

LITHUANIAN POST STRATEGY 2025-2028





SERVICES OF LITHUANIAN POST



COMMERCIAL ACTIVITY

PARCEL SHIPPING SERVICES:

• sending and delivering business parcels;

INFORMATION TRANSMISSION SERVICES:

sending business mails;

FINANCIAL SERVICES:

OTHER SERVICES:

- retail;
- printing services;
- international transit services;
- warehousing and logistics services;
- subscription delivery in cities;
- delivery targeted advertising.



OTHER SERVICES:

PROVIDED SERVICES

 delivery of the subscription to the inhabitants of rural sparsely populated areas;

SPECIAL OBLIGATIONS

• issue and withdrawal of postal stamps.

According to the order of the Minister of Economy No. 4-1100 "Regarding the Establishment of Special Obligations of State-Owned Enterprises and Approval of Recommendations for Submission of Information" of 20 December 2013 (new wording No. 4-1036 of 29 September 2021), the special obligations of the parent company Lietuvos Paštas are to provide UPS and deliver periodicals to subscribers in rural areas and cities, which fall under sparsely and medium populated areas category.

USO tariffs must be based on the cost of the USO provided, but be accessible to all users of postal services and be transparent and non-discriminatory.

The service of delivering periodicals to subscribers in rural and sparsely populated areas is not included in the USO, but the postal service provider is obliged by the Government to provide periodicals must deliver periodicals to subscribers in such areas at rates approved by the Government.



SHAREHOLDER'S LETTER OF EXPECTATIONS¹



Fulfilment of special obligations



Maintain and seek to increase market share in parcel services in Lithuania



Develop company activities in the direction of e-commerce, digitisation and the Green Deal, both in the Lithuanian and in international markets



To carry out profitable commercial activities, including financial services, with focus on efficiency, innovations and sustainability

Fair and market-oriented wage, social responsibility overall and in unforeseen circumstances

To consider all stakeholders needs in ensuring postal infrastructure and providing postal services with maximum convenience and increasing customer satisfaction



STRATEGY







MISSION

Convenient way to receive and send. For everyone.

VISION

Trustiest delivery network connecting our region with the world.

VALUES

We are cooperating. We take responsibility. We are changing.



STRATEGY 2025-2028

SUSTAINABLE GROWTH

Focus on parcel market, innovating to create easy and seamless customer experience.

STRATEGIC DIRECTIONS:



E-comm enabler known in Baltics and beyond



Transforming and efficient post



Developing sustainable processes and services



Together creating desirable work environment for growth

Ensuring financial sustainability



MISSION IN MORE DETAIL

	MISSION	
A CONVENIENT WAY	TO SEND AND RECEIVE	FOR EVERYONE
We strive to ensure that our services are easily accessible to our customers by providing a wide range of service channels and affordable prices, and making sure that the services are unsophisticated and user- friendly.	These are the key words reflecting the purpose of our organisation. Our customers can send and receive parcels, correspondence parcels, and benefit from financial services	We provide our services to both business and private customers (B2B, B2C, C2C).



VISION IN MORE DETAIL



This is a phrase that shows the impact that Lietuvos Paštas has on society. At the same time, this means that Lietuvos Paštas will not only be a local provider of sending and receiving services in Lithuania but will apply its services and solutions internationally. For our customers this means that Lietuvos Paštas seeks to fulfil its commitments and provide the services in line with customer expectations. For our employees this means that Lietuvos Paštas will seek to ensure safe and reliable working environment, accompanied with all social guarantees. Lietuvos paštas helps clients to send and receive via convenient network: lockers, couriers, postman, postal offices. Network encompasses not only our physical infrastructure, but also our employees' competencies and technological solutions.



VALUES IN MORE DETAIL



STRATEGIC GOALS TO MEASURE THE SUCCESS OF STRATEGY IMPLEMENTATION

Section		Strategic direction	Goal	Goal indicator
FINANCE	ß	Ensuring financial sustainability	Create added value for the shareholder	Adjusted EBITDA, mln. Eur
				Return on equity (ROE),%
CUSTOMERS	✓	E-comm enabler known in Baltics and beyond	Increase parcels revenue market share in Lithuania	Yearly change in market share of revenue from the delivery of parcels, p.p.
			Expansion to Baltics	Revenue from Baltic parcels, mln. Eur
PROCESSES		Transforming and efficient post	Increase postal network efficiency	Postal network costs and sales revenue ratio
		Developing sustainable processes and services	Improve sustainability	Sustainability evaluation, %
EMPLOYEES		Together creating desirable work environment for growth	Ensure employee engagement	Engagement index, %



AB Lietuvos paštas

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