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## **The changing face of the new Posten – 3,100 new service outlets**

*Today, Posten continues to pursue development of its new service network. By the end of 2002, Posten will have opened some 3,100 new service outlets in 91 areas throughout Sweden. On January 14, 2002, the new service network will come to Karlskrona, Jönköping, and Kristinehamn. Over 20 new service outlets will open each and every weekday between now and late November 2002. In addition to putting it in closer proximity to customers, this change will enable Posten to offer more convenient open hours.*

*Whereas Swedes only set foot in a post office an average of 1.8 times per year on routine postal errands, they grocery shop an average of 1.6 times per week. The new Posten will be where the customers are!*

*We have compiled relevant information concerning the new service network for individuals covering Posten. A fact box has been provided at the conclusion of this material with information that illustrates the extent of the changes occurring at Posten, as well as a timetable outlining the planned implementation in 2002.*

*Images can be downloaded at:*

*<http://www.posten.se/omposten/presstjansten/bildarkiv/design/design.jsp>.*

*Kind regards,*

*Mattias af Geijerstam*

*Presschef Posten*

### **Posten's new service network**

Posten will be opening a total of 3,100 new service outlets. Posten's strategic partners will operate a majority of the outlets on contract. ICA, Axfood, Pressbyrån, and OK/Q8 have signed agreements with Posten regarding letter and parcel services. This cooperation will enable our customers to more easily and conveniently send and receive parcels.

Svensk Kassaservice (Swedish Cashier Service) – a competition-neutral cashier network – will be offered at 1,350 locations.

Svensk Kassaservice is operated both from its office location (with its own staff) as well through existing in-store facilities. Premises and

open hours will be adapted to suit customer needs. Customers will be able to pay bills, cash checks, make cash withdrawals from credit cards, as well as make deposits and withdrawals from their accounts in partner banks. Services will also include the processing of smaller international payments and deposits of daily business receipts. Posten has thus far signed agreements to represent FöreningsSparbanken, Nordea, and Postgirot Bank. Posten's 2,700 rural carriers will continue to provide routine cashier service.

In fall 2001, the conversion to Posten's new service network was carried out in 10 areas throughout Sweden: Köping, Nässjö, Gotland, Kalmar, Örebro, Karlskoga, Växjö, Västervik, Kumla, and Oskarshamn.

Today - January 14 - work with the new service network continues, with an additional 81 areas in Sweden slated for development by the end of November 2002.

Approximately 400 Posten-operated Post Centers provide services ranging from routine postal errands to more advanced logistics and message forwarding for companies. These service outlets will be open five to six days a week, often between 7:00 a.m. and 7:00 p.m.

Roughly 1,800 new service outlets will be opened to provide letter and parcel service. These service outlets will be located in shops, gas stations situated near housing areas, and shopping centers. In other words, places where people do their daily errands. Customers will be able to send ordinary letters and parcels, registered and express letters, or even buy stamps and postage-paid padded envelopes and boxes. Post office boxes will also be available at many of these service outlets. Customers can avail themselves of Posten's services during business hours and a collection box will always be stationed outside the store premises.

Service outlets providing letter services will be opened at approximately 1,000 locations. These outlets will be situated in areas with high levels of foot traffic. Posten will offer international and domestic stamps, as well as a range of postage-paid envelopes. The service outlets will be open five to seven days a week.

Coincident with the launching of the new 3,100-strong service network, Posten will introduce a new, modern design for its outlets' interiors, signs and collection boxes. All Posten-operated and partner-operated service outlets will clearly display Posten's trademark blue and gold logo. These service outlets will also be furnished according to Posten's new décor specifications. At service outlets providing parcel services, customers will be able to drop off and pick up parcels at a special counter.

### **38,000 new secure collection boxes**

Posten will successively replace all of the old collection boxes with new collection boxes that are both functional and secure. The collection boxes have a new design and are equipped with a newer, more secure locking system. The mail slot, which has been adapted to suit larger envelopes, has also been equipped with a mechanical protection system that makes it harder to forcibly retrieve mail items.

A lacquer finish that facilitates graffiti removal has been applied to Posten's new collection boxes. At least 5,000 of the 38,000 collection box modules are larger in size and are fixed to the ground. Last-minute collection boxes, which are emptied no earlier than 7:00 p.m., are centrally located in 100 cities throughout Sweden. The number of "drive-in collection boxes," i.e. collection boxes equipped with mail slots that can be reached from a motor vehicle, has increased from 100 to 300.

The location of collection boxes is also being looked at. These boxes will be situated in centrally located, highly trafficked areas. Collection boxes will be stationed outside all of Posten's 3,100 service outlets, in densely populated business and corporate areas, and central hubs of activity. The larger collection box model or several normal-sized collection boxes will be stationed in areas processing large volumes of mail.

### **Posten's postal uniform**

It is important for Posten to be recognizable to the general public. With this in mind, Posten has designed a collection of functional and modern uniforms in dark and light blue for various employee groups, such as letter carriers, motor vehicle operators, mail sorters, and postal clerks. Strategically placed reflective strips have been added for safety reasons. Several specially designed women's models have been developed for female employees. Also, letter carriers and motor vehicle operators have been equipped with outerwear made from modern fabrics that protect them from the elements while providing adequate ventilation.

### **An important investment for Posten's development - savings of SEK 250 million per year expected**

The opening of 3,100 new service outlets is vitally important to Posten's continued development. Posten is investing a total of SEK 900 million in the new network and creating customer benefit.

By collaborating with strategic partners, Posten can double its presence and extend its business hours, both on weekdays and weekends. Posten estimates savings of SEK 200 million to SEK 250 million per year through, for example, substantially reduced operating expenses

associated with the new service network. Posten expects to recover its investment within five years.

Efforts associated with the new service network include physical alterations to premises, future rents, development and installation of the IT system, production and installation of post office interiors and signs with the new design, as well as development of the product line, transportation and logistics solutions, training of personnel, the new central and local organization, and service and support for the new service network.

**Facts:**

- 38,000 new collection boxes
- 6,800 new postal bicycles
- 3,100 new service outlets (new signs and post office interiors)
- 100 train cars (new decals)
- 3,000 building permits
- 370 buildings under construction
- 1,500 new Renault Kangoo commercial vehicles
- 9,000 partner personnel to undergo training
- 9,600,000 informational letters mailed to customers
- 23 new service outlets opened each weekday in 2002
- 555,000 new clothing items for 38,000 employees

Cities where Posten has introduced the new service network in 2001:

Växjö	September 2001
Kalmar	November 2001
Gotland	September 2001
Oskarshamn	October 2001
Västervik	November 2001
Nässjö	December 2001
Örebro	May 2001
Köping	October 2001
Kumla	November 2001
Karlskoga	November 2001

Planned implementation in 2002 (by county):

Skåne	Qs 1 and 2	2002	
Blekinge	Q1	2002	
Halland	Q2	2002	
Östergötland	Q1		2002
Jönköping	Q1	2002	
Stockholms Län	Qs 2, 3, and 4	2002	
Södermanland	Qs 1 and 2		2002
Värmland	Q1	2002	
Västmanland	Q1		2002
Jämtland/Härjedalen	Q2	2002	
Dalarna	Q2	2002	
Uppsala	Q1	2002	
Gävle	Q2	2002	
Västra Götaland	Qs 3 and 4	2002	
Stockholm City	Qs 3 and 4	2002	
Västernorrland	Q3		2002
Västerbotten	Qs 3 and 4		2002
Norrbotten	Q4	2002	

*Please direct questions to:*

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Posten brings people together by delivering correspondence and merchandise promptly, reliably, securely, and cost-effectively. *We create added value by combining traditional postal services with electronic Posten solutions, which can be integrated into our customers' businesses.* Put simply, we are experts at everything between "From and To." Our primary market area encompasses the Nordic region and the Baltic States. With over 3,000 postal retail outlets, we serve 4.1 million households, 500,000 businesses, and handle close to 20 million pieces of mail daily. With turnover of approximately SEK 25 billion and roughly 40,000 employees, the Group is one of the largest in Sweden. The Group's parent company, Posten AB (publ), is wholly owned by the Swedish state. For more information, please visit our Web site at [www.posten.se](http://www.posten.se)