

Hrvatska pošta

Post2022 Development Strategy

Quality

Excellence

New markets

Every business day, almost two and a half thousand postmen and postwomen deliver over one million postal items to all households in Croatia.

President of the Management Board of Croatian Post

Croatian Post is a strong and big corporation, important for the entire Croatia. We operate in every corner of the country, employ almost 10 000 people and some of our 1016 post offices operate on as many as 67 inhabited islands. Therefore, it is of crucial importance how we operate, which segments we focus on and how our development will be directed. This is largely supported by three directions defined in the Post2022 Strategy: we are developing our core business by improving our processes and introducing innovations, promoting excellence by developing our employees' skills and competences, and entering new markets by developing our logistics. Quality is imperative for all purposes because we aim to offer our customers the very best service and be the best postal operator in the region. By developing our existing logistic capacities, building new ones and expanding across the region, we will successfully enter new markets.

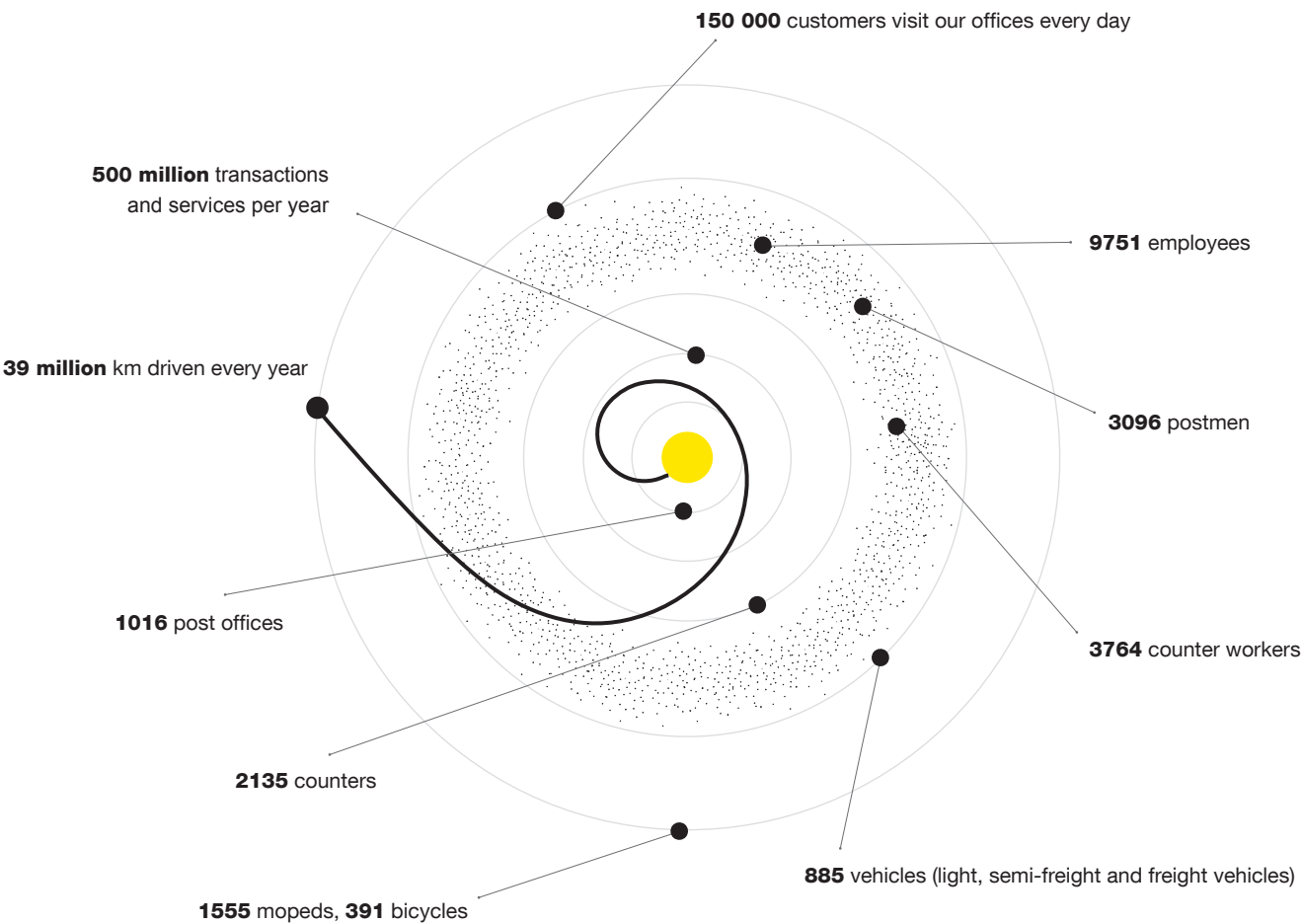


Ivan Čulo

“OUR FUNDAMENTAL POSTAL VALUES – TRUST, PROACTIVITY AND EXCELLENCE – WILL HELP US ADJUST AND IMPLEMENT OUR STRATEGY BECAUSE OUR MISSION IS TO BE AT CITIZENS’ SERVICE.”

About Us

Data as of 31 November 2017



20

mission

22

vision

values



Mission

CROATIAN POST – AT CITIZENS' SERVICE

Croatian Post and its employees live their mission – to be at citizens' service – on a daily basis. Every day, Croatian Post's postmen deliver over one million postal items, while our counter operators interact with over 150 000 people. In addition to delivering mail, our postmen are always willing to help their community regardless of the weather. Our counter operators will readily inform our customers of everything Croatian Post offers because Croatian Post has now become a place where an abundance of services may be obtained.

Vision

WE ARE A RELIABLE COMPANY THAT ENTERS NEW MARKETS THANKS TO ITS EXCELLENCE

Our postal strengths are tradition, reliability, financial stability and brand power. Croatian Post's employees are competent and universally recognizable, effective, experienced, professional and available. Over 90 percent of Croatian Post's customers have confidence in our employees and thus also in the company operating the largest and most available network of offices in Croatia. By developing our parcel operations and improving our logistic and postal processes, we find new opportunities for development and entry into new markets.

Values

TRUST PROACTIVITY EXCELLENCE

Our postal values – trust, proactivity and excellence – are the foundation for fulfilling our mission and adjusting our corporate culture. Trust means we engage in open communication and constantly encourage teamwork, with each one of us taking his/her responsibilities and trusting his/her co-workers. To Croatian Post, being proactive means we provide information, find solutions, and improve our business processes whenever possible. Our excellence is reflected in doing the right thing the right way at the right time and continuously improving ourselves.

POST2022
WILL CONDUCT
ITS BUSINESS
BASED ON DIGITAL
PLATFORMS AND WILL
BE A SOCIALLY
RESPONSIBLE,
TRENDSETTING
COMPANY.

Core business development

We develop our core business by investing in people, new technologies and our new sorting centre. Mail delivery process digitalization is an important step in the development of our business.

Knowledge development

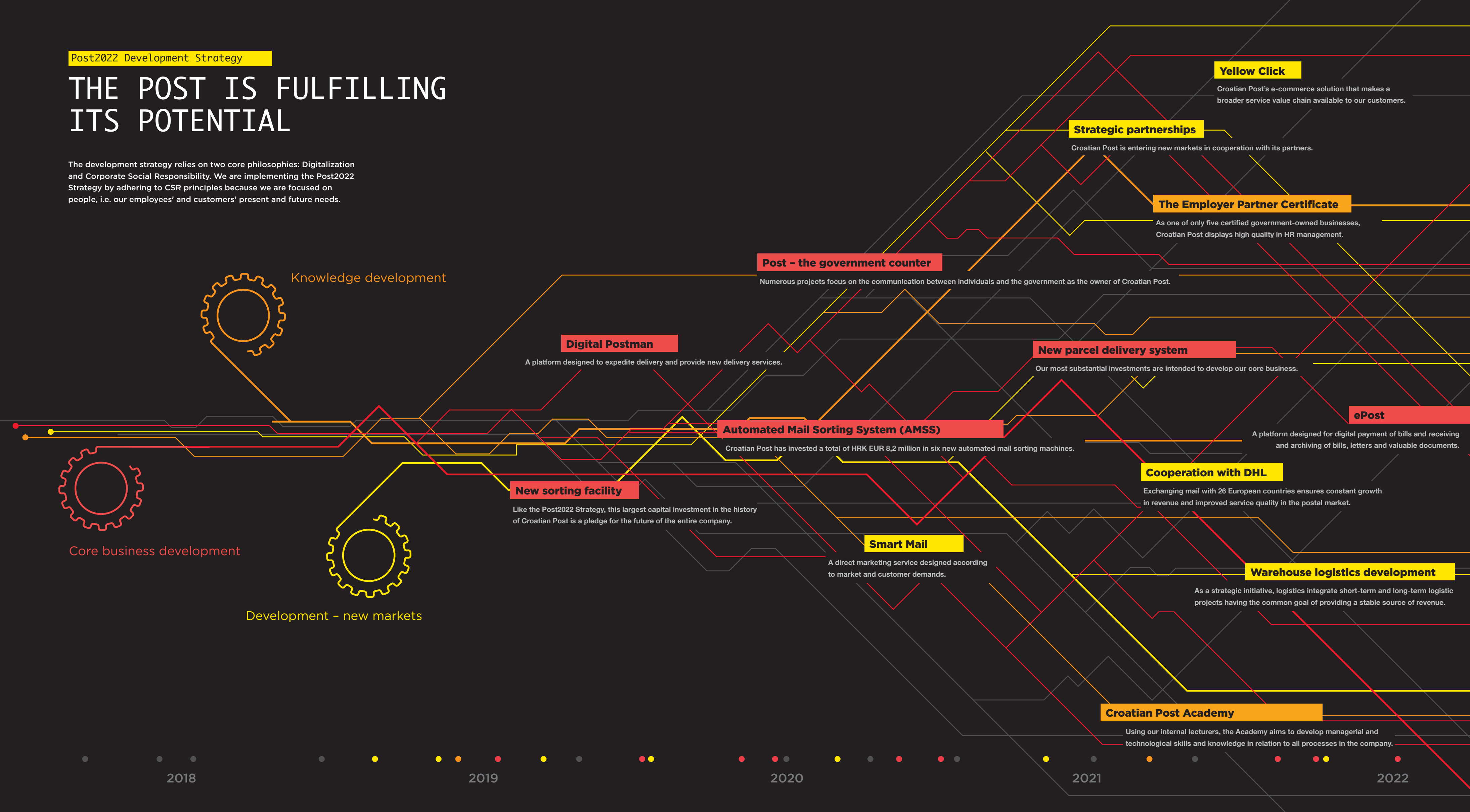
People are Croatian Post's most valuable asset, which is why the Post2022 Strategy incorporates the development of employee skills and competences and adjustment of our corporate culture as its crucial parts.

Development - new markets

We are penetrating new markets by building our logistic capacities, expanding across the region and entering into strategic partnerships.

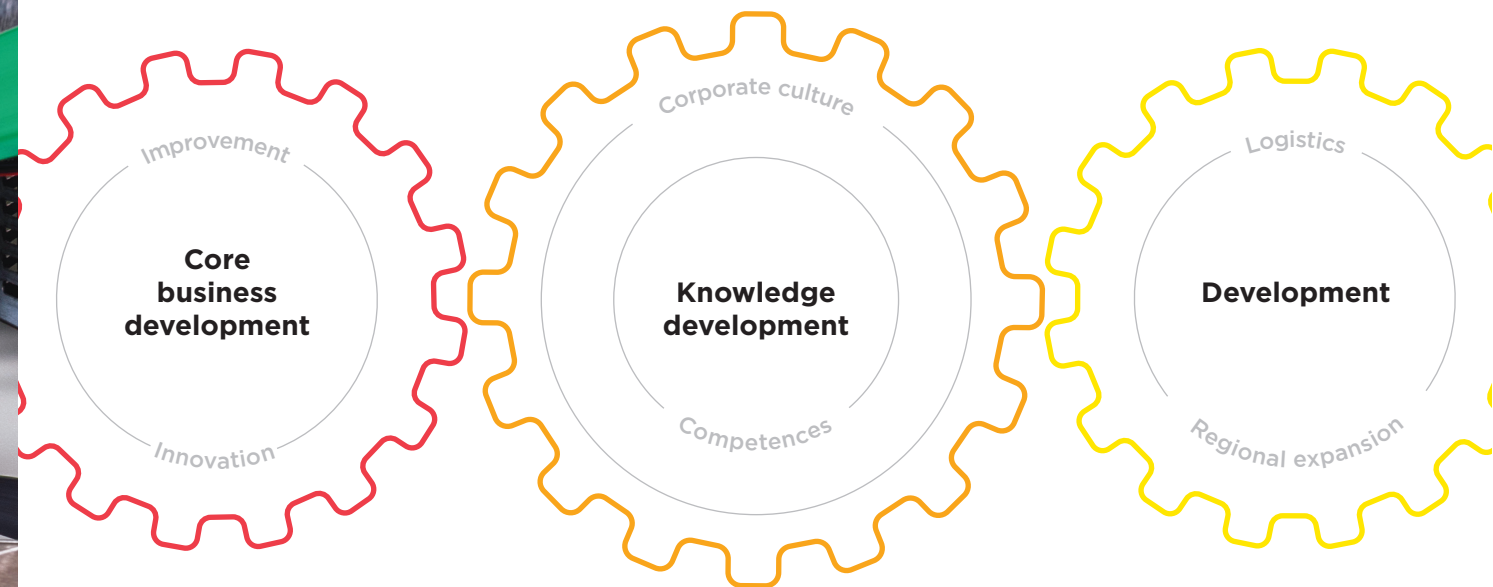
THE POST IS FULFILLING ITS POTENTIAL

The development strategy relies on two core philosophies: Digitalization and Corporate Social Responsibility. We are implementing the Post2022 Strategy by adhering to CSR principles because we are focused on people, i.e. our employees' and customers' present and future needs.



POST2022 DEVELOPMENT STRATEGY

Digitalizacija



Corporate Social Responsibility

On the busiest of its days, Croatian Post receives as many as 2 500 000 postal items. Operating with exceptional accuracy at a rate of 230 000 items per hour, our automated mail sorting systems ensure timely delivery.

We are developing our core business by focusing on improving processes and implementing innovation, subject to highest quality.

We are developing our skills by building our competences and using all positive qualities of Croatian Post's culture, subject to excellence.

Our vision is to enter new markets, build our logistic capacities and expand across the region.

Digitalization is no longer the future – it is happening now.

Corporate Social Responsibility is in the very heart of the Post2022 Strategy because we care for our employees, community and environment.

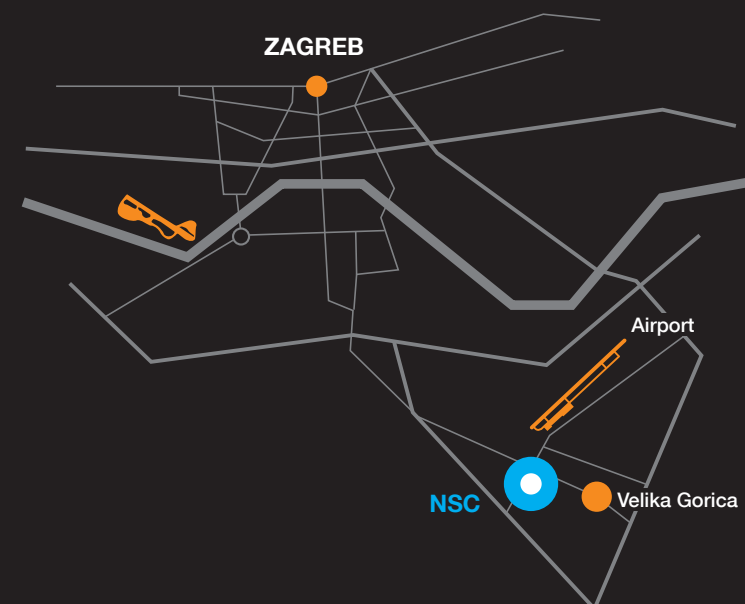
Our corporate culture, i.e. its adjustment to our business requirements, is in the very centre of the Post2022 Strategy.

While the Post2022 Strategy shows us **what** to do, our corporate culture shows us **how** to do it.

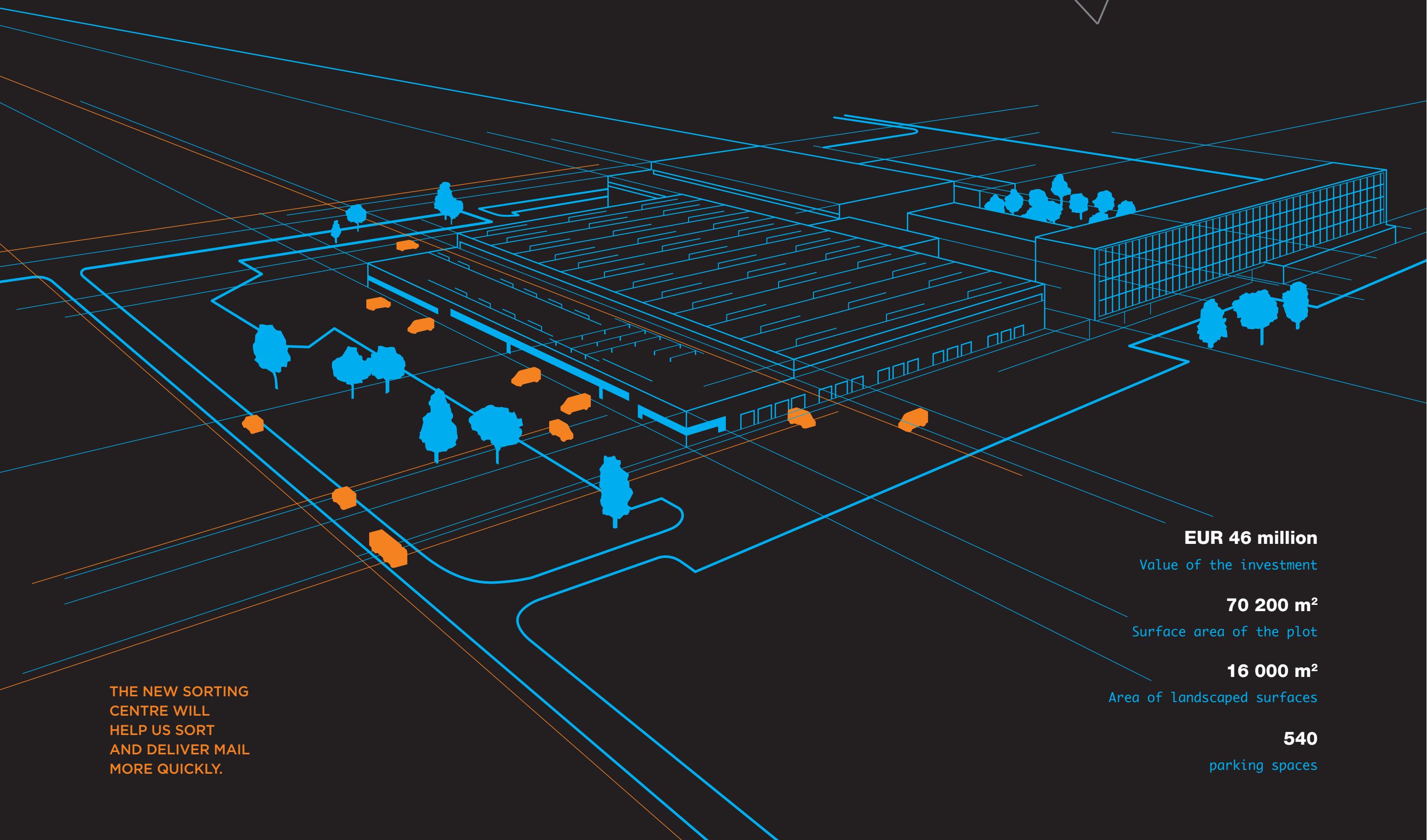
NEW SORTING CENTRE

The largest capital investment in the history of Croatian Post

Our New Sorting Centre is the largest capital investment in the history of Croatian Post and a foundation for the development of the postal system, services and the entire organization. Its construction is under way, with the sorting facility including support, a high-rack warehouse, a data centre, an electrical substation and a boiler room, municipal infrastructure, a parking area and part of the administration building scheduled to be completed in 2019.



The location near the Franjo Tudman Airport, the motorway, a major city road and railway is ideal for a company with great logistic requirements.



THE NEW SORTING CENTRE WILL HELP US SORT AND DELIVER MAIL MORE QUICKLY.

EUR 46 million

Value of the investment

70 200 m²

Surface area of the plot

16 000 m²

Area of landscaped surfaces

540

parking spaces



FOR THE PUBLISHER

Editors

Davor Jakovac

Krešimir Domjančić

Editorial Board

**Corporate Communications
Office**

Tel.: +385 1 6129 105

odnosisjavnosc@posta.hr

Designed by

30°

Hrvatska pošta

Jurišićeva 13

10000 Zagreb

www.posta.hr

November 2017

At citizens' service