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# Swiss Post abroad

## Reliable, value-enhancing, sustainable

**Aside from its domestic market, Swiss Post is active in over 20 countries worldwide. Today some 8,000 Swiss Post employees work abroad. They offer services in the cross-border letter and parcel market, postal-related activities and public transport. Swiss Post generates almost 14 per cent of its sales abroad. It is thereby pursuing two main objectives: to offer its customers from Switzerland support abroad and, in so doing, strengthen Swiss Post in Switzerland.**

Globally active Swiss companies in particular appreciate Swiss Post as an international partner for business process solutions, for example. Swiss Post has been one of the world's leading providers in the cross-border mail and small goods shipment sector for years. Moreover, there is demand in international markets too for products and services of Swiss Post that are successful in Switzerland. PostBus, for example, operates eleven bus networks in France through its own subsidiaries and the entire regional transport network in Liechtenstein.

### Political requirements

The requirements for Swiss Post's activities abroad are set out in the Federal Council's strategic objectives for 2010–2013: Swiss Post should safeguard the import and export business in the communications and logistics markets by entering into alliances while at the same time giving its customers access to global networks. In so doing, on condition that they offer sustainable profitability, it may exploit opportunities for growth abroad, provided it does not assume any basic service obligations. The strategic objectives also provide for safeguarding the basic service in postal and payment transactions in all

regions of Switzerland. Swiss Post is also expected to safeguard its earnings power and exploit efficiency-gains potential. Finally, Swiss Post should, wherever possible, increase the company value and pursue a socially responsible human resources policy. Swiss Post takes advantage of opportunities in the market both in Switzerland and abroad, in line with the Federal Council's objectives.

### Communications market

In the communications market, Swiss Post maintains a presence abroad with the "Swiss Post" brand. In 2010, its Swiss Post International Group unit employed around 1,300 people in cross-border mail and small goods shipping, and it achieved sales of CHF 788 million in 2010. Swiss Post operates in twelve European countries, five major cities in Asia and the USA and is the number three national postal company in the world in this business. In addition, through its Swiss Post Solutions Group unit with over 6,000 employees, it offers document and dialogue solutions in 15 countries. In 2010, operating income generated abroad in this business at the interface between physical and digital mail amounted to CHF 467 million.

With these two units, Swiss Post operates in the free market and pursues a customer-focused strategy. Swiss Post engages in its core business via Swiss Post International with value-added services that go beyond its borders and it is working to secure its domestic market in an increasingly international corporate environment. Swiss Post Solutions offers customers end-to-end integration of physical and electronic communication. One concrete example is that Swiss Post customers can already receive and process their physical letters as scanned documents in electronic mailboxes, upon request, regardless of where they are.

### Logistics market

In the logistics market, Swiss Post concentrates its cross-border activities on alliances with service providers in the express, courier and parcels segment. It is part of the European GLS parcel network and cooperates with TNT in the courier and express segment. A leader in its domestic market, PostLogistics follows a clearly focused competitive strategy to exploit market opportunities in Switzerland and abroad.

### Public passenger transport

In the road-based public passenger transport business, PostBus operates eleven bus networks in France. Here, PostBus concentrates first and foremost on operating medium-sized urban/conurban networks. In Liechtenstein, PostBus operates an attractive bus network on behalf of the Liechtenstein Bus Anstalt (LBA), with its own regional centre in the Principality. On local routes in Liechtenstein, PostBus is a reliable everyday partner for commuters, schoolchildren and tourists. PostBus achieved a turnover of more than CHF 65 million abroad in 2010. PostBus has to prove its worth as a public transport provider on open markets both in Switzerland and abroad.

### Financial market

In the financial market, Swiss Post offers a complete range of services for international payments. In Switzerland, PostFinance is the number one in the payments field. With cross-border payments too, it has a complete range of services and currently handles almost eight million transactions a year. Moreover, PostFinance invests a large portion of its customers' assets on international money and capital markets.

### International business is self-financing

Through their international activities, the Group units contribute to increasing the value of the company as a whole on all

markets. They have always been able to finance their own targeted investments in know-how and in sales and marketing activities. Thanks to the decision not to set up expensive infrastructures, Swiss Post International is highly flexible and can adapt quickly to changing market conditions. In fact, Swiss Post's activities abroad are not only profitable; they also enable it to gain useful experience in other markets, which it can then use to leverage existing synergies at home.

### **Solid sales in international business**

In 2010, Swiss Post generated consolidated sales of over CHF 1.2 billion with its international and cross-border business. The international activities of Swiss Post therefore account for almost 14 per cent operating income of over CHF 8.7 billion. The foreign subsidiaries, which all operate in an open market, posted an operating result of CHF 24 million in the same year.

## **Swiss Post's position**

Swiss Post aims to support its customers not only in Switzerland but when doing business abroad too. In the modern information age at the interface between the physical and digital worlds, geographic boundaries are becoming increasingly blurred. Customers are demanding services that are location-independent. Swiss Post can multiply its successful products and services abroad and thus achieve further growth. The aim is to reinforce the company as a whole through international activities.

In the communications market, Swiss Post is strengthening its domestic market with its international presence and establishing an independent position vis-à-vis its competitors with its subsidiaries and international logistics network. Swiss Post aims to expand its

document, dialogue and e-business solutions gradually and profitably, both in Switzerland and abroad.

In passenger transport, PostBus is Switzerland's leading bus company and intends to continue raising its profile as a systems leader in bus transport. By developing bus networks abroad, PostBus is expanding its competencies.

PostFinance is the market leader in the Swiss payments business: As the current number two, it is aiming to become the leader in cross-border payments too in the next few years.

Swiss Post's good image is an important brand promise abroad; reliable, value-enhancing, sustainable.

### **Additional links**

[www.swisspost.ch/politics](http://www.swisspost.ch/politics)

## **The presence of Swiss Post abroad**

