

Capital Markets Day



JUNE 21, 2018

Disclaimer



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Agenda

Timing	Topic	Presenter
13:00-13:25	Introduction	Koen Van Gerven
13:25-14:10	Mail & Retail	Kurt Pierloot
14:10-14:50	Parcels & Logistics Europe and Asia	Luc Cloet
14:50-15:10	Q&A	
15:10-15:35	Break	
15:35-16:15	Parcels & Logistics North America	Pierre Winand
16:15-16:45	Finance	Henri de Romrée
16:45-17:30	Closing + Q&A	Koen Van Gerven
17:30-19:00	Drinks & Dinner	
19:00-21:00	Visit of new Brussels X sorting center	



Today you will meet the executive board



Kurt Pierloot CEO Mail & Retail



Henri de Romrée







Luc Cloet
CEO Parcels &
Logistics Europe
and Asia



Koen Van Gerven Group CEO

Dirk Tirez
Chief Legal Officer
& Group Company
Secretary





Pierre Winand
CEO Parcels &
Logistics North
America

Mark Michiels
CHRO





A number of dimensions were more challenging than anticipated

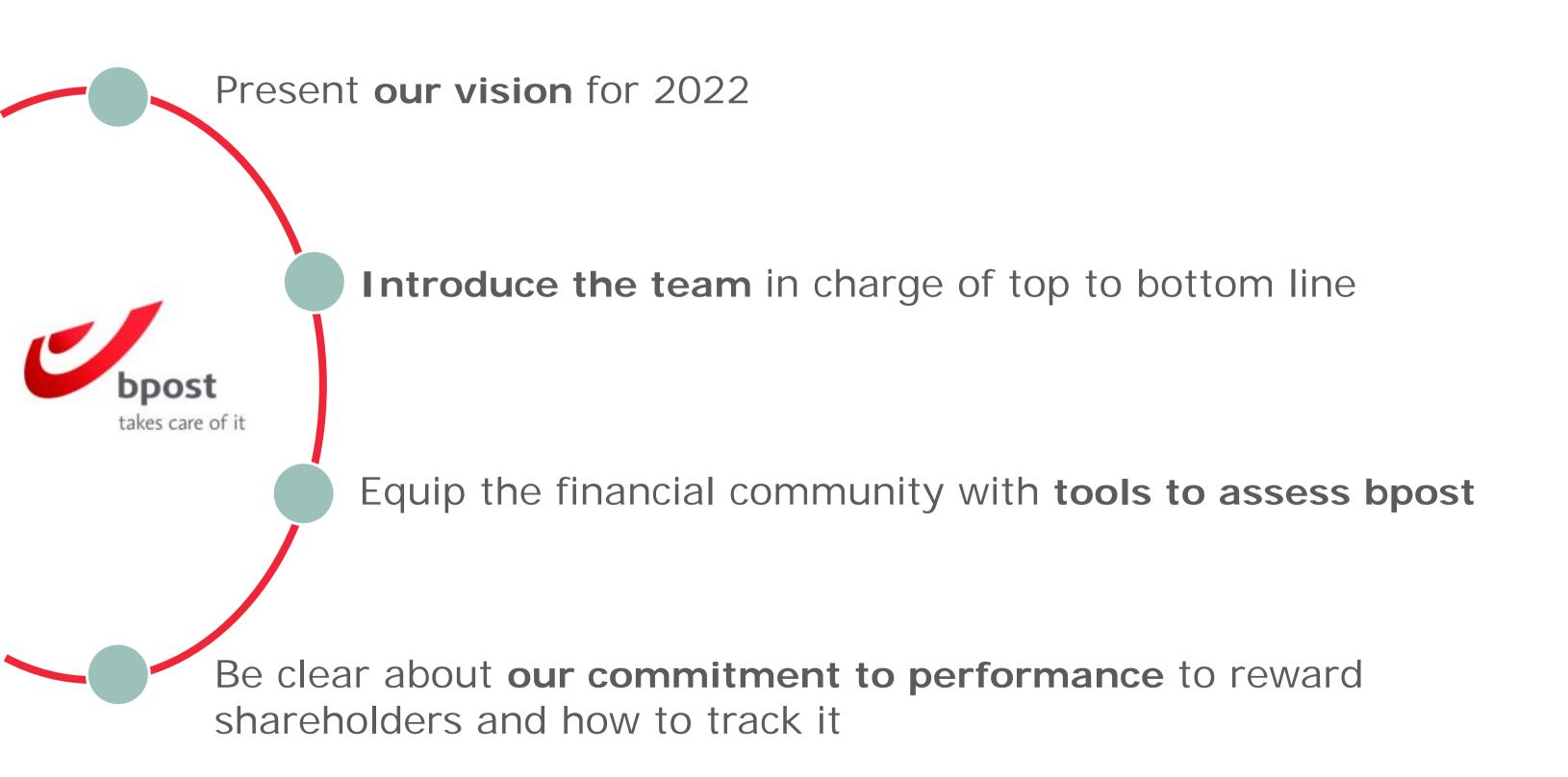
- Mail volume decline exceeding expectations
- Rejection of proposed 2017 price increase by regulator
- 1-2 year delay on Radial
- Declining banking revenue a.o. due to low interest rates
- Productivity improvement offset by
 - Volume dynamics in parcels (including peak management)
 - Tight labor market and absenteeism
 - Challenging launch of Parcel Sorting Machine (PSM)
- EBITDA trajectory not in line with previous Capital Markets Day (CMD) guidance and market expectations



At the same time, bpost has progressed on multiple fronts

- Overall top-line growth driven by growth in EU parcels & logistics and Radial acquisition
- Expansion in e-commerce, through acquisitions (a.o. Radial, Dyna) and strategic partnerships (e.g., DHL in Belgium, then overall BeNe)
- Opening of New BX sorting center increasing parcels sorting capacity to deliver on growth ambitions
- New postal law, allowing for dynamic pricing and securing transparent
 & predictable regulatory framework
- New focused organization and committed management team with knowledge of the company, track record, and who know each other well
- Dividend delivery

Objectives of the day





Vision for 2022



Beyond mail, be an efficient global e-commerce logistics player anchored in Belgium"



Share of revenues generated in parcels & logistics

~60%



EBIT

Progressive profit generation



Efficient provider

of mail universal, retail & public services

bpost will deliver on 3 strategic aspirations

Mail services to citizens and State remain core and will continue to generate profit with a more adapted distribution model

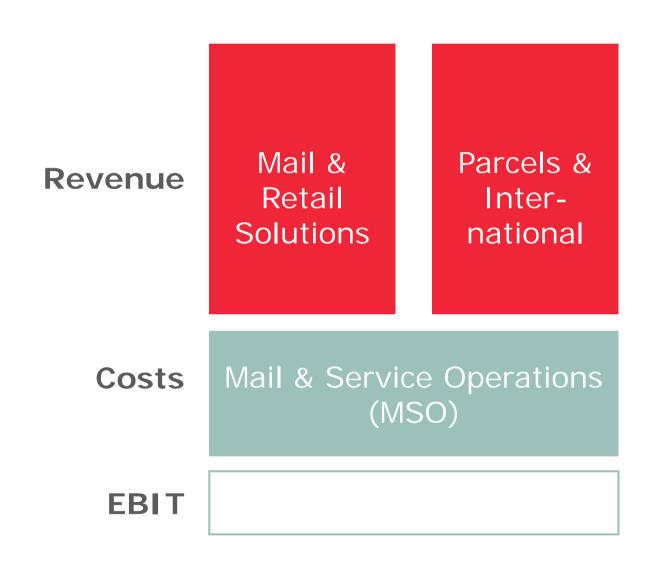
2 Drive profitable growth in parcels in BeNe and e-commerce logistics in Europe



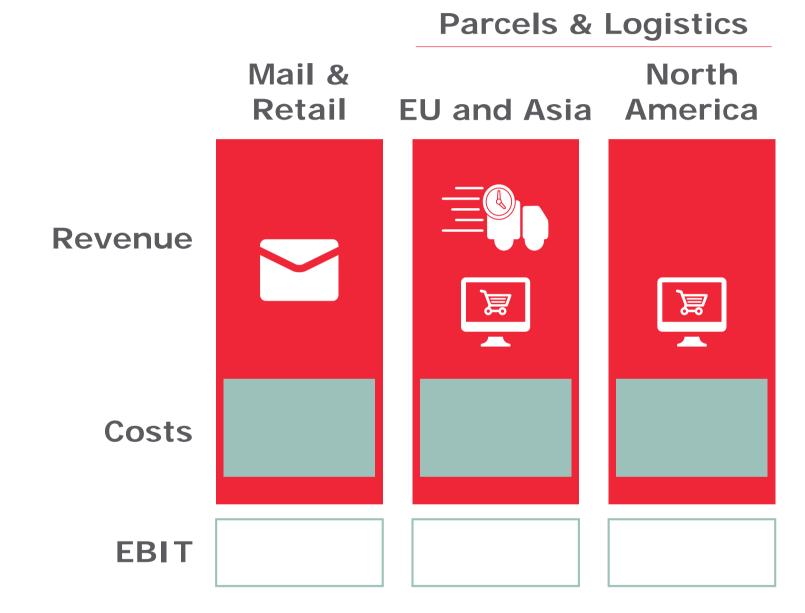
Optimize Radial to deliver on the investment thesis in the promising North American e-commerce market

bpost will align responsibilities to the bottom line

From ... To ...



- "Revenue centers" in Mail & Retail Solutions and Parcels & International
- Mail & Service Operations as "cost center"
- Parcels & International have achieved scale



- Focus & accountability with 3 distinct agendas
 - Implement revenue & cost levers in Mail & Retail
 - Capture profitable growth in EU
 - Optimize Radial to deliver on the investment thesis



New responsibilities from top to bottom line

Segment

Mail &

Retail

Sub-segments

- Transactional mail
- Advertising mail
- Press
- Proximity and convenience retail network
- Value added services

2017 pro forma revenue¹



~€ 2.0bn (~54% of total)



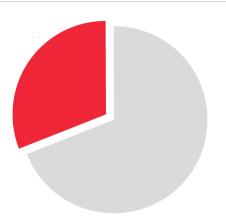
- Parcels BeNe (last-mile)
- E-commerce logistics
- Cross-border (incl. mail & parcels)



~€ 0.6bn (~16% of total)



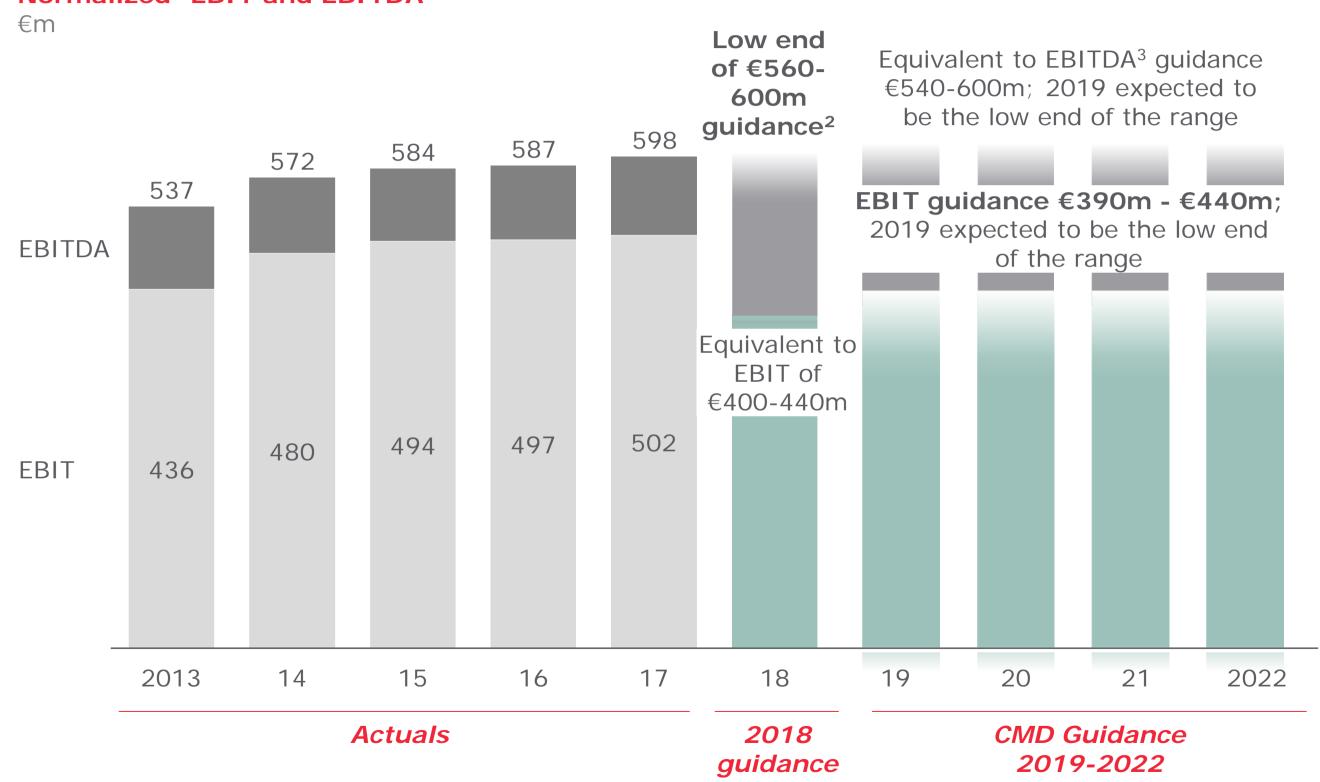
- E-commerce logistics
- International mail



~€ 1.1bn (~30% of total)

Updated outlook: management to deliver earnings ...

Normalized¹ EBIT and EBITDA



¹ Normalized EBIT(DA) definition unchanged and excludes non-recurring items of €20m or more, all profits or losses on disposal of activities whatever the amount, non-cash Purchase Price Allocation (PPA) accounting impacts related to acquisitions, reversals of provisions whose addition had been normalized from income (regardless of the amount they represent)

² As per 1Q18 guidance on 2 May 2018

³ Excluding impact of IFRS16 as of January 2019

Management

to deliver

earnings to

be in a

sustain

dividends

Dividend

payment at

same level

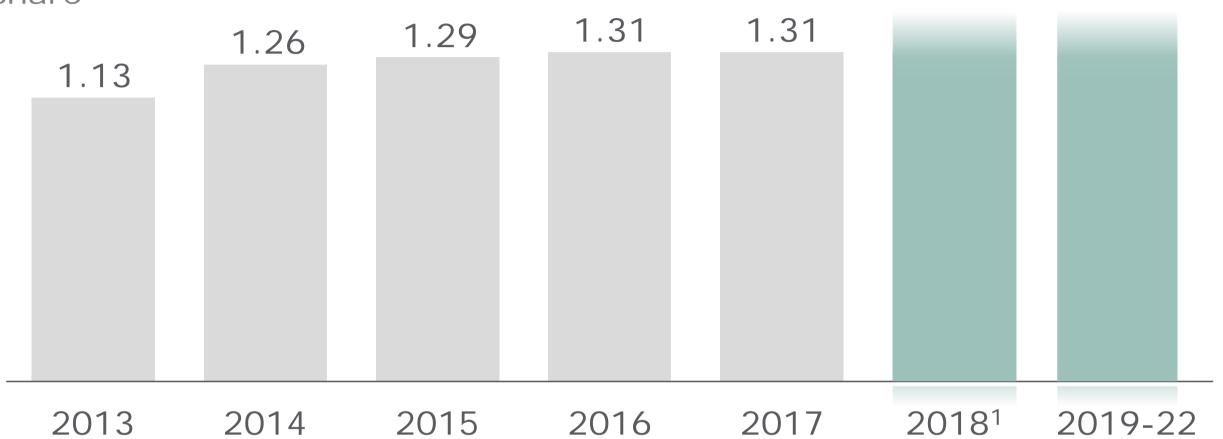
as 2017

least at the position to

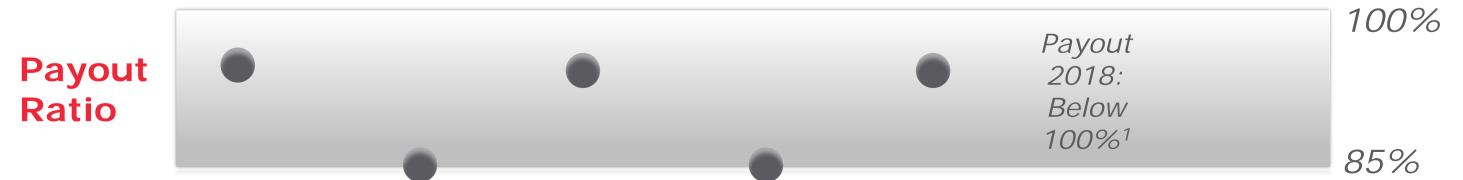
... to keep rewarding shareholders

Gross dividend

€/share



bpost dividend policy "at least 85% of BGAAP net income"



How to get there

Segment/priorities



Mail & Retail

Main topics

Profit generation in a declining industry

- Decline in mail volume & ability to compensate through price, taking account of new postal law
- Renegotiate / retender 6th Management Contract and press concessions
- New product offering and alternative operating model



Parcels & Logistics Europe and Asia



- Integrated BeNe offering
- Pricing optimization
- Continuous optimization of operating model
- Leverage capabilities Radial and presence in Europe



Parcels & Logistics North America

Make Radial growth engine and key profit contributor



Financials

- Disciplined execution of the new long-term plan
- Tight performance management
- New segment reporting down to EBIT
- Alignment between internal and external performance reporting
- Strong balance sheet with effective capital allocation





Mail & Retail at a glance

Sub-segments

Transactional

Advertising mail

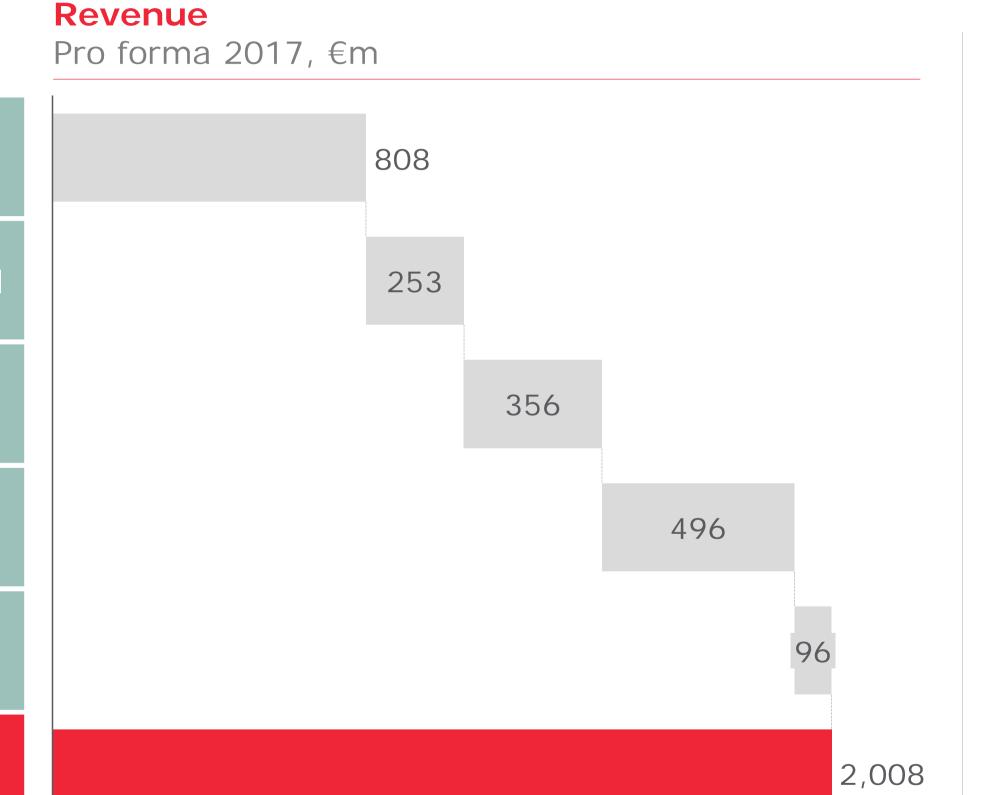
Press¹

mail

Proximity and convenience retail network²

Value added services³

Total



Key facts & figures



~8.1m letters handled daily



~18.6k operational FTEs



Servicing 5.6m letter boxes



~10k distribution rounds per day



5 industrial sorting centers



~2.5k points of presence in Belgium (excl. stamp shops)

¹ Includes Ubiway press distribution revenue (AMP)

² Includes Banking & Financial, Retail and other MRS, and Ubiway Convenience distribution

³ VAS MRS

Key value drivers for the Mail & Retail business

Key value drivers		From	To	
	Speed of domestic mail volume decline	-5.8% in 2017	Up to ~-9%1 by 2022	
	Share of mail volume decline compensated through price increase	~20% in 2017 ²	>50% over 2018-22	
	Renegotiation / retendering of future 6 th Management contract and press concessions	Three contracts until end 2020; compensation contractually set	Successful extension / renewal	
Qo	Evolution of operating model (mail collect and distribution)	Fixed D+1 based model (everywhere, everyday)	Flexible, differentiated offering (D+1 vs. D+3)	
	Reduction in operational FTEs ³ allocated to mail ⁴	-3.5% p.a. over 2013-17	~-5% p.a. over 2017-22	

¹ At comparable scope with regard to 2017, i.e., excluding Ubiway press distribution revenue that will be integrated within Press sub-segment as of 1Q19 in line with the new segment reporting

² Proposed price increase rejected by regulator for small user basket only, not for commercial products

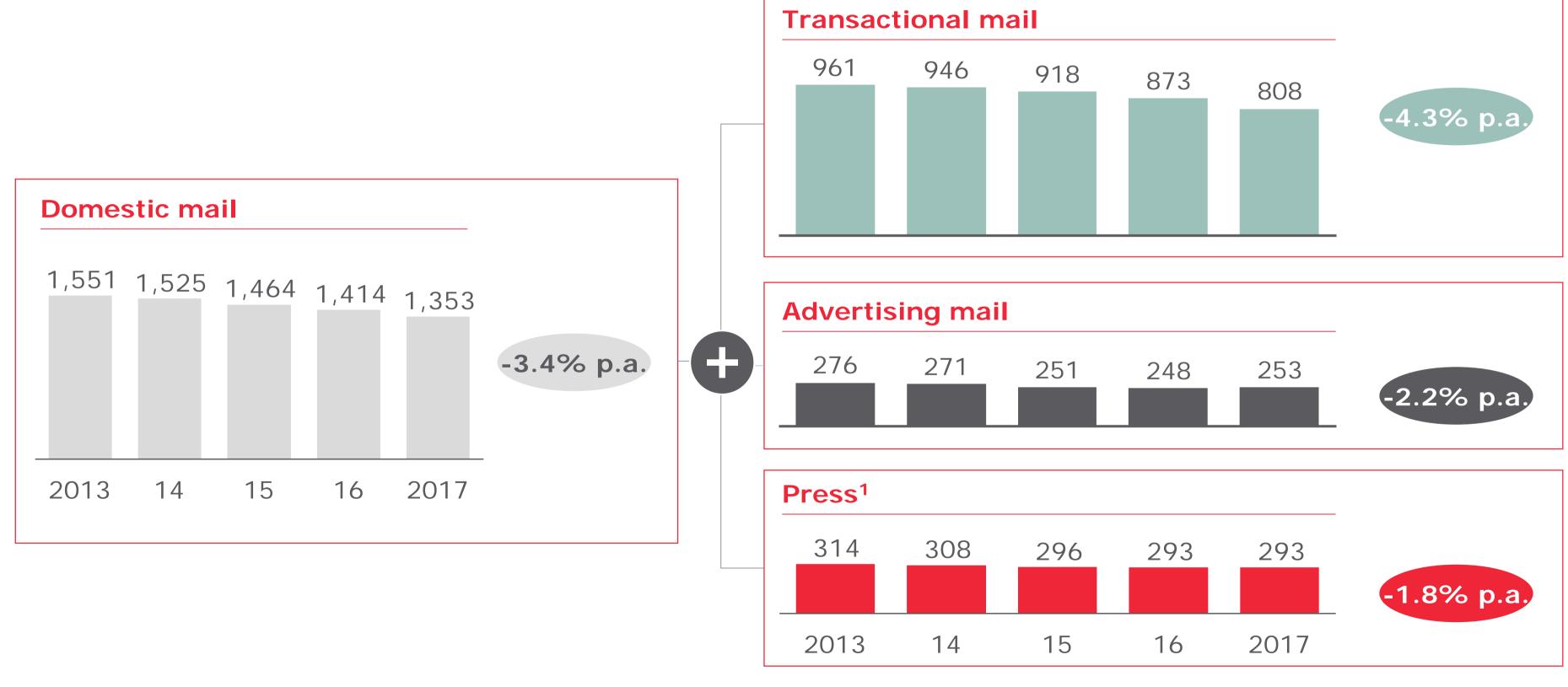
³ FTEs active in collect, transport, sorting, distribution

⁴ Excluding retail network and acquisitions



Decline in revenue from domestic mail driven by transactional mail

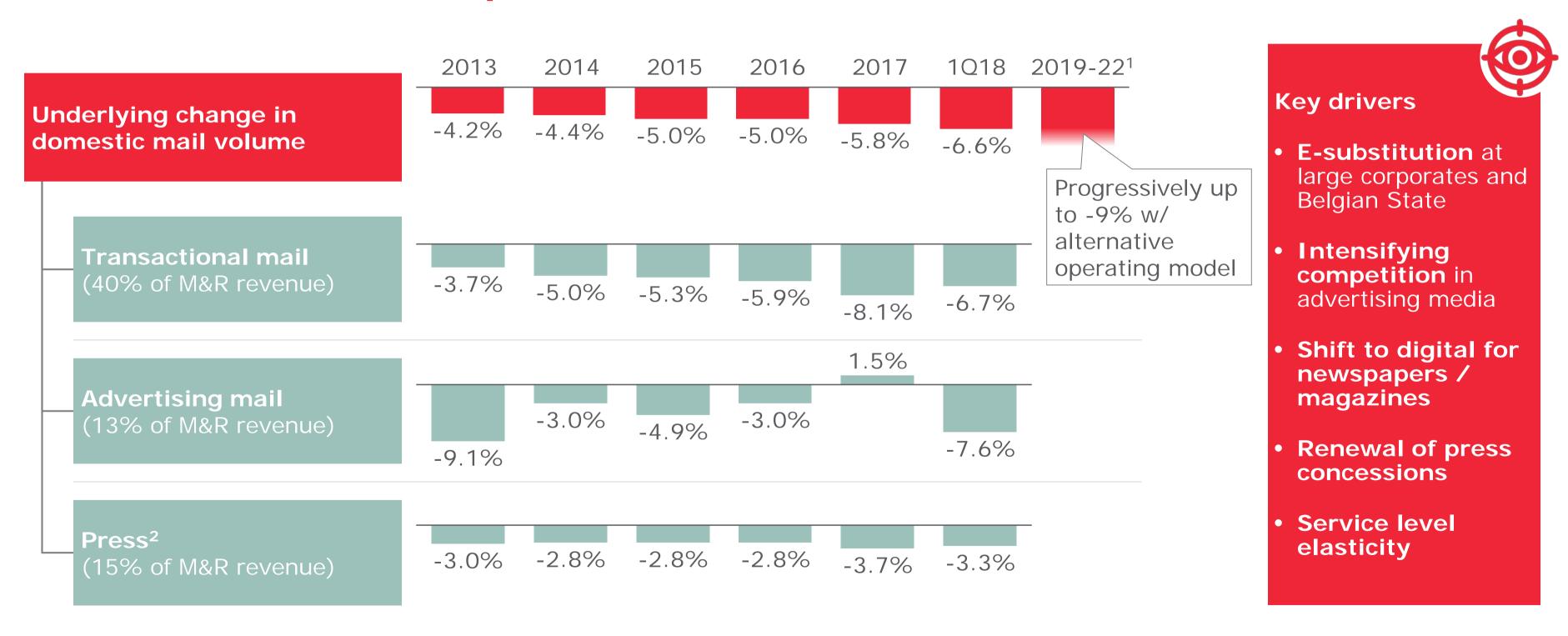
Revenue, €m



¹ Excludes Ubiway press distribution revenue (AMP) that will be integrated within Press sub-segment as of 1Q19 in line with the new segment reporting



Domestic mail volume decline expected to progressively accelerate from -5.8% in 2017 up to ~-9% in 2022



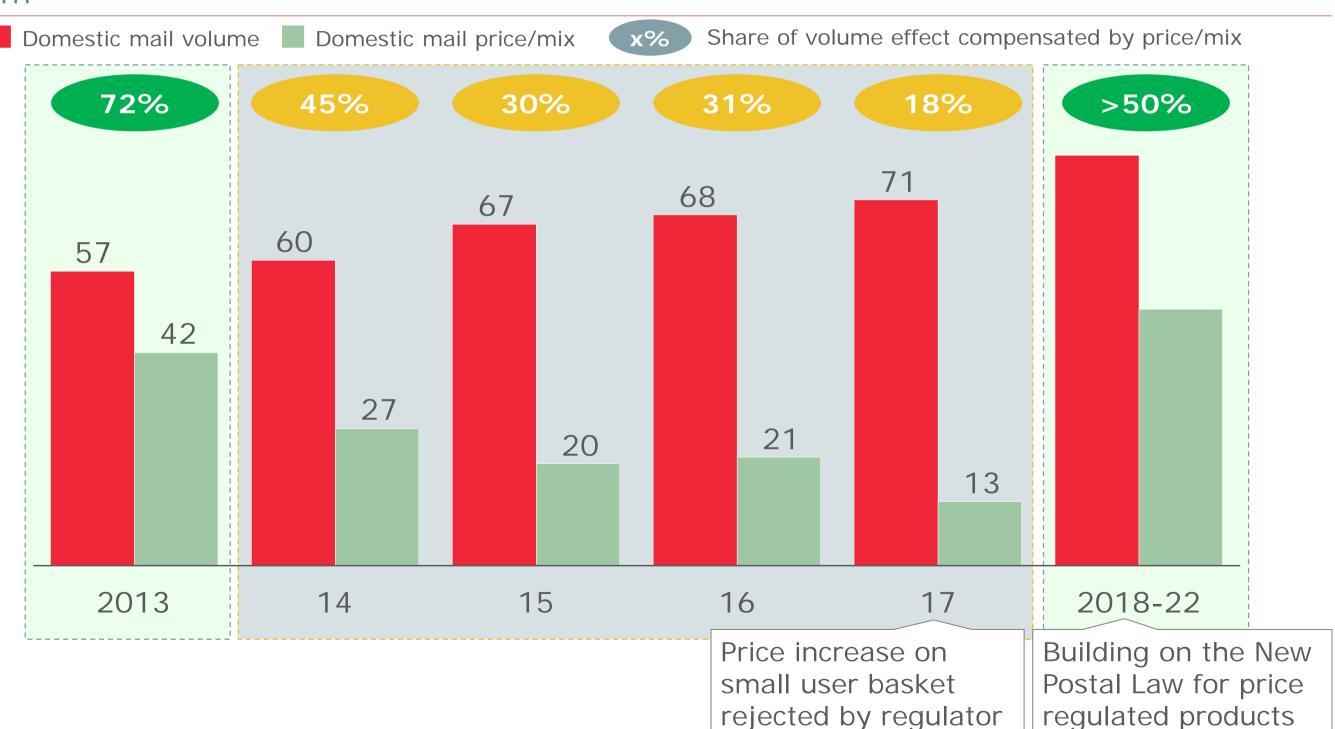
¹ At comparable scope with regard to 2017 segment reporting, i.e., excluding Ubiway press distribution revenue (AMP) that will be integrated within Press sub-segment as of 1Q19 in line with the new segment reporting

² Excludes Ubiway volume and revenues from press distribution (AMP) that will be integrated within press sub-segment as of 1Q19 in line with the new segment reporting

Price increase and mix effects expected to compensate >50% of mail volume decline over 2018-22

Volume and price/mix impact on revenue





Key drivers

- Accelerating domestic mail volume decline up to -9%¹ by 2022
- New price cap mechanism of Postal Law defining max price increase for small user basket, and guiding price increase for non-price capped products
- Price increase partly offset by shift to less expensive mail products

¹ At comparable scope with regard to 2017 segment reporting, i.e., excluding Ubiway press distribution revenue (AMP) that will be integrated within Press sub-segment as of 1Q19 in line with the new segment



New Postal Law provides stable and predictable regulatory framework to increase prices in context of accelerating mail volume decline

Effective as of February 10, 2018

	Drivers of the price cap formula				
	Inflation	Volume decline	Efficiency gains		
Description	Compensation for inflation	Compensation for mail volume decline	Mechanism to share 1/3 of the efficiency gains target with consumers		
Correlation to price cap	Higher inflation results in larger allowed price increase	Larger mail volume decline results in larger allowed price increase	Constant and fixed by law		
Calculation	Ratio of the health index as measured in April of the n-1 and n-2 years	[V/(V+1)] with V as the expected negative volume trend on the Small User Basket	Fixed by the law at 0.9% (i.e., 1/3 of 2.8% efficiency gains target)		
Illustrative exa	mple assuming 2% inflation and	-6% average volume decline:			
Price cap ¹ : 7.6	5% = 102%	106.4%	0.9%		



Products not subject to price cap follow commercial logic

Domestic mail subject to USO

Products included

Small user basket¹ ~40% of 2017 domestic mail revenues Single piece Daily & Registered Mail (domestic and outbound international)

- Stamps
- Franking machine sales
- Daily PP / UVRD / VAS

Other USO Domestic Mail

- Admin / Clean mail
- Direct mail

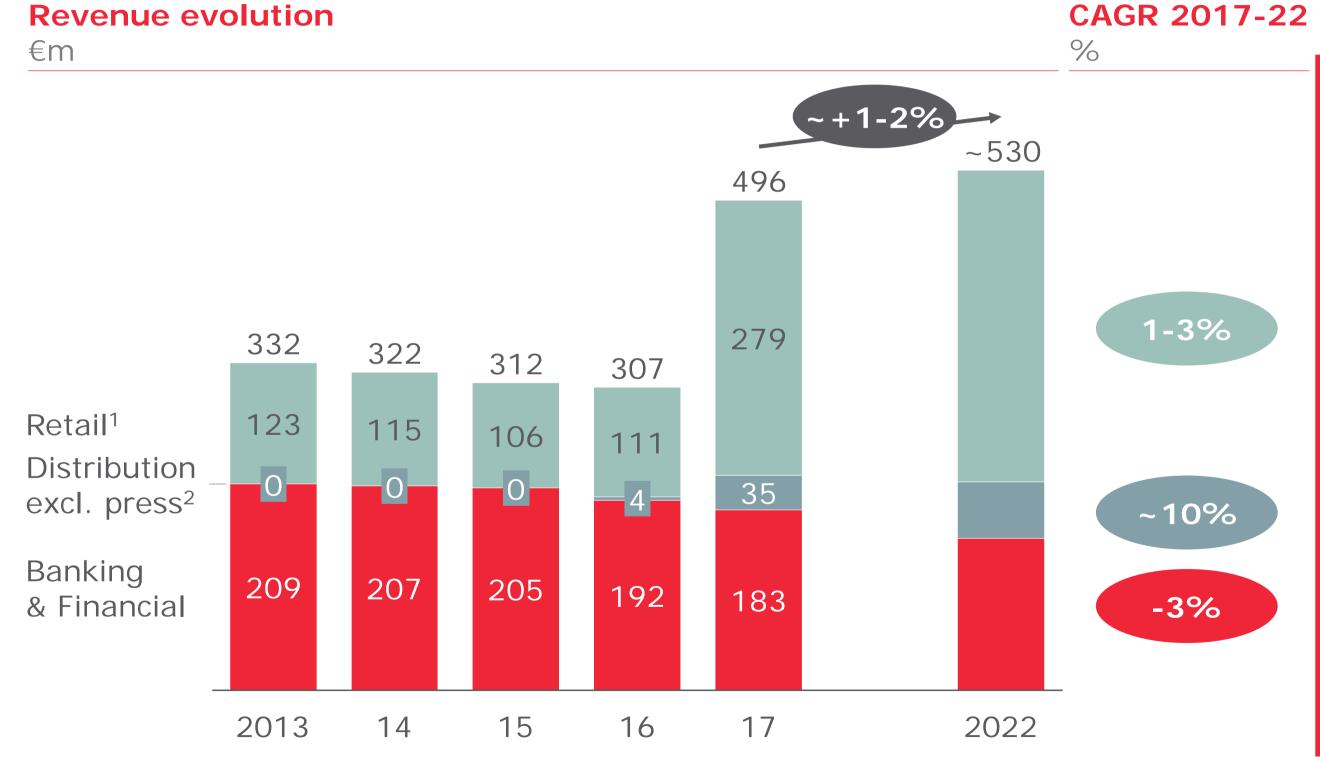
Pricing mechanism for USO products not subject to price cap

- Pricing for USO products not subject to price cap follows commercial logic, anchored on the price cap mechanism
- Volume and operational discounts
 allowed
- Potential ex-post verification by regulator



 Systematic process to optimize pricing by building on professional account management approach

Proximity and convenience retail network revenue is expected to grow at ~1-2% p.a. between 2017-2022



Key drivers

Retail and Distribution

 Growing proximity and convenience retail (e.g., roll-out of new store concept, broadening of product offering, etc.)

Banking & Financial

- Growth in total Belgian savings deposits (~3% p.a.)
- Interest rates affecting demand for savings vs. investments
- Changing customer needs, incl. "Millennials" and mobile banking
- Renegotiation of current agreement with BNPP Fortis coming due end of 2022

¹ Includes retail network SGEI and Ubiway Retail

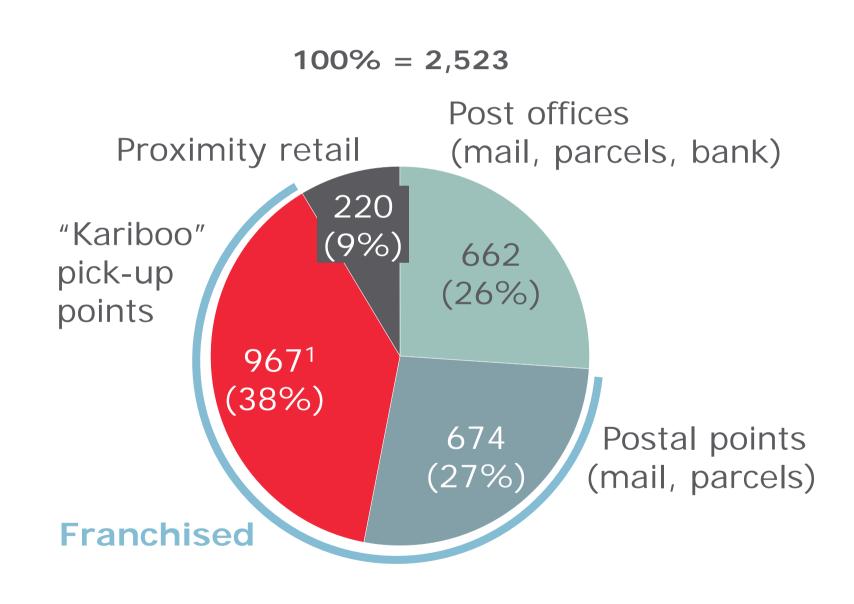
² Ubiway Distribution revenue excluding press-related revenues that have been incorporated in the "Press" segment

bpost's retail network in Belgium is evolving towards an integrated proximity network

Composition of retail network in Belgium

point of presence, %

Geographical footprint of retail network





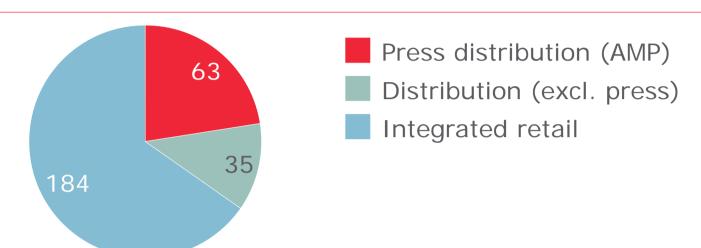
+ ~4,000 stamp shops



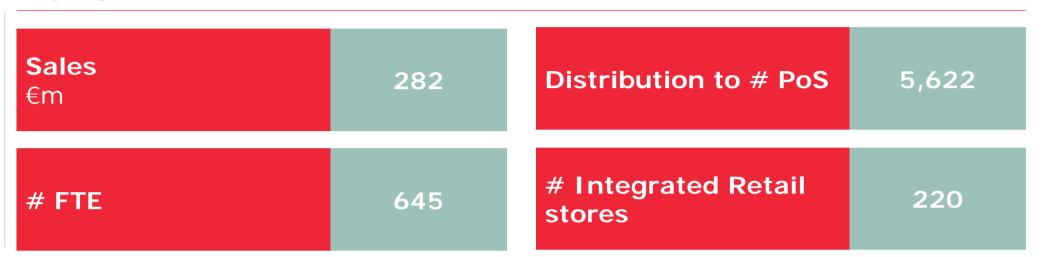
Ubiway progressing towards acquisition rationale

Sales split by activity (2017)





Key figures for 2017



Acquisition rationale



Diversify into the growing proximity and convenience distribution by building on Ubiway's network of stores, portfolio of concepts (e.g., Press Shop, Relay) and expertise

Progress on objectives

- New store concept identified and tested; roll-out ongoing with 10 stores implemented
- Building capabilities (marketing, supply chain) to re-activate network
- Won SNCB / NMBS tender (end of 2017) for 30 Relay and 18 Hubiz for 8-14 years



Invest in the future of Belgian press by offering PoS press delivery to increase the flexibility & synergies in delivery options for both publishers and newspapers readers

- ~€3-4m press synergies already identified and execution ongoing (~€2m to be realized in 2019)
- Agreement with editors on price increase for newspaper distribution

Transversal initiatives

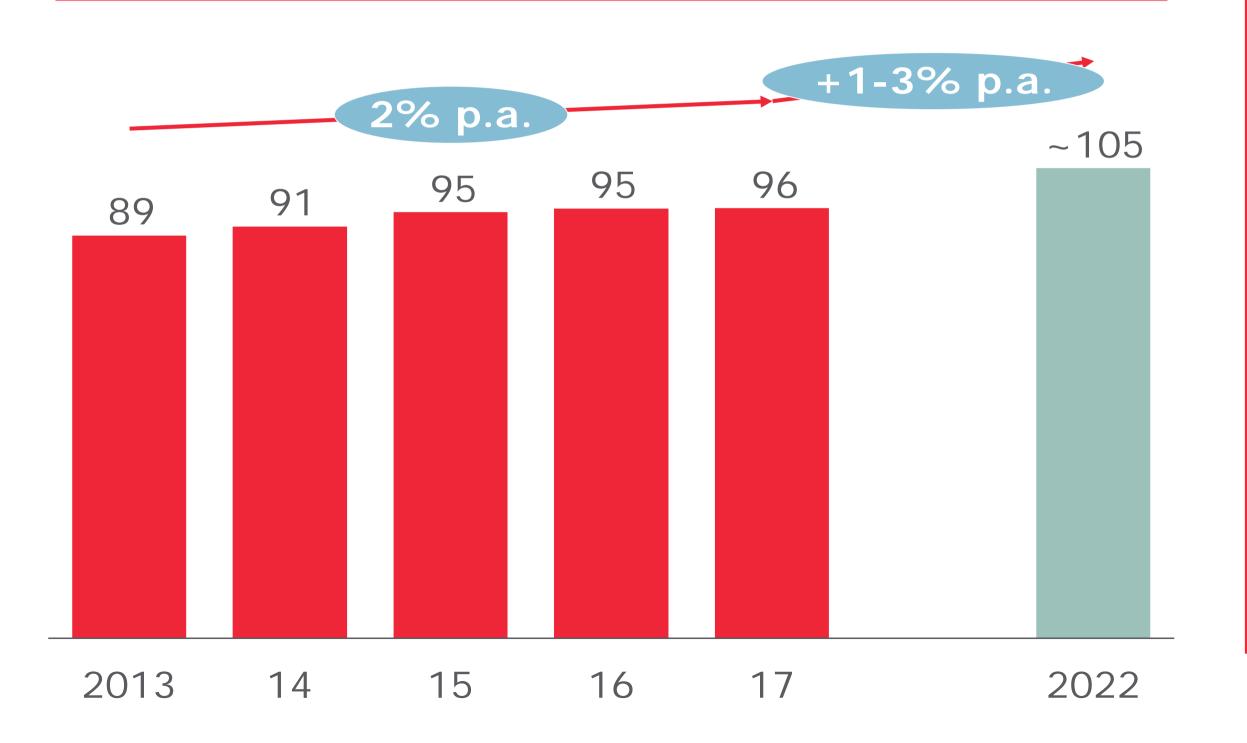
- New governance model with more centralization, stricter processes with an increased focus on performance management
- New CEO and changes at N-1 level
- Integration of subsidiaries in distribution to realize synergies on support functions



Revenue from Value Added Services (VAS) expected to grow at 1-3% p.a. between 2017-2022

Revenue evolution

€m





Key drivers

- Growth of existing solutions (e.g., Fines) and development of new ones
- Certipost revenue fading
- Stable data and document management services



Management contracts and press concessions will be (re)negotiated in the timing of the plan

Universal Service Obligation (USO)

Scope

- Collect, sort, transport, & distribute letter mail up to 2kg, parcels up to 10kg, and parcels up to 20kg from other EU member states
- 1 access point per municipality
- Collect and deliver 5x/week
- Full territory of Belgium
- USO pricing constraints
- Provide adequate information on USO products and services
- Quality control obligation (95% of prior mail/parcels D+1, 97% D+2)

6th Management Contract

Services not typically associated with mail operators (SGEI), e.g.,

- Retail network
- Cash at Counter
- Election mail (distribution)
- Cash payment of pensions at home

Press concessions

- Also part of SGEIs
- Newspaper early delivery 6x/week
- Periodical delivery 5x/week
- Quality control obligation of max 7 complaints per 10k deliveries
- ~3,000 FTEs



Timing

- End of 2023, renewable by consecutive terms of 5 years
- Complementary management contract being negotiated with State

State compensation possible in case of USO being financial burden

- End of 2020
- Notified and validated by European Commission under State Aid rules

- End of 2020
- Notified and validated by European Commission under State Aid rules

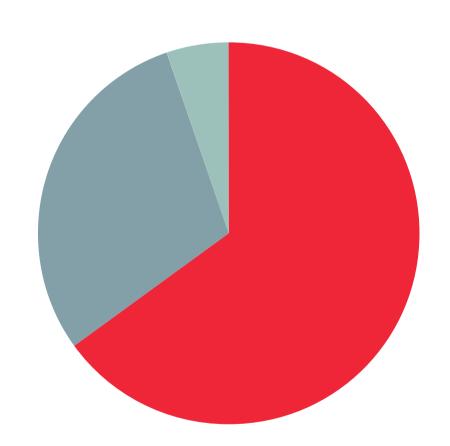
€270m¹ state compensation in 2017



Overall State compensation to evolve in line with contractual amounts, volume and inflation

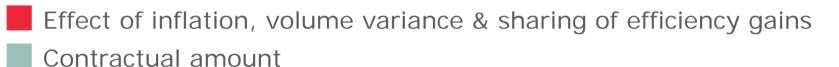
Indicative breakdown for 2017

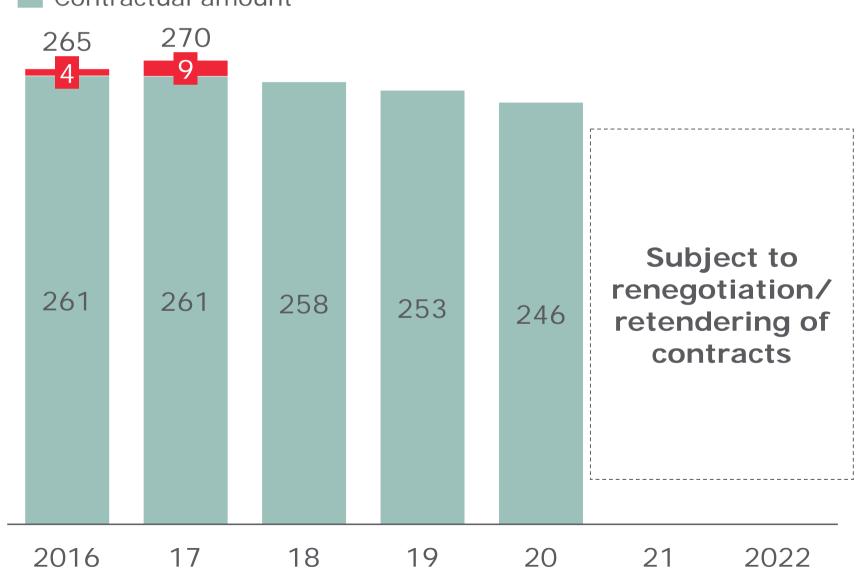




Total compensation from the State







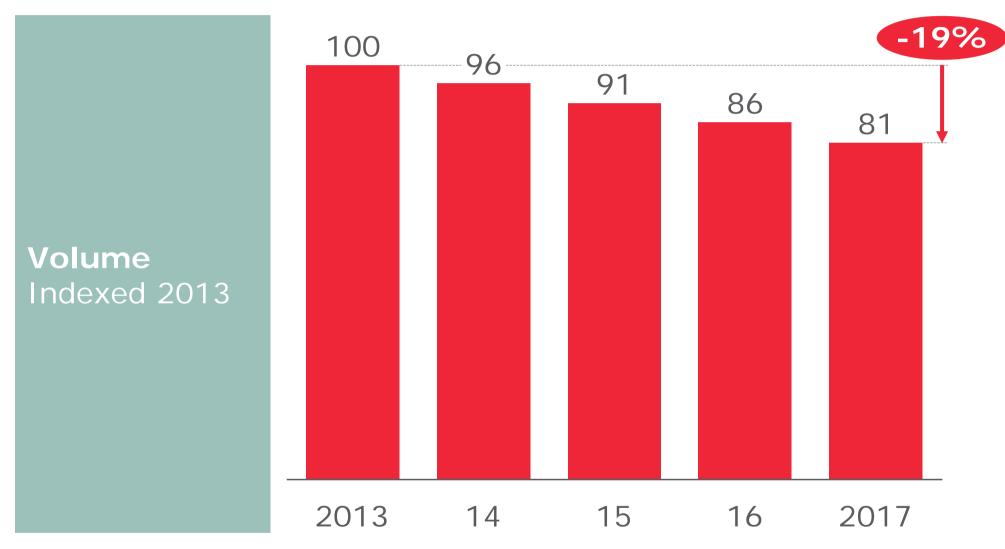
Key drivers

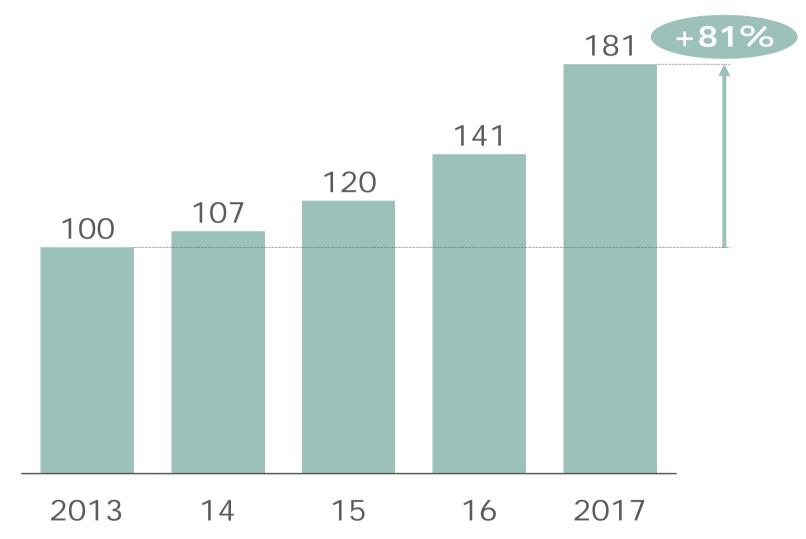
- Contract
 renewals or
 extensions
 (scope, duration, conditions)
- Reset of
 efficiency
 gains sharing
 upon new
 management
 contract, as of
 2021



Opposing volume dynamics mail (-€266m) and parcels (+€109m)

Domestic mail Domestic parcels





Revenue impact 2013-17, excl. price/mix effect

-€266m





In recent years, parcels growth has masked FTE savings in mail

Operational FTE evolution¹ (mail and parcels)

Average FTEs and interims, '000



YoY underlying mail volume decline, %

YoY dom. parcel volume increase, %

-4.2%

-4.4%

-5.0%

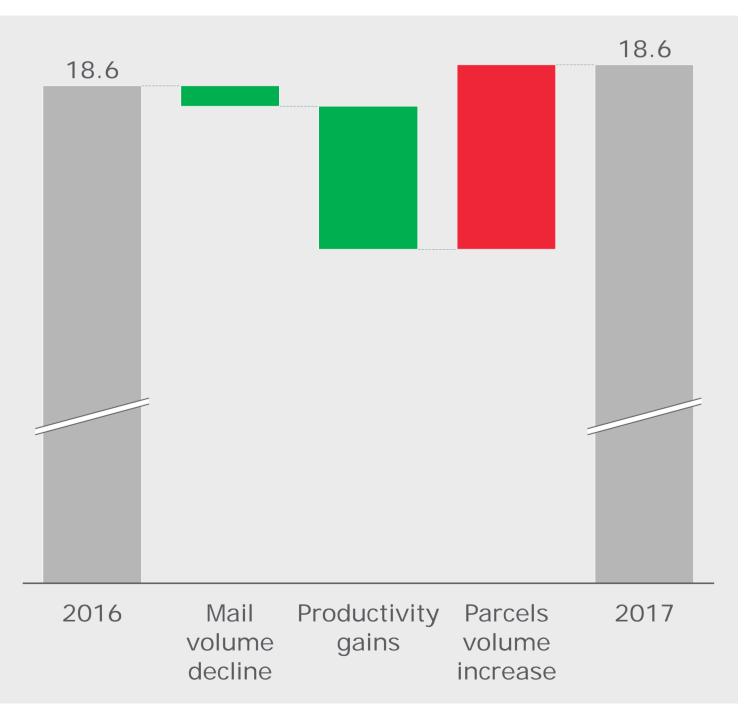
-5.0%

-5.8%

7.1% 7.0% 12.6%

17.1%

28.2%

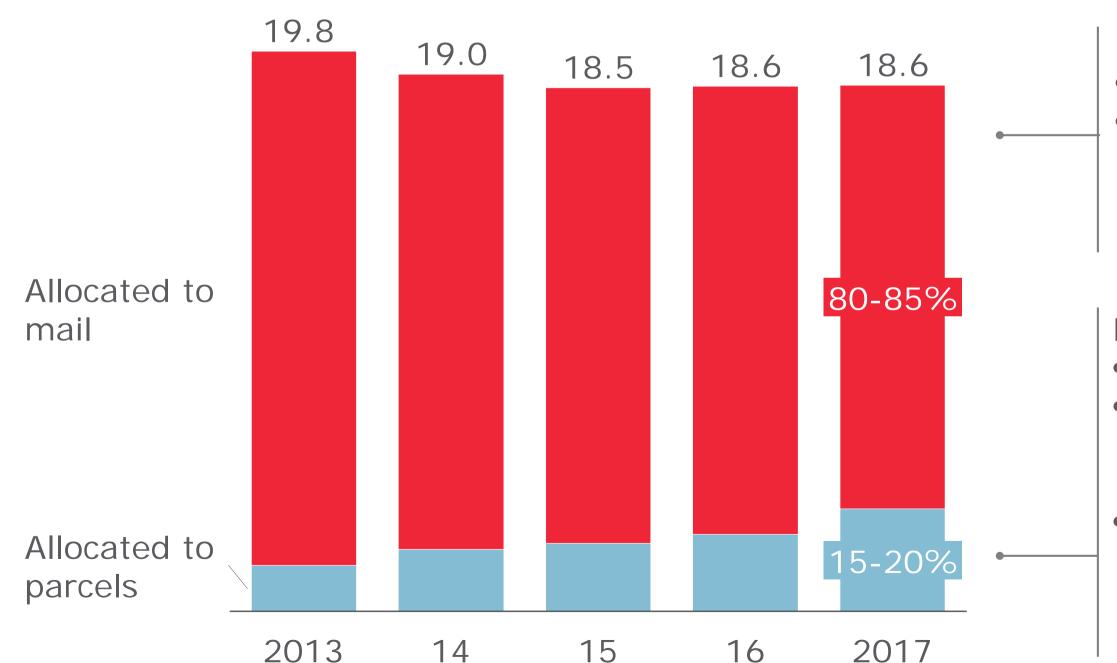




Mail vs. parcels volume dynamics have affected operational FTE evolution

Operational FTE evolution¹

Average FTEs and interims, '000



Future evolution driven by:

- Continued decline in mail volume
- Cost control options, including amongst others alternative operating model, optimization of sorting center footprint, next generation Georoute

Future evolution driven by:

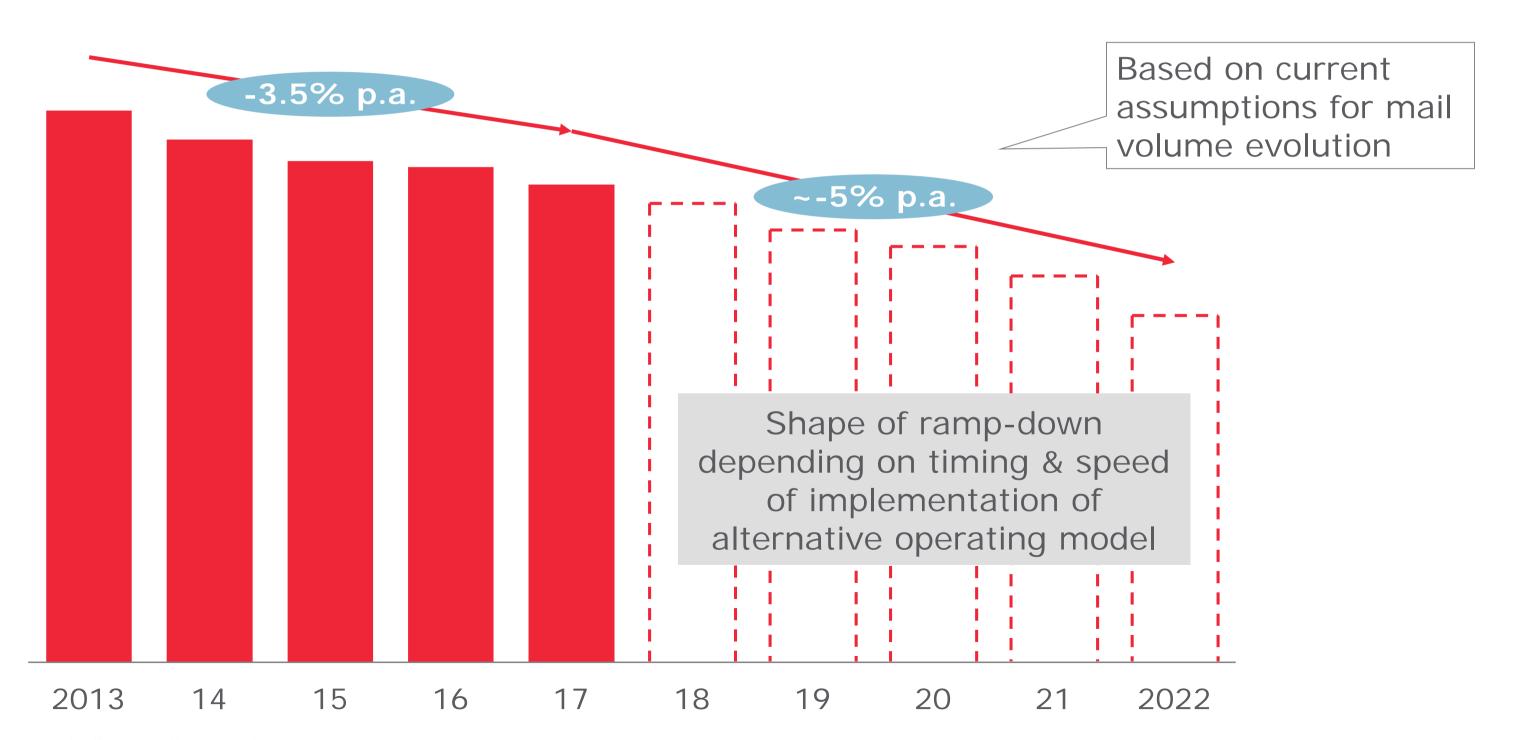
- Growing domestic parcel volumes
- Evolution of **product mix** (e.g., letterbox sized / non-letterbox sized parcels, weight, size, etc.) **and delivery requirements**
- Continuous optimization of operating model, e.g. closing the gap with workforce targets for NBX, maximizing parcels in mail rounds

¹ bpost SA/NV scope, excluding retail network

Operational mail related FTEs will continue to decrease in the coming years

Evolution of operational FTEs allocated to mail¹

Average FTEs and interims, '000



Management has developed an extended set of cost control options

Examples of cost control options

Operating model

- Evolve towards a differentiated offering and alternative operating model
- Take measures to address absenteeism

Industrial Mail Centers

- Optimize mail sorting centers footprint
- Pursue continuous improvement

Collect & Transport

- Align number of Red boxes to mail volume decline
- Stop collect on Saturday and increase flexibility of pick-up, delivery and dispatch timing constraints

Distribution

- Introduce new generation of Georoute and time potential management
- Simplify process for selected transactions
- Enhance customer experience and productivity through digital (e.g., consumer preferences)

FTE Unit cost

- Revise CLA¹ evolution
- Optimize further FTE mix

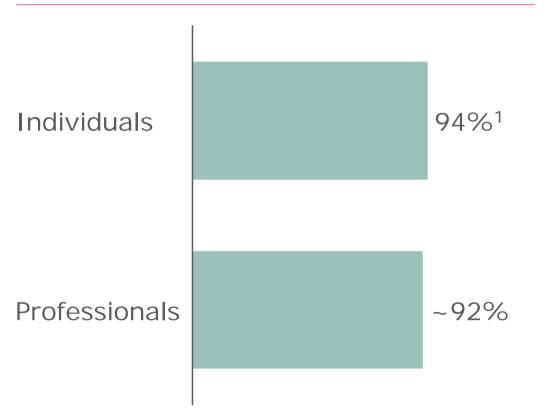
bpost will evolve towards a differentiated offering to accommodate changing customer needs

Evolving customer needs

"A lower frequency of delivery for regular letter post is acceptable to most respondents as long as this is associated with the option of a D+1 premium service"

- BIPT

Acceptance for D+3-4¹



Operating model evolution



Mail

- Adjusted "day certain" distribution frequency: in a given street, mail will be distributed on selective days of the week
- D+1 delivery will remain available as a separate product



Parcels

• D+1 offering

Unchanged



Newspapers

Same day delivery



Differentiated offering

D+1

Available to consumers who need D+1 delivery

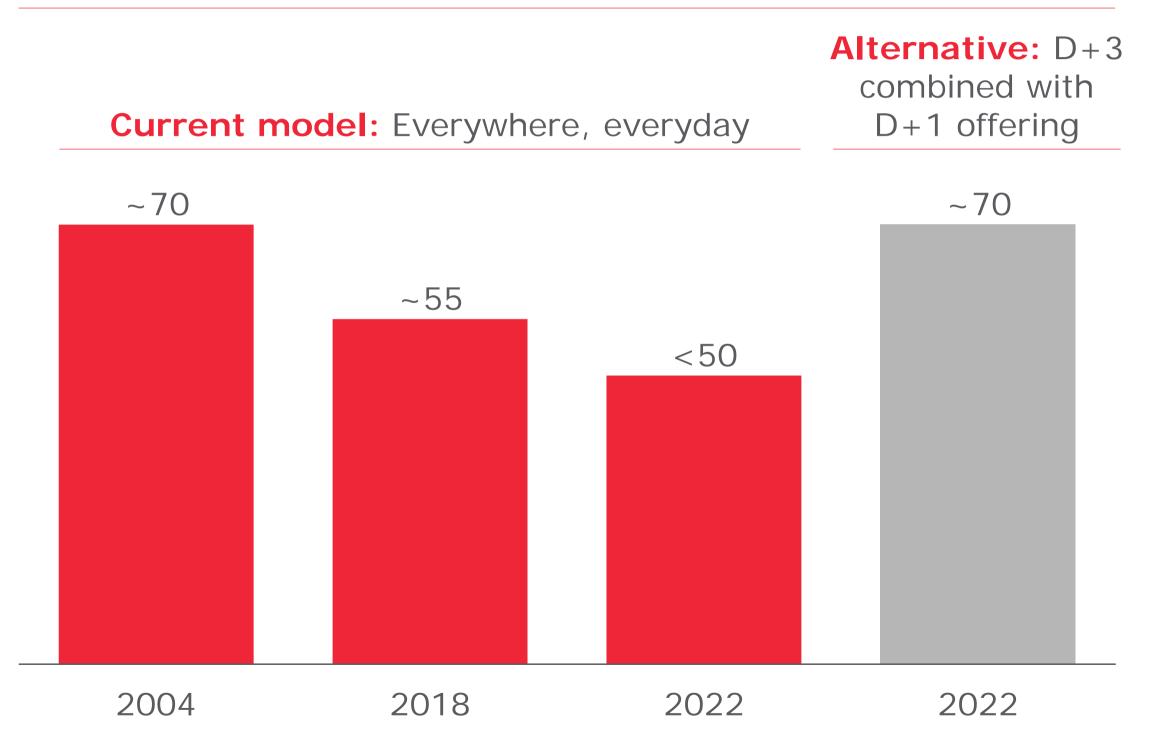
Within D+3

Service level agreement (SLA) "within 3 days"

The alternative operating model will optimize drop density

Share of mailboxes receiving mail on any given day

%



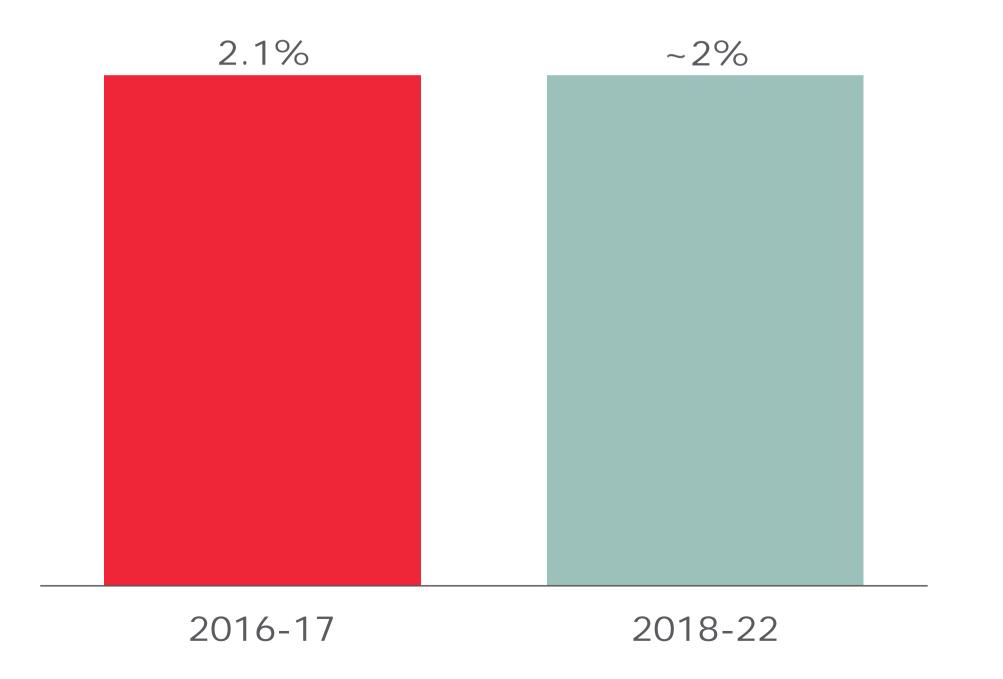
Alternative operating model has benefits along the value chain

- Reduced collection frequency and transportation costs (optimized truckload)
- Higher sorting efficiency (longer time periods, less peaks, day vs. night work)
- More efficient classification and less space needed in mail centers
- Higher drop density and reduced transportation in last mile (vehicles, fuel, postmen)

Average salary expected to evolve in line with recent years

Wage drift as share of payroll and interim cost¹

%, including merit and seniority increase, indexation, CLA; excluding FTE mix evolution

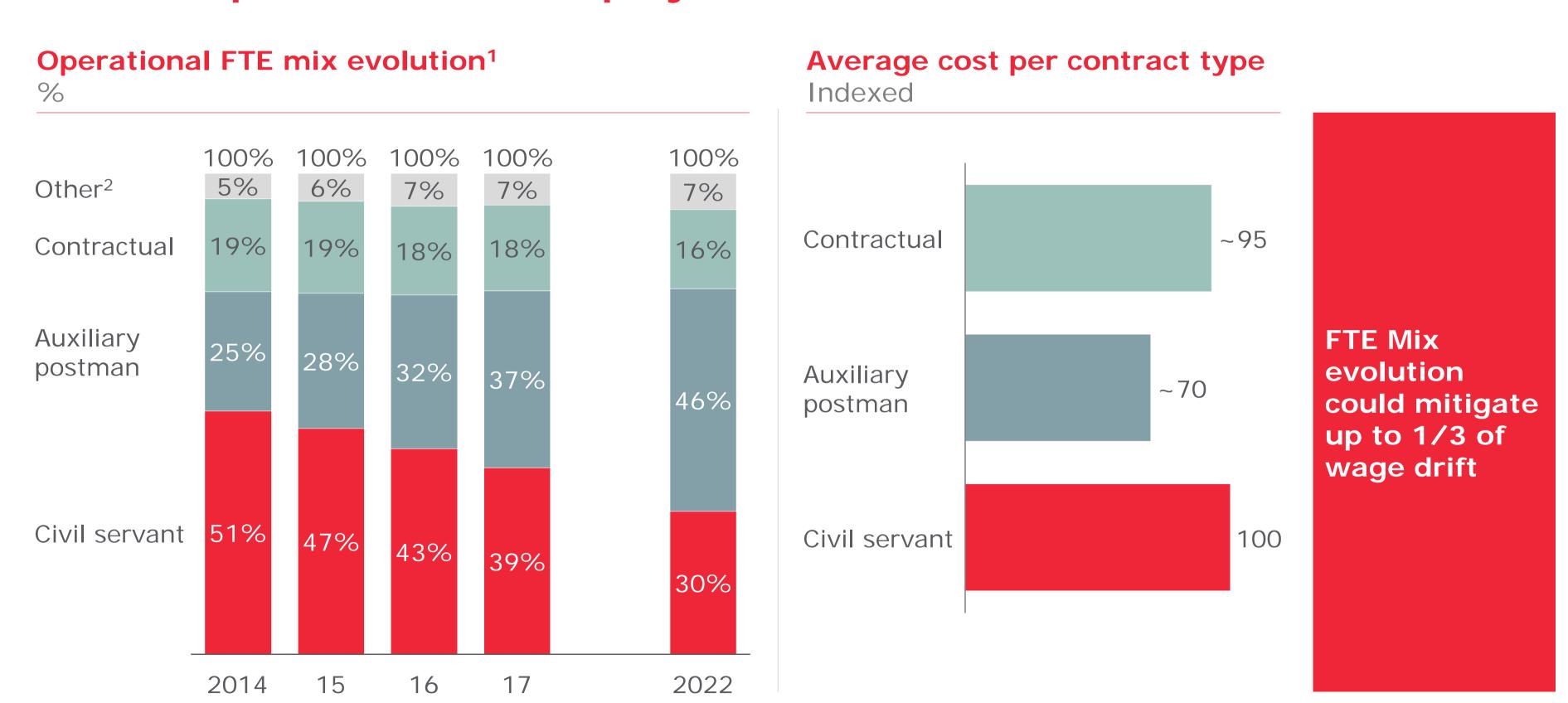


Key drivers

- Collective Labor Agreement (bi-) annual negotiations
- Inflation and resulting automatic indexation
- Merit and seniority increase



Further optimization of employee mix contributes to labor cost control



¹ bpost SA/NV scope, excluding retail network

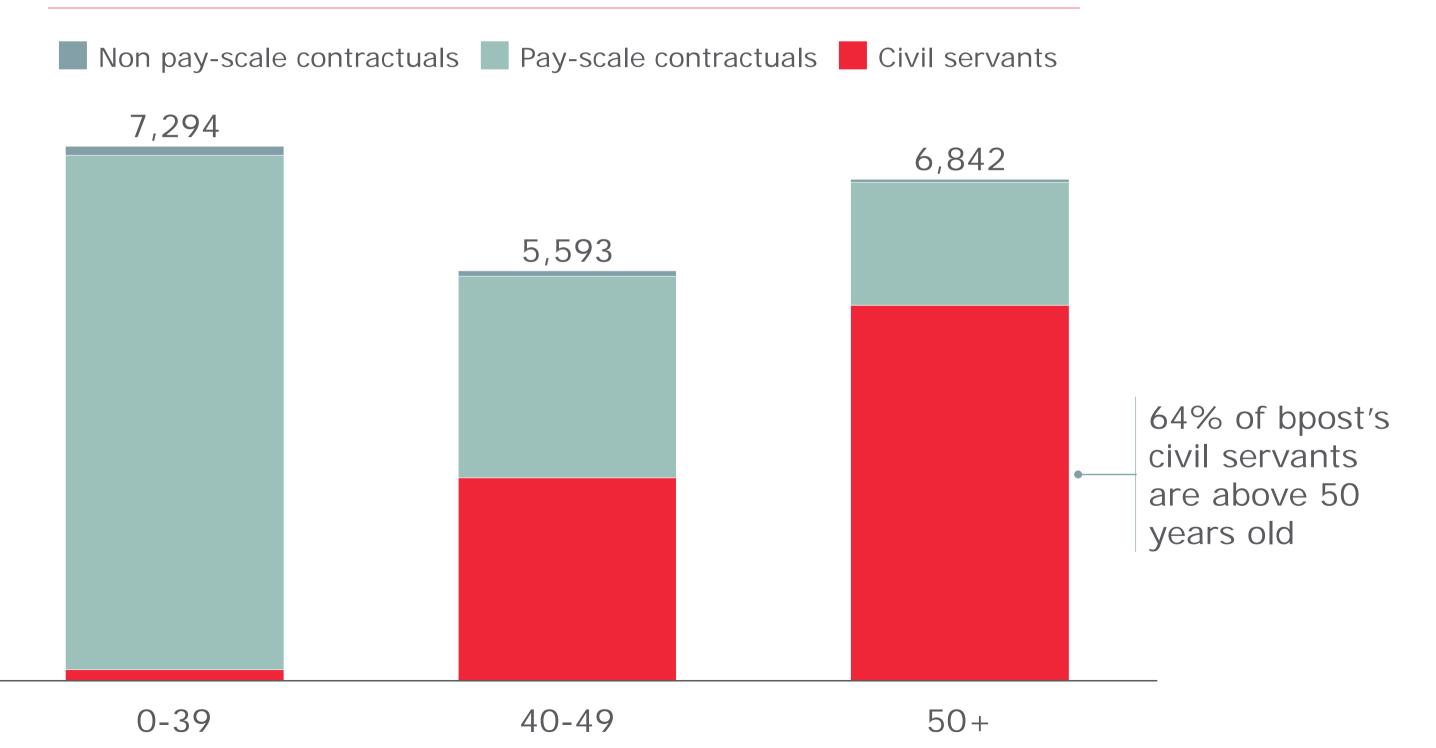
² Includes students, interims, managers



Workforce reduction will be supported by natural attrition

Age pyramid¹

Operational headcount per age, 31.12.2017



Natural attrition

Average natural attrition is expected to range from 1,200 to 1,300 FTEs/year over 2019-22

My priorities

- Actively manage mail revenue through mail defense and pricing levers, compensating >50% of mail volume decline
- Reduce costs on an ongoing basis to maximize profitability through a set of measures including evolution of our operating model
- Renegotiate/retender key contracts with the State (Management Contract & press concessions)
- Optimize Ubiway and bpost bank





Parcels & Logistics Europe and Asia at a glance

Sub-segments

Pro forma 2017, €m

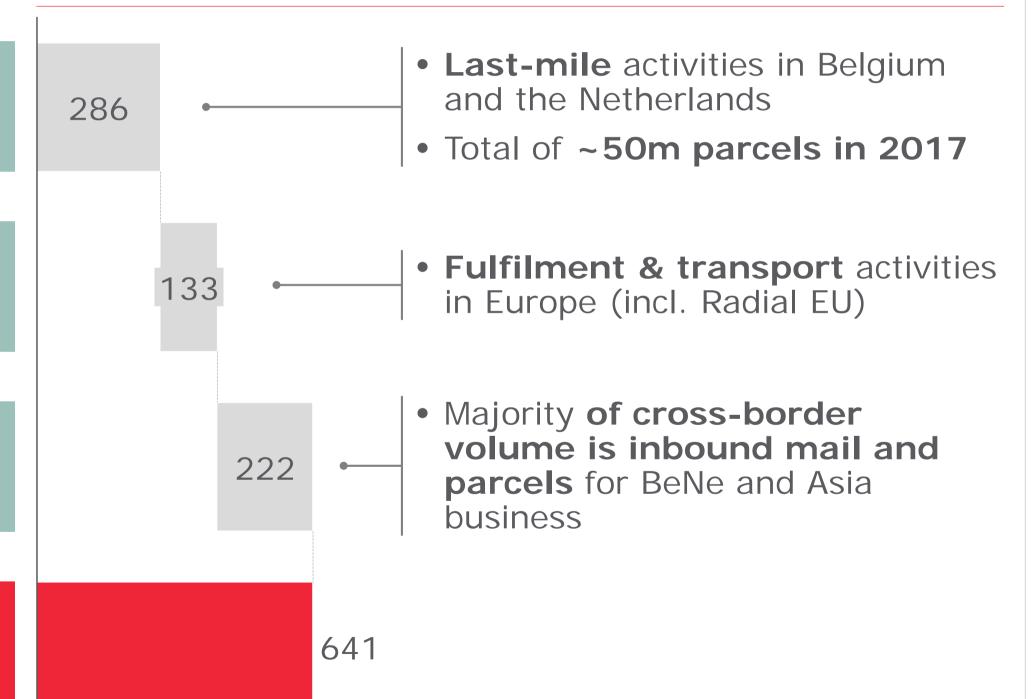
Revenue

Parcels BeNe (last-mile)¹

E-commerce logistics²

Cross-border (incl. int'l mail & parcels)

Total



Key facts & figures



+370k parcels per peak day in BeNe



~1,500 dedicated parcel rounds



4 Parcel hubs with dedicated parcel rounds in BE

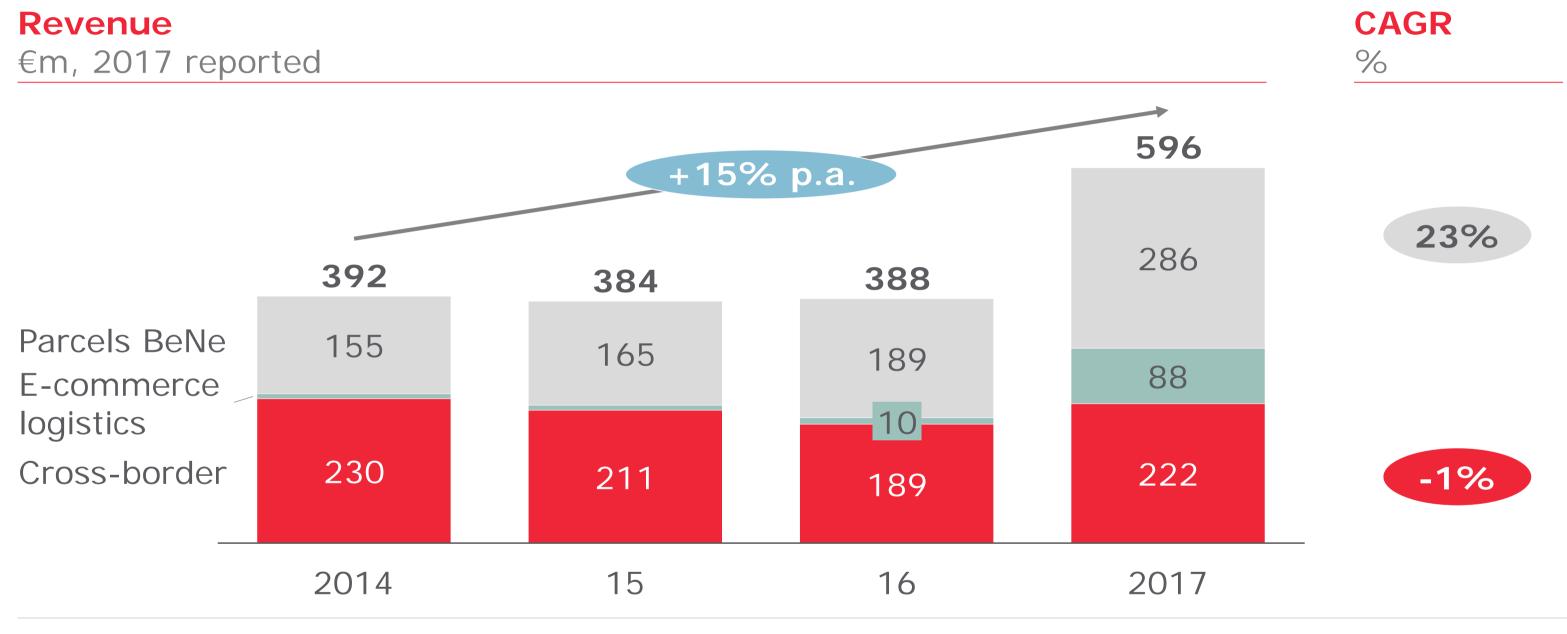


1 sorting location (New Brussels X) + Dyna hubs

¹ Includes a.o. domestic parcels at the exception of inbound flow, DynaLogic, DynaSure, Citydepot, Eurosprinters, De Buren and Parcify 2 Includes a.o. Radial Europe (pro forma FY 2017), Dynafix, NL & PL fulfilment, Leen Menken (pro forma FY 2017) and Bubble post



Parcels & Logistics Europe and Asia has grown to ~€0.6bn over the last 3 years



de Buren®

De Buren acquisition (Network of parcel lockers) Deals with 3 of top-5 BeNe e-tailers DYNAGROUP
INNOVATIVE SUPPLY CHAIN SOLUTIONS

Dyna acquisition,
(€132.2m revenue in 2017)









Key value drivers for the Parcels & Logistics Europe and Asia business

Sub-segments	Key value drivers	From	То
Parcels BeNe (last-mile)	 Ability to capture profitable growth in a competitive environment 	Volume growth rate of 20-30% with price/mix effect up to -6% over 2016-2017	Double-digit growth rate with price/mix effect of ~-3% to -6%
	BeNe-wide offering addressing customer requirements	Focus on Belgium (sales force, contracts, DHL partnership)	BeNe-wide approach
	 Optimized last-mile operations based on parcels characteristics (e.g., size) and in line with delivery requirements 	4 parcel hubs in 2017 in BE	>15 parcel hubs in 2022
E-commerce logistics	 Ability to organically capture market growth of ~10% p.a. (vs. insourcing, pan-European players) 	E-commerce logistics in PL, NL & BE and "DynaFix"	Higher scale & skills, ability to leverage Radial capabilities
Cross-border	 Develop international cross-border parcels, also across continents Ability to maintain international mail volume 	Natural business evolution	Developing international parcel flows driven by e-commerce activity

Dynamics in parcels last-mile in BeNe

Purchasing behavior

- NL is the most important import country to BE (~25% of import flows)
- BE consumers mainly buy from NL players such as Bol.com (7%) and Coolblue (6% of BE online sales)



Large NL-based e-commerce players

- Looking for a BeNe wide offering with regards to last mile
- Benchmarking prices on a BeNe level

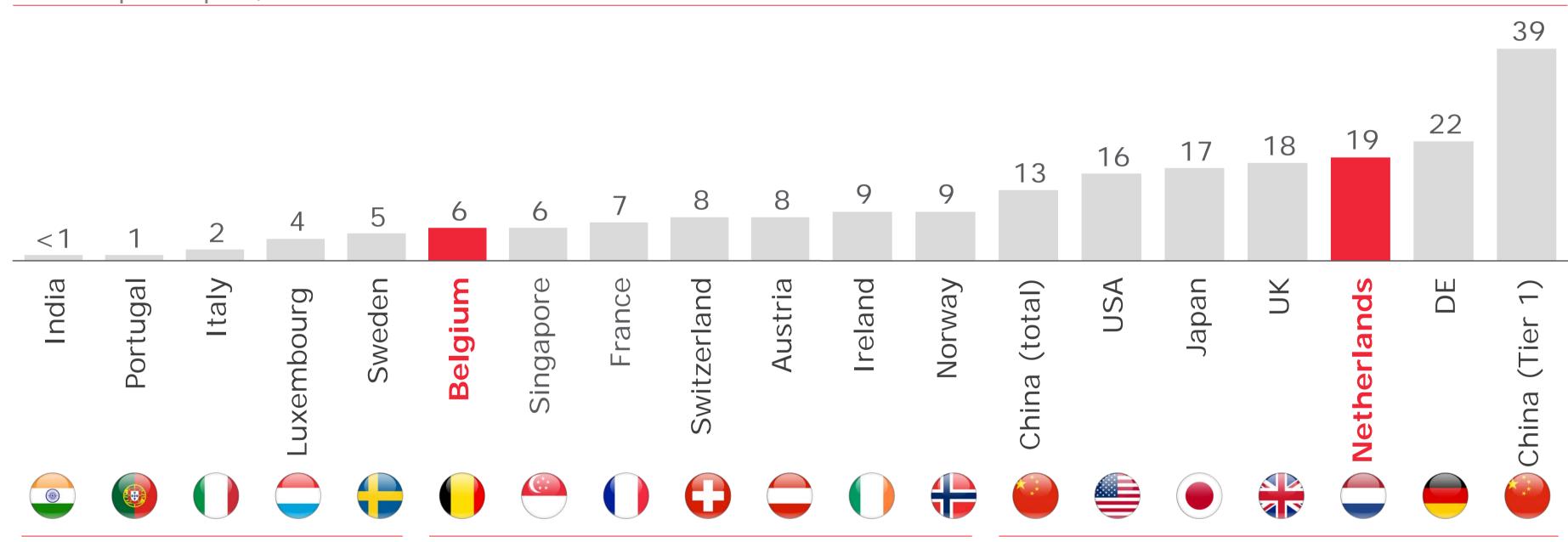
Competitive offering

 Very competitive & dynamic region with many large players such as PostNL, DHL, DPD, FedEx

Belgium has further room for e-commerce development

E-commerce relevant parcel¹ penetration

Parcels per capita, 2016



Low-penetrated countries

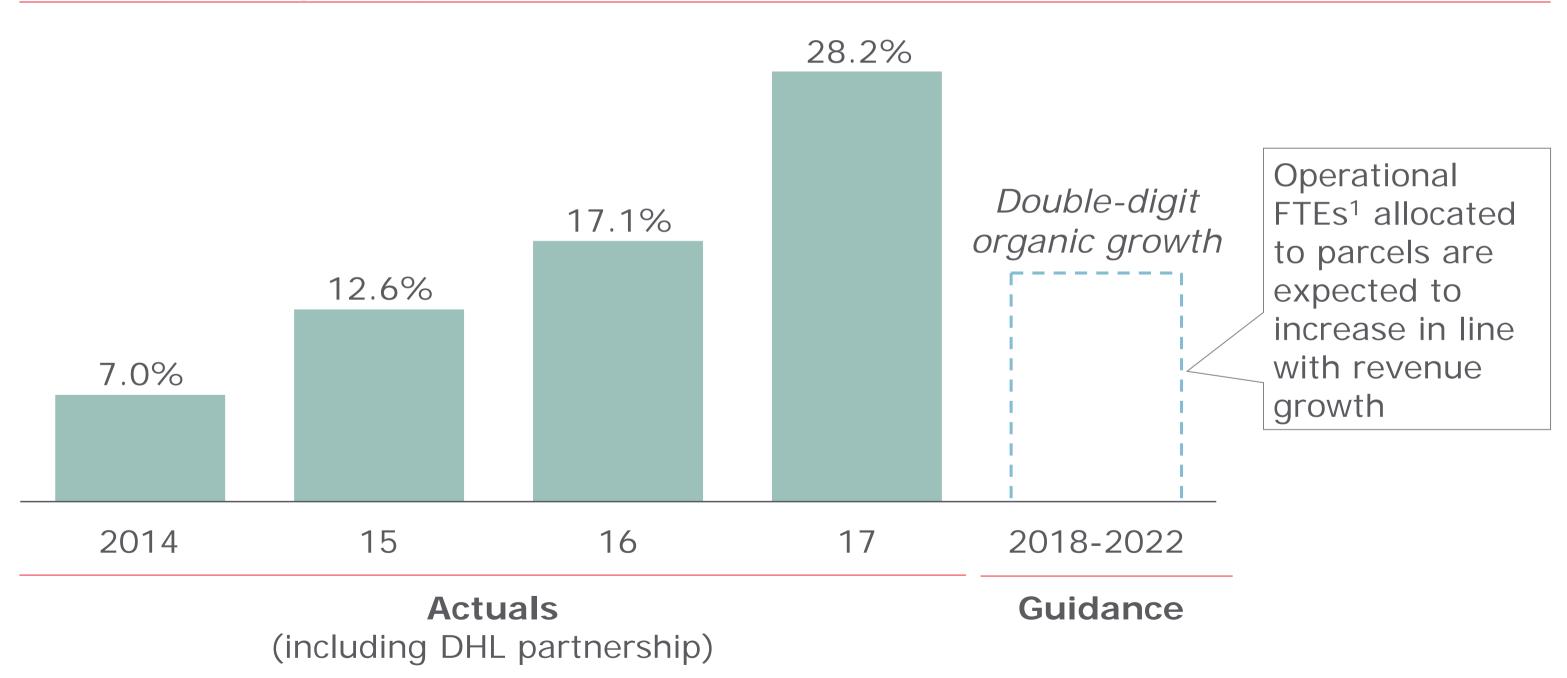
Mid-sized, mature countries

Large-sized, mature countries

Domestic parcels are expected to continue to grow at a double-digit organic profitable growth rate

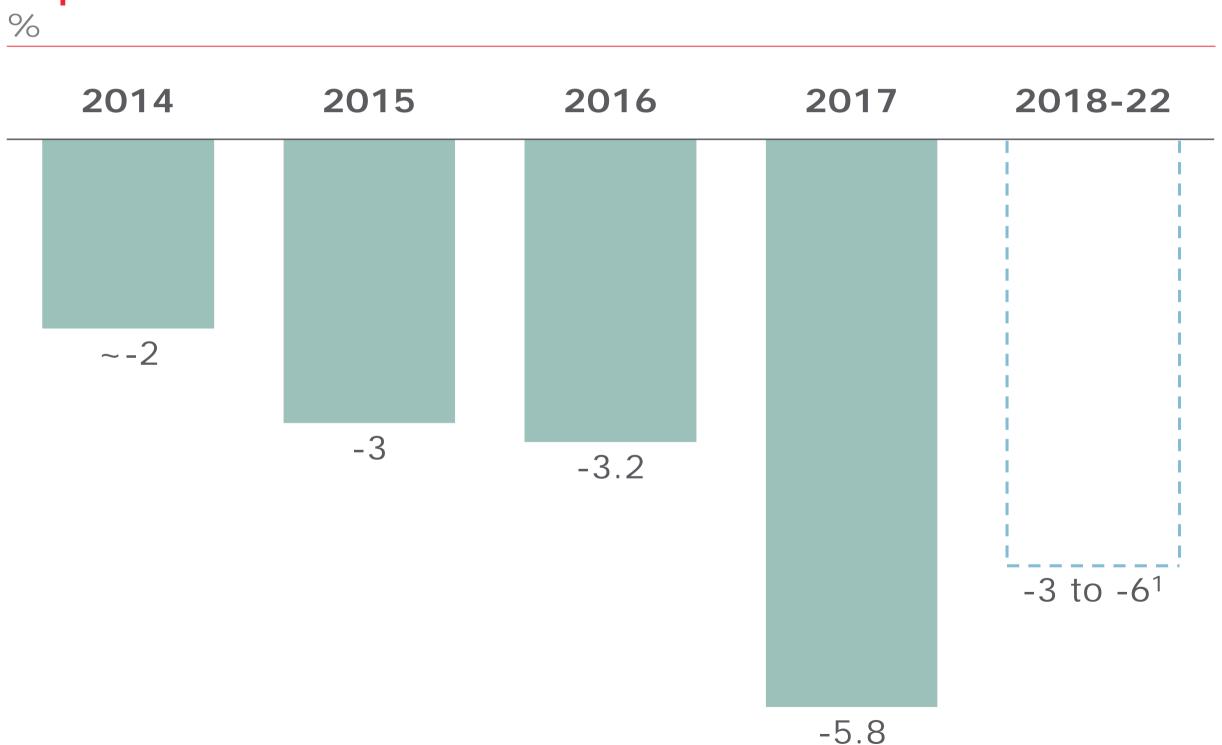
Domestic parcels growth rate

Volume, percent growth p.a.



The expected domestic price/mix effect is between -3 to -6%

Impact on revenue

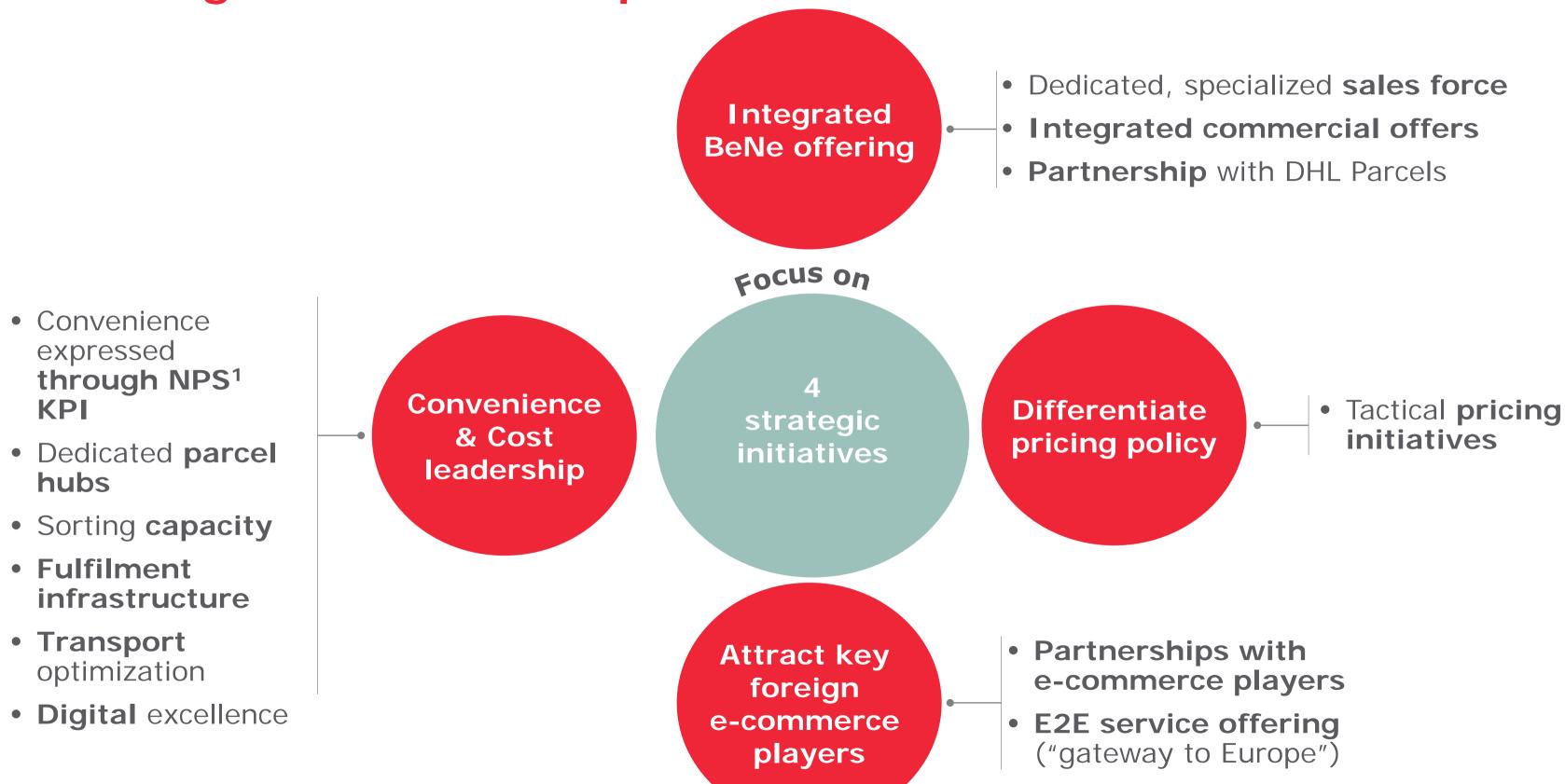


Key drivers of price/mix effect

- Competitive dynamics
- Customer & product mix
- Cross-border pricing dynamics
- Consolidating customer landscape



Four strategic initiatives for parcels BeNe



New partnership with DHL Parcels NL allows bpost to cover the full

BeNe region



Launched in June 2018

Attracting key parcel and e-commerce players is critical

Attract key parcel and e-commerce players



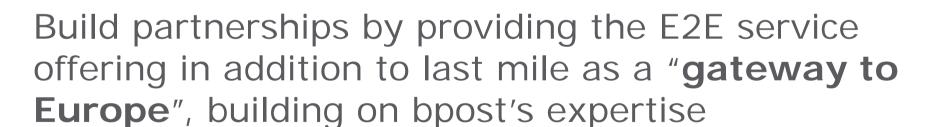
Enable traditional retailers to go online











- Fulfilment and sorting for pan-European flows
- Our local knowledge: regulatory expertise, customs clearance, VAT management etc.







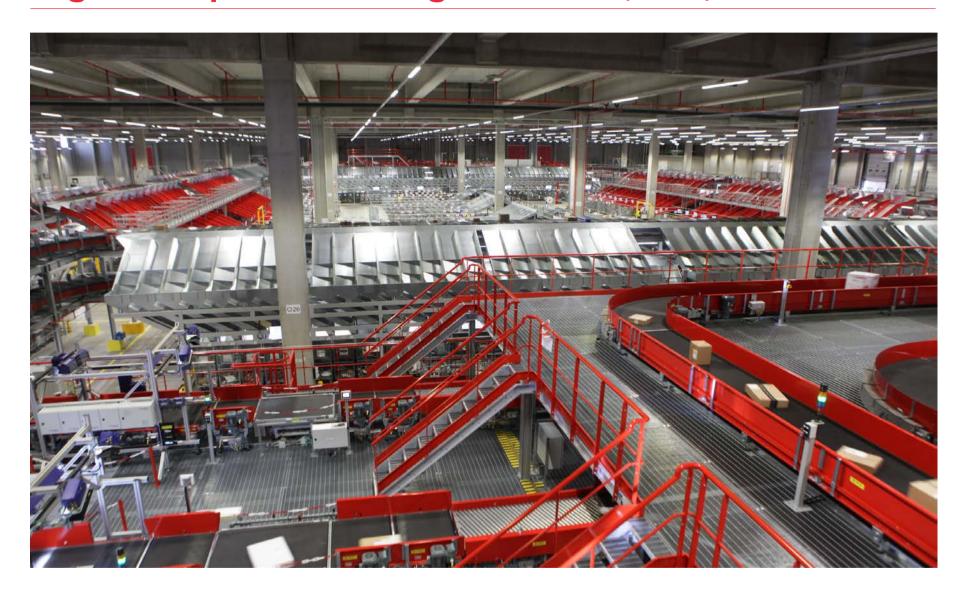


Enable retailers to deliver an **E2E online value** offering by using our assets in personalized and repair logistics to

- Offer installment and repair services with deliveries and returns for electronics retailers
- Offer fresh logistics for food retailers

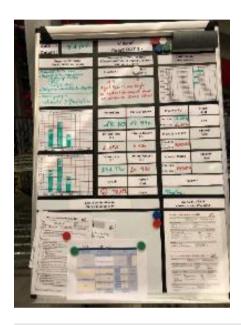
New parcels sorting center is up and running since October 2017

High-tech parcel sorting machine (PSM) in Brussels



- Operational 24/7
- Capacity as per vendor: 300,000 parcels/day
- Parcel sorting hall: 25,000 m²
- ~300 FTEs

Workplan designed to reach productivity targets



Install a lean management system to ensure that teams autonomously continue to improve productivity and quality



Increase machine throughput to reach agreed targets every day in close collaboration with the machine supplier



Increase productivity by introducing new best-practice way of working

The parcels operating model will be continuously optimized

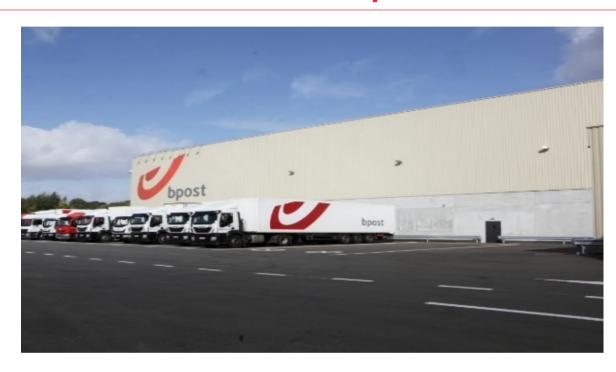
Optimize distribution cost using drop density of mail rounds





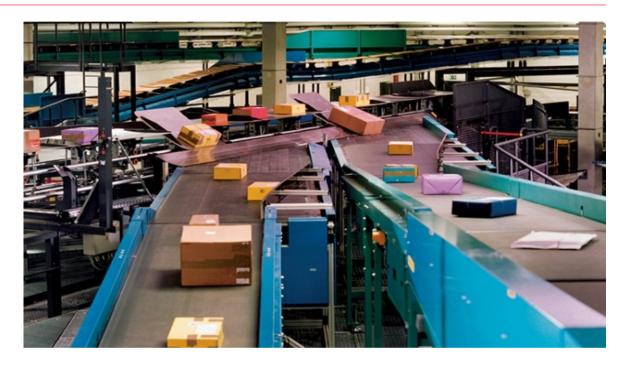
- Maximize letterbox-sized and nonletterbox-sized parcels in mail rounds (~40% of the parcels)
- Cost advantage due to higher drop density leading to lower unit costs

Build dedicated parcel infrastructure to match customer requirements



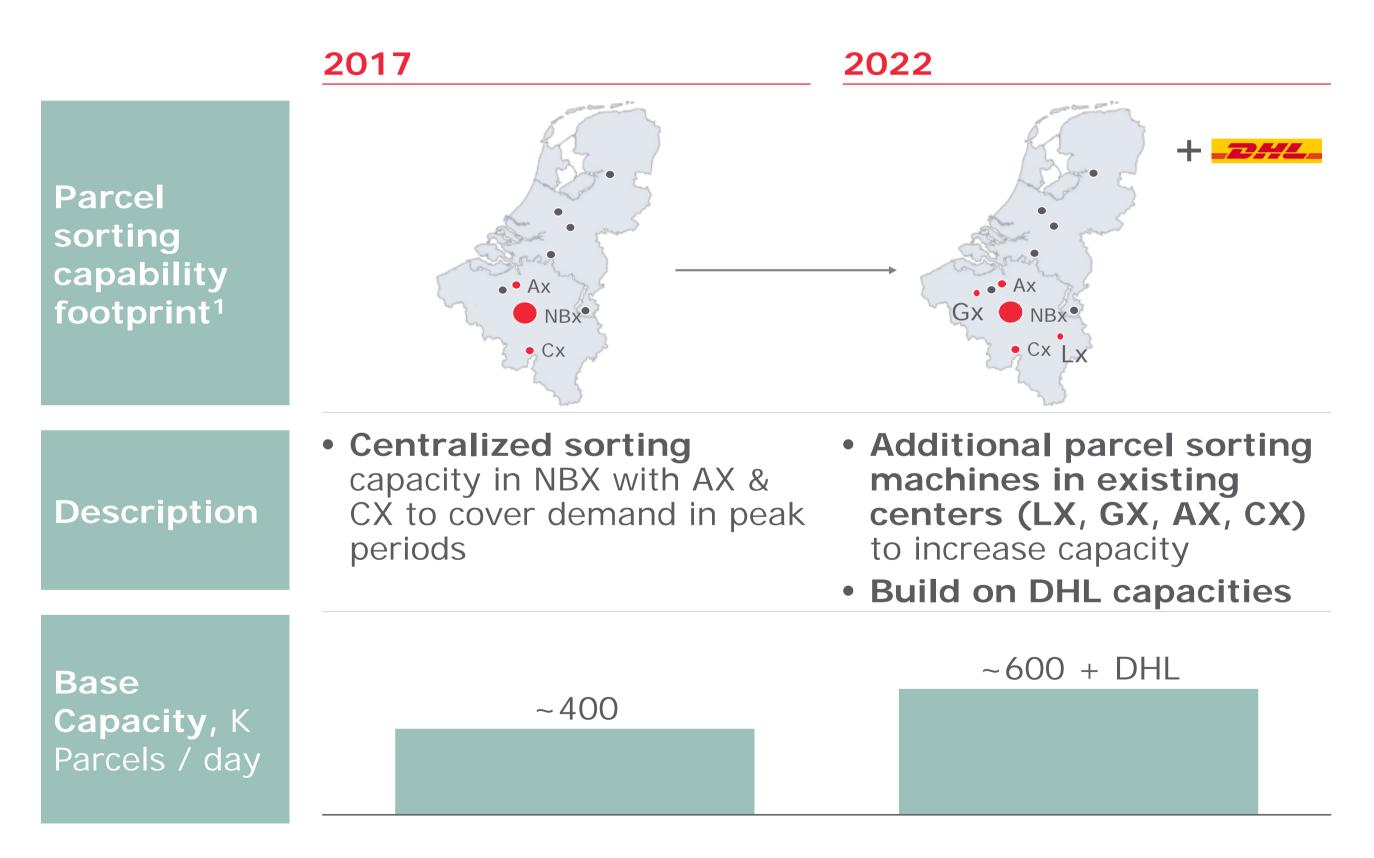
- Nationwide network of Parcel hubs to accommodate distribution of ~60% of parcels (that are not in mail rounds)
- 15-20 hubs by 2022, with ramp up in line with parcels growth
- Benefit for customer proximity and special services e.g. Late-in services, "large scale" evening distribution or same day distribution

Increase sorting capacity



- Increase sorting capacity to cope with increasing volume (optimizing sorting footprint mail & parcels)
- Use technology (e.g., address recognition)

Additional parcels sorting capacity will be gradually built



The selected scenario to gradually add capacity to all sorting centers, offers several advantages such as

- Use freed space from letters
- Minimize transportation costs

Strengthened by the Radial acquisition, bpost has initial assets in Europe along the entire value chain of e-commerce logistics

Customer care



- Phone, email, social media and chat **support**
- Advanced analytics





Order

- Order management
- Payment services, tax services and fraud prevention

Delivery

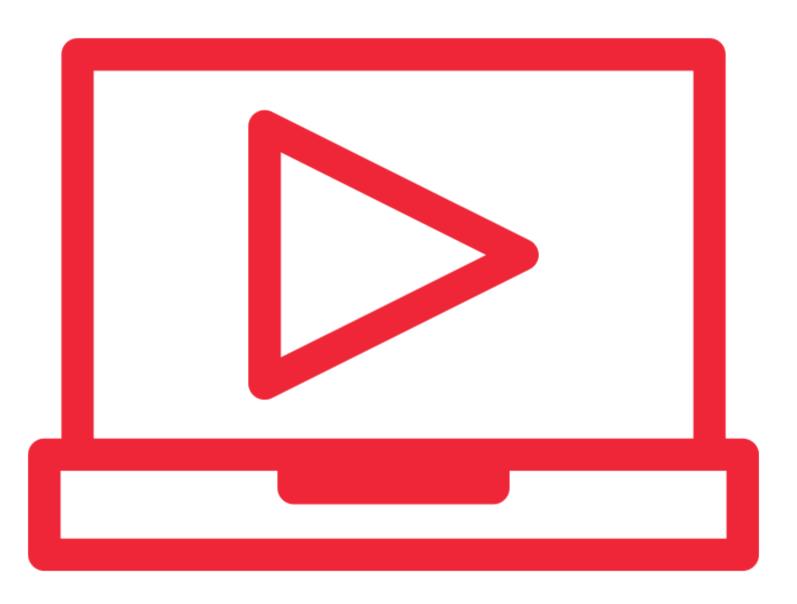


- Hybrid transport network for high-end and urgent delivery
- Last mile delivery

Fulfilment

- Order reception in warehouses in the proximity of clients
- Preparation for **shipment**

Active Ants – Fulfilment



Expanding in the e-commerce value chain has multiple benefits

Stand-alone benefits from fulfilment

Growth

• E-commerce fulfilment is **forecasted to grow with ~10% p.a.**

Profitability

• Margins of 4-8%, client-sector dependent



Low barriers to entry

• Fragmented sector with several small, profitable players in contrast to last mile delivery

Last mile benefits from fulfilment

Access to lower rates

 Expanding upstream the value chain gives more transparency on competitive landscape

E2E value offer

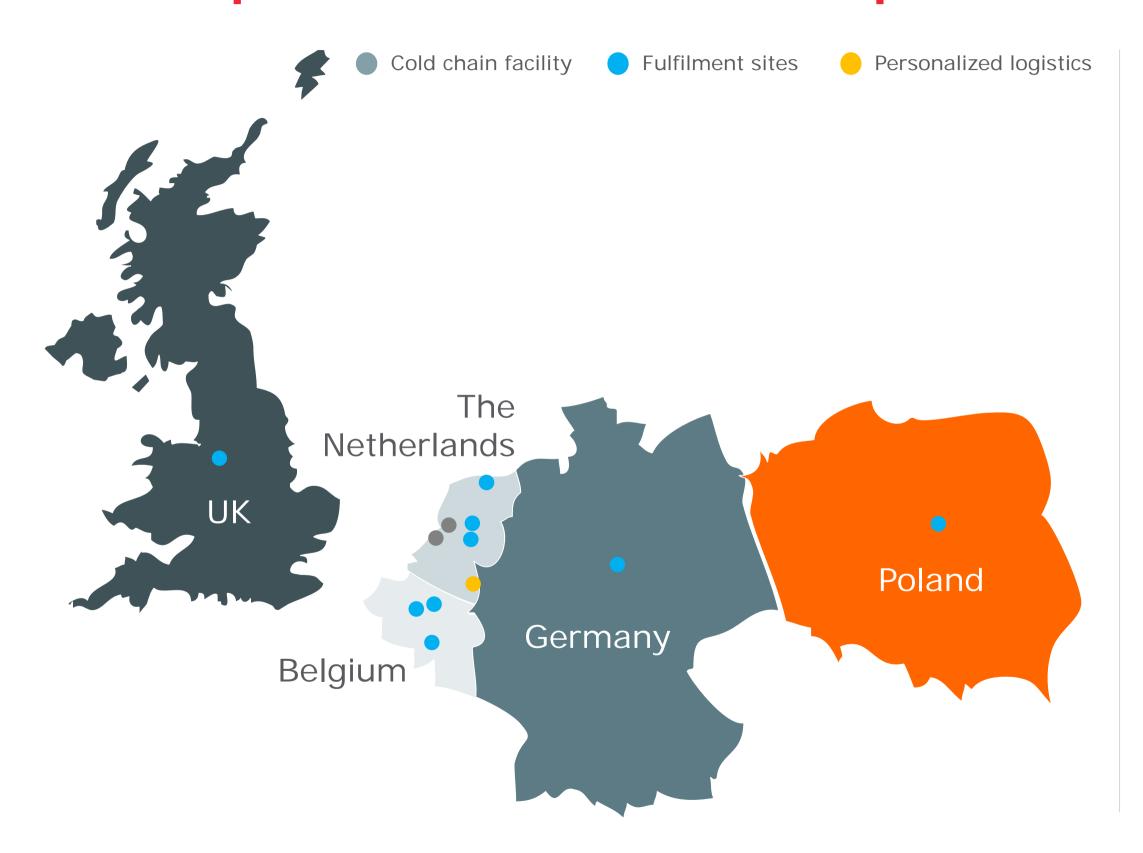
- Over 90% of the customers of fulfilment providers want a onestop-solution, including last mile
- bpost customers increasingly looking for services upstream the ecommerce value chain



Competition

• Other parcel companies taking steps in the sector

A base footprint now exists in Europe for e-commerce logistics





~€130m pro forma¹ revenue (2017)



9 fulfilment centers / facilities²



5 countries



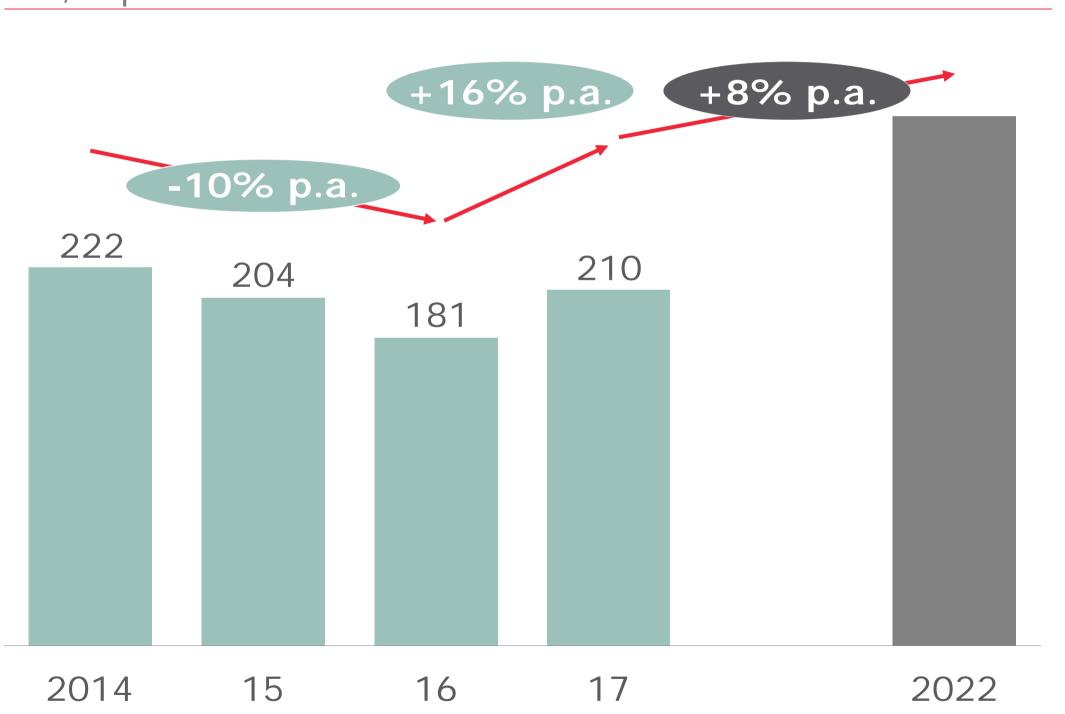
>600 employees



Revenue from cross-border expected to increase in upcoming years

Revenue

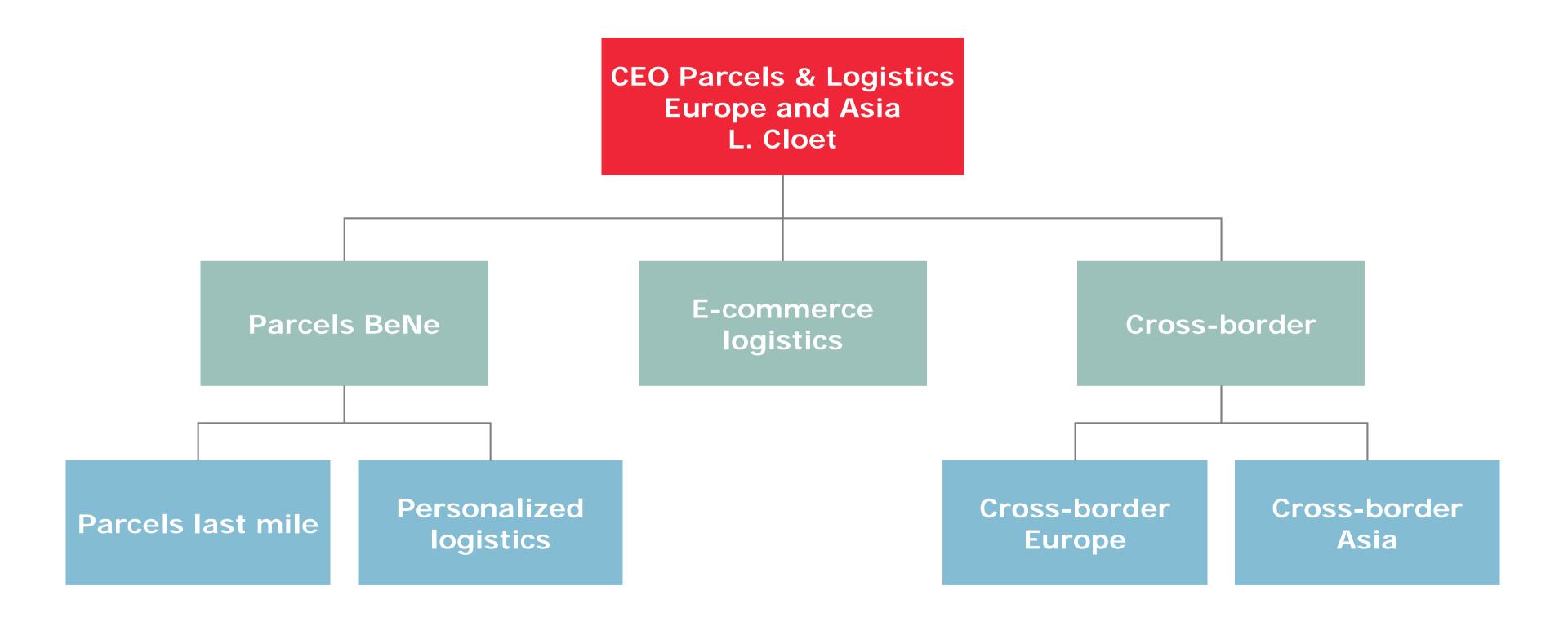
€m, reported



Key drivers

- International mail
 - Decline in international mail volumes
 - Evolution of pricing based on other postal players and UPU & REIMS agreement
- Develop cross-border parcels and e-commerce
- Import and export dynamics from/to Asia

Operational management & organization in line with new BU structure



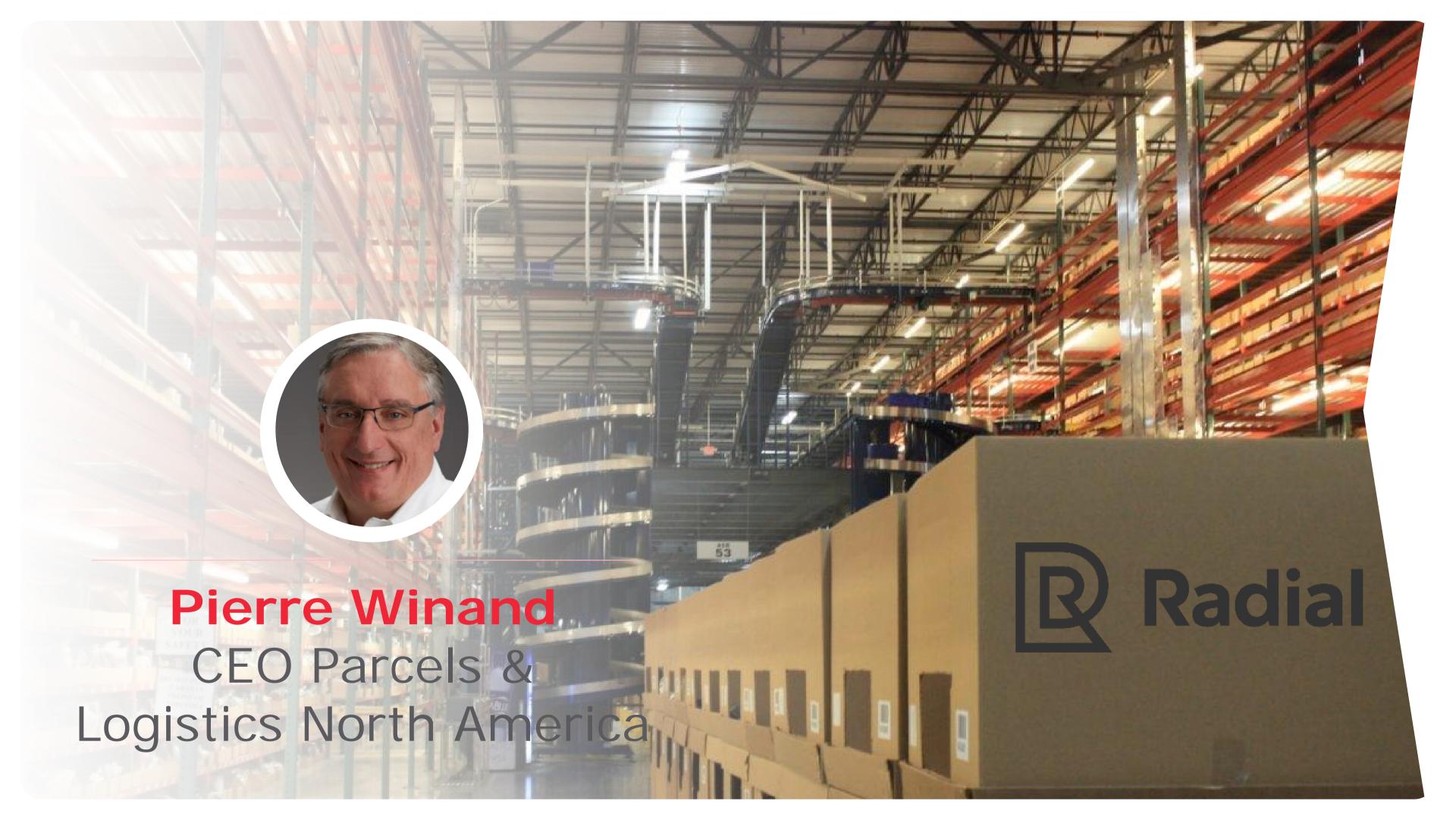
My priorities

- Tapture profitable growth in BeNe (leading BeNe offering, DHL partnership, focus on NPS, differentiated pricing, cost optimization)
- **Grow e-commerce logistics** leveraging recent acquisitions
- Capture cross-border flows from e-commerce across Europe and Asia and optimize international mail



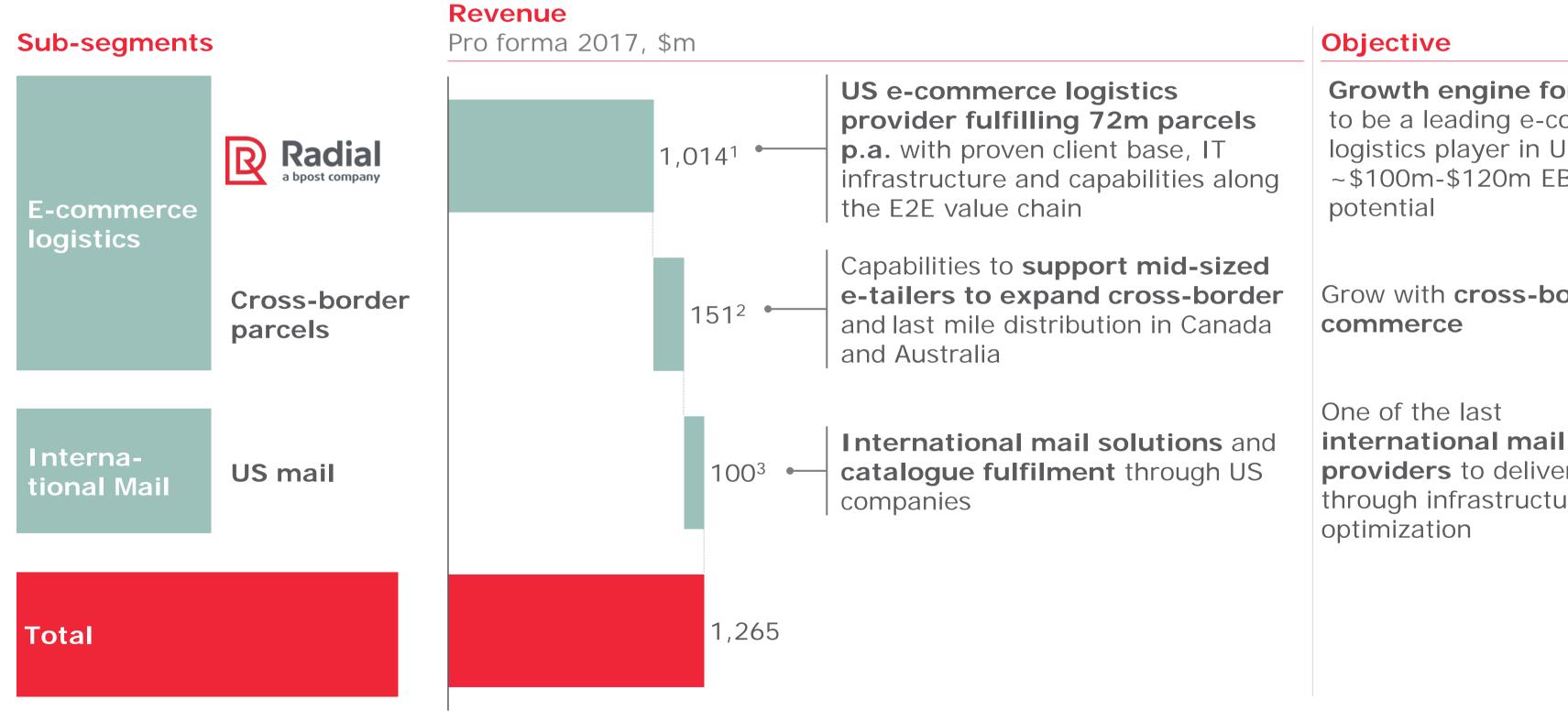








Parcels & Logistics North America at a glance



Growth engine for bpost, to be a leading e-commerce logistics player in US with ~\$100m-\$120m EBITDA

Grow with cross-border

providers to deliver profit through infrastructure

¹ Revenues in North America, excluding revenues from webstore (\$28m) and revenues in Europe (\$40m)

² Including Landmark Global, Apple Express and FDM, previously under International Parcels

³ Including MSI, Imex, Mail Inc.

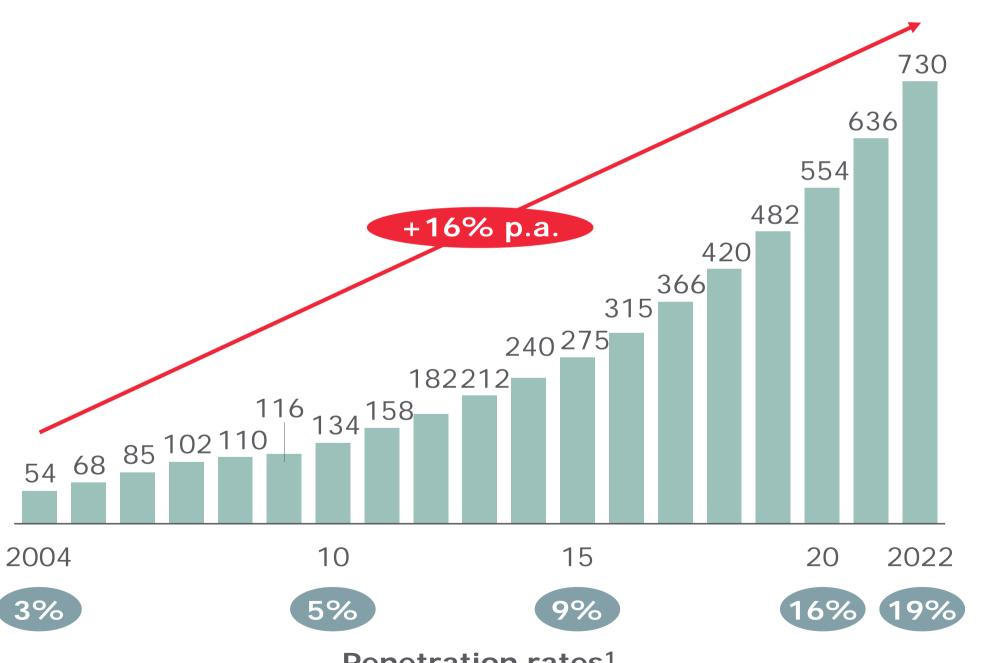


Attractive industry fundamentals underpin profitability and growth potential for Radial North America

Historical and projected evolution of US online retail

\$bn

Radial's addressable market in North America







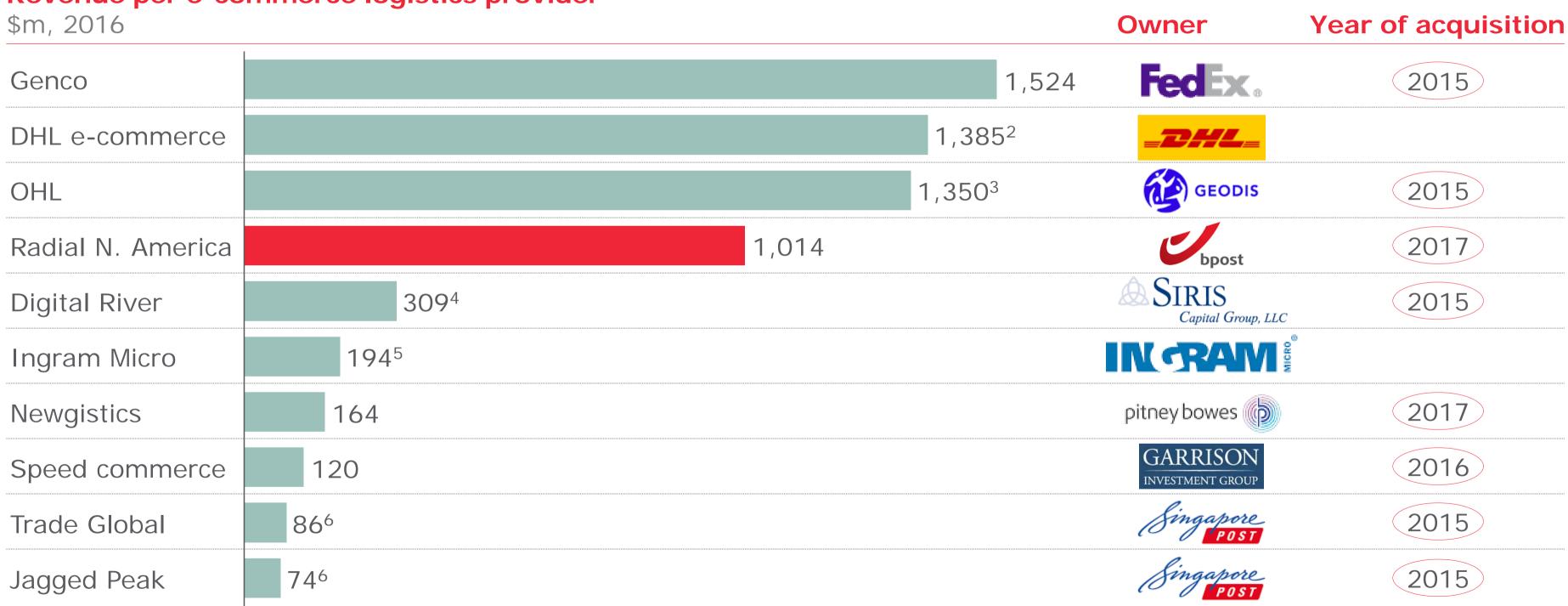
Penetration rates¹

\$27-37bn

1 E-commerce sales as % of retail sales

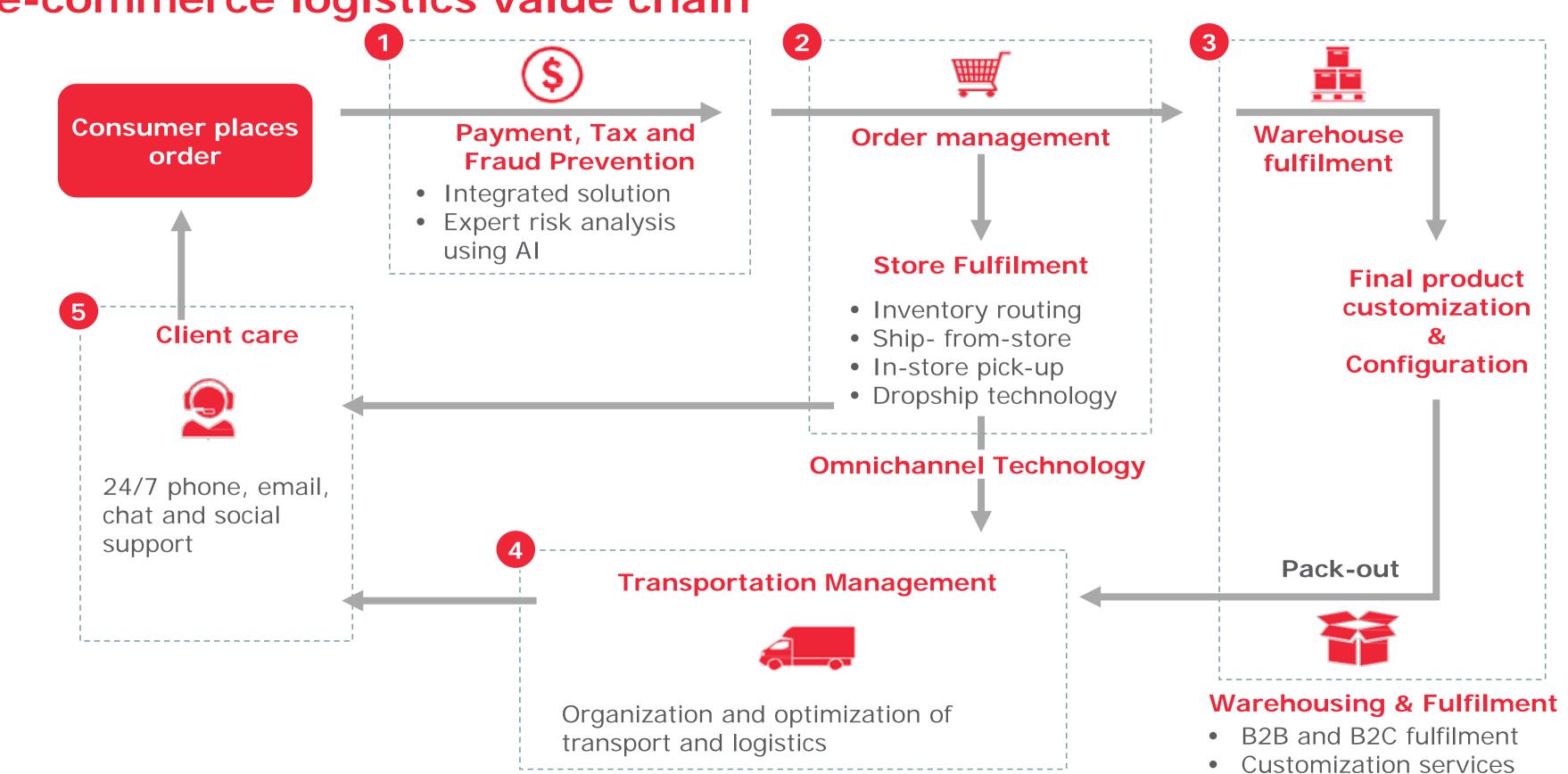
In this sector, Radial North America is one of the leading independent e-commerce logistics providers

Revenue per e-commerce logistics provider¹

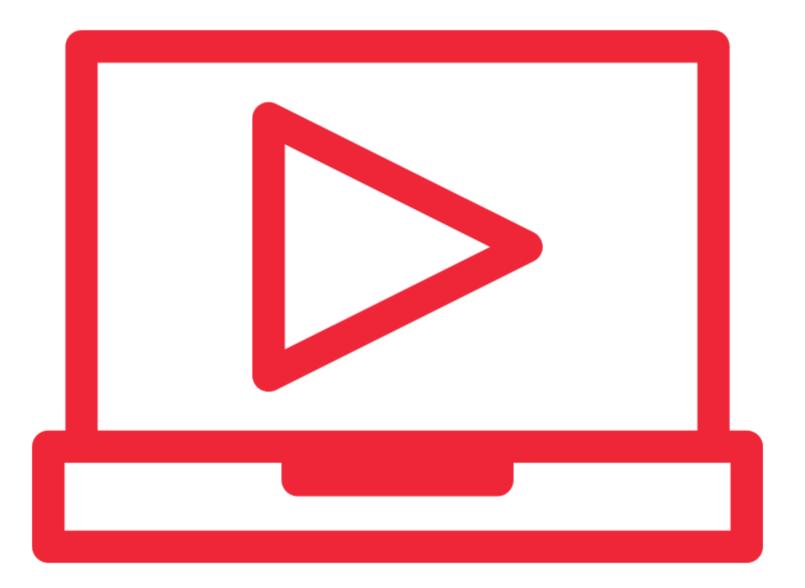


¹ Assumed that 100% of company revenues are generated in the US domestic region; 2 DHL e-commerce revenues outside Europe; 3 OHL 2014 figures before acquisition by Geodis market 4 2015 revenues; 5 Assuming \$ 169m from Docdata and \$ 25m from Shipwire 6 Based on \$:SGD exchange rate of 1.4457 on December 31, 2016

Radial North America offers multiple services across the entire e-commerce logistics value chain

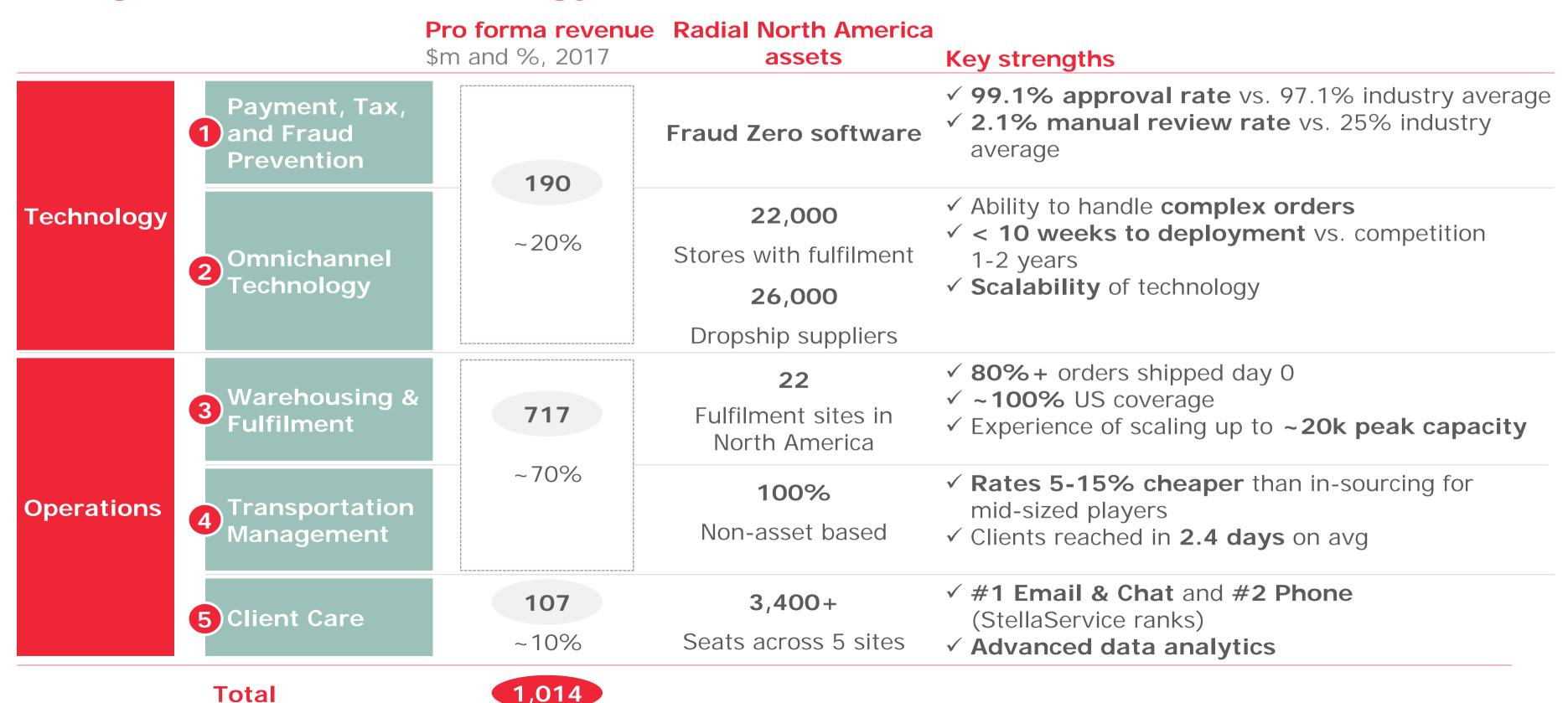


Introducing Radial North America





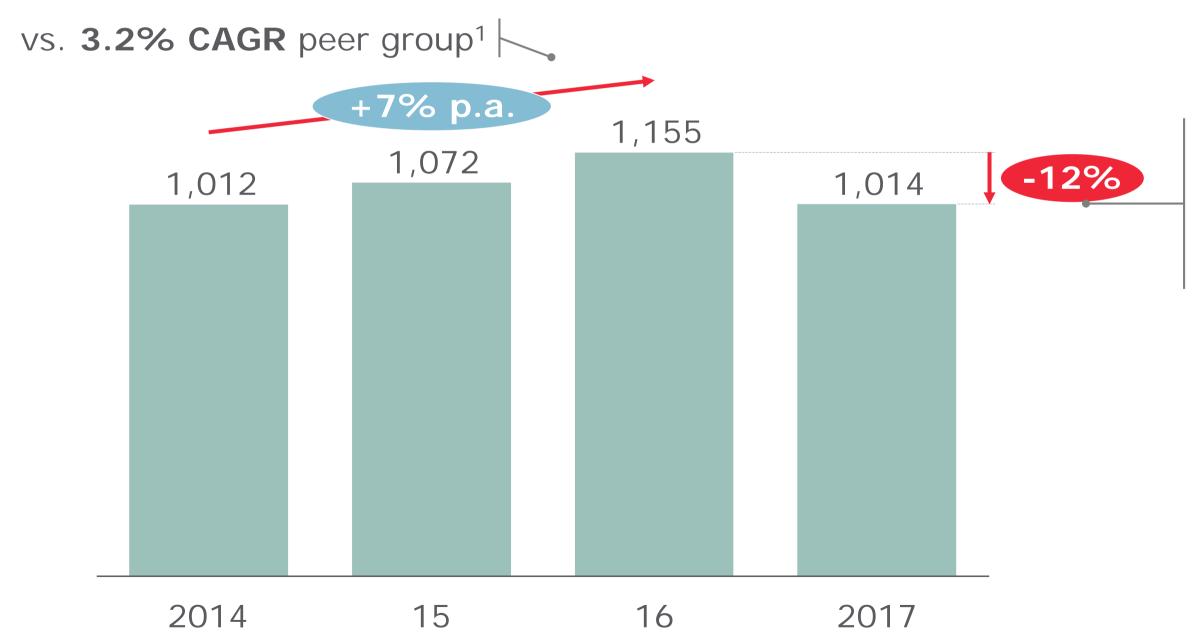
In each segment, Radial North America has a competitive offering using advanced technology



Radial North America shows historical top-line evolution above peer group with a dip in 2017

Radial N. America historical revenue evolution (excluding webstore business)

Pro forma figures, \$m



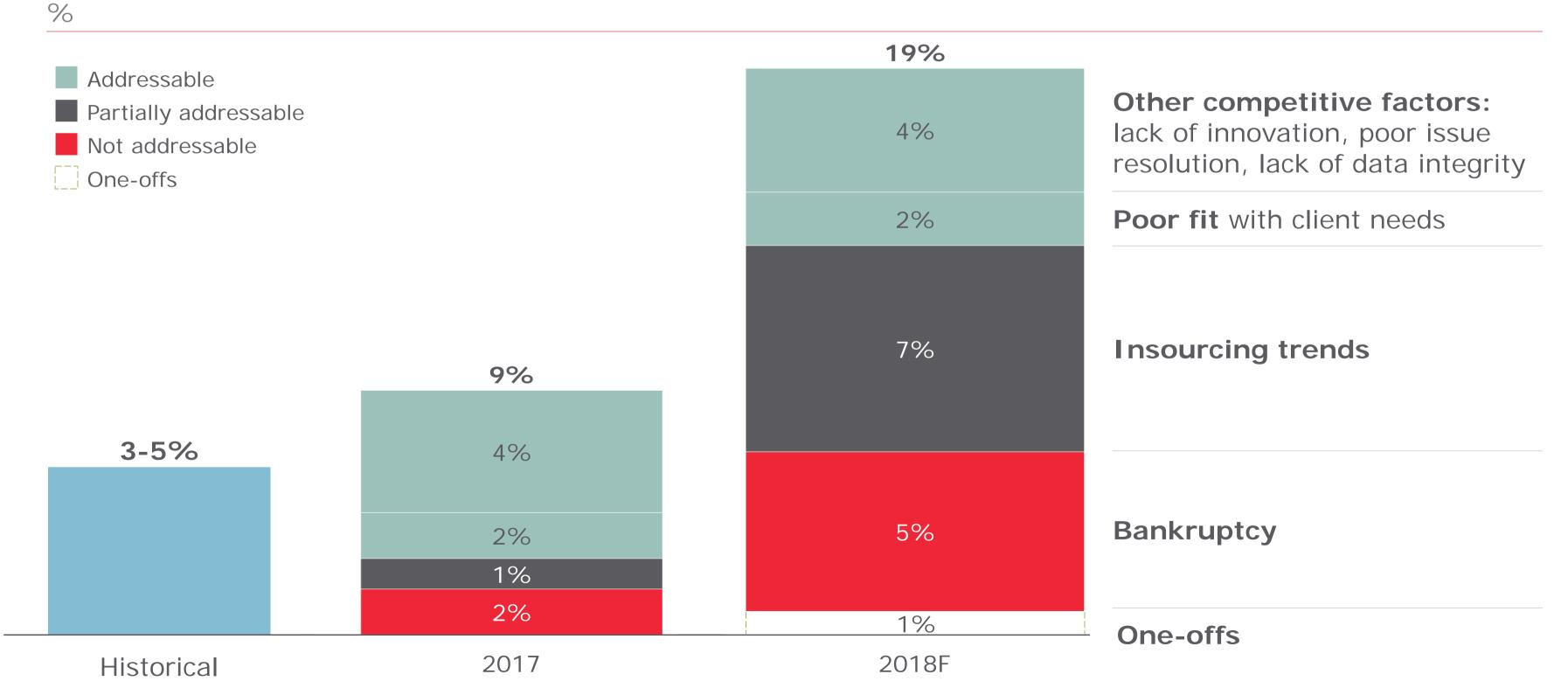
Main drivers of the decline

- Increased client churn
- Lower than expected new clients in 2017 and weak pipeline



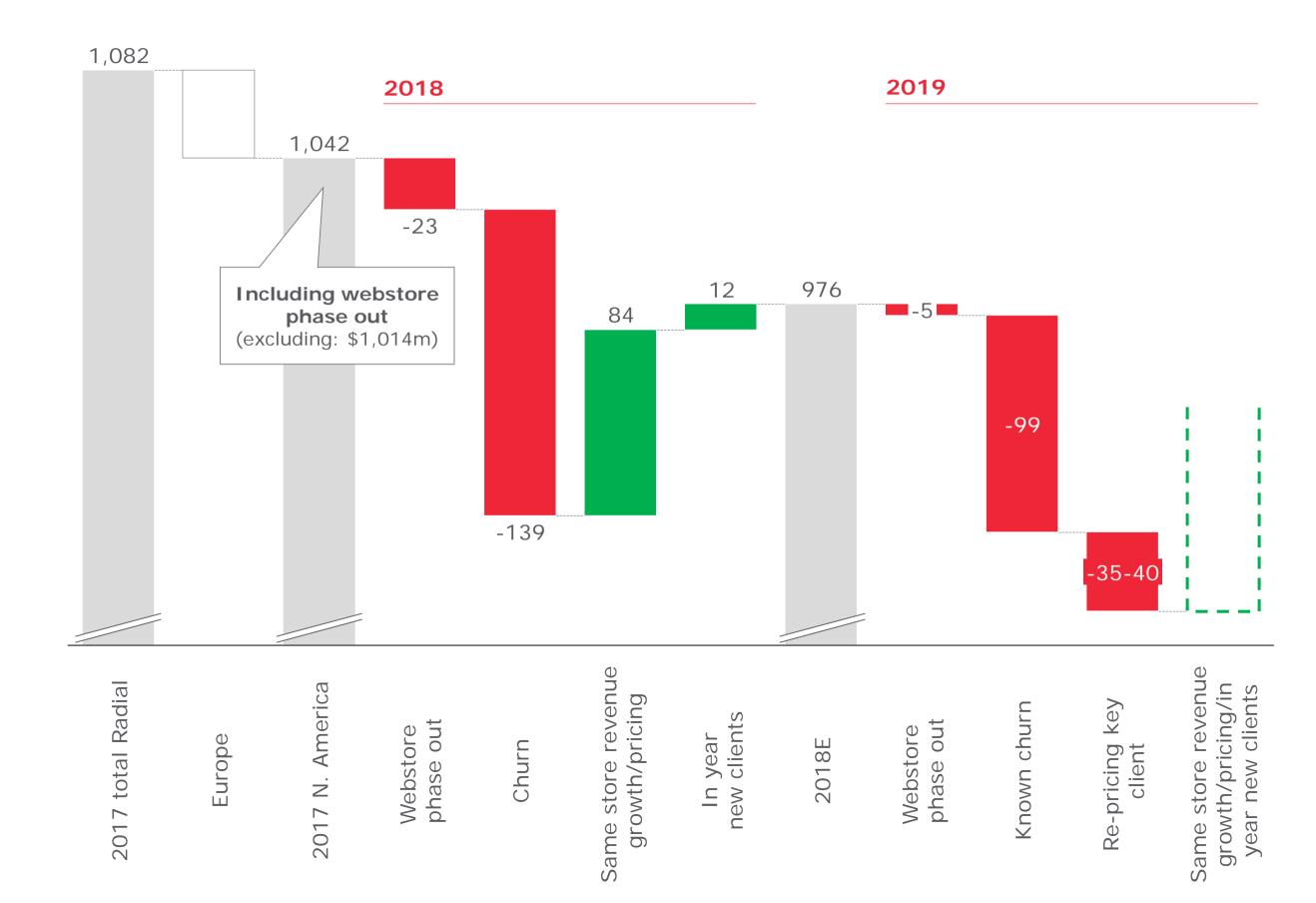
The main issue is the surged churn rate, mainly driven by in-sourcing trends and bankruptcy

Historical churn and breakdown of 2017 and 2018 churn



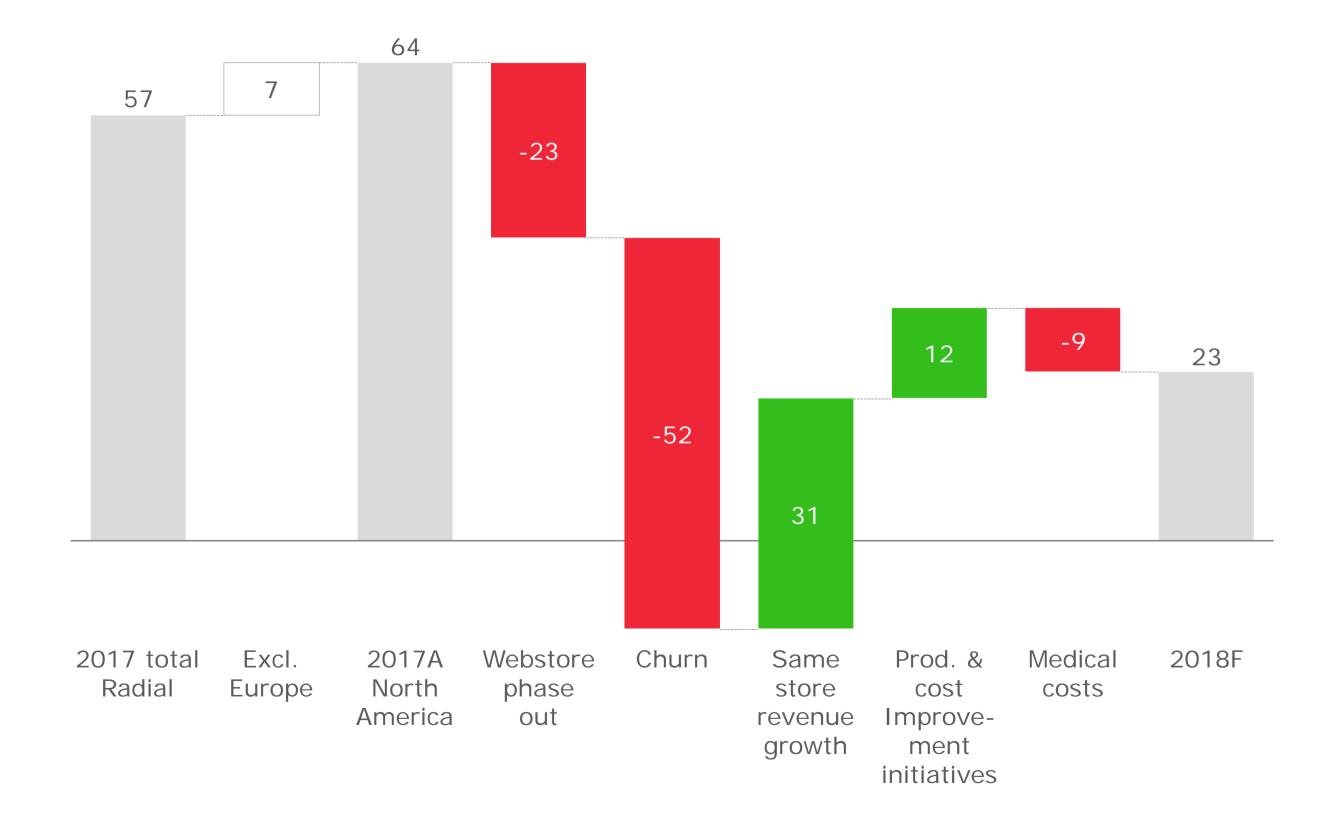
Those trends will impact top-line in 2018 and further in 2019

\$m



This has resulted in a 2018F EBITDA of \$23m

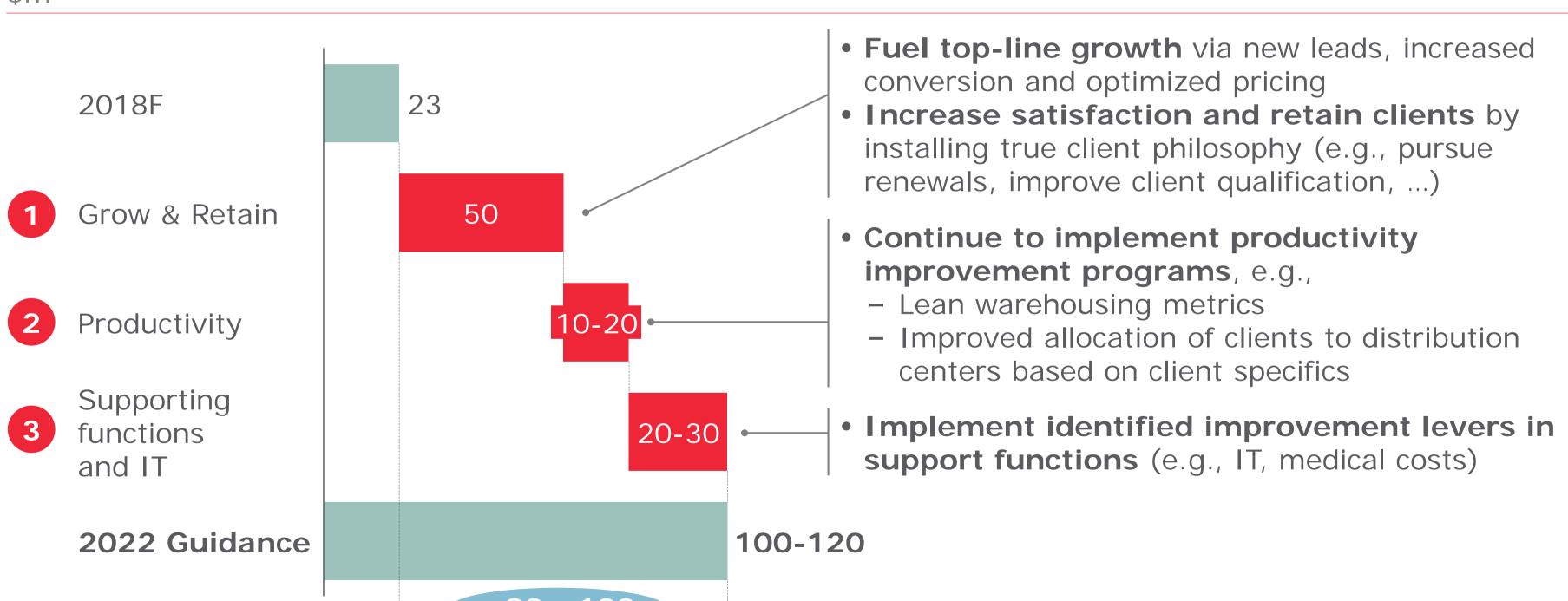
\$m



Management diagnostic identified improvement potential of \$80-100m EBITDA by 2022

EBITDA evolution Radial North America

\$m





1 Fuel top-line growth: incremental revenue via new leads, increased conversion and optimized pricing



Lower than
expected 2017 TCV¹
and weak pipeline
~\$150M in 2017



Repricing on key client

resulting in (doubledigit \$m) revenue impact



Improve quality and quantity of leads

Develop distinct client segmentation based on unique needs



Boost conversion rates

Create integrated value propositions tailored to each segment and develop enhanced marketing collateral



Optimize pricing strategy

Build segment-specific pricing models and remove pain points in contracting process



Establish Growth Hub

- Provide support on top deals in pipeline
- Build capabilities where needed

True client focus philosophy is being implemented to increase satisfaction and retention



Increase in announced client churn

From prior 3-5% to 9% in 2017 and expected 19% in 2018



Monitor performance & satisfaction

- Create data roadmap for integrity and consistency across systems
- Real-time dashboards to reduce # issues and improve communication



Improve client qualification

• Better client qualification to avoid poor fit clients



Revamp client service model

- Build end to end continuity
- Assign single point of contact
- Team based accountability linked to metrics



Client engagement model revamp

• Simplify client engagement touchpoints, executive sponsorship program, capability-building



Pursue cross-selling and renewals

 Identify cross-selling opportunities and increase contract renewals through focused sales efforts



2 Productivity improvement programs are being implemented and are already delivering savings, a sample of initiatives

Productivity improvement programs	Examples of key levers	Timing of impact	Increased capacity	Increased UPH ¹	Reduced labour costs	Improved overhead
Implement lean warehouse best practices and monitor key metrics	 Reduced touches in receiving Optimized Distribution Center (DC) lay-out Network-wide scorecard 	<6 months				
Adopt appropriate technology in the right functions	 Map of success factors and ROI to assess different technologies e.g., Pick-to-Voice 	<6 months				
Increase efficiencies through labor pattern optimization	 Compressed labor schedules during off-peak times in key facilities 	<6 months				
Increase client collaboration to better align operations	 ABC velocity classification based on future SKU volume forecasts 	<3 years				

Allocate clients to specific DC based on client specifics

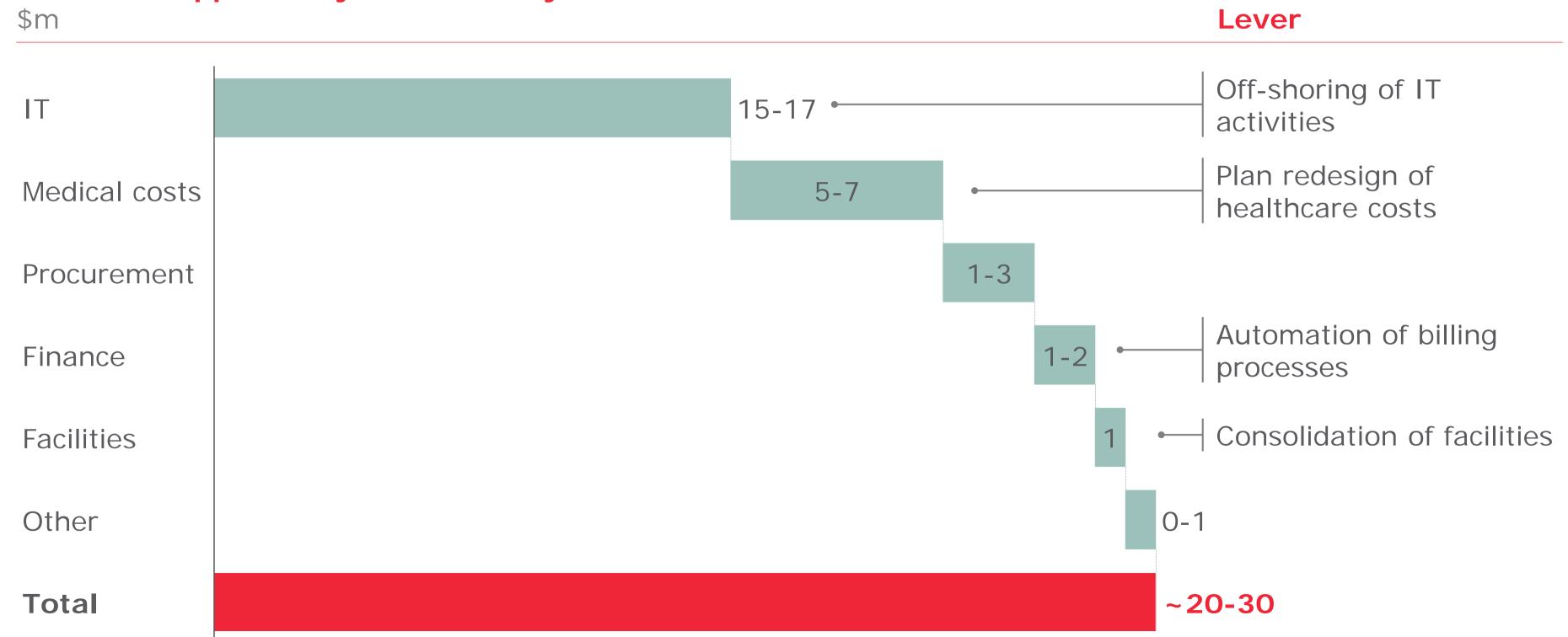
 Clients allocated to specific DCs based on service, velocity, seasonal peaks, product characteristics and geographic reach





3 A benchmarking exercise has identified cost saving opportunities in several support functions

Identified opportunity in EBITDA by 2022





Identified actions will improve key metrics

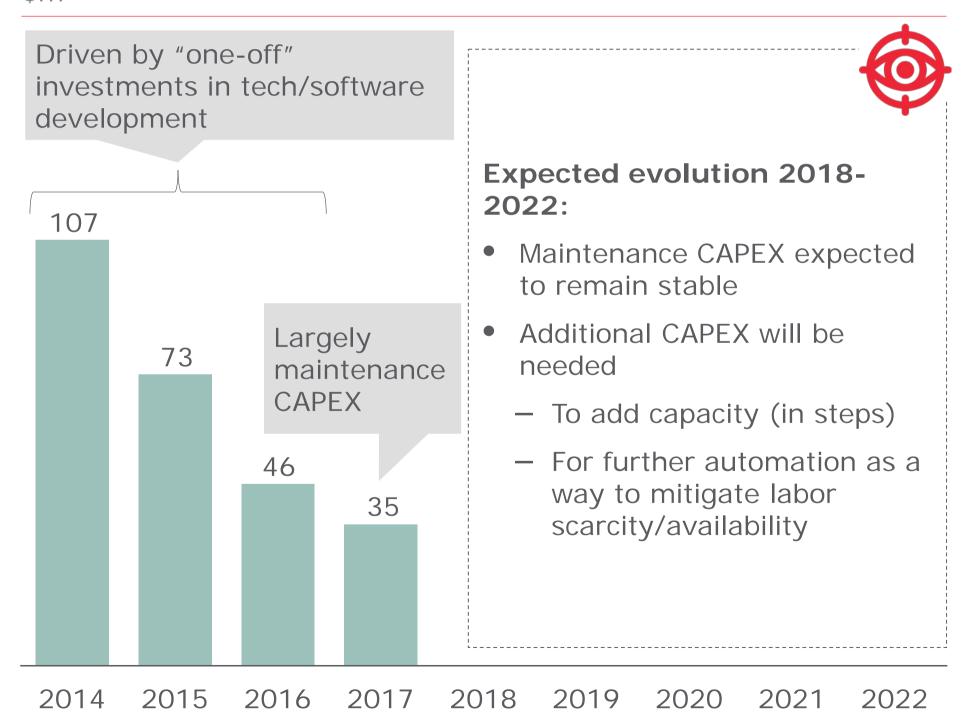
	Lever	Measure	Current performance (2017)	Expected performance (by 2022)
		"Same store" revenue growth (% of revenues	5%	6%
	Existing	Cross-selling: from fulfilment		
	clients	to Tech (% of clients)	52%	62%
Grow		to Client Care (% of clients)	49%	59%
		Total pipeline (\$m)	900	1,600
	New business	Win rate (% of pipeline)	17%	23%
		Total Contract Value won in year X (\$m)	~150	~350
		Churn (% of revenues)	9%	
Retain Churn		19% churn forecast in 2018	5%	
Overall t	topline	Evolution CAGR 2016-2017 vs. 2019- 2022 (%)	-12%	7-9%



Expected CAPEX and working capital evolution for Radial North America

CAPEX

\$m



Change in working capital

\$m

Historic evolution:

- Historic working capital levels driven by:
 - Cash flows due to unwinding of 'float' of client money¹ kept for payment activities
 - Timing of receipt of client payments/supplier payments on 16 November 2017
- In addition, Radial has seasonal cash movements estimated at ~\$40m



Expected evolution 2018-2019:

- ~\$100m negative impact
- Seasonal cash movements in line with historic figures

2014 2015 2016 2017 2018 2019



The transformation plan is supported by a strengthened leadership

Pierre Winand President and CEO

Paul Cataldo CAO



- Joined in 1999
- Co-established many of Radial's capabilities today
- Experience in various roles in the legal department, including VP and general counsel, at eBay and GSI Commerce

Sean McCartney Ops



- Prior, served as Sr. VP Supply Chain Operations for Chico's FAS, Inc., and for Li & Fung USA
- Experience as Sr. VP for Performance Team and numerous positions with The Home Depot

KC Fox **Technology**



- Leading client success with Radial omnichannel tech and PTF solutions
- 20+ years of experience in the tech ranging from start-ups to Fortune500 brands with leadership roles at PayPal & eBay

Tim Hinckley CCO



- Overseeing sales, marketing & client success
- 30+ years of experience in 3PL, transport & retail, as MD at FedEx Services, Sr VP Global Logistics at Hasbro and in warehousing with **Americold**

Gary Crowe CFO



- Leading financial functions Parcels & Logistics N Am
- 25+ years of experience in Fortune 500 firms in tech, pharma and energy, with broad finance expertise as CFO for Ricoh North America Corp, f.k.a. IKON

TBD CIO



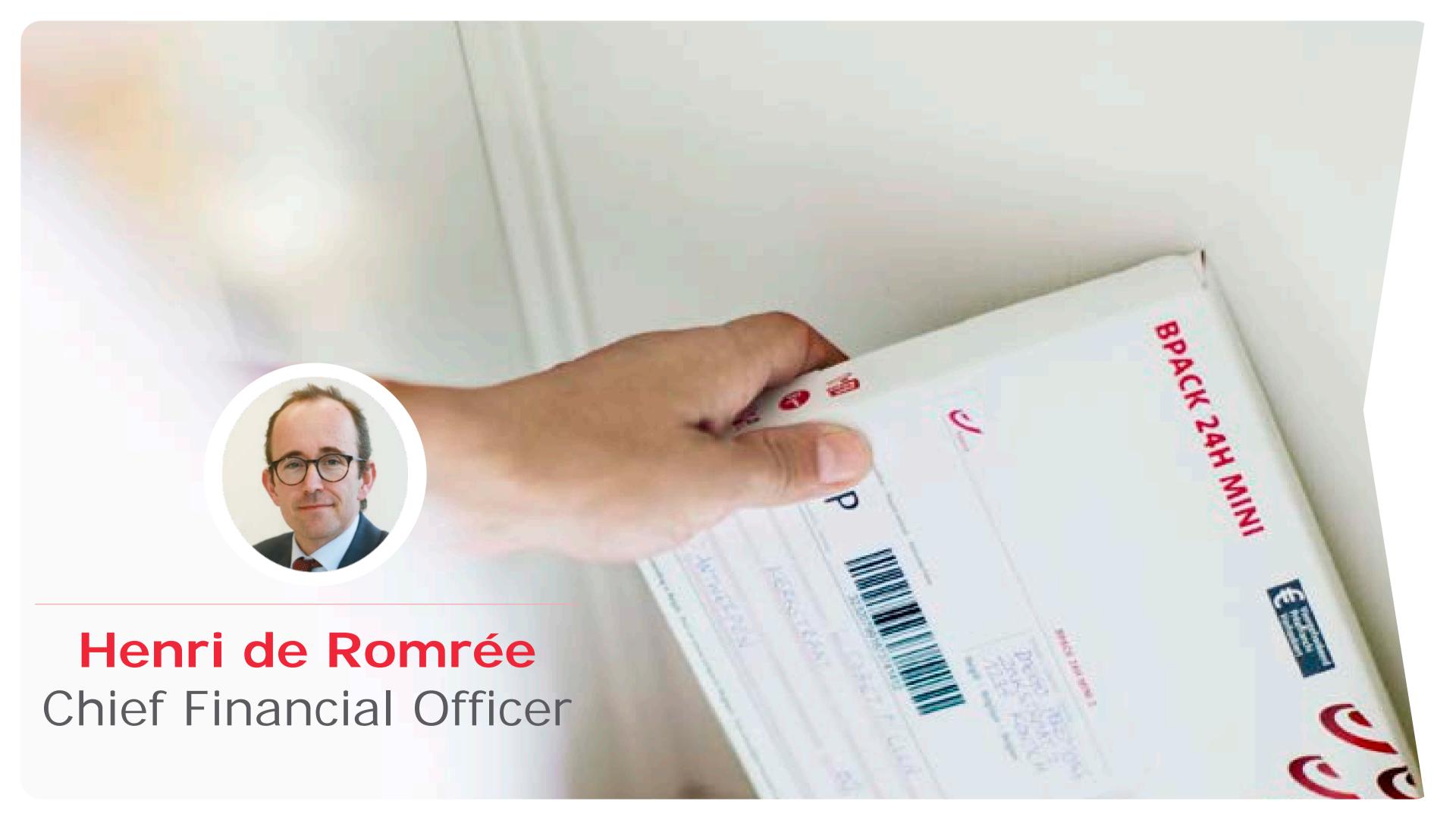


Recently assigned joining team soon

My priority: To help our clients succeed

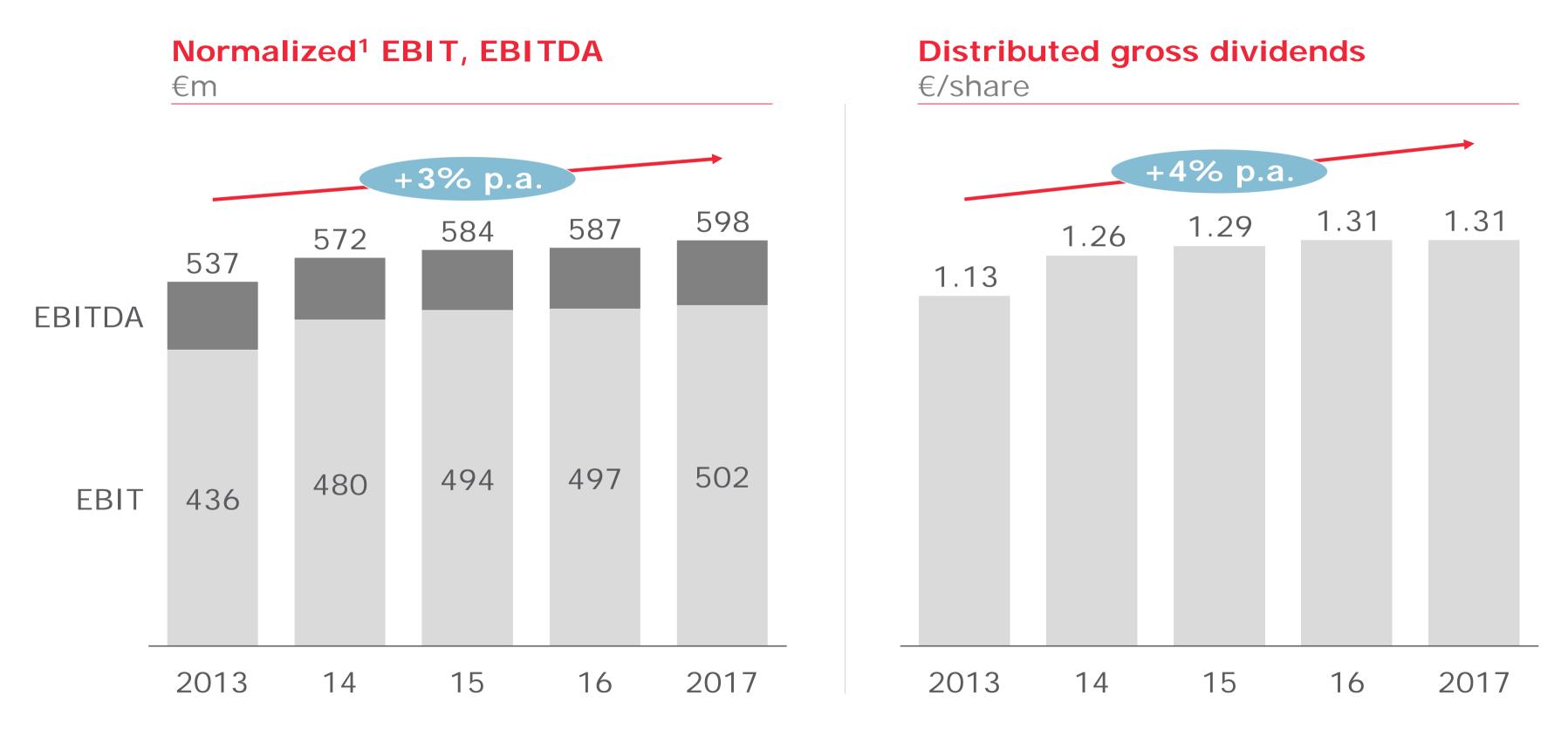
- 1 Client acquisition
- 2 Client satisfaction
- 3 Efficient operations
- **Employee engagement**







Operating profit performance supporting progressive dividends



¹ Normalized EBIT(DA) definition unchanged and excludes non-recurring items of €20m or more, all profits or losses on disposal of activities whatever the amount, non-cash Purchase Price Allocation (PPA) accounting impacts related to acquisitions, reversals of provisions whose addition had been normalized from income (regardless of the amount they represent)



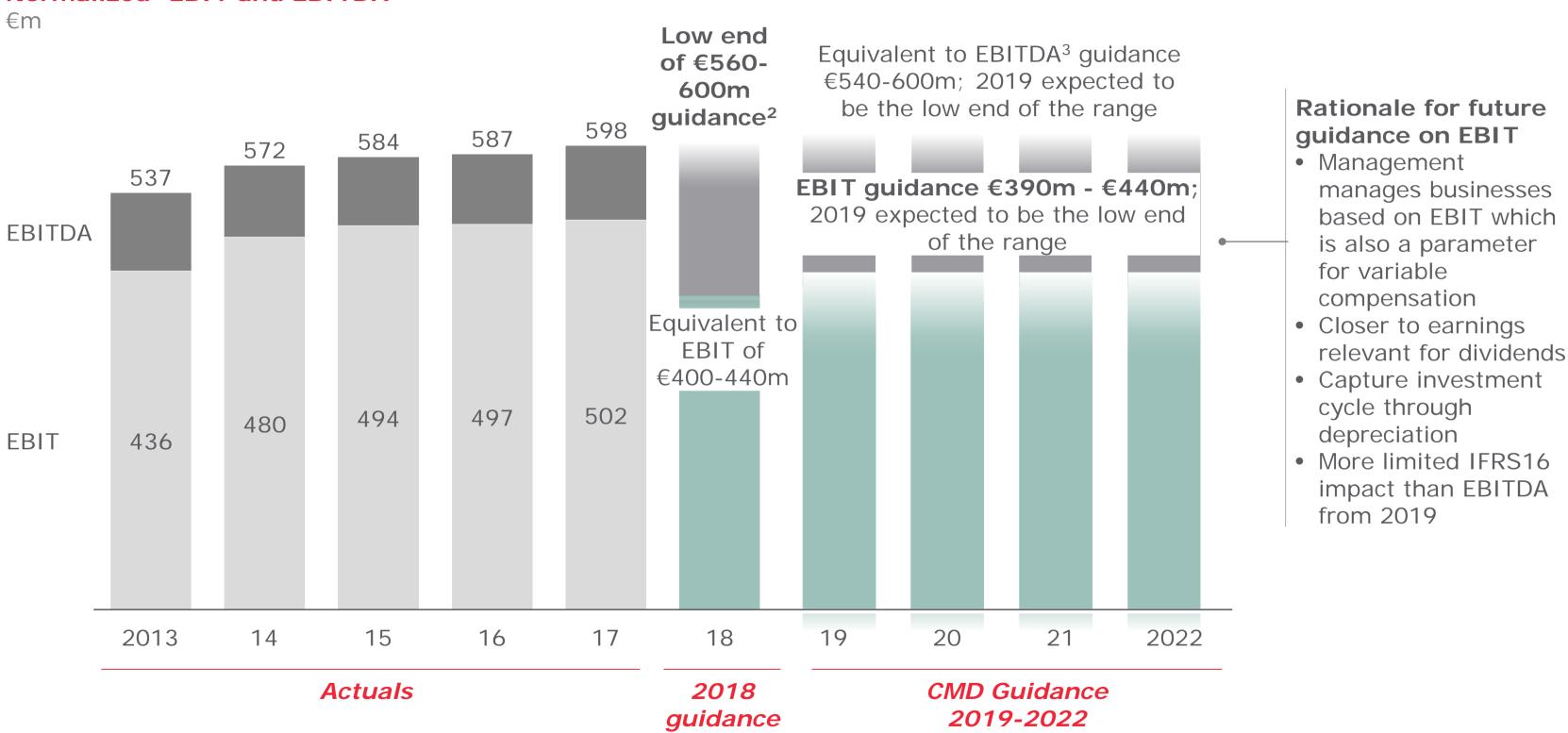
It was time for a new plan and execution model to 2022

- Changed market forces and internal levers
- New organization and management priorities by business
- Segment reporting in line with business responsibilities down to EBIT
- Aligned interests between investors and managers
- Strong balance sheet with cautious capital allocation



Guidance over 2019-22

Normalized¹ EBIT and EBITDA



¹ Normalized EBIT(DA) definition unchanged and excludes non-recurring items of €20m or more, all profits or losses on disposal of activities whatever the amount, non-cash Purchase Price Allocation (PPA) accounting impacts related to acquisitions, reversals of provisions whose addition had been normalized from income (regardless of the amount they represent)

² As per 1Q18 guidance on 2 May 2018

³ Excluding impact of IFRS16 as of January 2019



Key parameters underlying this plan

Mail & Retail

- Mail volume decline from up to 7% in 2018 to up to 9% by 2022
- Price/mix offsetting ~50% of mail volume decline over 2018-2022
- Revenue from proximity and convenience retail network increasing by 1-2% p.a.
- Renewal of key contracts with the State, including reset of efficiency gains
- Mail allocated operational FTEs to decrease by
 5% p.a.
- Alternative operating model with flexible, differentiated offering (D+1 and D+2/3)

Parcels & Logistics Europe and Asia

- Double digit yearly volume increase for BeNe last-mile
- Price/mix ranging from -3 to -6% p.a.
- ~10% organic revenue growth in
 e-commerce logistics in line with sector
- Parcels allocated operational FTEs in Belgium to increase in line with revenue evolution

Parcels & Logistics North America

- 7-9% revenue growth in e-commerce logistics from 2017-2022 (from 2019 for Radial)
- Radial EBITDA expected to evolve from ~\$20m in 2018 to \$100-\$120m by 2022

Operating expenses

- Wage increase of ~2% (mainly driven by automatic indexation) for 1/3rd compensated by favorable employee mix effect in Belgium
- Other FTEs bpost SA/NV to decrease by ~3-4% p.a. partly offset by SG&A increase due to outsourcing plans

Macro-economics indicators

- Inflation of 1.6% p.a. on average; similar fuel price evolution
- Exchange rate of ~1.2 USD/EUR
- Statutory Belgian corporate tax rate progressively decreasing from 33.99% in 2017 to 29.58% in 2018-19, and to 25% as of 2020

M&A

• Organic plan



Future segment reporting by FY18

Reported elements

At subsegment level

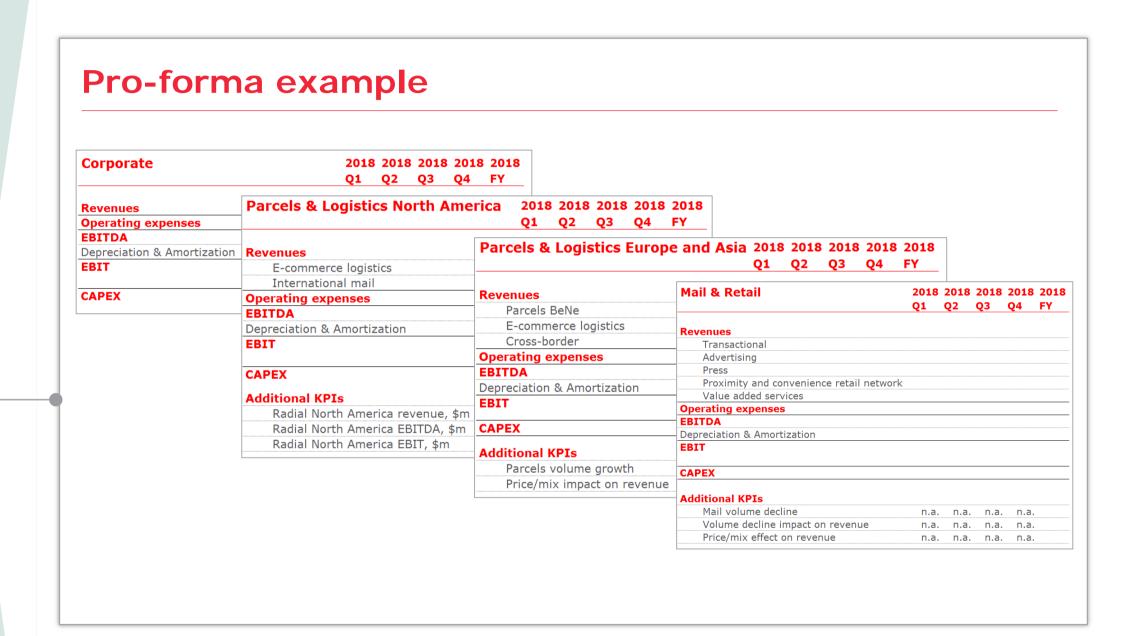
Revenue

At segment/ BU level

- Operating costs
- FBITDA
- EBIT
- CAPEX
- Additional KPIs

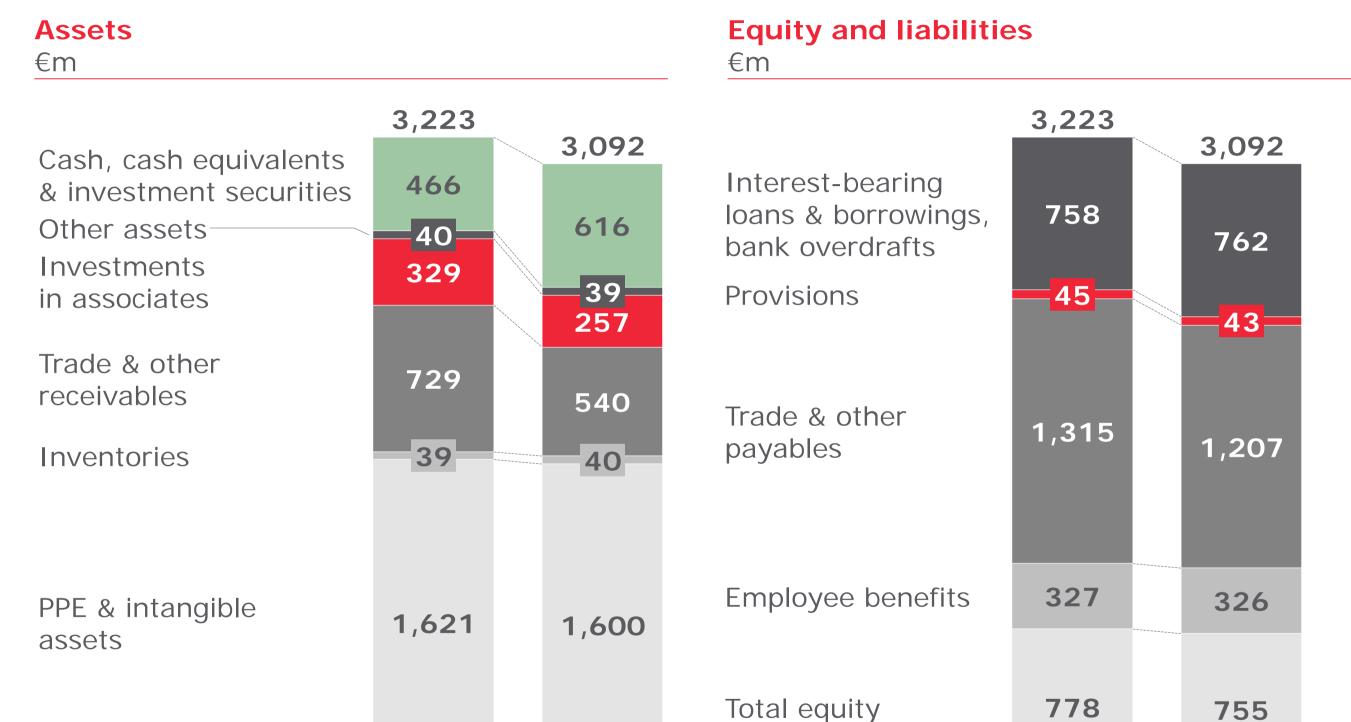
At bpost level

Corporate





bpost is to retain a robust balance sheet (1/2)



Mar 31,

2018

Dec 31,

2017

Dec 31,

2017

Mar 31,

2018

Rating and capital allocation

- S&P assigned credit rating of 'A' to bpost on June 20th, 2018 based on a stand-alone credit profile of 'bbb'
- bpost seeks to maintain credit metrics compatible with a solid intrinsic investment grade
- Dividends remain the primary use of capital allocation as the plan assumes no further acquisitions



bpost is to retain a robust balance sheet (2/2)

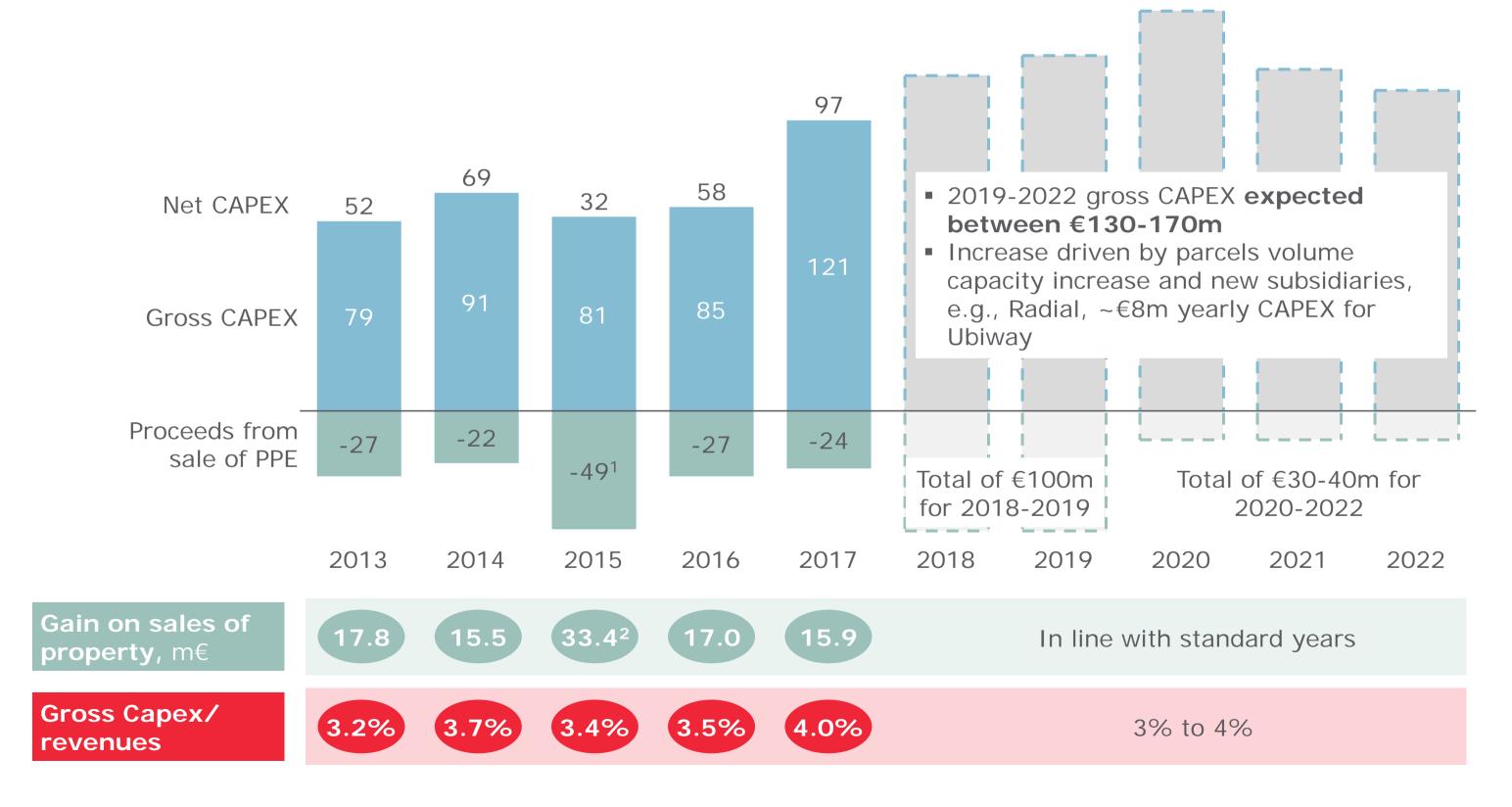
Net debt composition			
€m	31st Dec	31st Mar	Acquisition bridge loan in US\$ and €
	2017	2018	due in Nov 2018 ¹
Gross debt	758	762	
o/w bridge loan	689	689	Intention to refinance it and tap the bond market
o/w finance leases	21	21	
Cash & cash equivalents	466	616	Cash seasonality
o/w cash in network	172		SGEI payment in Q1
o/w transit accounts	84		Final dividend in Q2 for Y-1Interim dividend in Q4
Net debt	292	146	

Operating lease commitments

€m	31 st Dec 2017	
<1 year	116	 Operating leases now a greater part of
1-5 years	303	our financing due to NBX and Radial
> 5 years	235	IFRS16 impact from 2019
Future minimum payments	654	

Perspective on CAPEX evolution 2019-22

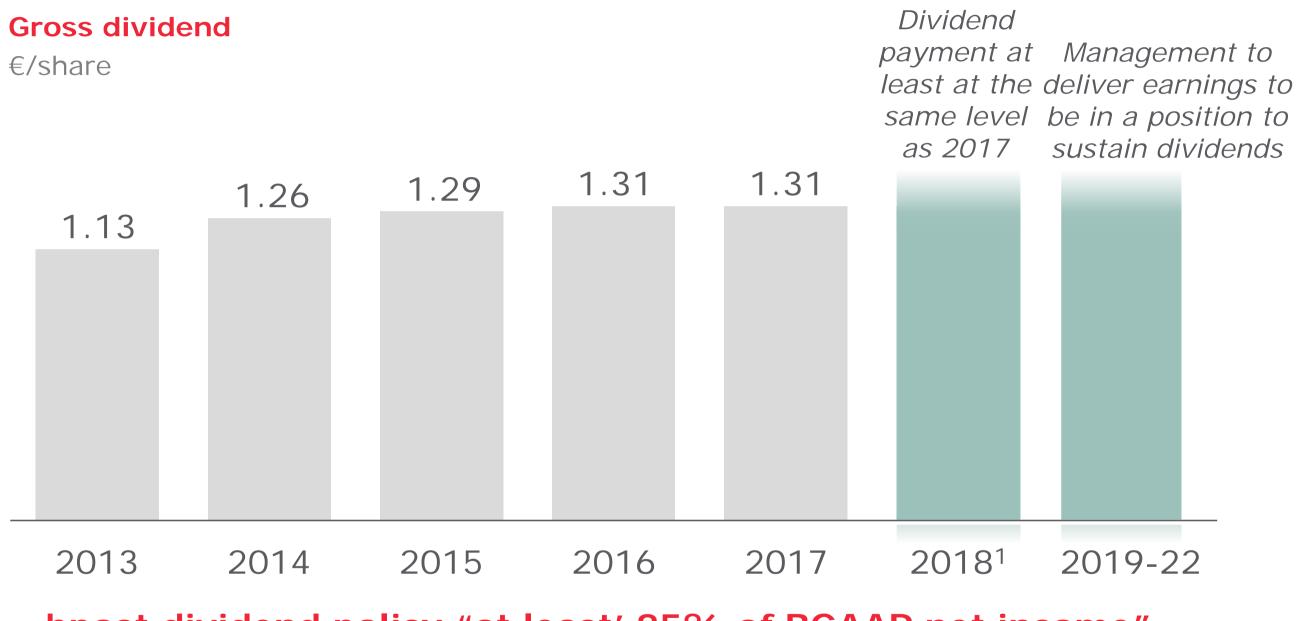
€m



¹ Reported figure, normalized figure = -€12m

² Reported figure, normalized figure = €7.3m

Dividend payment remains core to management plans



bpost dividend policy "at least' 85% of BGAAP net income"



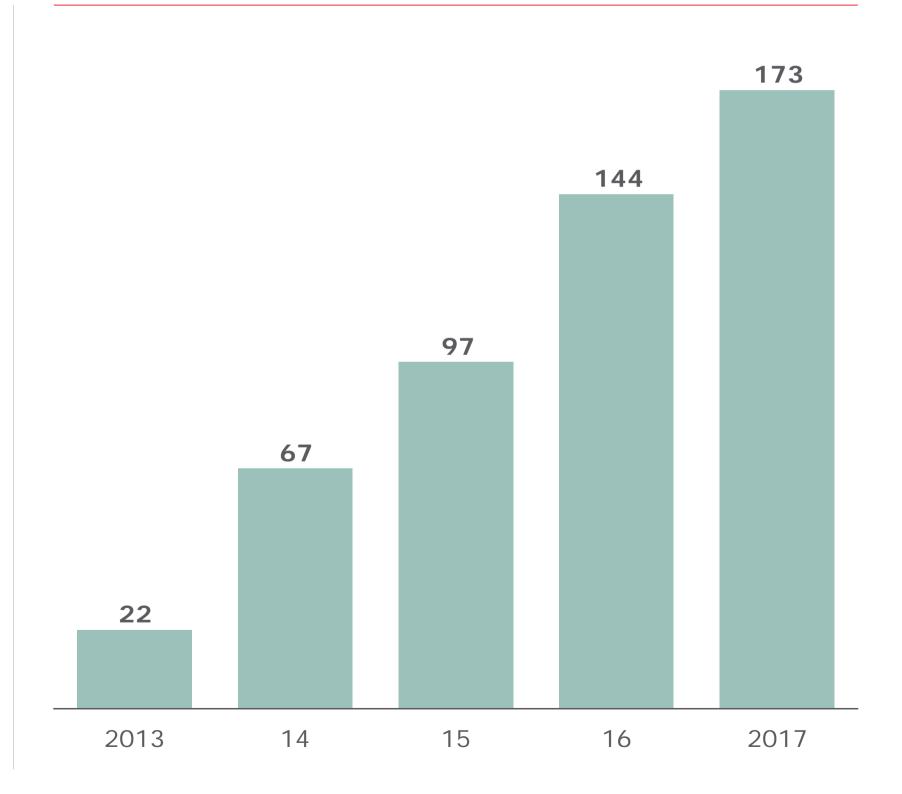


Key factors impacting dividend

Bridge IFRS vs. Belgian GAAP €m

	2013A	2014A	2015A	2016A	2017A
IFRS net profit (reported)	288	295	309	346	323
Results of subsidiaries	-34	-22	-25	-39	-50
Movements on investments	7	18	13	0	27
Differences in depreciation and impairments	-1	-4	0	-3	-2
Differences in recognition of provisions	-5	-7	-6	Ο	0
Effects of IAS19	-12	16	-17	2	-39
Depreciation intangible assets PPA	0	0	0	0	9
Deferred taxes	4	3	10	0	20
Other	1	-1	3	2	3
BGAAP net profit (reported)	248	297	288	309	291
Total delta IFRS vs. BGAAP	-40	1	-22	-38	-32

Distributable retained earnings at bpost SA level €m





Excess cash expected from 2020

	2014A	2015A	2016A	2017A	2022 outlook vs. 2017 Comments on outlook
Cash flow from operating activities	451	361	353	266	In line with EBIT guidance
of which change in working capital	47	35	-41	-125	Working capital stabilizing as of 2020 after expected ~\$100m negative impact from Radial spread over 2018-19
Cash flow from investing activities excluding acquisitions	-69	-32	-70	-85	Increase of the investments mainly driven by parcels volume growth and Radial
Acquisitions	-9	-14	-89	-667	2022 plan based on organic growth
Free cash flow (before financing)	373	316	194	-486	
Dividends	-248	-254	-260	-262	"at least 85% of BGAAP net income"
Financing activities	-11	-10	-10	679	Interest rate on gross debt, debt repayment subject to refinancing schedule
Net cash movement	114	52	-76	-69	Expected to generate excess liquidity as of 2020

My priorities

- 1 through new segment reporting in line with operational structure
- 2 Transparent communication to capital markets

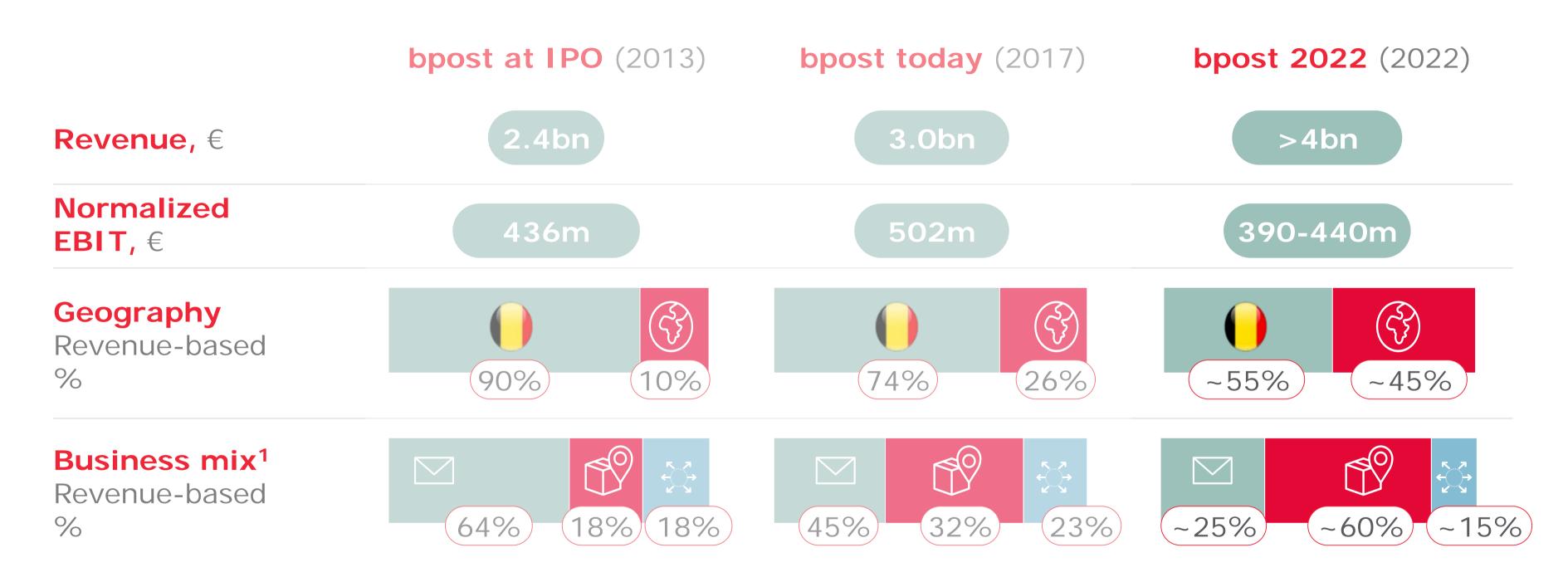
3 Maintain strong balance sheet in line with current intrinsic credit rating







By 2022, bpost will be an efficient, >€4bn global e-commerce logistics player anchored in Belgium



¹ Based on mail (including ITTS revenues coming from newspapers and periodicals), parcels (including International mail) and other (including Value Added Services, Banking and financial products, Distribution, Corporate, Retail and Other)

Re-launched, bpost offers a strong investment rationale

Positioned for secular trends fueling e-commerce logistics and parcels growth

First mover position in core regions of its extended BeNe home and North America

~60% of 2022 group revenues from e-commerce logistics & parcels

Multiple levers to sustain mail profit generation and network transformation for future use

Experienced team of managers with collective and individual responsibility to the bottom line in alignment with investors

Robust balance sheet with commitment to maintain credit metrics compatible with a solid intrinsic rating

Culture of financial discipline and transparency in alignment with external stakeholders

Sustained focus on dividends rewards to shareholders





Key contacts



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Appendix





Pro forma 2017 for bpost group including full year impact of new acquisitions

Normalized for the year ended 31st of December	2017	2017 pro forma for acquisitions ¹
Total operating income	3,024	3,772
Total operating expenses	2,426	3,145
Transport costs	365	617
Payroll & interim	1,314	1,599
Other SG&A (SG&A excl. transport, interim)	506	662
Other costs (material, other op. expenses)	241	267
EBITDA	598	626
Depreciation and amortisation	96	152
EBIT	502	475

Of which:

• ~€1,100m for bpost SA/NV consisting of:

Operational FTEs ~18

~18,600 FTEs³

Other FTEs²

~5,200 FTEs³

• ~€500m (pro-forma for acquisitions) for subsidiaries consisting of ~10,800 FTEs³

¹ Includes acquisitions (Radial, Leen Menken, IMEX and Mail Inc.)

² Includes retail network and headquarter-related FTEs

³ Year average FTEs