

be close

the belgian post international newsletter

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new name

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editorial

a new era begins

"A new dynamic is in motion with a new name and a new logo. "La Poste/De Post" will become "bpost" and "Belgian Post International" will become "bpost international".

The logical outcome of years of hard work is that we have completely modernised our company for higher quality and greater performance: a new identity, liberalisation in 2011, a new start, a new launch-pad to reach even higher. We will continue to provide a quality service, and at the same time develop innovative products to respond better to changes in society, as well as to your own particular needs. Take "Easy Return", for example: an indispensable solution in a world where e-commerce is booming.

In this issue of "be close" we shall explain our identity in greater detail. We shall also discuss the very encouraging results regarding bpost international and our very popular newsletter. Do not hesitate to share your opinions and ideas with us in order to make it even better. Rest assured that we shall continue to stand by you as "bpost international". A page is turning. On to new challenges!

I hope you enjoy reading our newsletter!"

Peter Somers

Managing Director bpost international
Member of the Board of Directors of bpost

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news

bpost, a new name for new ambitions

bye-bye La Poste/De Post, hello bpost

"Our new identity: the crowning achievement of considerable progress in terms of operational management, corporate culture and customer satisfaction."

For the past few years, the Belgian postal service (La Poste/De Post) has made major efforts in every domain, as Christ'l De Jonghe, Director Group Marketing Communication & Branding bpost explains.

"We have taken giant steps forward to become a first-class postal service operator, in step with the times. And we have developed all the qualities that go with it: thorough modernisation, top-notch infrastructure, competent and motivated personnel, a dynamic client-oriented approach, development of other markets, as well as our social commitments. The results are excellent, and are backed up by the figures, but our public image has not yet caught up to this new reality. We have therefore decided to rethink our image to make it more modern and more dynamic. After careful consideration, as this is not a decision to be taken lightly, we have opted for a new name and a new logo: bpost."

A reflection of our willingness to continue to improve

"bpost: a new name which is clear, simple and strong to distinguish ourselves on an international level. It is unique, bilingual and possesses an international connotation – making reference to our activities as a postal service operator and to our national identity with a "b" for Belgium. It is also a name which is quite original when compared with the names of other postal service operators. We also reworked

our logo so that it perfectly reflects the marriage between the paper world and the digital world. We gave it more energetic lines to symbolise movement and to make our corporate image more dynamic - while emphasising our traditional red colour. A successful union with a new name and a willingness to show that we are ready to face the challenge of liberalisation."

"bpost: a new name which is clear, simple and strong"

bpost in the spotlight in September

All these elements need to be put into place in the field. Let us go back to Christ'l De Jonghe for the practical details.

"Johnny Thijs (CEO bpost) announced the news of our new identity last June, and we have taken advantage of the return back to school and work to pull out all stops by launching bpost and its new logo. We shall also continue to capitalise on the positive image of our enterprise. Since the beginning of September, a large-scale publicity campaign has been underway in Belgium on the radio, on television, in the newspapers, on billboards and on the Internet. It is also very visible, for instance in our post offices and on our website. The aim is to create a tremendous publicity campaign around this event in all areas of the media."



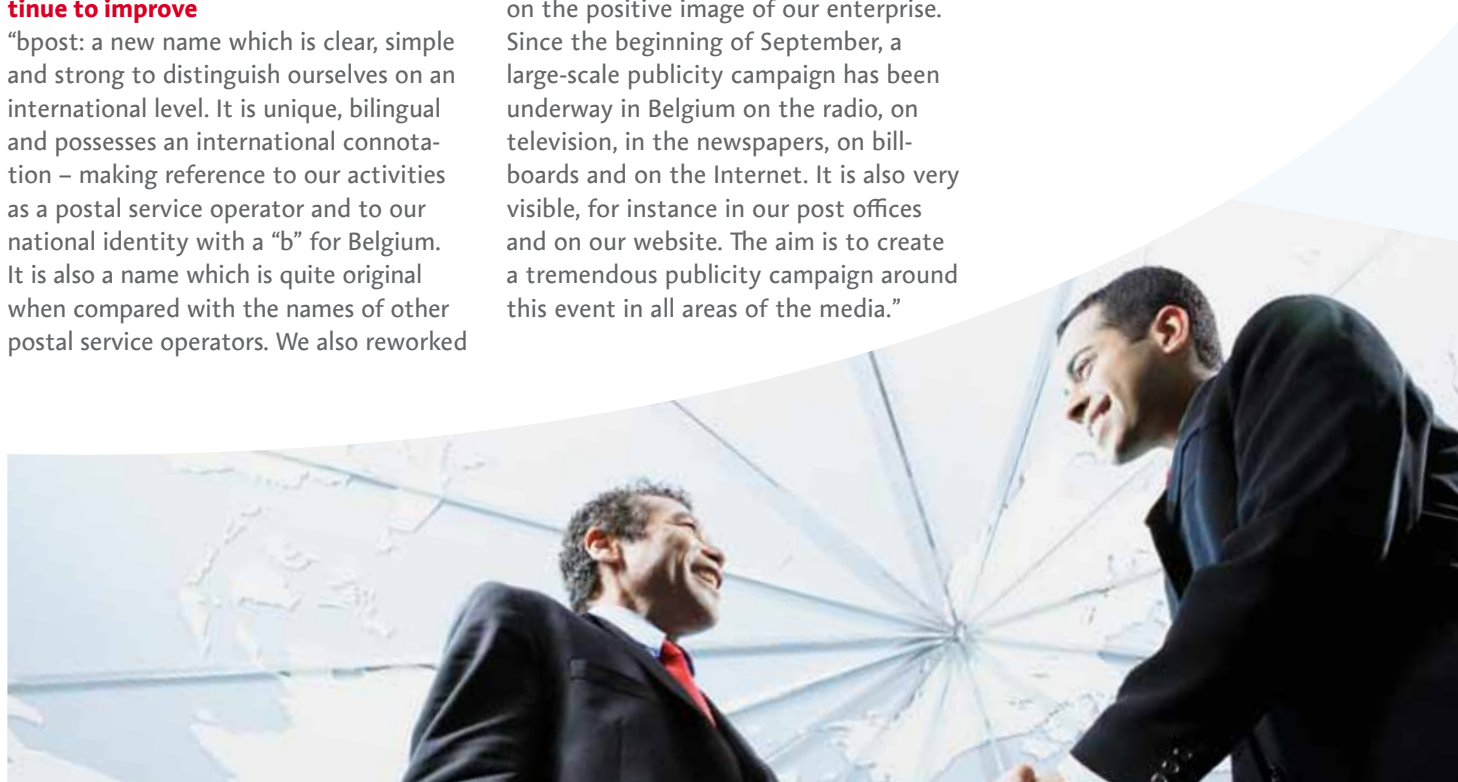
A gradual transition

"To replace our logo on our vehicles, mail sacks, letterhead, uniforms, etc., we have opted for a natural and gradual transition. As for the post offices, the changes are already taking place. Gentle changes will take time, but it will be more cost-effective, and that is of vital importance. We can, therefore, only wish bpost a very long life."

Christ'l De Jonghe

Director Group Marketing
Communication & Branding bpost

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news

bpost international excellent international service



A new name, a strong international position and a personalised customer service: bpost's international department, now called "bpost international", is ready to go that extra mile to help you with your international business.

Global player

The postal market is being completely revolutionised. After a gradual liberalisation in recent years, the Belgian postal market will be completely open in 2011 and competitors will be able to offer the same services as us. bpost has thoroughly prepared for this and is ready to meet the future head-on with a new mission and a new vision.

"We've worked at an international level for a very long time in an open, and therefore competitive, market, and we do this very successfully, this is reflected in the fact that we belong to the global elite of postal companies. In order to emphasise our international character we have therefore chosen the name 'bpost international'," explains Martine Moors, Marketing Director bpost international.

Customer-oriented

"We have a new name and a new logo, but we are of course not losing sight of our service, which we will further improve upon if necessary. As a dynamic international company, we distinguish ourselves primarily through our excellent

"We are a dynamic international company."

relationships with our customers and our flexibility. Indeed, with an extremely reliable and personal approach, at the heart of which are our customers, we make a difference."

Flexibility

"Through continuous market research, we follow-up on the newest international developments and take advantage of

these immediately. Through our flexible structure, we can work faster and focus more on the customer, which means we can deliver a very customised service.

Martine Moors

Marketing Director bpost international

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zoom

liberalisation? a new challenge for bpost

Starting on 1st January 2011, the liberalisation of the postal service market will come into effect throughout Europe.

What new challenges can bpost expect?

Competition does not scare us

"We will mainly encounter competition when it comes to mail under 50 grams. Of course, we are ready to face this competition, but we must keep in mind that we are witnessing a reduction in mail volume everywhere in Europe. The main reason for this is the increase in electronic communication brought about by new technology. And let us not forget the impact of the economic crisis, which has prompted the large shippers to considerably reduce their shipments," explain Laetitia Wolters and Paul Bernard Damiens, Strategic & Economic Intelligence Expert and Director Strategy & Regulatory Affairs bpost.

"It is by banking on quality that bpost will make a difference!"

The power of the written word

"If we look at the hard facts and figures, we see that bpost has already taken the initiative. It has been shown, in fact, that written communication on paper is still the most effective tool to prompt the client to make a purchase. The trend from now on will be more targeted mailings, and we will inexorably change the emphasis from quantity to quality. bpost is well-positioned in that respect. We have even noticed, due to our efforts, less of a drop in volume in Belgium compared with several other countries."

Individual consumers and post offices: no cause for concern

"It is equally worth noting that the main foreseeable changes do not directly affect the individual consumer. Our competitors will mainly offer their services to companies and not approach the individual consumer. And we are not in danger of one day finding ourselves with red, yellow or blue post boxes lining the streets..."

Liberalisation will clearly be played out between postal service operators and businesses. Neither will there be a major impact on post offices, which will continue to offer the same services as they do at present."

The advantages of bpost international

"bpost is already a player in the international market, and liberalisation represents new development opportunities, as we have already faced up to the competition with success. We have a large range of quality products to offer. Remember that the competition is playing the price card only. But quality service will remain a key element which businesses will take into account. bpost and bpost international understand that and will continue to work on that to our advantage in the future."

Laetitia Wolters

Strategic & Economic Intelligence Expert bpost

Paul Bernard Damiens

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 solution

Easy Return: now it's **simple** to send back your small parcels

Easy return is the service offered by bpost international which allows your end-consumer to return small parcels weighing under 2 kg free of charge and in full confidence, via priority service.

An undeniable business advantage

E-commerce is undergoing unparalleled growth, trade between countries is multiplying exponentially and every day more and more consumers are carrying out their purchases on the web. bpost international understands this perfectly and has developed an indispensable service to help you develop your online business with full confidence: Easy Return.

As easy as posting a letter!

When a shipped article does not meet your client's expectations, you can offer your customer the facility to send it back free of charge. It is very simple, practical and efficient – for both you and your client! You only need to put the return label on the parcel and drop it in the post box or take it to your local post office. The return label can be provided in a variety of ways: for example, attached to the parcel, printed out from your Internet site, simply ordered by post, etc.

“bpost international services? Riding the wave of e-commerce!”

Free for your clients, very profitable for you

You will enjoy extremely competitive rates and you will only pay for the returns shipped back to you. No hidden charges. No surprises. Easy Return is designed to facilitate e-commerce... and more. You can just as easily offer this service for returning spare parts of any kind or for returning the packaging from samples, for example. And speaking of examples...

Letizia Strollo

Product Manager bpost international

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 **Easy Return and Everything is Resolved!**


1 Eva lives in the Netherlands and loves to read. On a French website she finds a book for which she has been looking for a long time in bookstores. She orders the book.



2 Two days later, it arrives in her letterbox.



3 That same evening, her husband gives her the same book, lovingly signed, which he has secretly ordered.



4 This is not a problem: delighted, Eva sends back the copy she ordered online simply by sticking the “Easy Return” label on the parcel, and dropping it off at the nearest post office. As easy as that!

 in the spotlight

winning solution for lingerie

Since May 2010, Van de Velde, best known for being the company behind the luxurious brand of Marie Jo lingerie, has been using bpost international's “Easy Return” service – to their considerable satisfaction. The company sends 10 000 shipments annually via bpost, and since using “Easy Return” their returns are also even faster and more efficient. A winning solution for the lingerie maker.

No more headaches

“Before, each package had to be stamped separately when a boutique wanted to send lingerie articles back to the head office. Complicating matters was the fact that the methods and prices were different in each country. With “Easy Return” this problem is now a thing of the past, and the communication and administration on the international level are much easier,” explains Luc Markey, Administrative Director of Van de Velde.

One return label does the trick

“Whenever we send a package to one of our boutiques, we always send four “Easy Return” labels with it for the shop managers. If, for some reason, they are not satisfied with an item of lingerie, they can easily send it back to us. The article is placed in a packet, a return label is attached, and it is dropped off at the post office, at a postal collection point in a supermarket, in a bookstore or at a service station. If the item is small enough, it

can easily be placed in an envelope and deposited directly into the post box. No more time wasted buying, counting and sticking on stamps. One “Easy Return” label is enough. At the end of the month, we receive a clear invoice detailing all the returns. We never again have to sort by package and by country. Easy, wouldn't you say?”

A personalised relationship

“bpost international is one of the top five international postal service providers, but they don't treat you like a number. Our bpost international Account Manager responds to all our questions and is responsible for the follow-up and the smooth running of shipments. Personal contact and tailor-made solutions

“No more time wasted buying, counting and sticking stamps. Everything is arranged with a very practical return label.”

come first, and everything is carried out to ensure that international shipments are processed efficiently and reliably. For us, bpost international is the ideal partner,” adds Luc Markey.

Sophie Rogge

Key Account Manager
bpost international

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Van de Velde in a Nutshell

Van de Velde is a Belgian company which creates, manufactures and markets luxury lingerie for women under its own brand names: Marie Jo L'Adventure, Marie Jo Intense, PrimaDonna, PrimaDonna Twist, Sardá by Andrés Sará, etc. All the key activities are concentrated in Belgium. Only the assembly of the lingerie items is carried out in our production centres abroad. In terms of sales, Van de Velde is primarily active in Europe and North America.



 in the spotlight

bpost international once again in excellent position for delivery times

Setting the International Standard

For several years, bpost international has had its performance assessed by the UNEX quality service-measurement system. But before reading the comments of Alain Cornez, Operational Quality Manager for bpost international, a few words about UNEX.

UNEX (Unipost brand for External Quality of Service Measurement Systems) is a quality-measurement system which calculates mail delivery times among the main postal service operators in Europe and around the world. The system consists of sending test letters between the different participating countries. The senders and recipients are selected and managed by an independent company under the aegis of a regulator (IPC – the International Post Corporation) in order to guarantee the integrity and reliability of the results. The IPC brings together most of the European postal operators, together with the United States, Canada, Australia and New Zealand.

The 2009 Results: Up to Our Expectations

“2009 can be considered as a very good year for bpost international,” Alain Cornez explains. “The goal which was set for us was to have a J+1 turnaround time (posting day + 1 day) to the interna-

tional exchange office of the destination country in 90% of the cases. We reached this goal with no problem – which is why we ranked so well compared with our competitors. And we intend to maintain this trend.”

A Promising Future

“In the current context and with the upcoming liberalisation of the market, we shall improve our performance by constantly looking for better transportation connections. We are also actively working on concluding agreements with our new foreign partners, who are not traditional postal operators, in order to offer better delivery alternatives to our clients.

“bpost international in Europe’s top 3”

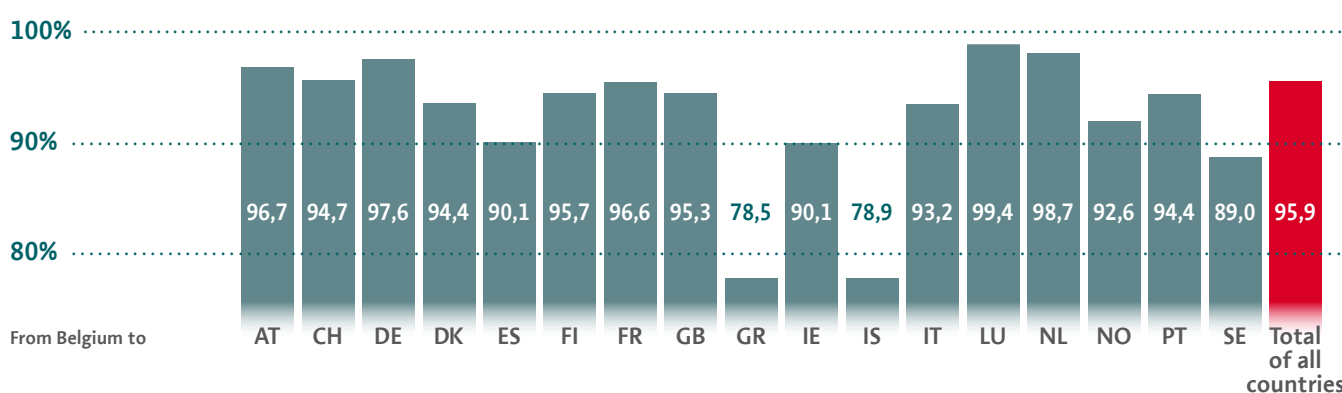
As for the results of the first half-year of 2010, they are quite excellent, far above our initial target, with a score of 92%, despite the disruption caused by the eruption of the Icelandic volcano in April.”

Alain Cornez

Operational Quality Manager
bpost international

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Percentage of priority mail distributed within three days of sending



Transport time is measured from end to end, i.e. from the moment the letter is handed in at the post office to delivery to the final recipient, and includes collection, sorting and national and international transport operations.

 communication

be close: a newsletter which meets all of your expectations

Playing the Proximity Card

In one of our previous issues, we inserted an evaluation questionnaire regarding our newsletter. A great number of you responded with your opinions and we thank you for your participation. It is with great pleasure that we now share the results with you...especially since they show we are on the right track with our editorial style.

Very Encouraging Results

The questionnaire revealed that “be close” really appeals to you and responds to your areas of interest. In fact, more than 80% of you are satisfied or very satisfied with our newsletter in general terms. 83% found the subjects interesting or very interesting. What is more, 60% consider its main goal is to keep you informed, and that is all the better - since that was the purpose for which we developed “be close”.

Regarding the subjects covered, you will find such topics as:

- Practical information about our products and services
- Background articles
- Developments in the postal sector in general and company testimonials
- Information on fairs and events related to your activities

Certain subjects were touched on in our June edition, but in this issue we shall shed more light on them by explaining our “Easy Return” solution, for instance, by presenting the changes you can expect with the liberalisation of postal services, which will come into effect as of 1st January 2011; or by illustrating our new services with testimonials, such as the one from our client, Van de Velde.

25% of our customers wish to receive “be close” by e-mail, and we are working on that to make it available to you very soon.

Keep us informed of your opinions

As you see, we really take into account your comments and your expectations. Help us to invest in “be close” even more. Your suggestions are always welcome so do not hesitate to send your ideas to: beclose@bpost.be. And thanks again for your encouragement.

Letizia Strollo

Product Manager bpost international

More information:
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agenda

21-23 September 2010

E-commerce Paris
Paris - Porte de Versailles, France

7 October 2010

Vakdag
Rotterdam, the Netherlands

19-21 October 2010

VAD e-commerce
Lille, France

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