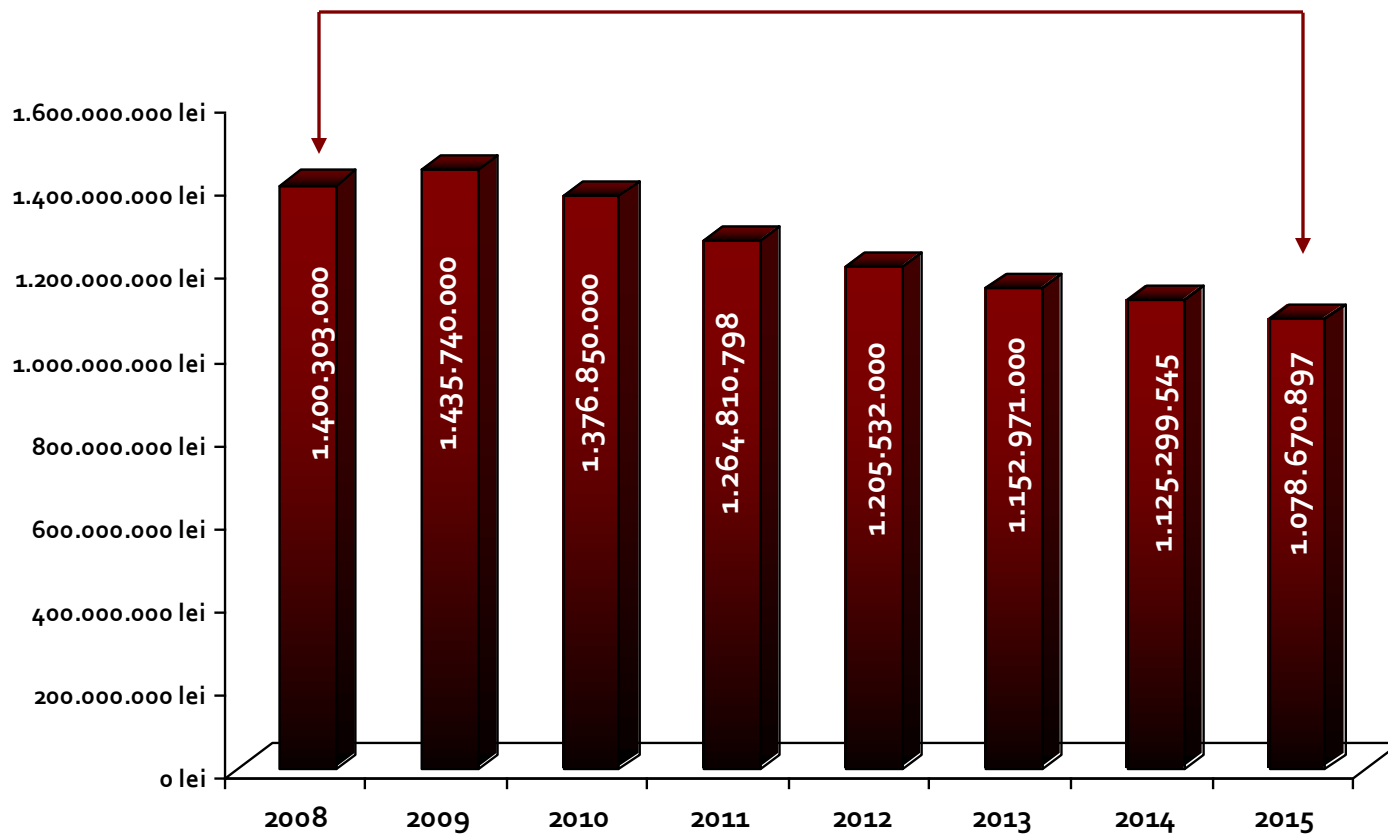


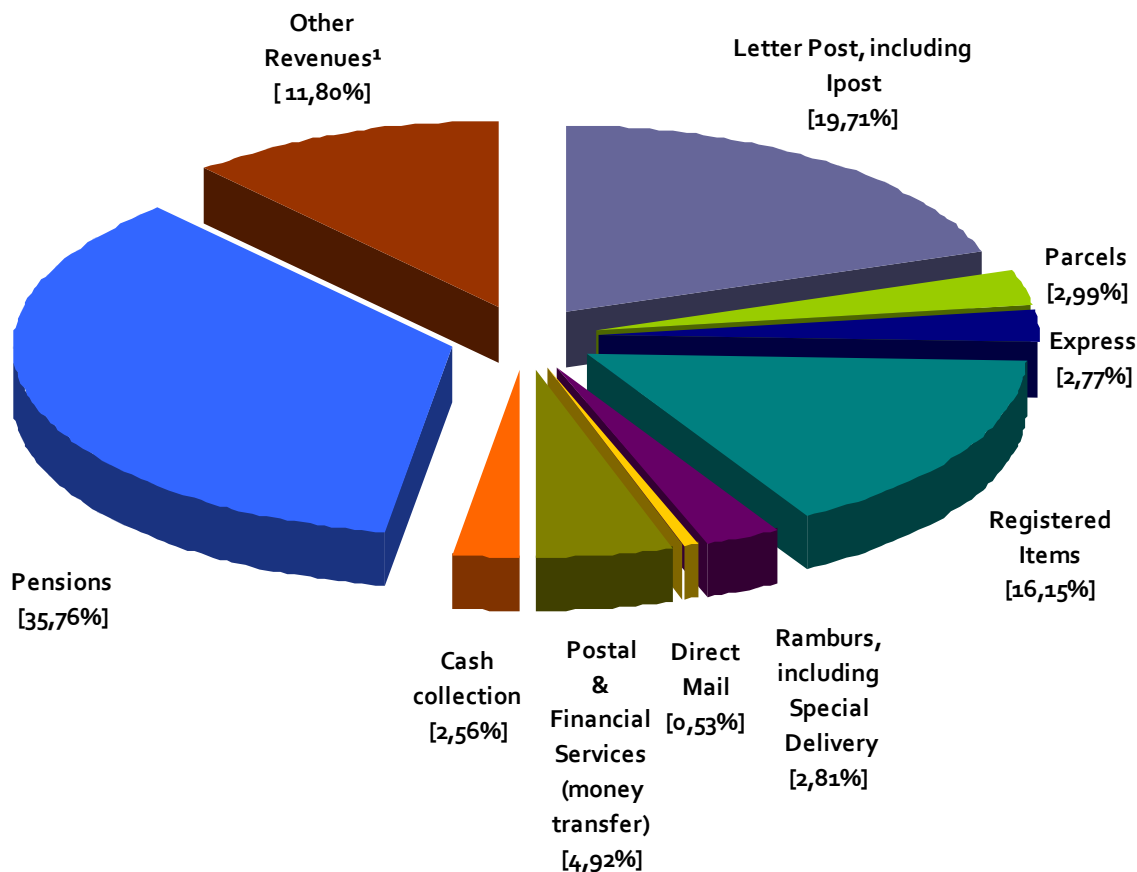
1. ROMANIAN POST TURNOVER
2. POSTAL SERVICES STRUCTURE
3. ROMANIAN POST SERVICES
4. STRATEGIC DIRECTIONS

# Romanian Post turnover

**CAGR -3,66%**

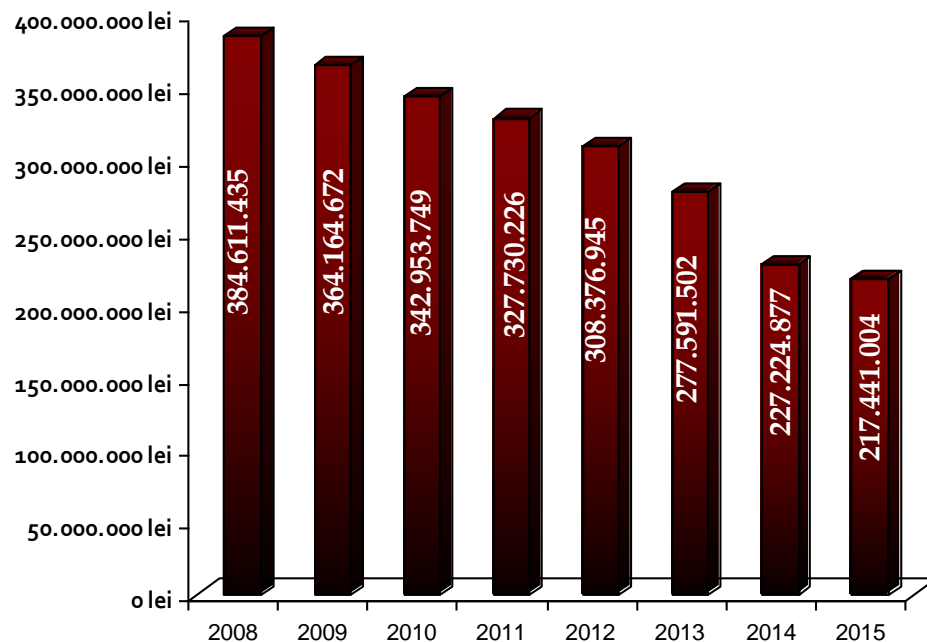


# Revenue structure 2015

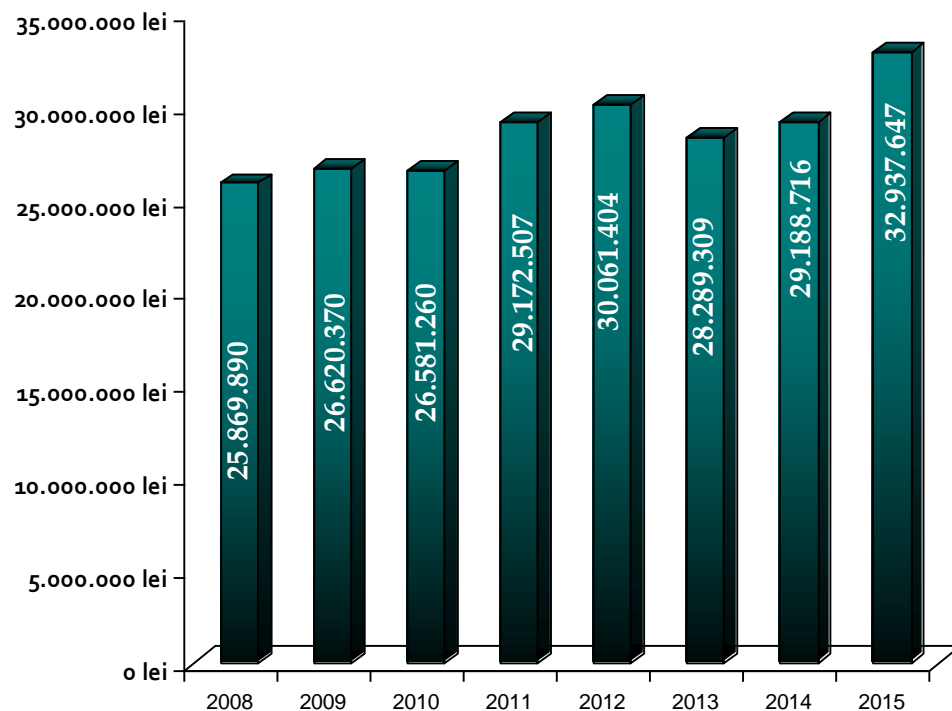


<sup>1</sup> Other Revenues: changing destination; press subscription; retail; E-post; Postfax; mailboxes subscription; other revenues; settlements with foreign postal administrations (~46% of other revenues); sales of goods

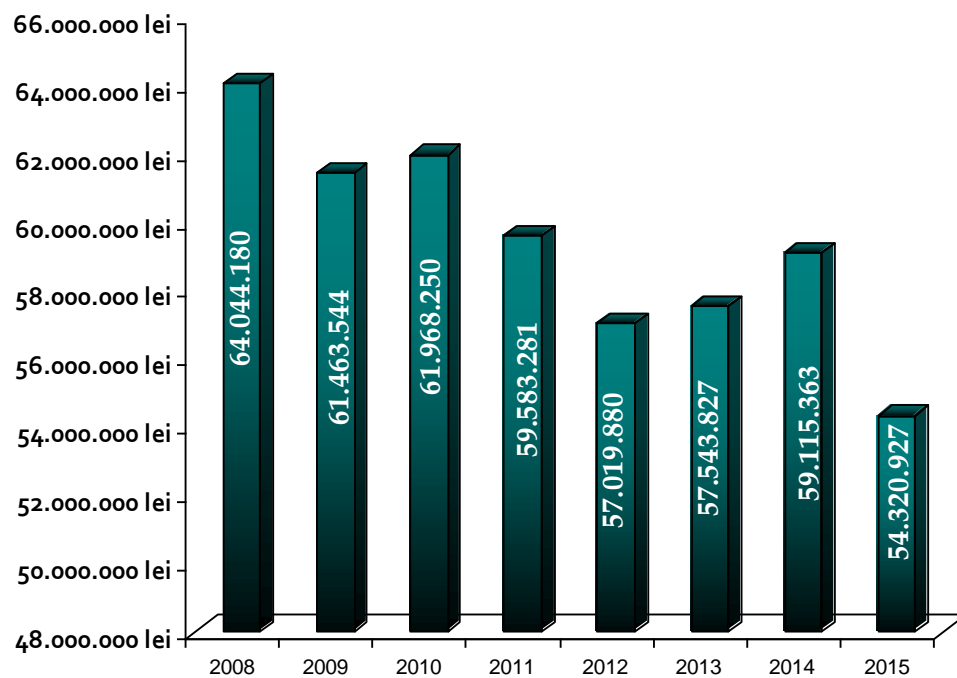
- High market share in a slow-growing market
- Market share: 70%
- New product implemented: IPost
- Defend existing business
- Adapt core business
  - Optimize/automate/digitize/capture value from digital space
  - Introduce mail to the young generation – mobile apps



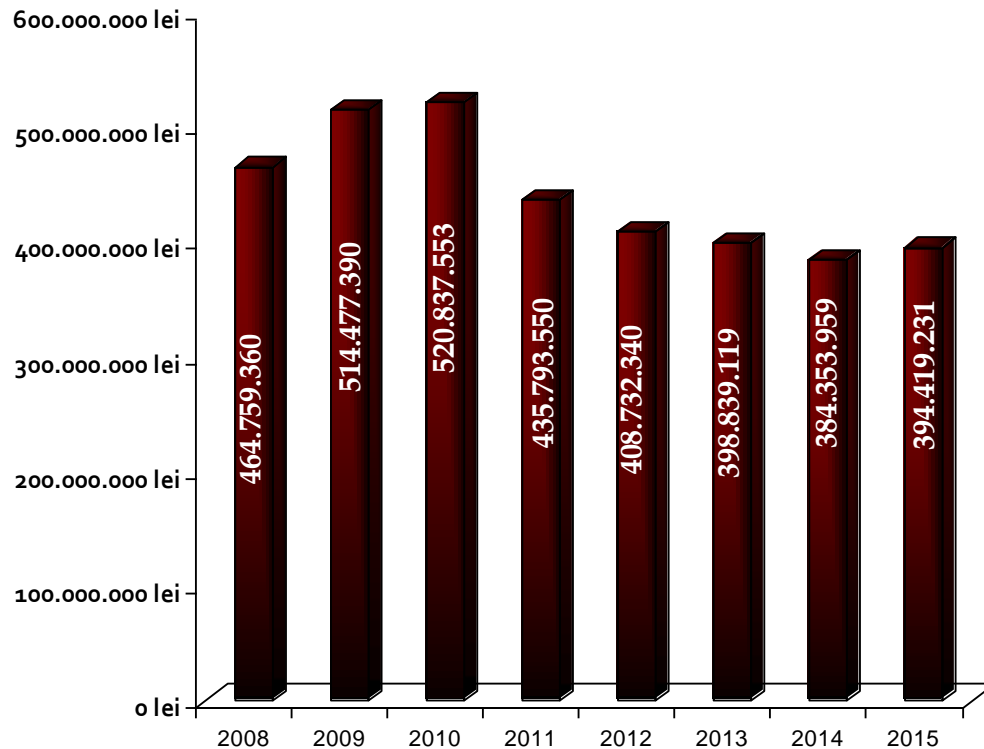
- Weak competitive position in a rapidly growing markets
- Market share: 12%
- Future trends: + 15% market share
- Adapt core business:
  - Requires innovation for improving competitive position
  - AWB – recently implemented
  - new business product for e-commerce services providers – Pick up Point (PostCollect)
  - D+1 – nationwide is required for improving market share



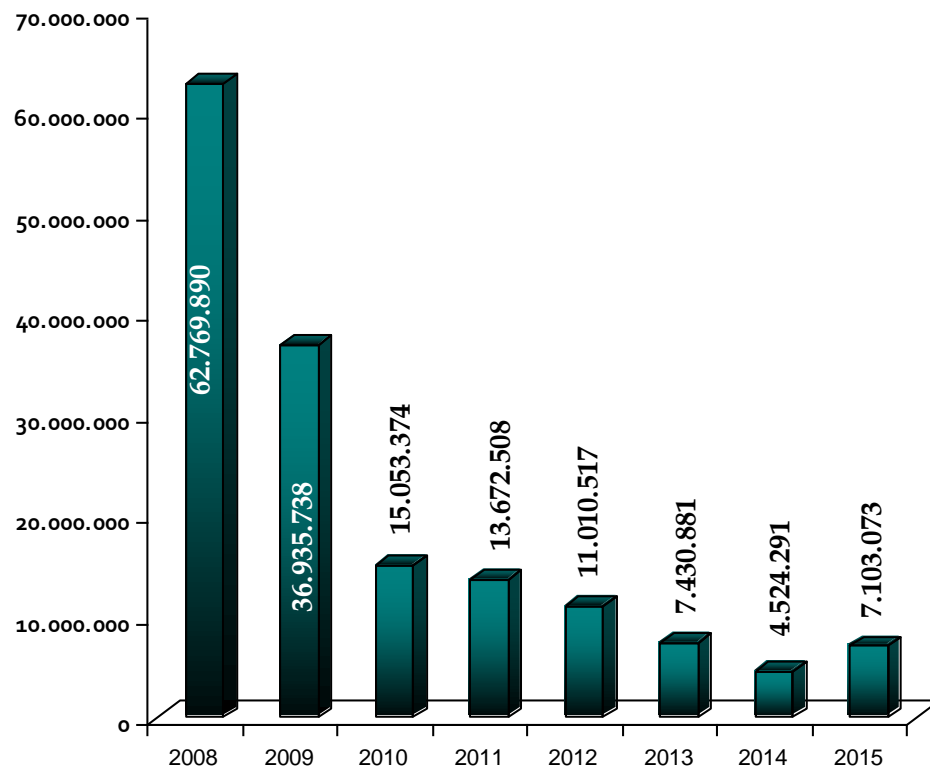
- Market share (domestic money transfer) : 90%
- Market share (international transfers – Western Union) : 7 %
- Requires developments on:
  - on line transfers
  - PO exchange rate
  - Banking products



- High market share in a slow-growing market
- Market share: 80%
- Defend existing business
- Constant fee in the last 3 years:
- Future trend: development in banking products (credit card)



- Weak competitive position in a constant growing market
- Market share: <10%
- Requires product innovation for improving competitive position
- Developing integrated and customizable direct marketing services
- Mobile, Inserts, Email, SMS, Print Media, Drop mail, Direct mail





- In 2015, by launching a new website, Romanian Post started to extend its services to Internet users
- The first two postal e-services available on Romanian Post's website are: money transfer (through eMandat postal service) and press subscription. Both services offer the card payment option
- Other postal e-services available on Romanian Post's website are: postal codes and offices lookup (with multiple filter options), electronic tracking of postal shipments (with a subscription for automated e-mail notification)
- Within the website, a section with complex functions for filling postal forms is under construction, and will be launched for normal users in Q2 2016. The business clients benefit from a dedicated platform for postal shipments management ([awb.posta-romana.ro](http://awb.posta-romana.ro))
- Also, new services with electronic payment (i.e. postal stamps selling and personalized postcards sending) will be launched on Romanian Post website in Q3 2016



- A new product tailored to online stores, available nationwide
- Parcel delivery in Post Office, at customer's choice and convenience
- Integrated software application for client's websites (post offices database)
- Improved circulation times (D+1)
- Dedicated postal counters within post offices, extended working hours, incl weekends
- SMS / e-mail notification
- Competitive tariffs
- The first partnership – Romanian Post and eMag (the largest e-Tailer form Romania)

# POSTCOLLECT – Parteneriat cu eMag®



Medium and Long Term issues	Proposed solutions/actions
Turnover increase	- Development of growth areas (financial-banking services, insurance, express, direct marketing)
Franchise	- Development of the CNPR franchise,
Implementation of key investment projects	- Identification of funding and implementation of automated sorting, IT&C network, refurbishment of outlets, advertising
Generalization of KPI s and pay per performance	Expansion of the current KPI range and implementation of pay per performance.