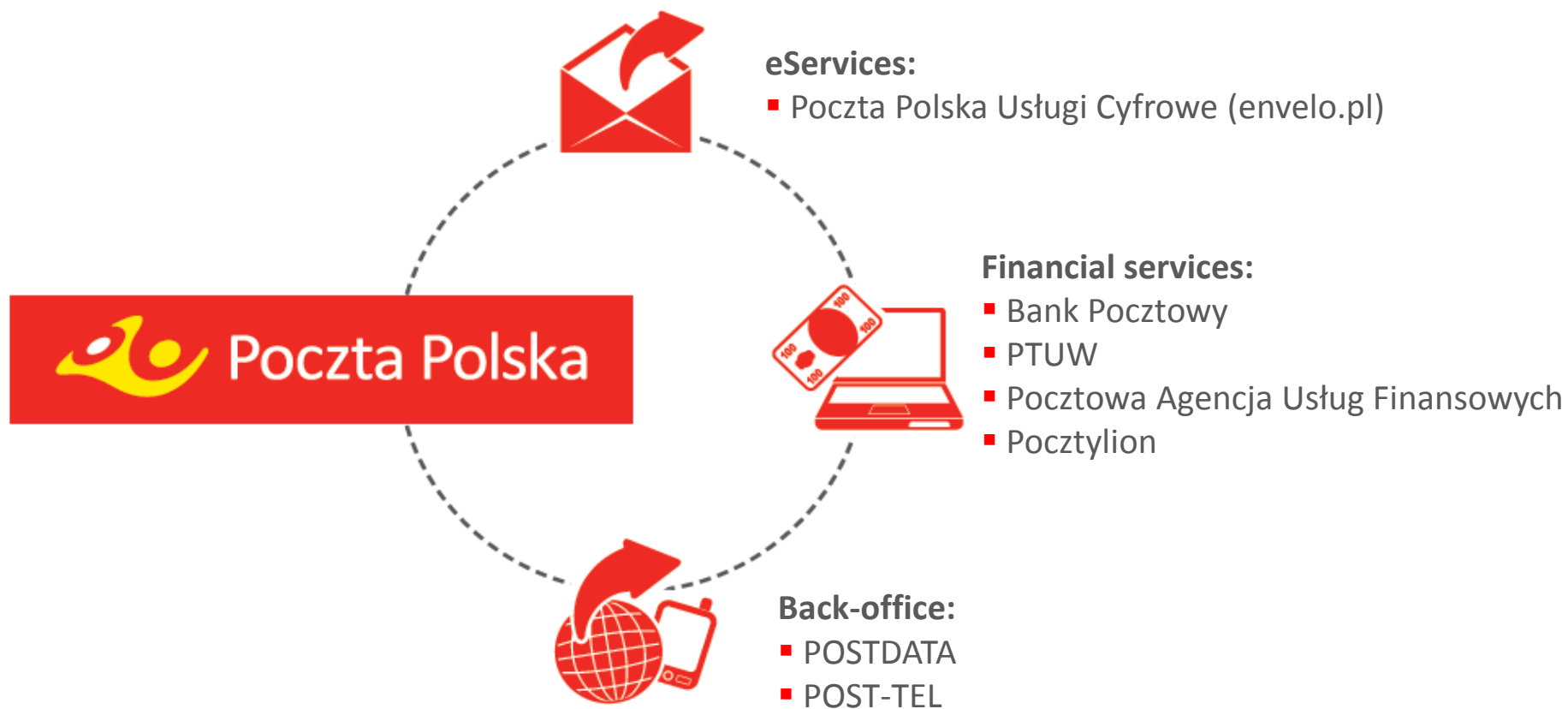
2. Online retail in Poland. Analysis and prognosis of development of e-commerce market in 2014-2019 by PMR company

3. Own study

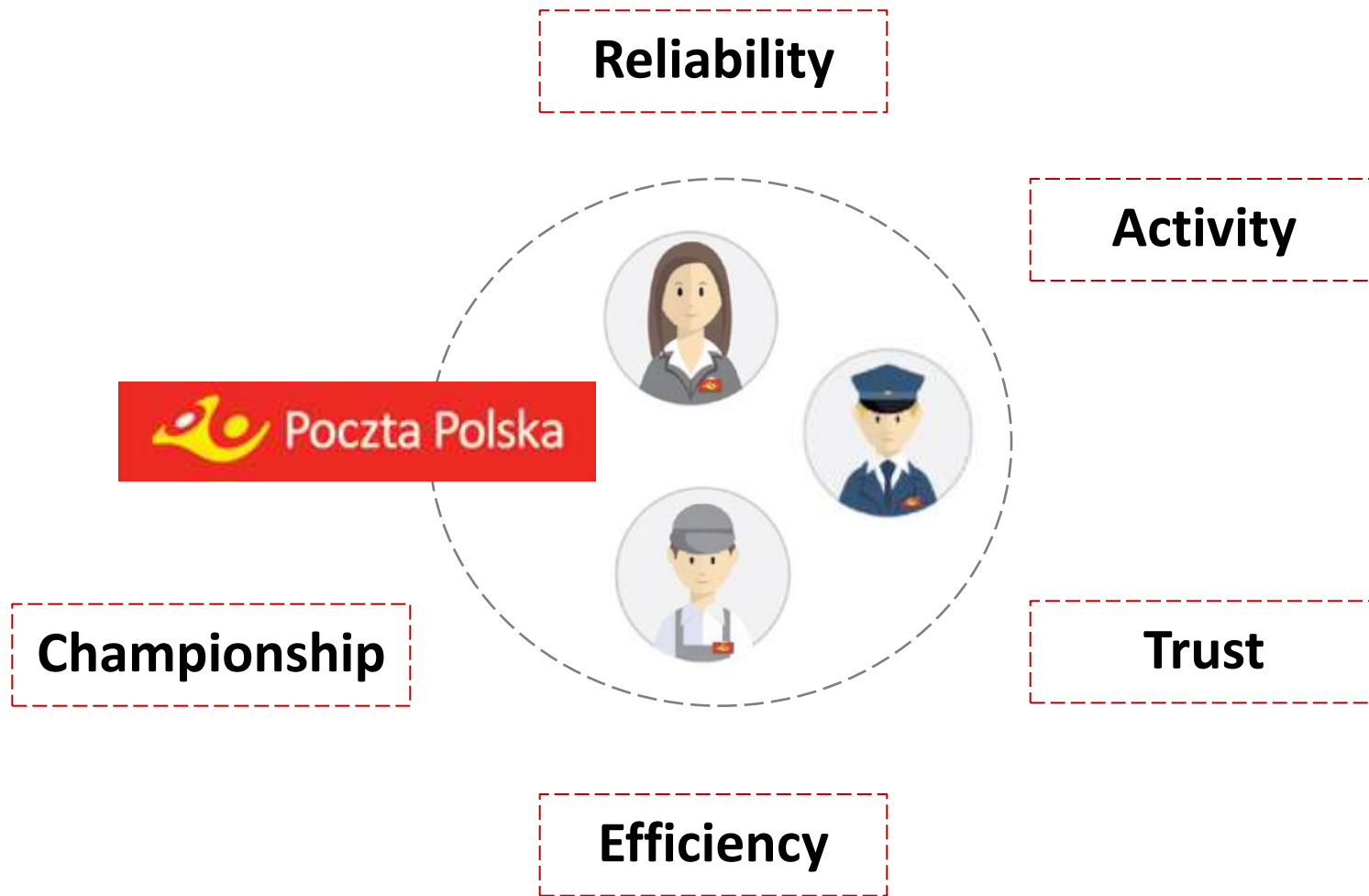
4. Own study based on Ministry of Finances reports

## Synergy of Poczta Polska Group

Poczta Polska Group consists of specialized companies, dedicated to develop strategic business areas – especially banking and insurance services, following by new initiative for digital services. In order to realize strategic objectives, Poczta Polska will take maximum advantage of synergy effect .




# Our Corporate Values



- 
- **First edition in 2012**

- 
- **Five editions completed (from 2012 till 2015)**
  - **Sixth edition is fulfilled right now**

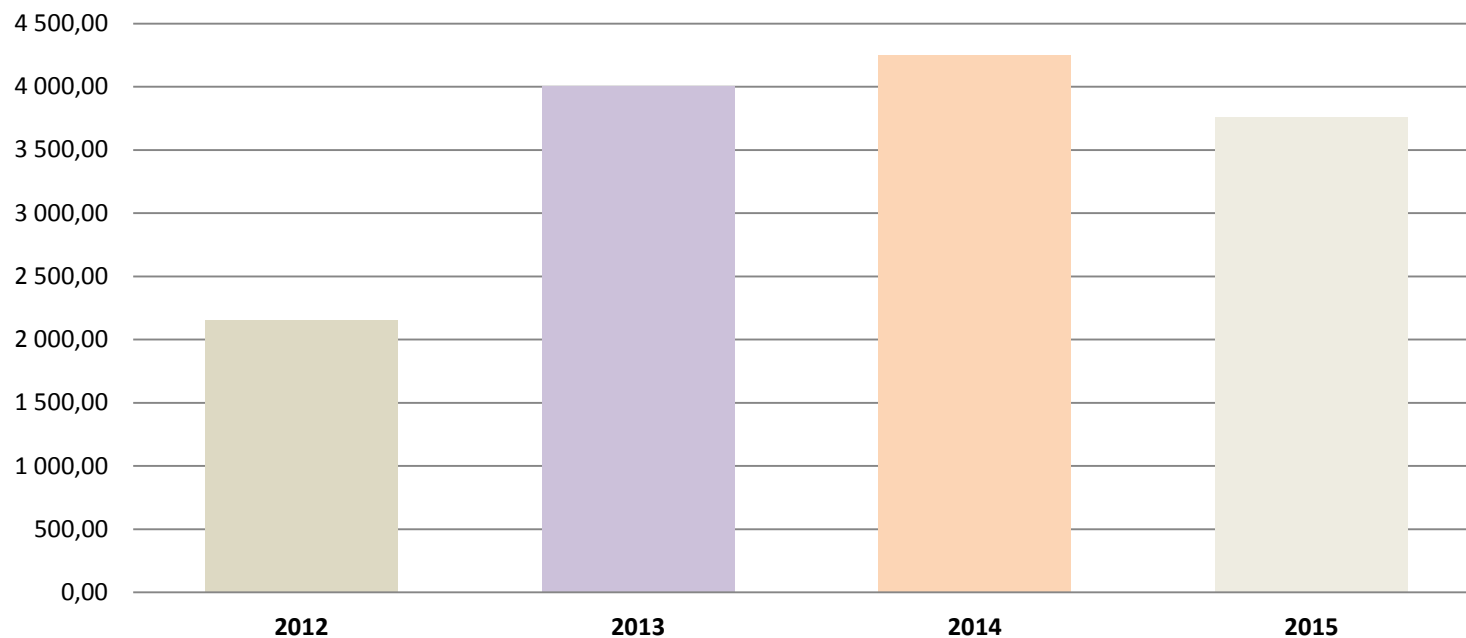
- 
- **For employees who can leave the company and get pre-retirement benefits, especially for administration, support and management staff**

- 
- **Cash benefit (depending on years of service/seniority in Poczta Polska):**
    - a) **severance pay**
    - b) **voluntary compensations**

- 
- **ca 14 000 employees (in FTE) left Poczta Polska (2012-2015)**

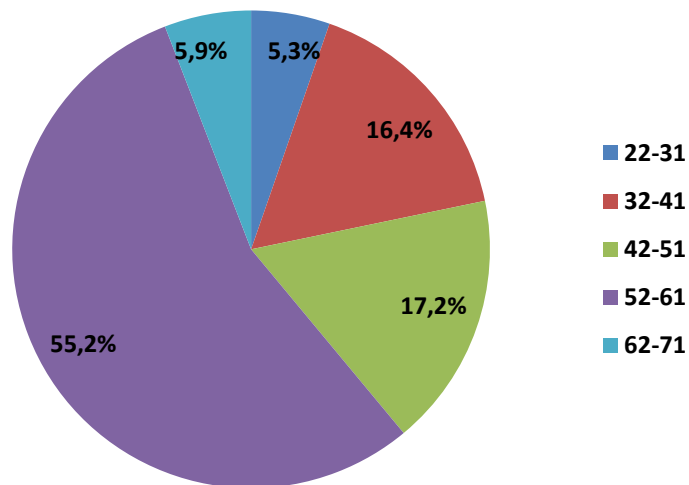
## Voluntary Redundancy Program in figures 2012 - 2015

2012	2013	2014	2015	Total 2012-2015
Posts	Posts	Posts	Posts	Posts
<b>2 148,41</b>	<b>4 008,56</b>	<b>4 247,34</b>	<b>3 758,80</b>	<b>14 163,107</b>

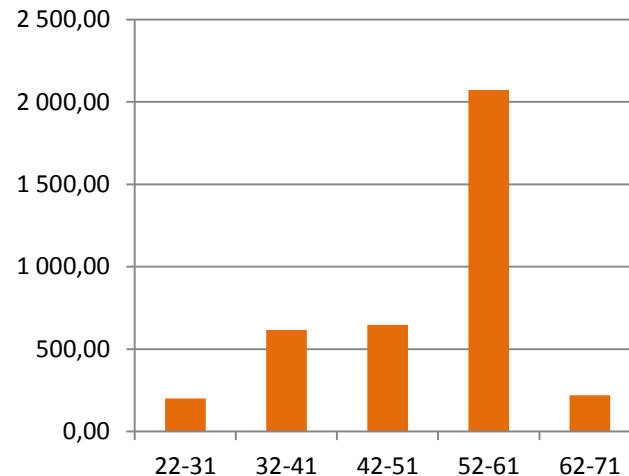




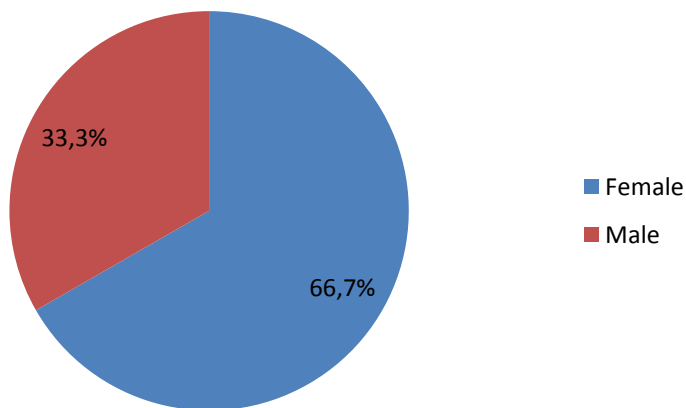
**Age structure**



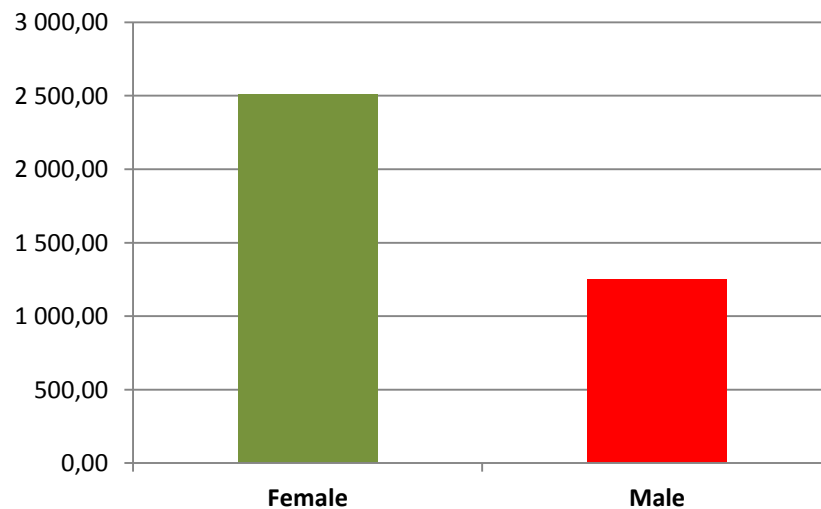
**Number of posts**



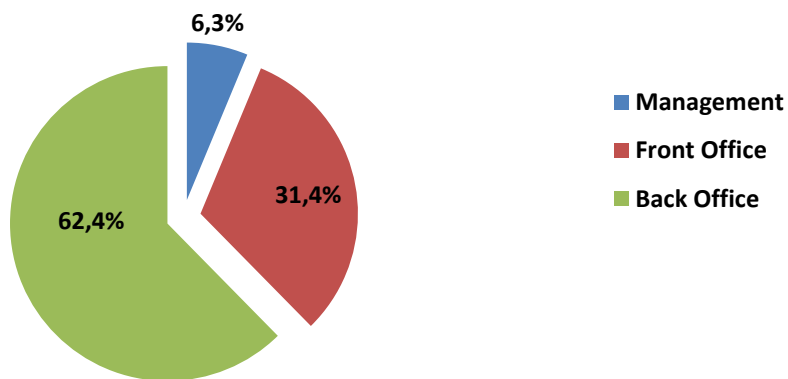
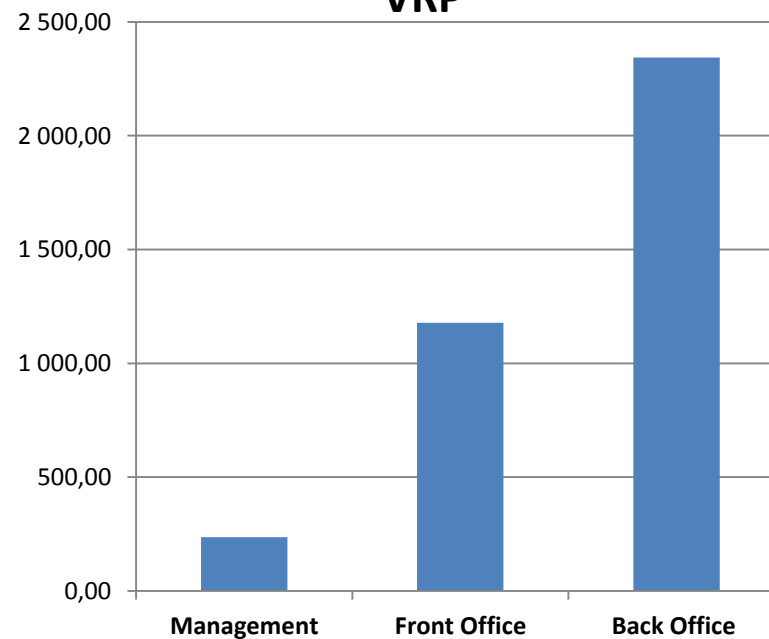
**Gender**



**Number of posts (total)**



Profession	Employees who left due to VRP	%
Management	235,75	6,3%
Front Office	1 178,89	31,4%
Back Office	2 344,17	62,4%
<b>Total</b>	<b>3 758,80</b>	<b>100,0%</b>

**Employees who left due to VRP**

**Employees who left due to VRP**


**VRP was consulted with social partners (with all trade unions in Poczta Polska)**

**VRP was accepted by trade unions. Thanks to VRP there wasn't collective job losses in Poczta Polska**

**VRP and its Regulations are constantly monitored by trade unions (support and help for employees)**

**Examples of breach of the essential elements of the Regulations**

**2 X higher revenues**  
from CEP market, logistics and eCommerce  
**> 1,5 bln EUR**

Increase of customer **satisfaction**

**10 000**  
Parcel collection points

**10 000**  
Insurance agents

**1000**  
Self-service dispatch-receive devices

**1000**  
Financial points

First choice partner for **eCommerce** customers

Group's net ROE **>10%**

**Designated Operator**

**Savings**  
**1,5 bln EUR**

**Investments**  
**>1,5 bln EUR**

MBO CLA

The largest service **integrator**



CEP SERVICES WILL DRIVE POCZTA POLSKA GROWTH



CUSTOMERS WILL DECIDE ABOUT POCZTA POLSKA GROUP SUCCESS



POCZTA POLSKA WILL OFFER OMNICHANNEL ACCESS TO GROUP'S AND PARTNERS' SERVICES



TRUSTED, NEARBY, SAFE. DELIVERS SATISFACTION.



POCZTA POLSKA WILL BE LISTED ON STOCK (GPW)



IN 2020 PERSPECTIVE SERVICES THAT SUBSTITUTE LOSSES FROM TRADITIONAL MAIL WILL BE CRUCIAL



EFFICIENCY IMPROVEMENT IS A MUST TO MAKE CHANGES POSSIBLE



Revenues from **CEP** services higher than from letter services



**Poczta Polska trusted, nearby, safe.  
Delivers satisfaction.**

**Thank you for your attention**

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