



The Romanian Post
**MAKING IT
HAPPEN**

**JANUARY
2025**



*WE'RE NOT GOOD BECAUSE WE'RE OLD.
WE'RE OLD BECAUSE WE'RE GOOD.*

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1. FOREWORD



"The Romanian Post is Romania's largest courier and logistics company. With a turnover of €360 million and a workforce of 20,929 employees, the Romanian Post has maintained its leadership in the local market, despite navigating the most challenging period in its 162-year history. However, in 2024, we have seen multiple signs of recovery.

After several years of decline, we achieved strong growth in the parcel delivery segment. Courier services were not our priority—we chose to focus on the business areas that generate the highest revenues, such as social benefits distribution and traditional postal services. Nevertheless, following a strategic reorganization of our courier operations, we have already seen nearly 10% growth in less than a year.

Over the next two years, the Romanian Post will develop a fully modernized infrastructure, increasing its sorting and delivery capacity to 500,000 parcels per day. Our ambition is clear: in the coming years, the Romanian Post aims to become the number one courier company in Romania.

Some may see this goal as overly ambitious—recovering a market gap of nearly 20 years in such a short time may seem unrealistic. However, no other player in the industry has the unique advantages that we do, and the competition in the courier sector presents valuable opportunities.

It might also seem improbable that a company holding only around 3% market share today could grow to 30%. But we faced similar skepticism regarding our goal for traditional postal services, where our market share was below 50%. In less than two years, we reached 80%.

Our outlook remains positive, with over a solid 9% revenue growth. Revenue has increased across all product categories, as reflected by the fact that the share of income from social benefits has remained stable, despite a nearly 30% increase in pensions in 2024.

This year, our human resources policy has remained a top priority. By monitoring and evaluating teams within our central administration, we have been able to identify weak links within the company's operations. Organizational culture, investments, and modernization all begin at the headquarters level. A professional HQ translates into a high-performing company. The example set by the organization's elite structures is more impactful than any professional training program that other local teams could undergo.

In 2021, the central administration accounted for 4.8% of the total workforce and 9.3% of total salary expenses. By December 31st 2024, these figures had dropped to 1.7% and 3.8%, respectively—a two-thirds reduction in both workforce and personnel costs.

The overall workforce reduction within the company has been even more significant. Over the past three and a half years, the Romanian Post has reduced its headcount by 4,000 employees. A strict HR policy was the only way to navigate an unpredictable period in which minimum wages increased twice a year, by even more than 10% some times. Being proactive allowed us to avoid a financial collapse similar to the one the company had experienced in 2012–2013. Workforce optimization will continue in 2025, as the Romanian Post still has a significant surplus of personnel.



2024 has also been a strong year for our international expansion strategy. Poșta Română has reestablished key commercial relationships in the Far East, and our subsidiary in Moldova has become operational, launching its first forwarding project to bring parcels from the European Union to Moldova via Romania. Additionally, we have continued outsourcing certain services, significantly improving our customer experience. Today, the average wait time at our call center is just 30 seconds.

We also recognize our moral duty to support our employees in difficult times. The Romanian Post Foundation has continued its mission to assist employees in need, allocating nearly 2 million RON for medical support.

Of course, not everything has gone as planned. We still face a conservative shareholder structure, a deeply entrenched union network, and a degree of skepticism from various stakeholders. For nearly two years, both the Government Control Body and the Ministry of Research, Innovation, and Digitization's Control Body have conducted extensive reviews, receiving tens of thousands of pages of documents. There have been numerous complaints to regulators and prosecutors, as well as sustained media attacks and political pressures. Yet, despite these challenges, we remain focused on our mission. We firmly believe that the transformation of Poșta Română is not only beneficial for the company but could also serve as a model for other state-owned enterprises facing similar difficulties.

While some state-owned companies rely on hundreds of millions of lei in government subsidies each year, Poșta Română operates solely on its own revenue, with no state aid, all while facing constant pressures. Despite this, our results are remarkable, and we believe that other state-owned enterprises can also achieve strong performance.

We are experiencing the best period of the last 35 years, and for the first time, I genuinely feel that the Romanian Post is regaining its commercial strength in Romania. Our ambition is clear: to restore the Romanian Post as the leading company in its industry and set a benchmark for professionalism and efficiency among state-owned enterprises."

Valentin Ștefan
Chief Executive Officer

2. MISSION

The postal services are undergoing a deep transformation, while the parcel logistics services are growing rapidly. Taking into account the investments made by state-owned companies with a tradition in Europe, the Romanian Post aims to build and implement a development and diversification plan for its portfolio on the following strategic pillars:

- The Romanian Post is developing multimodal hubs (airport - naval - rail - road) in order to consolidate the infrastructure for internal and regional logistics and parcel services.
- The Romanian Post is developing a multimodal hub to yield a strong infrastructure for international parcel logistics services in Central and Eastern Europe.
- The Romanian Post is increasingly becoming relevant on the courier services market, transportation and financial services, by means of a thorough reform of the state-owned company.

The Company's Mission:

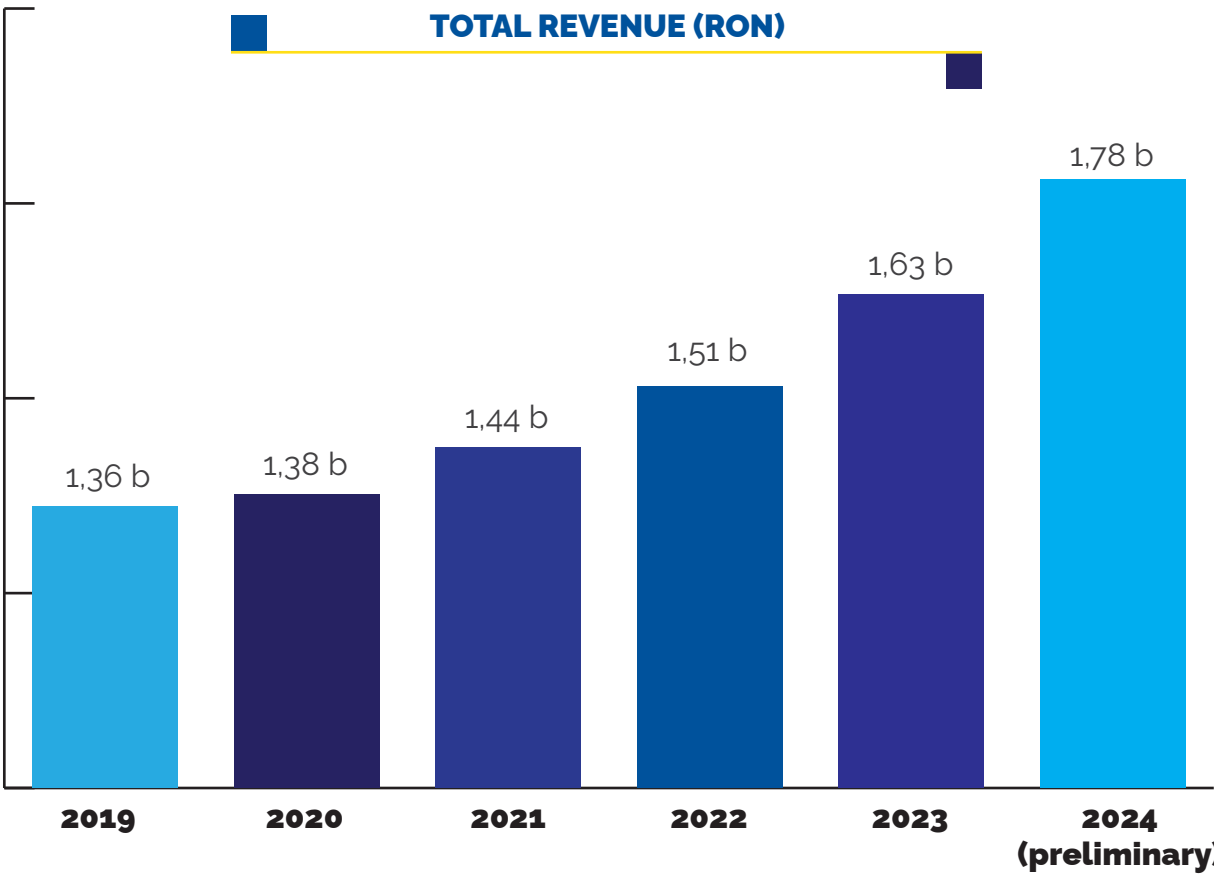
The Romanian Post, as an essential structure of the state, provides the necessary infrastructure for the delivery of letters, parcels, money and information between people in Romania and abroad. The Post grants the necessary support to increase the speed of transfer throughout Romania and in foreign parts, serving as a logistical hub for inbound/outbound parcels and goods for the Central and Eastern European market, as a reliable partner of the public institutions and the private sector.

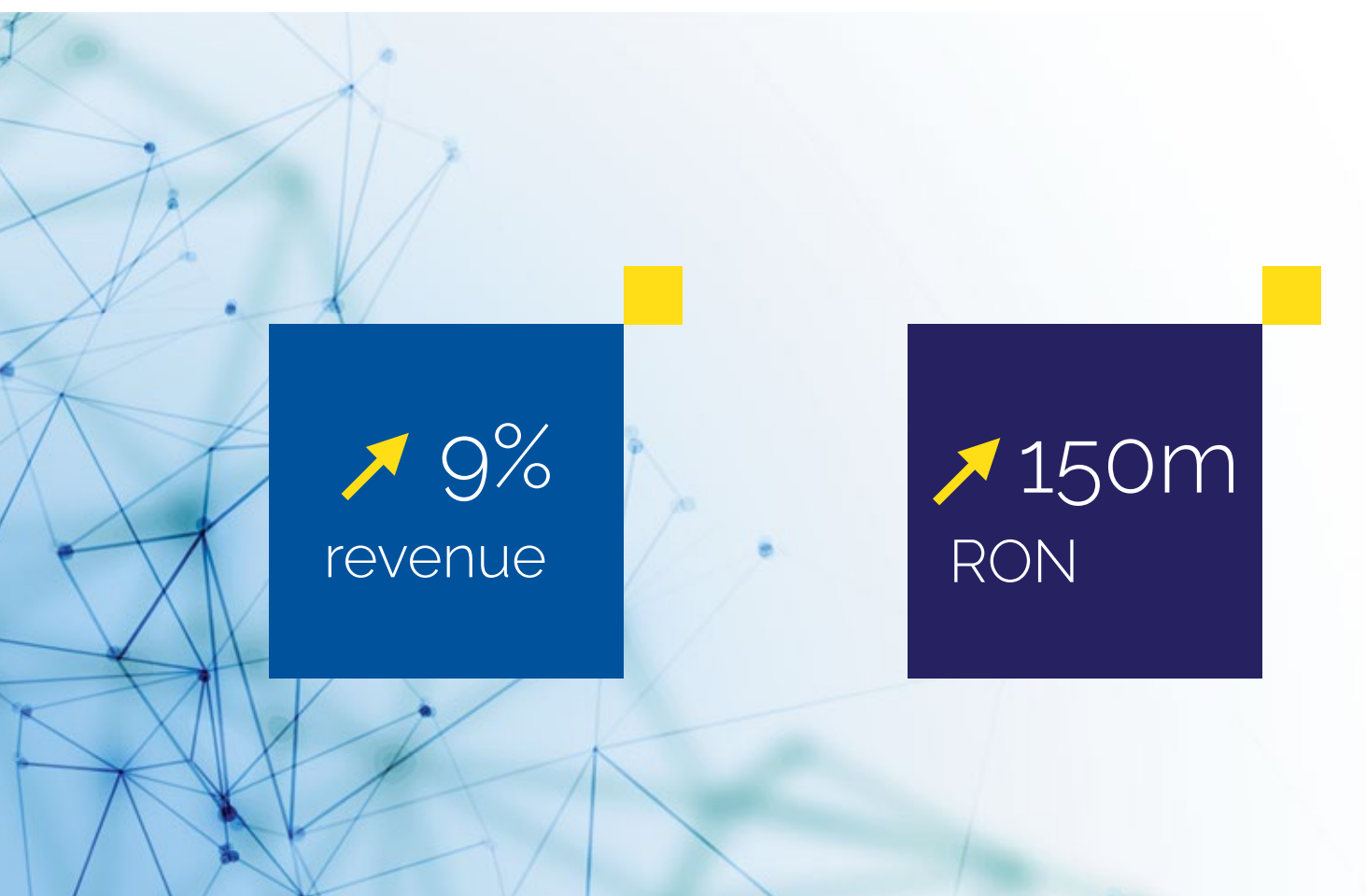
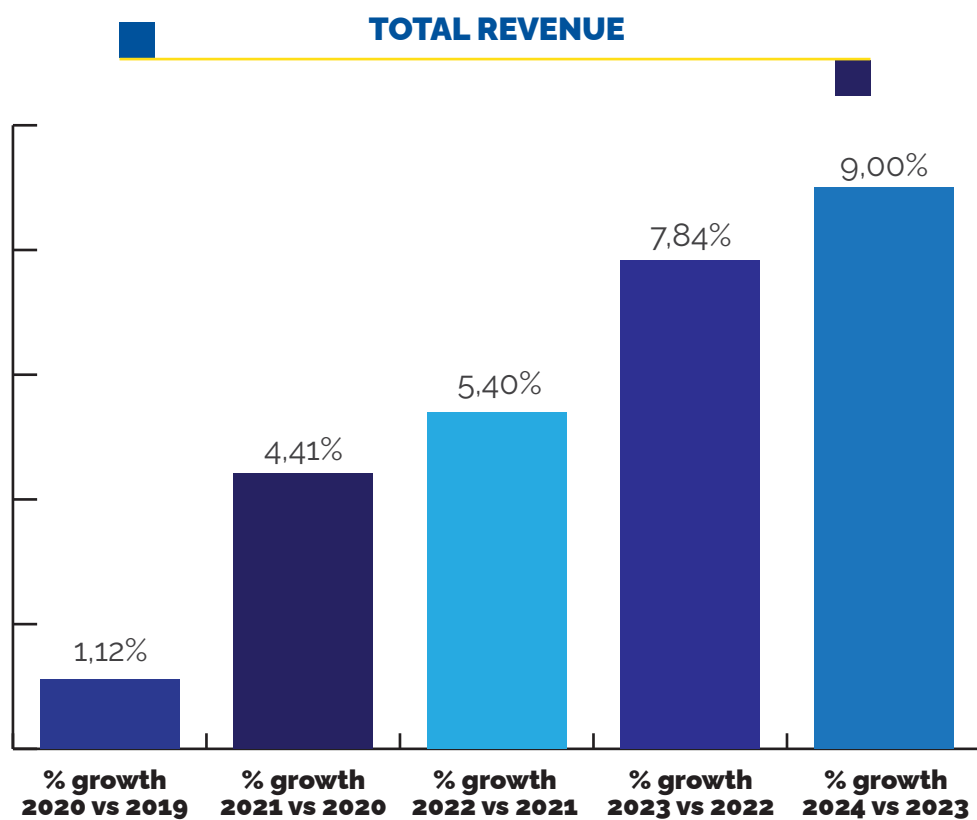


3. FINANCIAL RESULTS

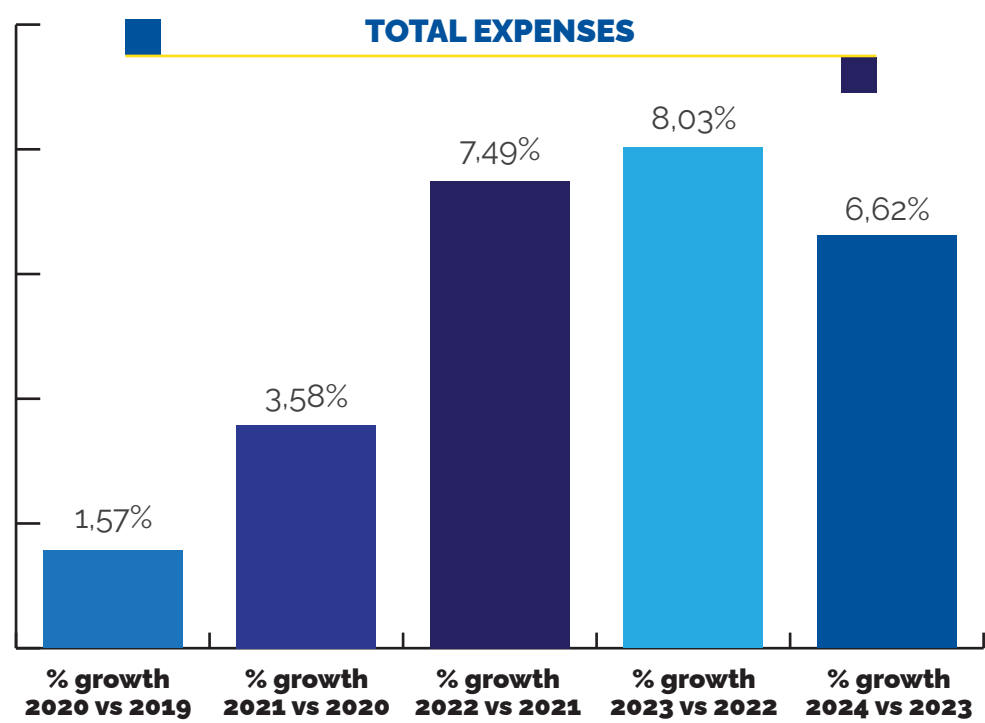
The Company's revenues have an accelerated and consistent growth, reaching the highest growth in the Company's recent history.

2024 brought a 9% increase in turnover which equals an **increase of 150 million RON** or approximately 30 million EUR.

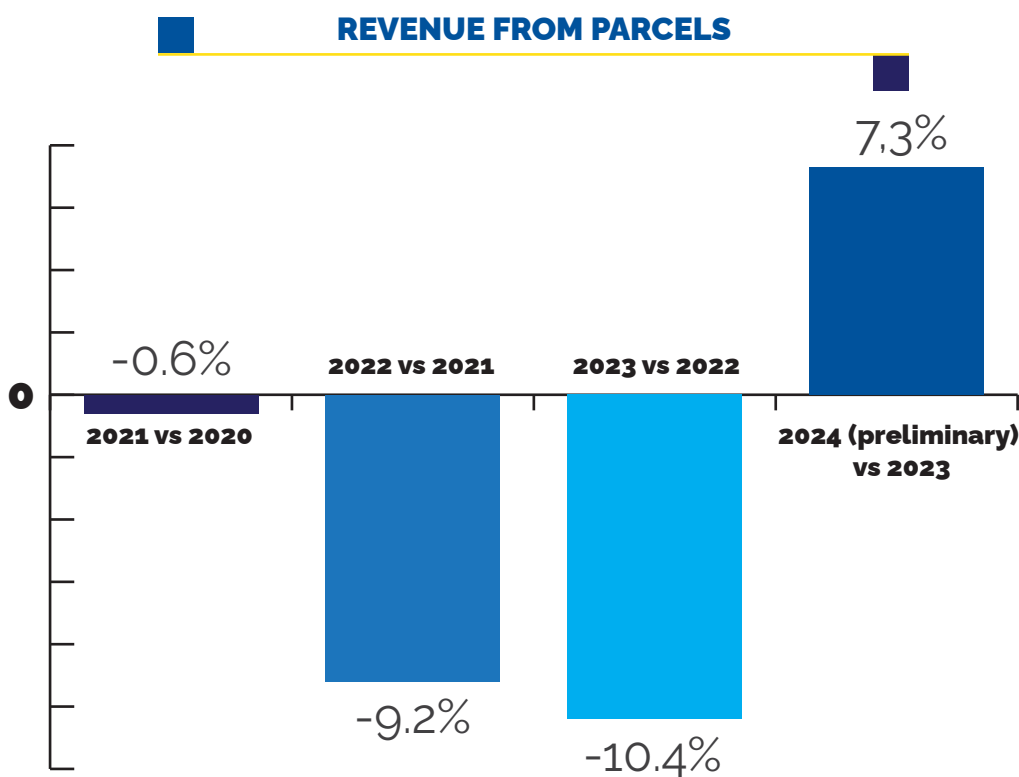




At the same time, the growth in the Company's expenses slowed. The effective cost management enabled the control of annual growth, strengthening financial sustainability.



The Company's courier segment marked an important turning point in 2024, seeing a 7.3% increase in revenue after several years of decline. This result is a direct effect of the Romanian Post's aggressive strategy to regain competitiveness in the courier market.





9%
revenue

**and efficient
cost management**

**Revenues on the courier
services segment**



7,3%
for courier
services



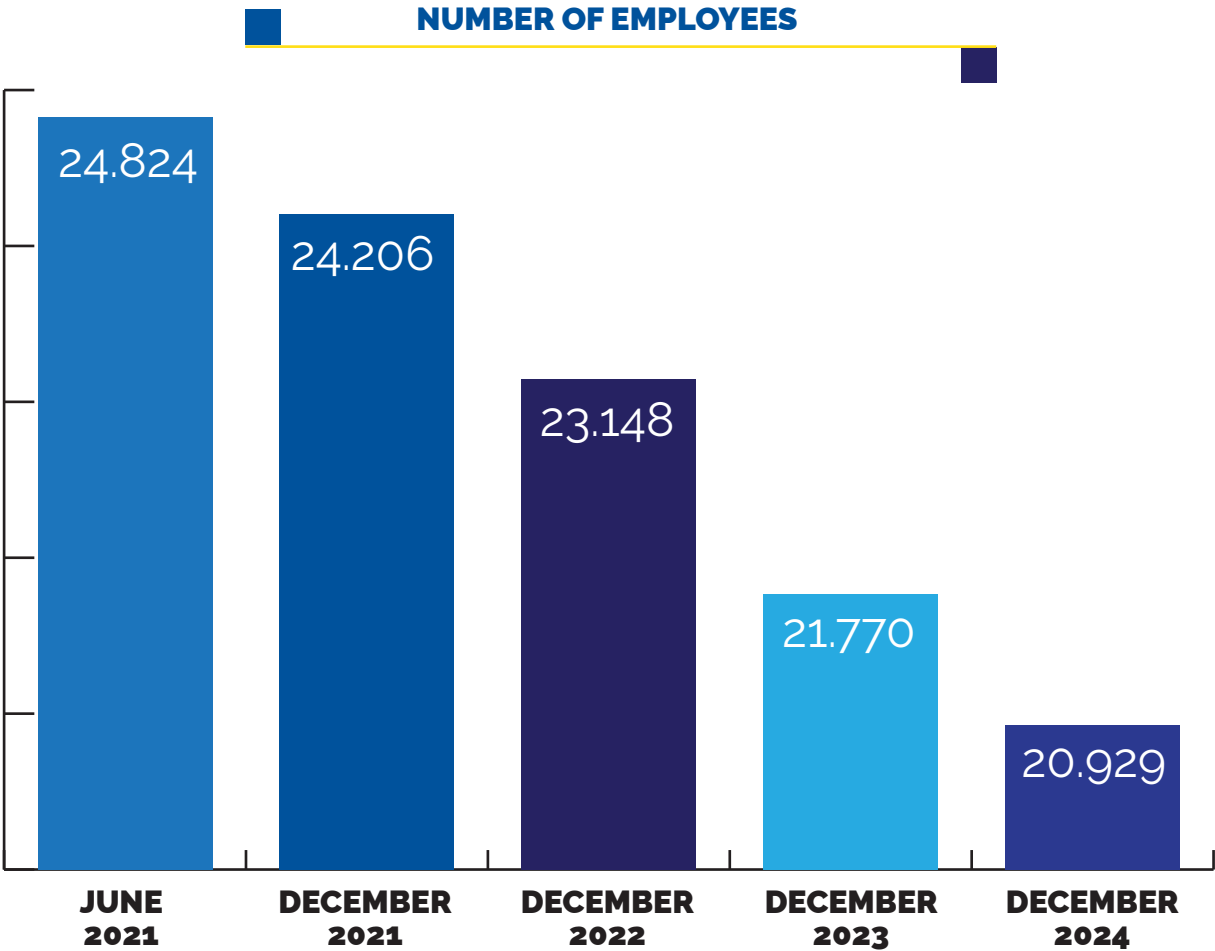
6,6%
expenses

**slowing expenses
growth due to efficient
cost management**

4. HUMAN RESOURCES POLICY

4.1. Streamlining the HR policy

Reducing the number of employees by 19% since the beginning of the current Management's mandate by maintaining a coherent human resources policy, aiming to increase productivity and the quality of services while maintaining the most extensive network in the country. The reduction in the number of employees has brought significant salary increases in the context of increased minimum wage.





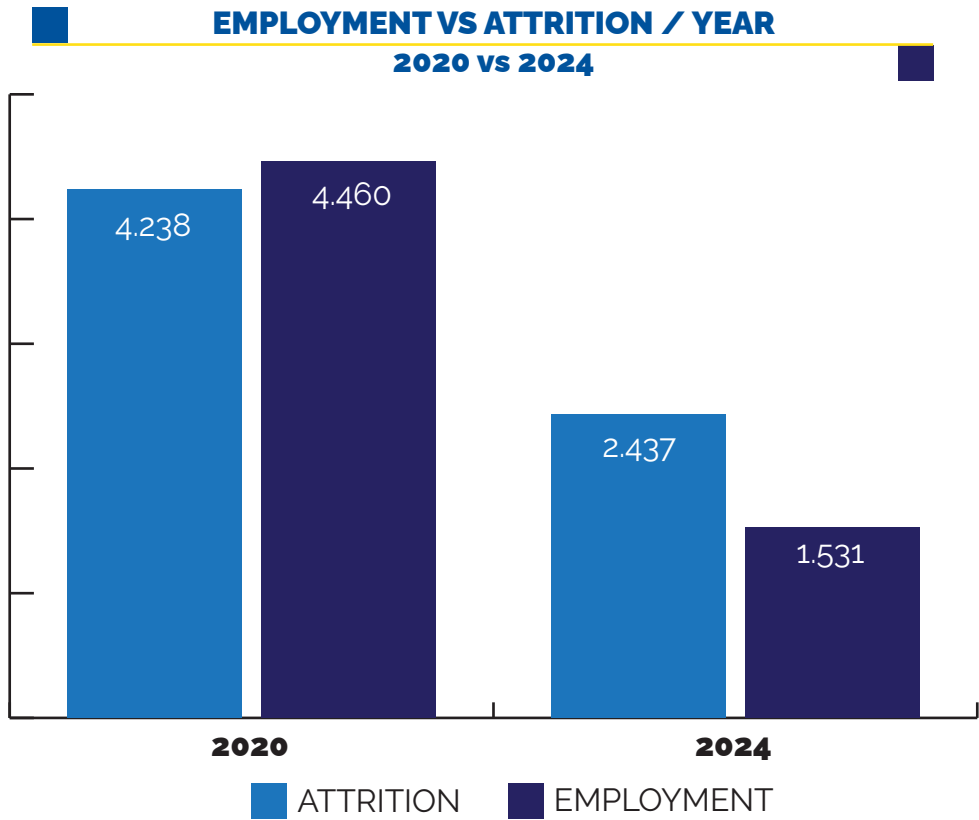
↘ 19%
number of
employees

**by maintaining
a coherent policy
human resources**

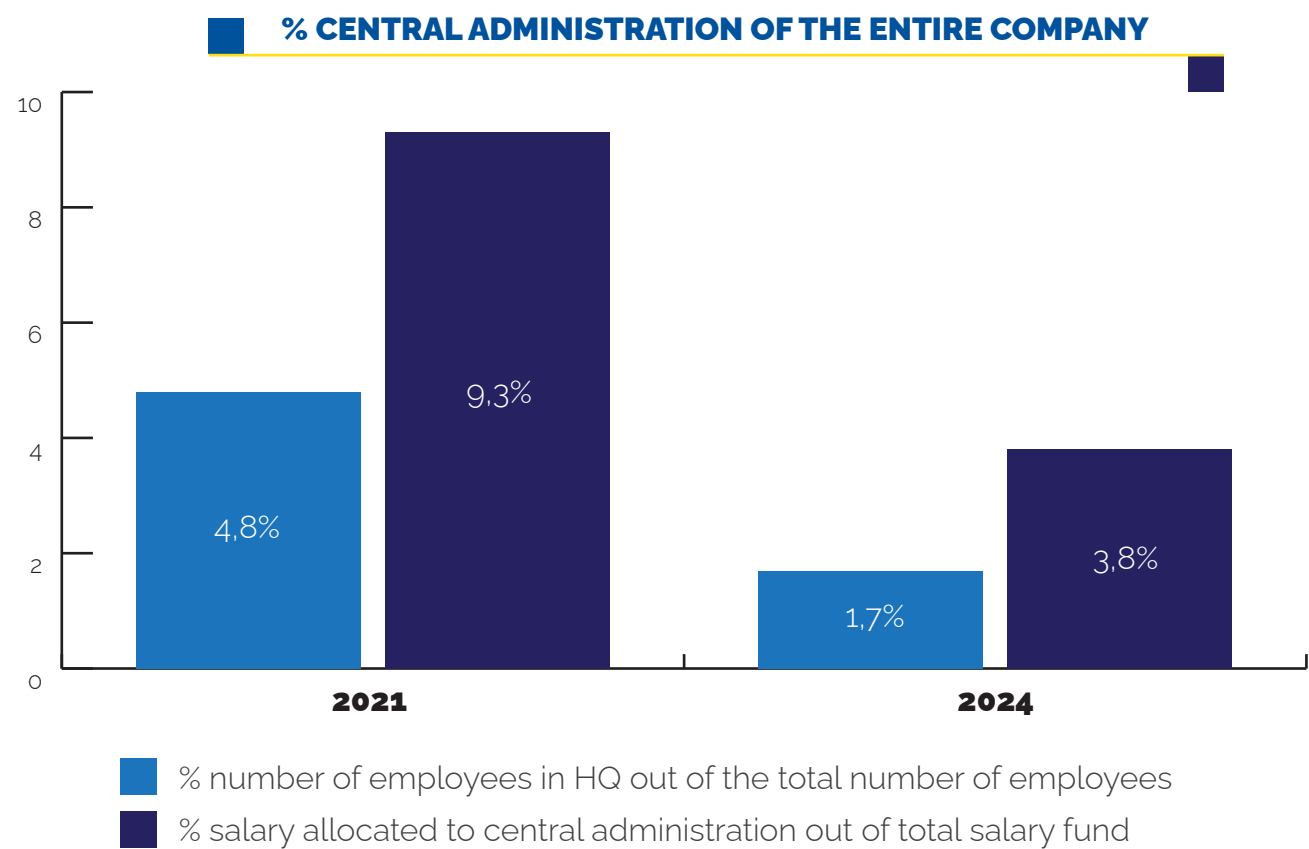
20.929
employees

**total number
in December 2024**

In 2020, the fluctuation between employment and attrition was very high, thus generating significant instability on the overall activity, but also additional work. In 2024, the employment decreased by 66% and the attrition by 42% compared to 2020. This trend demonstrates a workforce stabilization, a streamlined recruitment process and a reduction of personnel turnover, contributing to a more stable work environment and an increased operational efficiency.



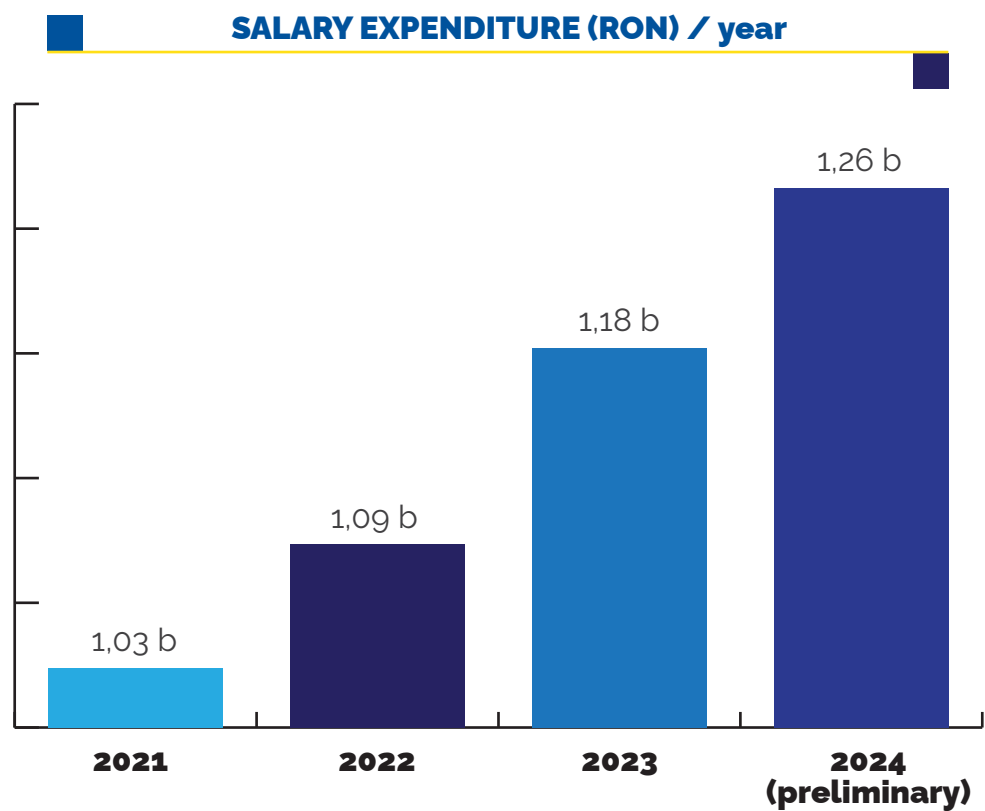
4.2 Transforming the Headquarters into a lean structure



Although salary expenses decreased by 48% in December 2024 compared to July 2021, the average income per employee in the HQ has increased significantly.



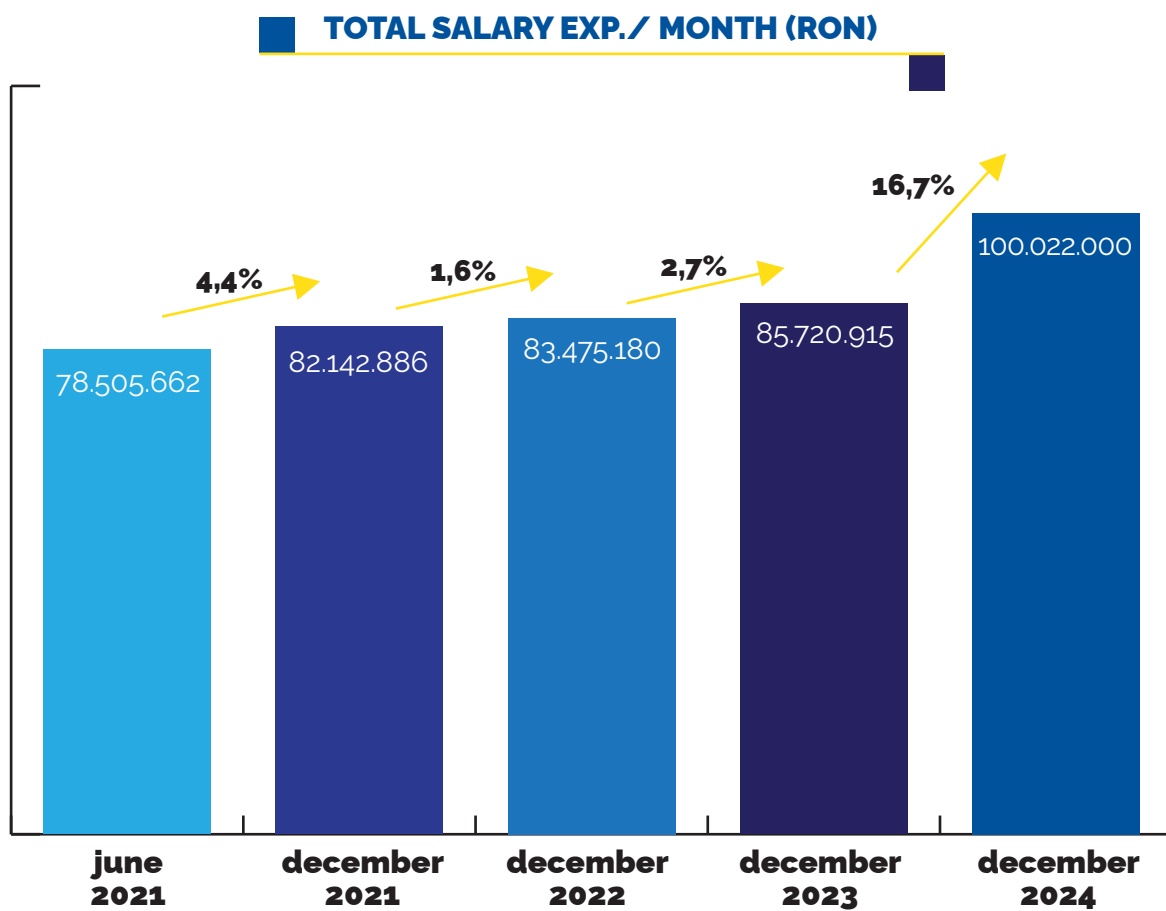
4.3. Employees' income increase



↑ 22,4%

in 2024,
compared
to 2021

of salary expenses

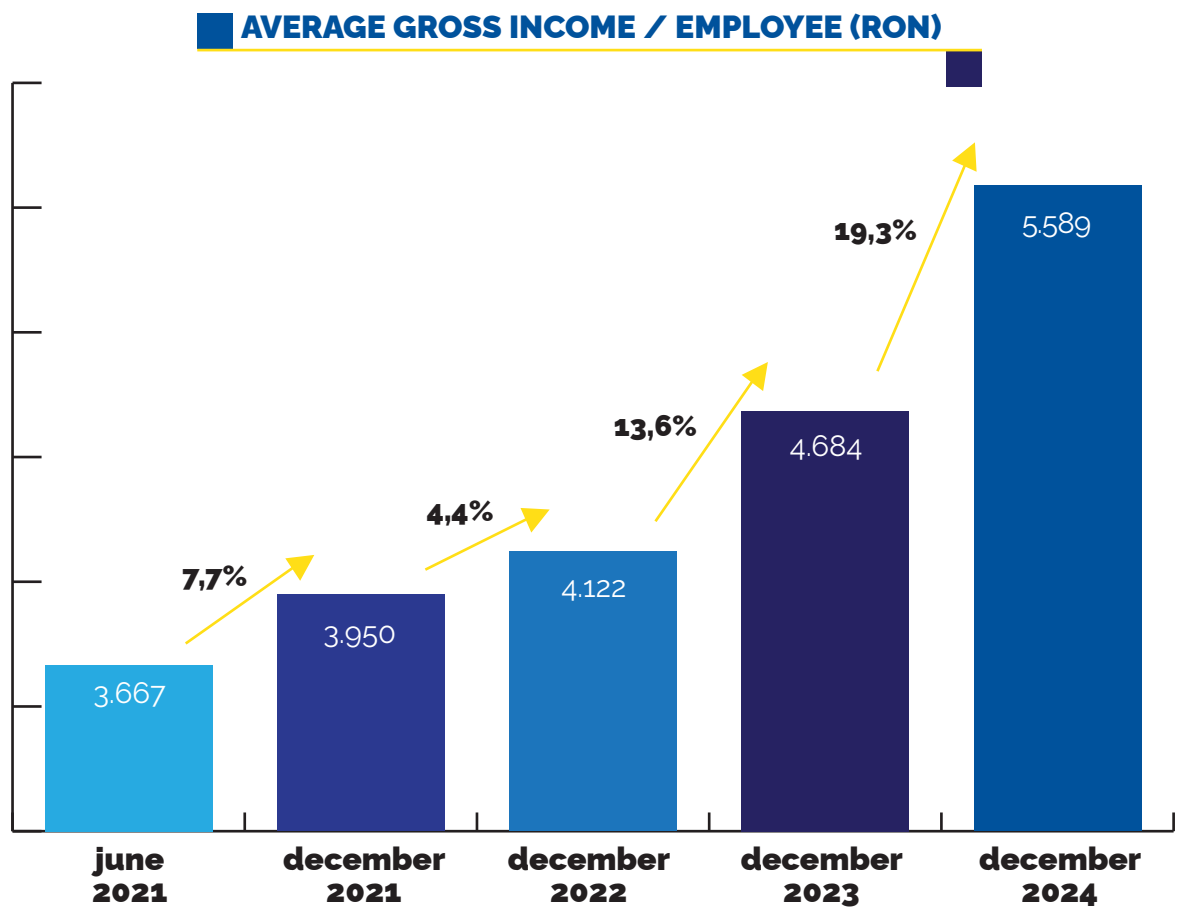


↑ 27%

in December 2024,
compared to
June 2021

of salary exp.

Increase in the employees' gross income by **over 1.900 RON** on average, from June 2021 through December 2024, that is more than 52% registered from June 2021. These remarkable results for a Company with more than 20,000 employees have only been possible through a balanced financial policy focused on optimizing expenses and a constant reduction in the number of employees, and simultaneously streamlining the Company's operational activity.



over 1900 RON

gross income of employees

on average, from June 2021 to December 2024

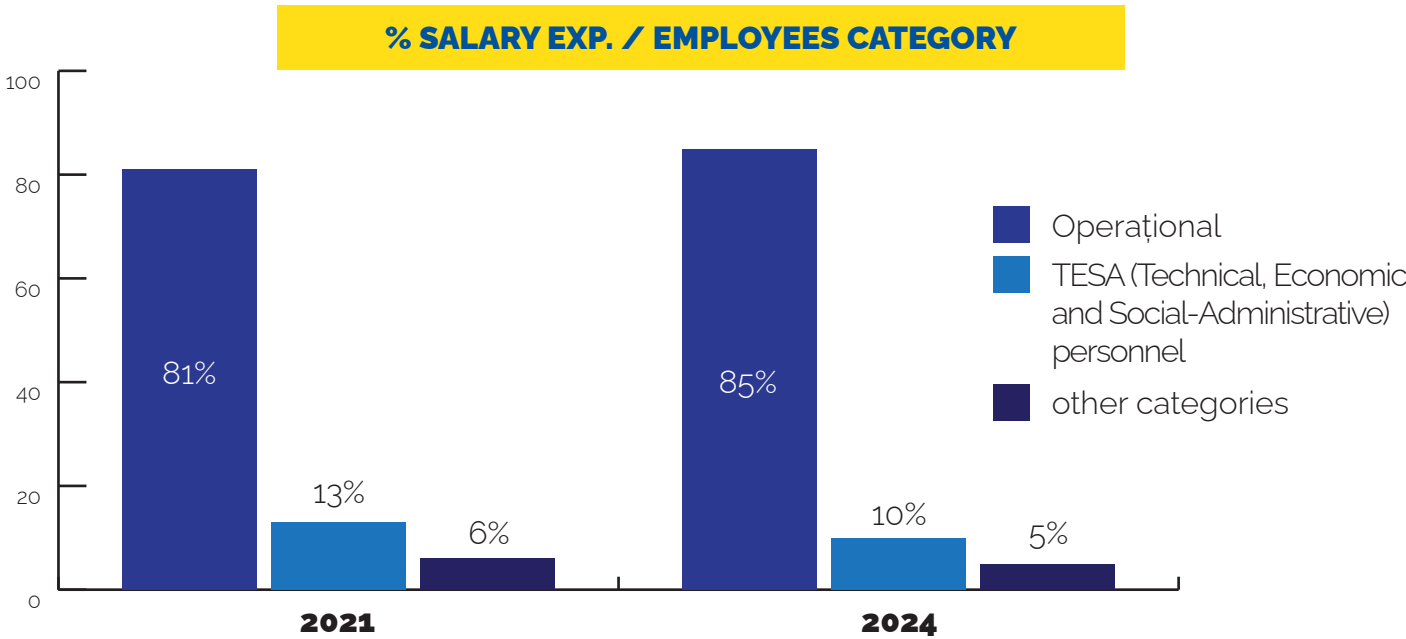


**over
52%**

growth in
employees
income

**from June 2021
to December 2024**

BALANCING PERSONNEL COSTS ALLOCATED TO
OPERATIONAL STAFF VS ADMINISTRATION



4.4. Results for the employees and the organizational culture

**increase of
52%**

Significant salary increase:

The average income of Romanian Post's employees has increased by over 1,900 RON in the last three years, representing an increase of 52%. This reflects the Company's commitment to its employees welfare.

**Uniforms
for all
employees**

High-quality uniforms:

Starting in 2023, an annual procedure for the procurement of uniforms for all employees was launched. This ensures a permanent, high-quality stock for the Romanian Post's employees.

**Christmas
Bonus**

Additional benefits:

Christmas bonus with financial assistance for all of the Post's employees children, benefiting over 7,000 children.

**Fuel
card**

Fuel card for couriers in rural areas who use personal vehicles, facilitating mobility and efficiency in the field activity.

**Town Halls
and
meetings**

Organizational transparency:

Organizing monthly Town Halls and weekly meetings with all post office managers, promoting open and effective communication. This approach has led to an increased quality of service for our customers. Starting July 2024, the Romanian Post Newsletter was launched.

**The Postal
Fast-walking
Competition**

Promoting traditions and team spirit:

The Postal Fast-walking Competition, a traditional sporting competition for the Romanian Post, reached its 44th edition. The competition was held in two stages - county and national levels - bringing together thousands of postal workers. At the national stage organized in Iași, Romania's cultural capital, 84 competitors participated, along with a record number of almost 1,000 supporters from all over the country.



The 44th Edition The PostalFast-walking Competition

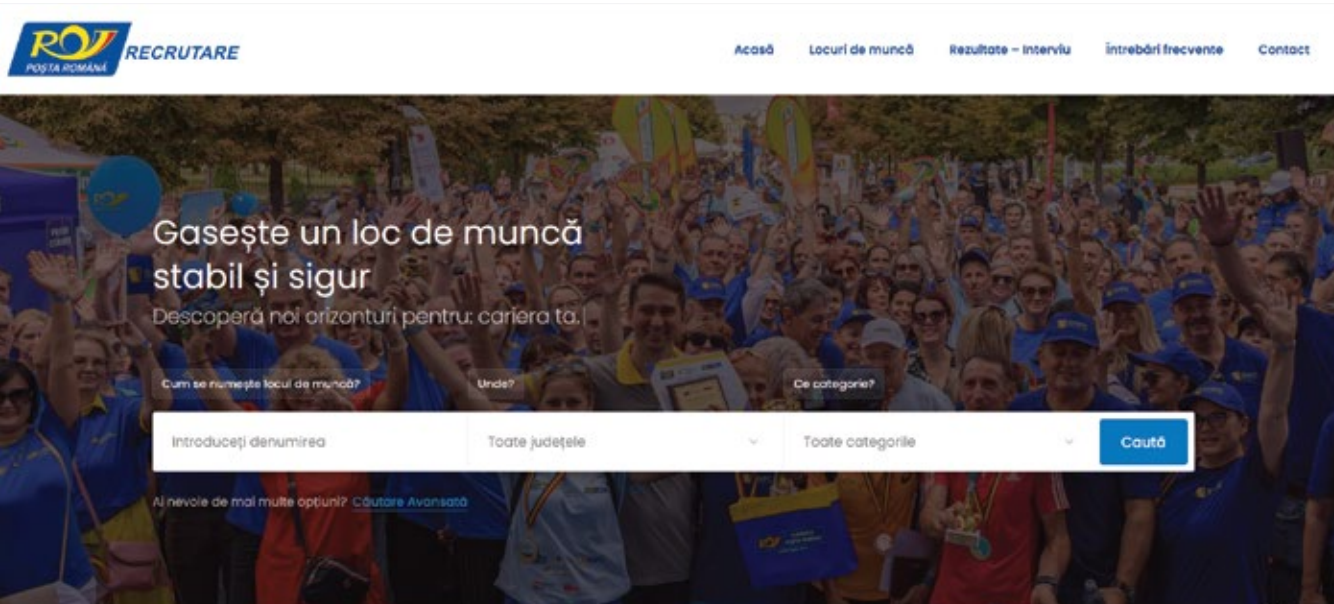
brings together a record number
of postal workers and supporters

4.5. Recruitment Policy

Under the new Collective Labor Agreement valid from April 2, 2024 to September 30, 2025, the Management has introduced a "list of new positions" for each category of personnel and department. This list provides updated, modern functions, adjusted to the new market requirements, in order to make the Romanian Post an attractive employer.

As of July 2024, the Management decided that the entire recruitment process will be conducted centrally, within the new Training and Recruitment structure.

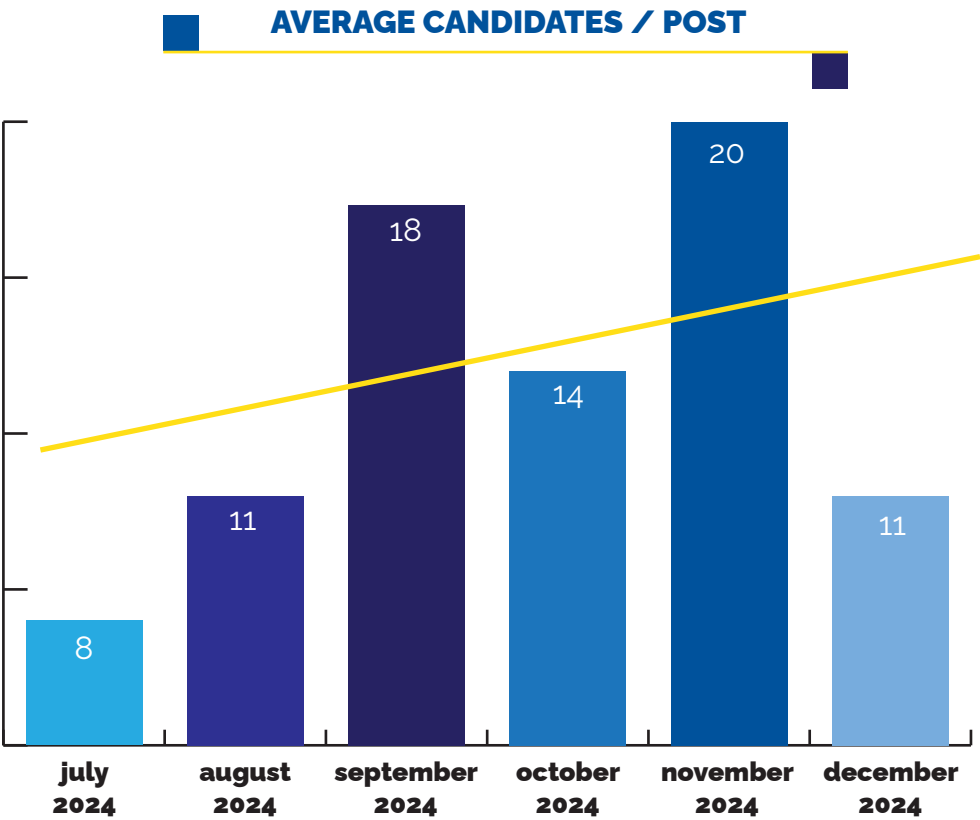
Therefore, as of July 2024, the recruitment within the Company is based on a new modern procedure that ensures a **transparent, equitable and efficient** hiring process thus eliminating any potential discrimination. The procedure facilitated a transparent mechanism dedicated to eliminating the risk of interference in the recruitment process by opening these positions on the main Romanian recruitment platforms (LinkedIn, BestJobs, OLX) and social networks. During the first month of the new recruitment process, there were approximately 1,000 applications/week for approximately 200 vacancies. In December 2024, the Strategy Management Department also launched a new recruitment platform to facilitate the candidates' application: <https://recrutare.posta-romana.ro>.



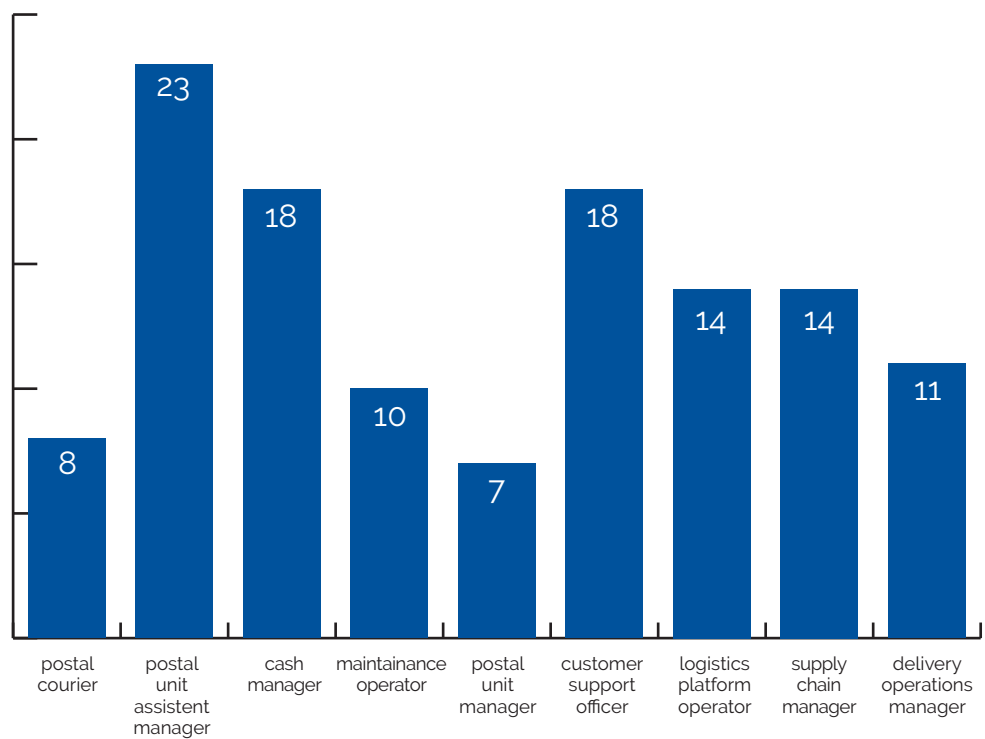
Internship: In 2024, the Romanian Post continued with the second edition of its internship program designed to prepare the next generation of leaders in the postal and logistics industry. Through this program, which was extended this time at regional level, the Romanian Post recruited 15 interns.

The average number of candidates per position in the operational segment indicated a steady monthly increase, with an anticipated decrease in December. For the administrative positions within the Central Administration, the average reached **81 candidates/position**, as a result of the recruitment process conducted via Romanian recruitment platforms. These results pinpoint the attractiveness of the Romanian Post as an employer on the labor market.

The employee retention rate exceeded 80% as a result of the optimized recruitment process.



AVERAGE CANDIDATES / POSITION (MAIN OPERATIONAL POSITIONS)



81

candidates/
position

for the administrative
positions in the
Central Administration

15

interns

the second edition
of the internship
programme

5. GOVERNING DOCUMENTS

5.1 Corporate Governance

In June 2023, the public supervisory authority appointed the members of the Board of Directors of the Romanian Post, in compliance with the provisions of Law no. 109/2011 on corporate governance.

Subsequently, in October 2023, the Board of Directors finalized the selection process for the positions of Chief Executive Officer and Chief Financial Officer.

The mandates of the directors are ongoing until 2027, guaranteeing the managerial stability of the Company and compliance with corporate governance regulation.

The Board also approved the Administrative Plan, which includes the Management Component.

Main objectives of the Romanian Post's Management

The specific objectives of the Company are:

- **Ensuring quality of service**
- **Modernizing the Romanian Post's processes**
- **Redimensioning the administrative staff**
- **Ensuring the Romanian Post's profitability**
- **Ensuring a business continuity plan**

Managerial measures

In order to achieve these objectives, a plan of **82 short, medium and long term managerial measures** has been developed, with deadlines in 2024, 2025, 2026 and 2027. All measures set to be achieved by 2024 have successfully been met. These measures are being implemented for the entire Company and are oriented towards achieving the following results:

- **Increase the visibility, brand image and presence of the Romanian Post as a provider of online accessible courier services**
- **Increase in the C2C courier items**
- **Customer satisfaction increase**
- **Increase in employees' income and create a bonus system based (also) on customer ratings**
- **Increase in the employees' income**
- **Transforming the administration into a support structure**
- **Modernizing the post offices**
- **Developing the postal network at European level**
- **Full connection to the logistics flows through a multimodal infrastructure**

5.2 Anti-Bribery Policy

As a country-wide postal service provider, the Romanian Post adhered to the National Anti-Corruption Strategy and implemented the "Integrity Plan".

"It is one of our constant concerns to conduct business and carry out processes in compliance with the highest standards of ethics and integrity. Our Code of Ethics and Integrity defines the values and principles of conduct applicable to all employees and management".

The Romanian Post is committed to have zero tolerance on any act of bribery.

Among the taken measures are the development of an internal procedure, a training support for employees, a management statement on anti-bribery policy and objectives, and the **Regulation on gift declaration** whereby all gifts are registered in a transparent manner.

Upon completion of the external audit mission, the audit team of the certification body concluded that the anti-bribery management system is implemented and functioning effectively and it is proposed to grant certification in accordance with the reference standard ISO 37001 - anti-bribery management system (ABMS).



5.3 Key Documents

Code of Ethics

In April, the Romanian Post introduced a **Code of Ethics and Conduct**, reflecting the Company's commitment to transparency, integrity and accountability. The document sets out the organization's core values, such as trust, agility, openness, judiciousness and community involvement, and promotes clear ethical principles for all employees and partners.

Internal Regulation

In October 2024, the Romanian Post implemented a new Internal Regulation, aimed at enhancing the professionalism degree within the organization and increasing the employees' efficiency. This updated regulation includes clear procedures for periodic evaluation of personnel and detailed criteria for assessing the professionalism and efficiency of each employee. The new document has a contribution in building a working environment based on transparency, responsibility and continuous development, strengthening the Company's position as a leader in the Romanian postal services sector.



6. INVESTMENTS

6.1. Logistics Infrastructure

Historical acquisition - **the first modern sorting line** installed at the Regional Logistics and Courier HUB Cluj Napoca.

Additionally, the Company has purchased 3 other sorting equipments, with a sorting capacity of 3,000 parcels/hour, currently being installed for the HUBs in **Oradea, Timișoara and Galați**. Three other sorting equipments are in public tender procedure for **Iași, Brașov and Craiova**.

The sorting equipment for the Bucharest HUB will be installed in the second half of 2025, promptly upon complete refurbishment of the Calea Giulești location **(the first refurbishment of this location in the last 50 years)**.

The procurement of two envelope sorting equipments for Bucharest with a capacity of 40,000 envelopes/hour.

Overall, the investment in this equipment exceeds **60 million RON**, plus the cost of refurbishing or building the logistical premises (20 million RON for the Bucharest location alone).





sorting line

the first acquisition
in 50 years

another 3 equipments
purchased

with a sorting capacity
of 3,000/hour

other 3 equipments
in tender procedure

6.2. IT Infrastructure



Implementation of an Active Directory software solution for centralized remote management of workstations in the Company's computer network.



Company-wide implementation of a software solution (Google Workspace) that provides employee access to teamwork and productivity applications using modern technologies with high cybersecurity standards.



Implementation of a document workflow management software for efficient document management: electronic document circuit management, automatic flow of status notifications, electronic signature/endorsement/approval including qualified signature, swift browsing by different criteria, deadlines follow-up, agile communication, effortless archiving of documents.



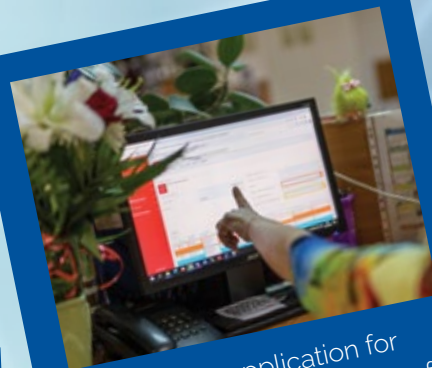
Developing automated processes with AI capabilities for efficient business management through low-code platforms and software virtual robots.



Development of an application for on-site (at the customer's doorstep) cash and bank card bill payments, through postal couriers equipped with CAT and PDA devices (2000 CAT devices and 7000 PDA devices).



Providing data transmission services (virtual private network - VPN) for 1,580 postal offices.



Software application for automating the processes of reading and transferring data from bank statements to databases used by the financial modules of the Romanian Post's applications.



Ensuring printing, copying, scanning services (including maintenance, security and control) for 328 postal subunits.



Endowment with software virtual robots (RPA) to automate business processes.



Procurement of an online training platform through which all Company's employees complete their mandatory Health&Security training.



Procurement of an electronic attendance sheet application, thus eliminating the physical attendance books.



Procurement of a route optimization software connected to the vehicle GPS.

6.3. Investments works

TIMIȘ POST AND COURIER COUNTY OFFICE

Before renovation



After renovation

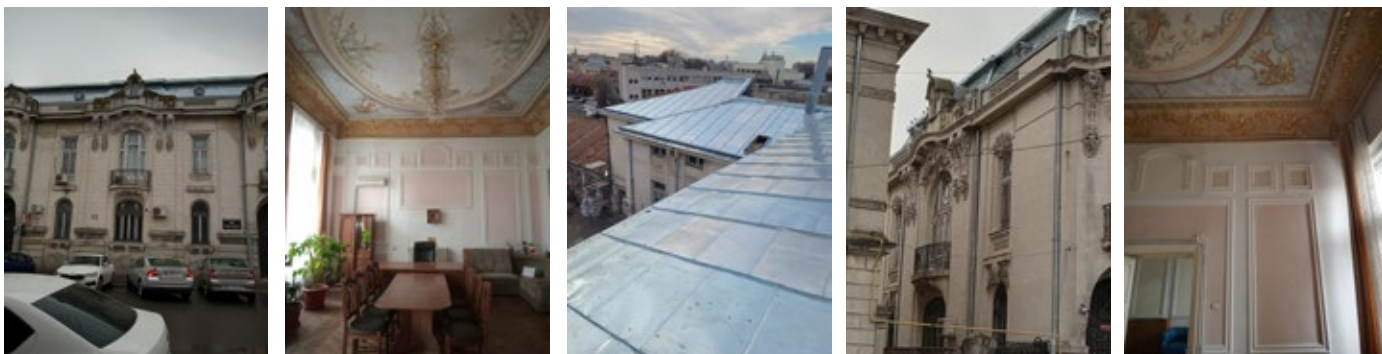


BRĂILA POST AND COURIER COUNTY OFFICE

Before renovation



After renovation



CLUJ 15 POST OFFICE

Before renovation



After renovation



CÂMPIA TURZII POST OFFICE

Before renovation

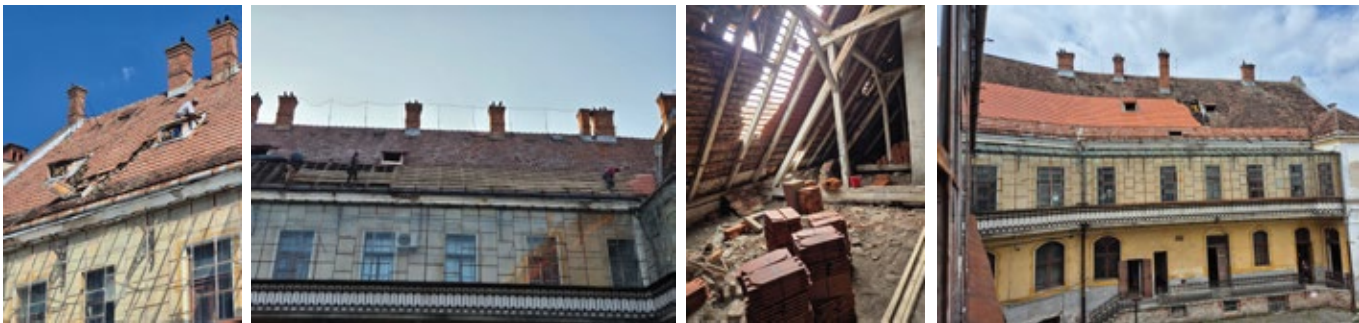


After renovation



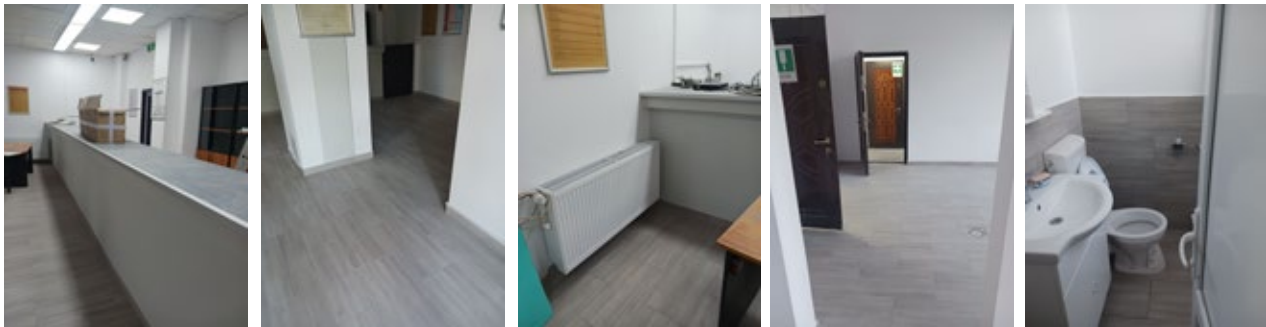
SIBIU POST AND COURIER COUNTY OFFICE

During renovation



TIMIȘOARA 8 POST OFFICE

After renovation



7. COMMERCIAL POLICY

7.1 Tariff policy and commercial results

The Company has sought to change the traditional pricing policy whereby the Romanian Post's approach was towards complete transparency, often used merely as a market consultation by our customers and competitors. The tariffs were determined according to the specifics of the contract, we accepted a more dynamic tariff negotiation and encouraged a policy of gaining market share at the expense of profitability. Last but not least, we terminated a large number of unprofitable contracts, part of these unchanged since the 1990s.



**over
7.000.000**

unique customers

7.2 Partnerships:

Award on the National Regulatory Authority's tender for the designation of Romania's universal service provider for the period 2025 - 2029.

Delivery of resolutions on pension recalculation to all beneficiaries in the country. The Romanian Post is **the only** provider of courier and postal services in Romania with full coverage in all country areas able to successfully manage the major governmental needs.

Excellent mobilization for the **delivery of over 800,000 letters of notification** on the tax amnesty, according to the agreement signed with the National Authority for Tax Administration.

Conclusion of commercial contracts, respectively additional acts on postal services with **over 100 partners** - economic agents and public institutions.

Regaining postal and courier volumes as from January 2024 as a result of partnerships with key customers, which represented a **43.4% increase** for the 2024's volumes.

Award of 274 postal services tender procedures **totaling 521,000,000 RON.**

9 new contracts totaling 71,858,773 RON were won against the competition after several years, and having as object of activity both postal and courier services, as well as printing services.





43,4 %

increase in volumes in 2024

274

tender procedure
for postal services

**contracts worth
71.858.773 RON**

won against the competition after several years

7.3 International partnerships and the Post's connection to the international network

The Romanian Post achieved significant results in 2024 by developing strategic partnerships with international postal operators and logistics companies, consolidating its position as a major player in cross-border e-commerce.

New partners:



7.4 Remarkable results with European projects and international collaborations

The Romanian Post achieved significant results in 2024 by developing strategic partnerships with international postal operators and logistics companies, consolidating its position as a major player in cross-border e-commerce.

1. EU funded projects:

“DigiGreen Post” (2022–2025): project under the Erasmus+ Program with an allocation of 58,500 EUR for the development of a postal **skills strategy to foster digitalization and sustainability**. The project activities include an analysis of the need for digital and green skills.



“Couriers Go GREEN!” (2022–2024): project under the Erasmus+ Program with a funding of 35,000 EUR. The project aims to assess the carbon footprint and to provide training for the employees to acquire green skills, supporting the Company's sustainability strategy.



2. Attending international events:



UPU Extraordinary Congress (Riyadh): Participation in the decision-making process on strategic acts and regulatory documents of the Universal Postal Union, including actions for environmental protection and integration of other economic operators.



PostEurop Plenary Assembly (Bratislava): the Romanian Post was nominated for the CSR awards in the "Employees" and "Economy" categories, highlighting the launched social responsibility campaigns. The delegation presented the Company's sustainability strategy during the Business Forum.

3. Strategic Initiatives:



The "Postal Prosperity Zone" project: developing post offices in free trade zones in Romania, optimizing B2B2C deliveries and boosting e-commerce volumes. Technical Workshop organized with experts from the Company, National Regulatory Authority and the Romanian Customs Authority, with the Universal Postal Union's support.



Business meetings held with the representatives of China Post and other logistics leaders for the purpose of increasing courier volumes and improving service quality. For the first time in more than 10 years, the Romanian Post succeeded in reconnecting with partners in Asia.

7.5 Our Customers' Feedback

In terms of trust, the Romanian Post is currently receiving better rating than the rest of the service providers in Romania:

- 92% agree that the Romanian Post is a trustworthy institution.
- 90% believe that the Romanian Post addresses its customers' needs politely.
- The highest satisfaction degree is given by the flexibility in working hours, the professionalism and precision of our services.
- 60% of Romanians have stepped into a post office at least once in the last year, and over a third constantly choose the Romanian Post for various services.
- Almost one in two Romanians spontaneously mention the Romanian Post when asked to nominate a service of this type (including recently launched services, such as courier services or payment of various bills).

The received rating represents a vote of confidence for the changes we started three years ago, and the positive results encourage us to continue even more rapidly the reforms necessary to reaffirm this as a serious, trustworthy service that Romanians can rely on.



8. OPERATIONAL POLICY

The only courier and postal services company in Romania with full territorial coverage, in its quality of the main provider of postal services at the national level.

The partnership with colete-online.ro through which the Romanian Post strengthens partnerships with Romanian companies in the industry, offering these companies the opportunity to develop and, at the same time, the Post gets even closer to its customers by diversifying its portfolio.



Reorganization of the postal network

Results of the 2023-2024 network reorganization:





www.posta-romana.ro



OFICIUL
BUCUR

OFICIUL POȘTAL
BUCUREȘTI 51

5.100

access
points

**the main provider
of postal services
at the national level.**

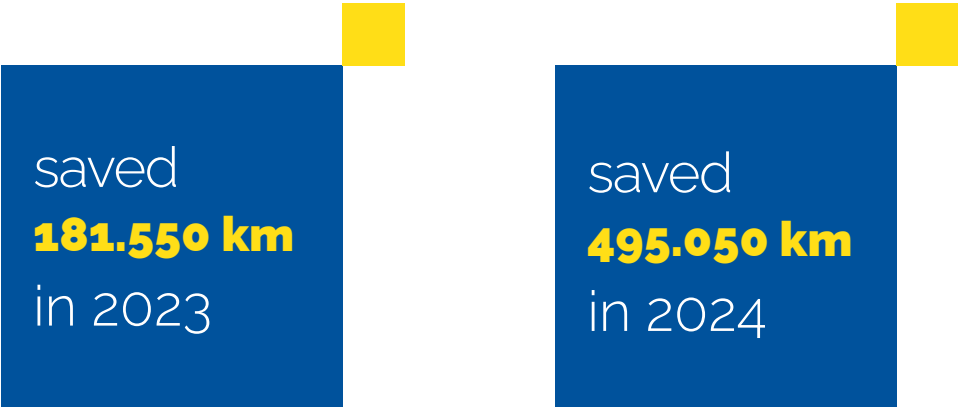
Toate serviciile postale și
financiare de care ai nevoie!

Toate serviciile postale
financiare de care ai ne



Postal Routes

Savings achieved through the reorganization of postal routes 2023-2024:



Total savings = 3.147.000 lei



Third-party space rental contracts

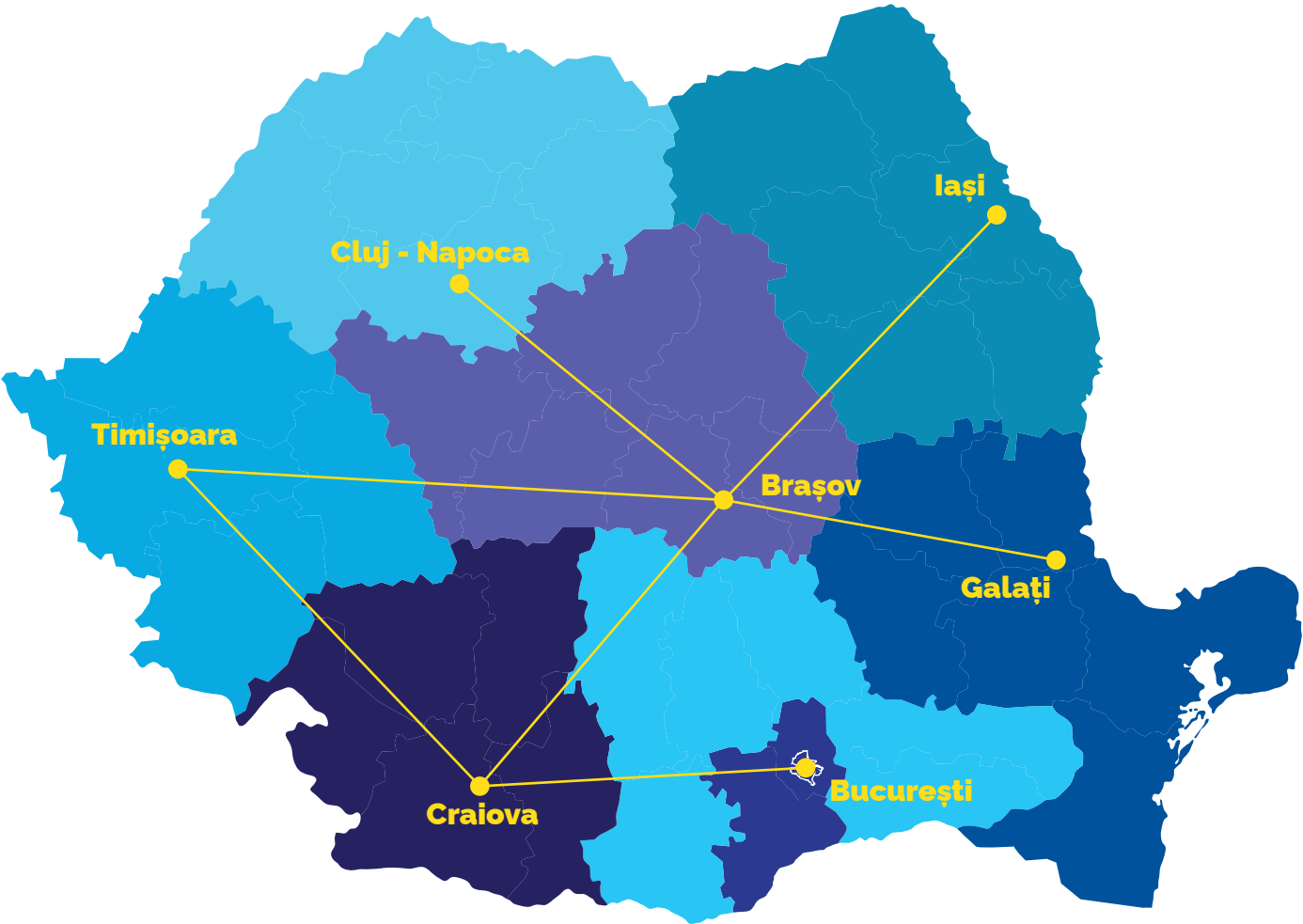
Savings from the reorganization of postal routes 2023-2024:



Computerized post offices in December 2024:



The outsourcing of the middle-mile routes as a measure to reduce the Company's expenses and focus on modernizing strategic activities.



9. STRATEGIC PROJECTS

9.1 Administrative restructuring of the Company

As part of the organizational transformation process of the Romanian Post, the Management modified the administrative structures at the level of branches and county post offices, without modifying the operational structure, and updated the organizational chart of the Central Administration.

In order to streamline the activity at local level and reduce the administrative burden among employees, the organizational structures were simplified by reducing the organizational structure at the end of 2023. Thus, the long decision-making chain, which could reach up to 6 signatures/document, from the office to the Chief Executive Officer, was reduced, providing more decision-making autonomy both at the level of the County Offices and at the level of the branches. The creation of flexible organizational charts implied:

1. Removing all structures where activities are transferable or easily streamlined, either within other structures within the county/branch, or at the branch level (where applicable).

Examples:

- Reducing the county stamp and postage items depositories and taking over the activity at the regional branch storage, which resulted in streamlining the number of personnel, facilitating access to the Company's resources and ensuring their proper use locally, improving security and product management/monitoring.
- Installing surveillance cameras, increasing the level of security and reducing the level of surveillance services required.

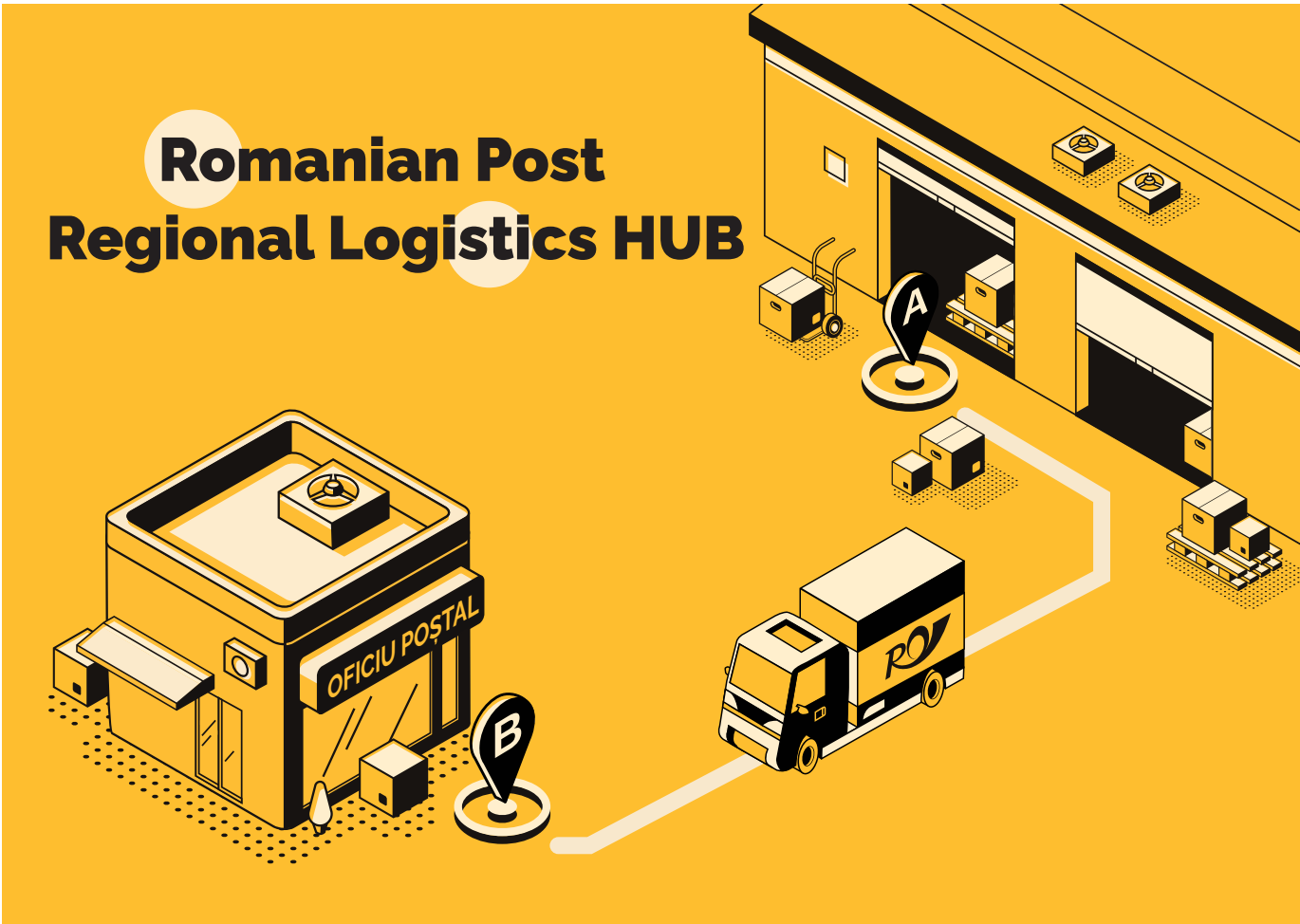
2. Renaming of certain core structures.

3. Establishing new structures that properly reflect the undertaken activities and taking over the activity from the county level, where applicable, at the branch level. For instance, taking over the Financial Management Control, Human Resources and Commercial activities from the county level, at the regional branch level.



9.2 The Romanian Post – Regional Logistics HUB

The Romanian Post, through its initiative to position itself as a European logistics hub, has capitalized on Romania's strategic position between Europe and Asia, heavily investing in the modernization of the logistics infrastructure, and generating international collaborations with key players both in Romania and abroad. The development of the national network of modern hubs, the digital integration and cooperation with global partners facilitate the efficient handling of parcel volumes and cross-border e-commerce.



The aim of this project is to enhance Romania's position as a focal transit point on international trade routes, to attract investment, to create jobs and accelerate the digital economy, thus contributing to increasing the country's competitiveness in the region.

For this particular purpose, the Romanian Post has launched the **"Postal Prosperity Zone"** project - developing post offices in Free Trade Zones in Romania, optimizing B2B2C deliveries and boosting e-commerce volumes.

9.3 Digitalizing mail notice

Starting in October 2024, the Romanian Post has implemented a project to digitalize mail notice, through which the **customers are notified of their shipments via SMS**.

This initiative modernizes the communication process, significantly reducing waiting time and consumed resources. By eliminating paper-based notifications, the Company contributes to environmental protection while streamlining operations, offering customers a prompt, simplified and more effective experience tailored to current needs. The project reaffirms the Romanian Post's commitment to adopting digital solutions for the benefit of its end users.



In order to improve the **delivery of postal items through mailboxes rented** by the Company's customers, an application was developed that allows for their **notification via SMS**.

The message received by the customer contains general information regarding registered and unregistered items arriving at the post box (no. of items).

By establishing this service, the addressees who need to pick-up their items no longer have to go to the postal subunit to check whether the items have arrived, thus increasing the level of customer satisfaction.

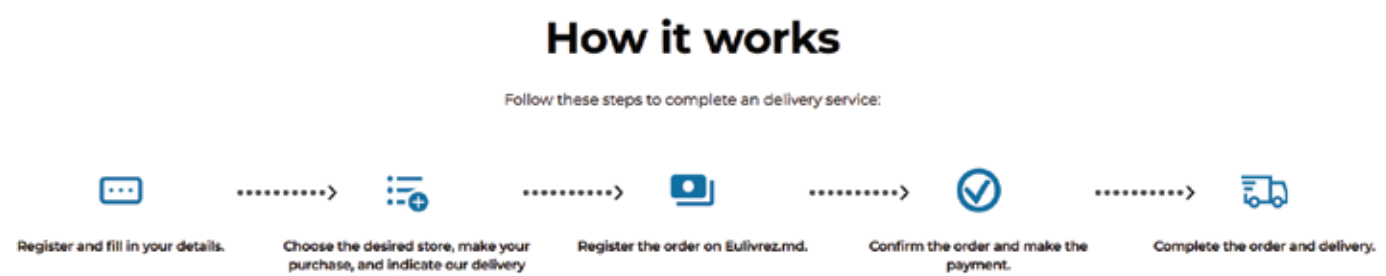
9.4 Launch of the EUlivrez.md platform

The Romanian Post Subsidiary in the Republic of Moldova has launched the e-commerce platform **EUlivrez.md**. The launch of the EUlivrez.md platform is an innovative solution that will transform the way Moldovan citizens shop online from the European Union.



Why is EUlivrez.md a revolutionary solution?

For many Moldovans, products from the EU are not only more diversified, but also more affordable than those on the local market. With EUlivrez.md, they can order products from European stores, with delivery directly to their door, regardless of the location. A truly remarkable aspect of this platform is its extensive coverage. The Romanian Post, together with its partners, guarantees the safe delivery of parcels, either in crowded cities or isolated villages and ensures the protection of goods throughout the transport, from the hubs in Romania to the final destination in the Republic of Moldova.



9.5 Call 021 93 93

Outsourcing of the Call Center service in Chisinau. In an effort to constantly improve the quality of services offered to our customers and to optimize operational efficiency, the Romanian Post has decided to outsource this service to a specialized partner. Through this measure, we ensure a faster and more efficient response to customer requests.



With a daily volume of 2000 calls and over 200 emails, the Call Center service now offers a prompt and professional response, with an average waiting time of approx. 30 seconds. The services provided are of high quality, including entering of detailed data on customer requests, thus facilitating proper analysis and continuous improvement of the Romanian Post's services.



9.6 Electronic archiving

More than **1 million scanned files** and 3 **tons of processed and inventoried documents**. At the end of last year, at the Stamp Factory, the Romanian Post's operationalized state-of-the-art equipment for the conversion, scanning and archiving of documents. This implied an investment of 3 million RON, specially designed for the electronic conversion of the Company's internal documents, as well as for participating in public tenders and obtaining important contracts, to which the Romanian Post did not have access previously, since it could not provide the compliant scanning and electronic archiving service.



9.7 Alternative heating means

The substitution of wood heating with electric heating within the postal subunits - **897** out of 912 subunits migrated from wood heating to electric heating. Contracting of electricity services through the Commodity Exchange resulted in an annual expense **reduction of almost 5 million RON**.



9.8 Capitalizing on the Romanian Post's real estate

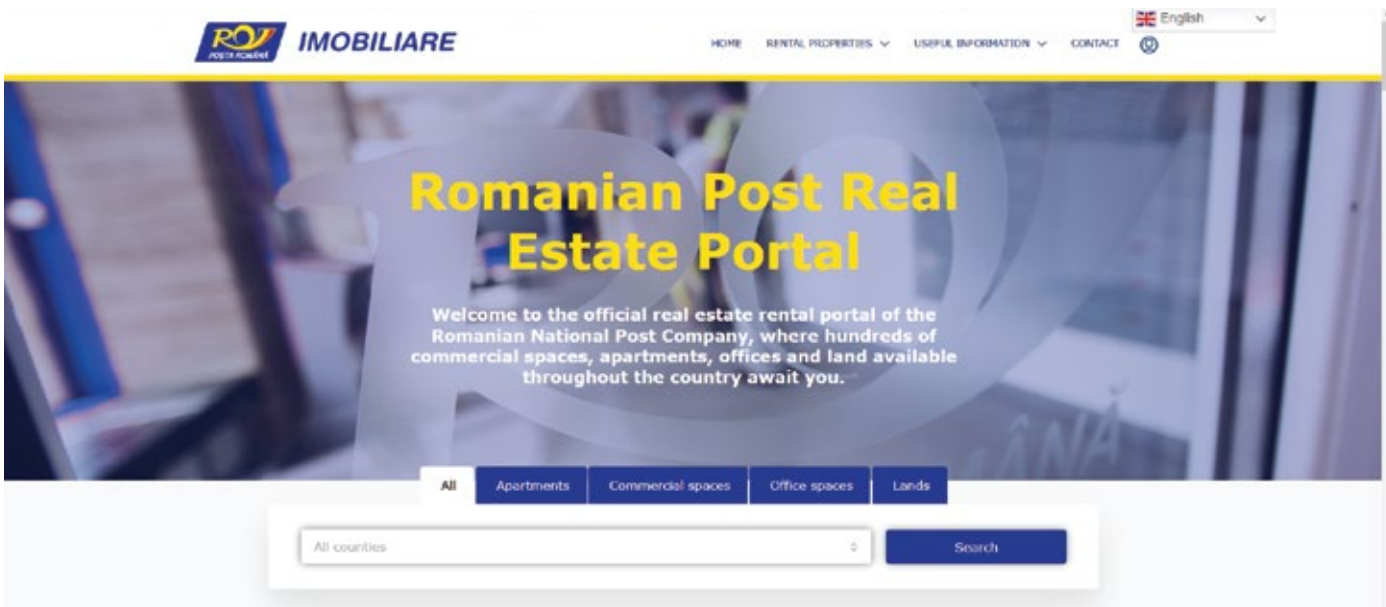
Increase in rental income to almost 16,000,000 RON/year, which represents an **increase of 48%** compared to the 2023 revenues through:

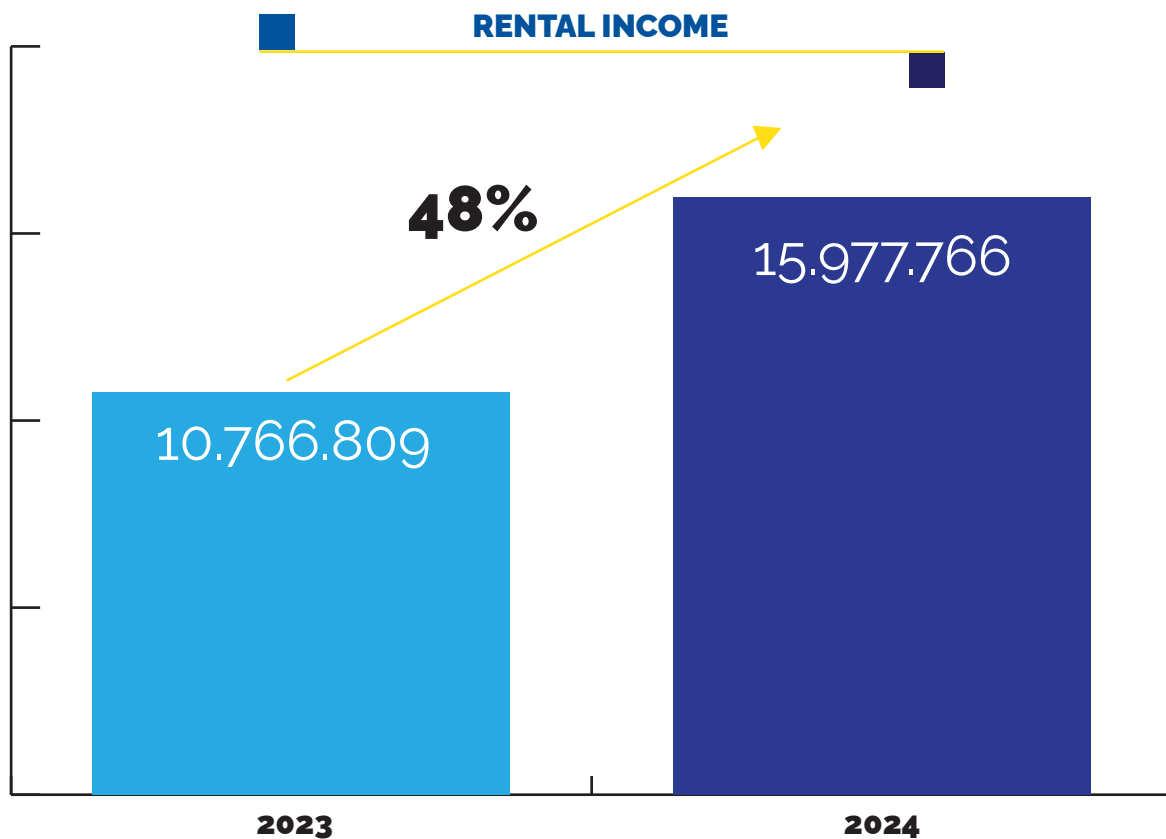
Renegotiation of existing tariffs, generating additional revenues worth **981,000 RON/year**.

Signing of 68 new rental contracts, which generate additional revenues worth **3.418.000 RON/year**.

Pro-active strategy aimed at identifying potential customers.

Digitalization of the rental process of the Romanian Post's locations by creating a real estate portal: <https://imobiliare.posta-romana.ro>. The Romanian Post has created an online platform to facilitate the rental of the Company's real estate and attract as many customers as possible. The real estate portal promotes **459 properties**, divided into categories: **commercial spaces, offices, apartments and land**. With this solution, clients can explore available properties, inquire for detailed information and even bid for the targeted spaces.





Capitalizing on the Romanian Post's real estate and generating an income of almost **300,000 RON** during 2024.

ROU IMOBILIARE

ACASĂ PROPRITĂȚI DE ÎNCHIRIAT INFORMAȚII UTILE CONTACT

9 luni ago, CRISTINA PAIU

RECOMANDAT

SPATII COMERCIALE

Spațiu comercial central de închiriat în Bacău...
 Oficial Poștal Bacău 1, 8, Calea Mărășești, Bacău, 600...
 1 85.00 m²

9 luni ago, DAN PASCU

RECOMANDAT

SPATII COMERCIALE

Clădire emblematică în Municipiul Dorohoi, ...
 Strada Poștei, Dorohoi, Botoșani, 715200, Romania
 7 2 322.18 m²

9 luni ago, DAN PASCU

9.9 Digitalizing certain internal administrative processes

- Implementation of an application for efficient cash management that automates the process of calculating and managing cash at the county level and will significantly reduce the risk of fraud within the Company.
- Implementation of an event monitoring application to report, highlight, monitor and analyze special events, in order to reduce the time allocated to this activity and provide information in the shortest possible time.
- Implementation of a procurement application that will allow structures to record data related to acquisitions, verify the procurement lawfulness and the compliance with budgeted amounts, while providing the Procurement Department with the necessary means to gather information for legal reporting and related processes.
- Implementation of a registry application that automatically assigns registration numbers, eliminating the error rate and the need for physical registers.
- Implementation of an application designed for work tasks management and follow-up on the fulfillment level.



10. LEGAL POLICY

- The files initiated by the Company during the last year had a **win rate of 89%**. During this time, the Romanian Post resolved legal disputes with significant financial implications, avoiding an inestimable and unsustainable impact on the Company.
- **Retrieving over 6 million RON** in the period June 2023 – 2024 from the Health Fund, representing the equivalent of sick-leave.



11. SOCIAL RESPONSIBILITY

11. 1 The Romanian Post Foundation – support for the employees

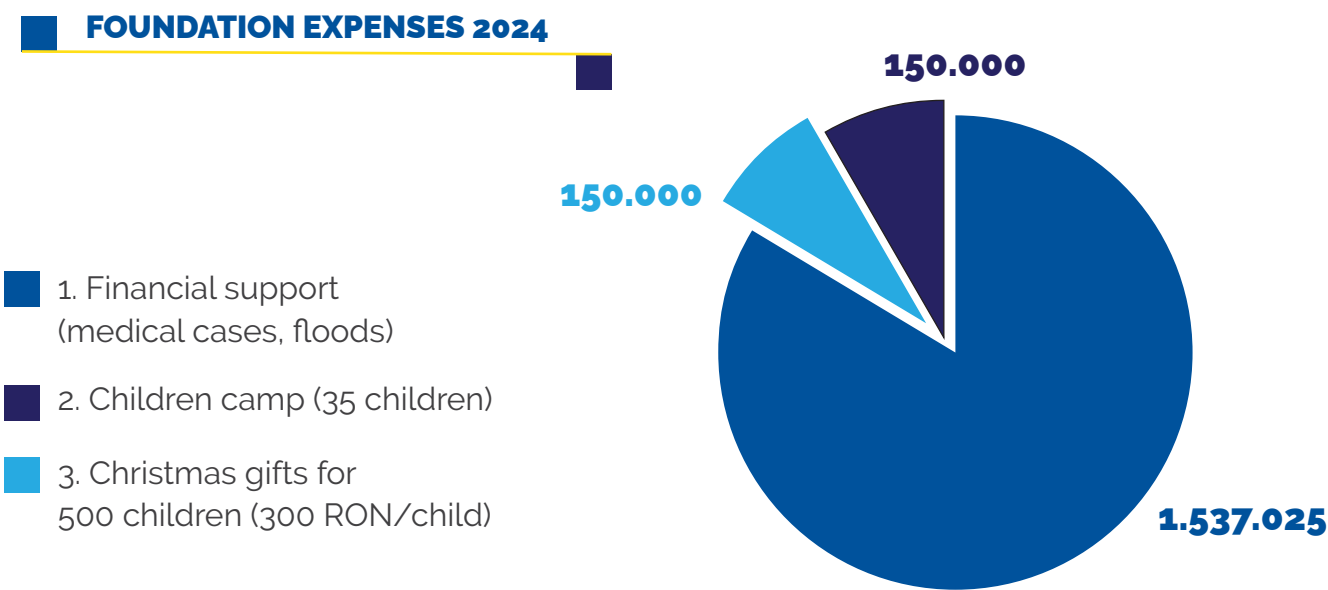
The Romanian Post Foundation is an essential pillar of social responsibility, supporting both the Company's employees and local communities through various initiatives and non-refundable financial aid. It provides support for cultural, artistic, sports, educational activities, medical treatments or psychological counseling for victims of violence, while promoting environmental, digitalization, health and entrepreneurship projects.

Through events such as tree planting, the Postal Fast-walking Competition and partnerships with non-governmental organizations, the Foundation demonstrates its commitment to the community and social sustainability. Transparent and efficient procedures also allow for the rapid provision of aid in emergency cases, including for oncological treatments, rare diseases or supporting sports and artistic performances, thus contributing to improving the quality of life of beneficiaries and developing a more supportive and inclusive environment.

FOUNDATION EXPENSES 2024 - RON

1. Financial support (medical cases, floods)	1.537.025
2. Children camp (35 children)	150.000
3. Christmas gifts for 500 children (300 RON/child)	150.000

TOTAL	1.837.025
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11. 2 CSR Projects

1. The awareness-raising campaign „1.000 days of war in Ukraine”

The Romanian Post, in solidarity with the Ukrainian Post - Ukrposhta, launched an awareness-raising campaign, entitled “1,000 days of war in Ukraine”, thus marking a symbolic moment in the conflict in Ukraine. The event was organized simultaneously not only in Bucharest, but also in 8 other cities, Braşov, Timișoara, Iași, Cluj, Constanța, Ploiești, Craiova, representing each branch of the Company across the country, as well as in the Republic of Moldova.

In partnership with the Embassy of Ukraine in Romania and Postcrossing, the Romanian Post brought together Romanians and Ukrainians to reflect on the 1,000 days of war and how it's been affecting the lives of people in Ukraine. As part of this event, the Romanian Post launched a special collection of postcards, illustrating the realities of the war, inspired by photographs taken by Ukrainian photographers: Nazar Voytenkov, Kostiantyn and Vlada Liberov (LIBKOS), Vladyslav Krasnoshchok.

The campaign launched by the Romanian Post also included personalized posters in post offices, as well as car stickers on the Company's vehicle fleet, strongly promoting the symbol of the fight for justice.



2. Blood donation campaign “Donate part of your life!”

This campaign is a project whose main objective is to encourage the employees towards blood donation and to spread awareness among them on this action's major importance. Over 1,000 postal employees are permanent donors within this project.



3. The "Romanian Post helps institutionalized children"

The Romanian Post in partnership with the National Authority for the Protection of Child Rights and Adoption (ANPDCA) offers jobs to institutionalized children aged between 16 and 18+ from all over the country.

4. A Different School “The Romanian Post is involved in A Different School project”.

A project that involves the association with a primary school in the education process, part of the alternative teaching method A Different School. Specifically, a visit by a group of learners from Secondary School No. 1, from Malu Spart, Bolintin Vale, Giurgiu County, was held at the Stamp Factory Headquarters.



5. “The Romanian Post provides support to its visually impaired customers”

Implementation of the Step-Hear system, a type of state-of-the-art technology in **47 post offices across the country**, in partnership with the Framinor Serv company, through which visually impaired people will be guided to learn:

- What services/points of interest for them are located in the post office
- Where the services/counters of their points of interest are located
- How to access the postal counter independently
- How to exit the post office



6. Cultural project with the Association of Revived Monuments “The Romanian Post in support of the preservation of traditional architecture”.

This project identifies houses with traditional architecture with the help of our postal workers network who spot the houses with traditional architecture in the geographical area of Muntenia. The purpose of identifying these architectural jewels is to obtain their restoration.



7. “The Romanian Post Foundation is involved in environmental actions”.

Implementation of a pilot project of tree planting, in the Doftana forest area, Prahova county. It was carried out with the help of Romsilva – Forest Administration Authority, and the Foundation's volunteers 1,000 trees were planted.



8. “Culture Couriers - read and pass it on!”

The Post encourages reading among own customers. Couriers distributed, free of charge, one book from the portfolio of Litera publishing house, alongside the parcels.



9. Celebrating the war veterans in Romania

In partnership with the Land Forces General Staff we offered to transport, pro bono, a number of 1070 parcels, to war veterans from all over the country.



10. Cleanup Day - Cleaning up the Black Sea Beach.

This project brought together volunteers from the Romanian Post Foundation to participate in the international event "Cleanup Day", aiming to clean and improve the condition of a beach on the Black Sea coast.



11. "Postal computers for rural projects"

Donating 20 computers to the Vlaşin family, from Telciu, Bistriţa-Năsăud county. The father, Gelu Vlaşin, is a well-known writer, both in the county and abroad. Cristina Vlaşin is a jazz singer and music teacher. They build their community through education. They founded a robotics club and minimal equipment to be able to establish this club. The Romanian Post, from its own stock of older generation computers, has donated these functional computers.

12. Raising awareness on the importance of pet sterilization among residents of Ilfov County.

In partnership with the Ilfov County Council, the project has consisted in distributing 250,000 informative flyers on the benefits and importance of pet sterilization.



13. Signing a partnership with The Social Incubator Association,

An association that deals with the guidance of institutionalized youth. The partnership refers to the possibility for young people under the Association's care to visit postal units or work points of the Romanian Post, to get in touch with the real professional world and to possibly decide whether they could plan to become employees of our Company.

14. Signing a partnership with the Vodafone Foundation

Through this we support the implementation of a project aiming to reduce domestic violence.



15. The “Dignity and Courage” Campaign

The “Dignity and Courage” project marked the Romanian Post's contribution to the celebration of the Monica Lovinescu Centenary, thus honoring the Romanians who dared to defy the communist regime and fight for their rights, regardless of the consequences.

On the occasion of the launch of the “Dignity and Courage” campaign (November 2023), a unique collection of 100 postcards was presented that illustrated the heroes of the anti-communist resistance. These were doubled by a collection of 100 NFTs, which can be purchased on the platform: <https://nft.ici.ro/>, created by National Institute for Research and Development in Informatics.

Project partners: Humanitas Publishing House, National Council for the Study of Security Archives - CNSAS, National Institute for Research and Development in Informatics - ICI Bucharest.



16. Bookfest

The Romanian Post participated for the third consecutive year alongside book lovers at Bookfest between May 29 and June 2. The Romanian Post offered visitors, through the mobile postal counter within the stand, the opportunity to send the books purchased at the International Book Fair directly to their homes. Unique postcards with removable bookmarks, photos from mobile phones transformed into postcards and sent to loved ones, coloring postcards for children, were just some of the surprises found at the Romanian Post stand at Bookfest.



17. "Send the Magic of Christmas through Postcards"

A campaign carried out in partnership with Coca Cola in Bucharest, Sibiu and Craiova, between November 29 and December 24 - the first collaboration between the Romanian Post and Coca Cola, in an event with great impact that gathered, over 26 days, hundreds of thousands of visitors from all walks of life. Through this project, we encouraged handwriting and maintaining the tradition of creating physical memories of special moments in life.



18. Illustrators Club

The production of an additional number of postcards from the series of illustrations with themes related to national identity, created by Romanian visual artists who are members of the Illustrators Club.

12. TRANSPARENCY

Constant external communication through:

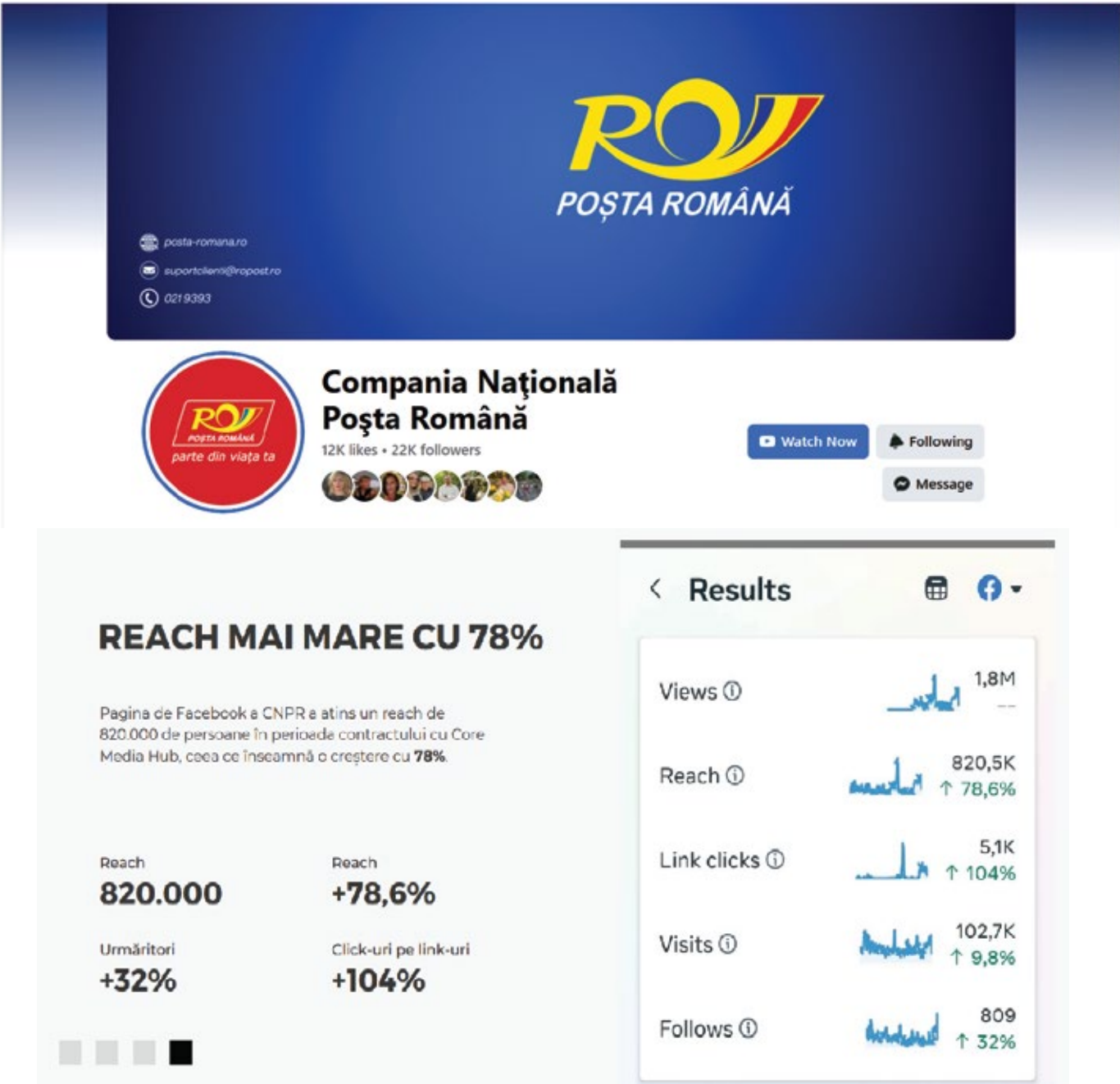
- Press appearances: The activity of the Romanian Post was reflected in the media in a number of **19,568 references** compared to 15,818 in the previous year.
- **"Send a postcard for free"**, a project through which we challenge participants in various events to create memories of those moments by writing and sending postcards, limited edition exclusive to the respective event, through the special mailbox. We participated in almost **40 such events**, from the BIAS aviation exhibition to business women's meetings, conferences in the field of digitalization or postal services, to Christmas fairs or festivals.
- **People of the Romanian Post.**



Online activity:

Social media communication – administration and management of pages, accounts and profiles on social networks meant:

- 401 posts on the Company's official Facebook page
- 34 de posts on the internal Facebook group
- Increased visibility on the YouTube channel – Poșta Română – 37 videos
- 285 posts on the Instagram profile – posta_romana_oficial
- Increased content on the official LinkedIn page – Compania Națională Poșta Română – 206 posts



Internal Communication:

- The Postal Worker Magazine** – had 12 issues between January 1, 2024 and December 31, 2024. The publication presented news from within the Company and from the domestic postal sector, details about its digitalization, employees or groups of employees with remarkable work, news from the global postal sector, information about the activity of the Romanian Post Foundation, sporting events organized by the Company, etc.
- Initiating the **Romanian Post Newsletter** - a new online means of communication with weekly distribution, launched at the beginning of July 2024.

NEWSLETTER

Compania Națională Poșta Română

NR. 1





Mesajul Directorului General, Valentin ȘTEFAN

Stimați colegi,

Sunt încântat să vă prezint prima ediție a newsletter-ului nostru intern, o inițiativă menită să îmbunătățească comunicarea și colaborarea în cadrul Poștei Române.

Aceasta este o oportunitate de a vă ține la curent cu ultimele noutăți, proiecte și inițiative importante care au loc în compania noastră.

În fiecare ediție a newsletter-ului, veți găsi:

- **Noutăți și actualizări:** Informații despre evoluțiile recente din companie, inclusiv noi proiecte, parteneriate și modificări organizaționale.
- **Opinia angajaților:** Un spațiu dedicat sugestiilor și feedback-ului vostru, pentru a asigura că vocea fiecăruia este auzită și că ideile bune sunt implementate.
- **Sfaturi și resurse:** Informații utile despre cum să ne desfășurăm activitatea mai eficient, sfaturi privind dezvoltarea profesională și alte resurse valoroase.

Prin acest newsletter, dorim să promovăm transparența și să construim o comunitate mai puternică și mai bine informată.

Vă încurajez să participați activ, să ne trimiteți sugestii și să ne împărtășiți experiențele voastre. Împreună, putem să transformăm Poșta Română într-un mediu de lucru mai bun și mai productiv.

Vă mulțumesc pentru efortul zilnic de a face această Companie mai bună.

Marșul factorilor poștali revine!

Faza națională va avea loc în perioada 2-4 august.

Cea mai veche întrecere de companie din România a luat startul la finele lunii iunie, cu fazele județene ale competiției. Primul județ care a organizat faza locală a celei de-a 44-a ediții a Marșului Factorilor Poștali a fost Suceava, pe 27 iunie. Data limită pentru organizarea fazelor județene este 20 iulie.

Faza națională, care va reuni toți câștigătorii județeni din probele feminină și masculină, este programată în week-end-ul 2-4 august, într-o localitate ce urmează a fi desemnată în scurt timp.

Faza națională de anul acesta va fi organizată după același tipar precum cea de anul trecut, mizându-se integral pe sponsorizările venite din partea partenerilor externi. De asemenea, ea va fi deschisă unui număr mare de salariați ai Companiei, care vor putea să socializeze și să lege noi prietenii. "Vorbim de cea mai veche competiție profesională - sportivă din România și este o provocare pentru noi să organizăm cea de-a treia ediție consecutivă din fonduri provenite exclusiv din sponsorizări. O altă provocare majoră o reprezintă asigurarea cazării și a meselor pentru un număr așa de mare de persoane, cum va fi cazul la faza națională. Avem însă experiența anului trecut și sunt convinsă că, folosindu-ne și de ea, o vom repeta și vom ridica ștacheta", precizat Claudia Bibire, coordonatoarea Comisiei de Organizare a fazei naționale a Marșului.



first
Newsletter
sent to
employees



News articles



Peste 500 de candidați înscriși într-o lună pe noua platformă de recrutare a Poștei Române



Poșta Română revoluționează serviciile oferite cu mașini de ștampilat de ultimă generație





Comunicat de presă Societate

Poșta Română continuă să fie alături de seniorii României, îndeplinindu-și cu profesionalism misiunea de a nu lăsa pe nimeni în urmă

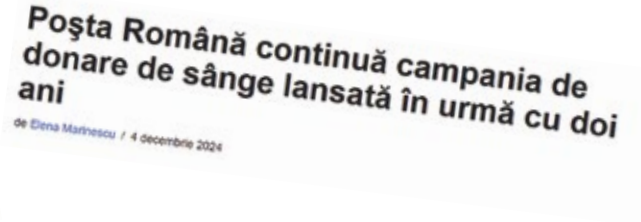
1 octombrie 2024 Redactia AMOS News



Home / Economic / Poșta Română își externalizează Serviciul Call Center în Republica Moldova

Poșta Română își externalizează Serviciul Call Center în Republica Moldova

BUCUREȘTI | Scris de Alina Oprea | 24 iul 2024





The Romanian Post

www.posta-romana.ro

