

2014



MARKET INTELLIGENCE

International **Post**  
Corporation



# MARKET FLASH

A fortnightly newsletter covering the  
latest news from the global postal sector



Issue 493

12 September 2014

[www.ipc.be](http://www.ipc.be)

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## > TOP STORY

### ITELLA IS RESTRUCTURING ITS ORGANISATION TO BECOME MORE CUSTOMER-ORIENTED

Itella announced it is to restructure its organisation in Finland to improve its customer focus and financial competitiveness. As part of the renewal, the company is launching a two-year performance improvement programme and commencing cooperation negotiations concerning expert and supervisory positions in administration as well as planning and supervisory duties in production.

To support its strategy, Itella is restructuring its organisation into three new business groups: letter, publication and marketing services will constitute a new business group named Postal Services; parcel, transport and warehouse logistics will constitute a new business group named Parcel and Logistics Services; the operations of sorting, transporting and delivery services in Finland will be combined into a new Operations unit. The new organisational structure will take effect on 1 January 2015.

The organisational changes do not apply to the e-Commerce unit established by Itella last year, which will continue to provide and develop e-Commerce solutions. The changes also do not apply to OpusCapita and Itella Russia, which will both continue as separate business groups as before.

Source: [Itella](#)

# AMERICAS

- Canada Post segment reports strong profit before tax in second quarter
- Finalists named for third annual Canada Post E-commerce Innovation Awards
- UPS expands facility in California

## CANADA POST SEGMENT REPORTS STRONG PROFIT BEFORE TAX IN SECOND QUARTER

The Canada Post segment reported a profit before tax of CA\$53m for the second quarter of 2014 compared to a loss before tax of CA\$104m in the same quarter of 2013. For the first two quarters of 2014, the segment reported a profit before tax of CA\$26m, compared to a loss before tax of CA\$36m for the same period in 2013. The results were primarily due to the impact of lower employee benefit costs, continued growth in the Parcels business and new pricing measures for Transaction Mail contained in the Corporation's Five-point Action Plan.

Canada Post stated that while it is encouraged by this result, Transaction Mail volumes continued their historic decline that began in 2007, falling by 38m pieces or 2.3% in the second quarter and by 117m pieces or 4.7% in the first two quarters of 2014, compared to the same periods in 2013. This further demonstrates the continued need to transform the business on a long-term basis.

Source: [Canada Post](#)

## FINALISTS NAMED FOR THIRD ANNUAL CANADA POST E-COMMERCE INNOVATION AWARDS

Canada Post announced the 25 finalists who will vie for a share of nearly CA\$1m in prizes in the third annual Canada Post E-commerce Innovation which will take place on 23 September.

The finalists are competing in seven e-Commerce categories, recognising the best shopping experiences, omni-channel integration, innovative start-up, customer experience, creativity and mobile experiences. An additional category, the Consumer Champion Award, will be awarded to the retailer that receives the most votes from the public. The finalists include: Best Buy Canada, Hudson's Bay, MEC and Walmart Canada. Winners will be chosen by a panel of industry experts.

Source: [Canada Post](#)

## UPS EXPANDS FACILITY IN CALIFORNIA

On 28 August, UPS announced a US\$17.5m expansion of its delivery centre in Menifee, California, to handle increased shipping volume from customers throughout the region. The expansion, which more than doubles the existing space, will open in late September. In addition to expedited package processing capability supported by advanced technology and conveyor systems, the facility will have expanded vehicle parking and an enlarged UPS Customer Center.

The expanded facility will increase processing capacity from 4,000 pieces to 10,000 pieces per hour. The interior space also can be reconfigured to support increased demand around the peak holiday shopping season. Advanced technology equipment that can scan, measure and weigh packages, and affix labels will accelerate processing and increase sorting efficiency.

Source: [UPS](#)



# ASIA PACIFIC

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## AUSTRALIA POST REPORTS FY14 FINANCIAL RESULTS

Australia Post today announced a full-year profit after tax of AU\$116.2m, down 34.5% on last year, as the continued decline in mail volumes pushed the enterprise into an overall second-half loss. While the results in the mail business have followed expectations, the StarTrack division has continued to perform strongly in an increasingly competitive market, posting a AU\$337.5m operating EBIT, up 20.8% on last year.

In FY14, the Australia Post Group increased revenue by 8.3% to AU\$6.4bn, but after-tax profit was down 34.5% to AU\$116.2m. Consequently, the declared dividend to the Federal Government in 2014 is AU\$78.8m, down 59.1% on last year. The operating EBIT loss in the heavily regulated mail business grew by 15.2% to AU\$328.4m.

On announcing the full year results, Australia Post Managing Director and Group CEO, Ahmed Fahour said that the challenge for the organisation remained real and imminent. "This year has marked a turning point for Australia Post. For the first time since corporatisation we have posted an overall company loss in the second half of the financial year. Despite three months of benefit from the AU\$0.10 increase in the basic postage rate, the profits from our parcels business were overwhelmed by losses in our mail business, resulting in an overall loss of AU\$105.9m and a trading loss of AU\$42.9m before restructuring costs, in this six-month period."

Source: [Australia Post](#)

## NEW ZEALAND POST IMPROVES OPERATING PROFIT

The first year of the New Zealand Post Group's five-year strategy has yielded an improved operating performance in 2014. The group's reported net profit after tax (NPAT) for the year was NZ\$107m, compared to NZ\$121m in 2013.

At an operating level, the group's net profit after tax in the year ended 30 June 2014 increased to NZ\$124m, up from NZ\$111m the previous year (up 11%). The improvement was driven by lower structural costs, growth in the parcels and logistics business, and a steady financial result from Kiwibank.

The Delivering our Future refreshed strategy, announced last year, aims to transform the Ggroup in response to falling letter volumes and profit growth opportunities in financial services and parcels. Group Chief Executive Brian Roche said the better operating performance was an encouraging validation of New Zealand Post's strategy so far, as the group starts to rebuild sustainable profitability.

Source: [New Zealand Post](#)

## YOUSHOP PASSES 100,000 CUSTOMER MARK

The number of customers using New Zealand Post's YouShop service passed 100,000 late August. The overseas parcel-forwarding service provides Kiwis with a delivery address in the United Kingdom and United States so they can shop online and have their purchases shipped back to New Zealand. A delivery address in China will be added to the service within the next two months.

Source: [New Zealand Post](#)

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## RETURNS FEE WOULD HIT AUSTRIAN E-COMMERCE VOLUMES, SURVEY FINDS

Most Austrians would buy less online and switch back to traditional shops rather than have to pay an additional charge to return unwanted goods ordered from e-retailers, according to an in-depth survey of the country's B2C parcels market.

An end to 'free returns' would "definitely" change the online shopping habits of 56% of Austrians and "possibly" those of a further 27%, leaving only 16% who would continue to shop as before if they had to pay for returns, a survey by researchers Kreuzer Fischer & Partner for Austrian Post found. Under new EU regulations, e-retailers are entitled to charge additional fees for returns.

At present, Austrians can return goods bought online free of charge. Austrian Post handles 95% of these returns, which are overwhelmingly (89%) made through post office counters, the survey of 1,000 online shoppers found. Parcels can also be returned around the clock at 200 post office self-service zones.

Source: [CEP-Research](#)

## SIMSME PARTNERS WITH DMEXCO

Deutsche Post's new SIMSme app is the official messaging partner of dmexco 2014, a leading international expo and conference for the digital economy, as well as the official presenter of the new "start-up village".

SIMSme automatically encrypts all messages at the sender and decrypts them only after they have reached the recipient. As a result, it is impossible for third parties to read the messages. All data is saved exclusively on servers in Germany and the messages are deleted from the server once they have been delivered to the recipient. If you need to send confidential text messages, you can also equip SIMSme with a self-deleting mechanism for transmitted data.

Source: [Deutsche Post DHL](#)

## DHL EXPRESS WINS BEST LOGISTICS PROVIDER ACCOLADE

DHL has been recognised as Best Logistics Partner for its services to the aerospace sector at the Aircraft Technology Engineering & Maintenance (ATE&M) Awards 2014. The annual awards, organised by MRO Network and Aircraft Technology Engineering & Maintenance magazine, aim to recognize and celebrate success in the global commercial aviation aftermarket.

The ATE&M Awards are based on a two-stage process: industry peers nominate their preferred supplier in each category, with the winner then selected from a shortlist of the most frequently nominated candidates by a panel of nineteen distinguished industry judges. The Best Logistics Partner Award was judged across dimensions such as high quality service, flexibility, competitive price structure and reliability.

Source: [Deutsche Post DHL](#)

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## HERMES PARENT COMPANY OTTO GROUP EXPANDS MAJOR DISTRIBUTION CENTRE IN GERMANY

Otto Group, the parent company of Hermes, is further expanding its major logistics facility in Haldensleben, Germany. Otto Group is one of Germany's largest e-retailers.

The distribution centre run by Hermes Fulfilment, the e-Commerce unit of the Hermes Group, currently picks and loads up to 300,000 parcels daily. This new expansion includes expansion of a distribution centre and installation of new picking and sorting systems.

Source: [CEP-Research](#)

## B2C DOMINATES GERMAN PARCEL VOLUMES, BEVH STUDY SHOWS

B2C deliveries made up more than half of overall parcel volumes in Germany last year for the first time, boosted by the continuously growing e-Commerce trade in the country, and are likely to continue outpacing B2B growth, according to a new survey by the German e-Commerce association bevh.

The study 'E-Commerce and parcel services', conducted by Hamburg-based market research firm MRU, revealed that more than 2.1bn parcels were delivered across Germany in 2013, which represents a 5.9% increase compared to the previous year. The number of shipments destined to private consumers (B2C) shopping with online retailers and mail order companies increased by 10.9% to around 1.1bn. This brings the share of B2C shipments in the overall German parcel market to a new record of 52%.

The B2B market, which has been showing continuously lower growth rates over the last few years, accounted for only 37% of the overall parcel volumes last year with around 790m shipments, the study found. The remaining volumes were generated through C2B (returns) and C2C shipments with 7% and 4% respectively. While the returns rate seems relatively low with 7%, it proves that only a few product groups such as clothes and shoes generate a high number of returned parcels. To adequately respond to the challenges emerging through growing volumes, the B2C delivery models on the last mile should be further expanded in the future, bevh and MRU suggested.

Source: [CEP-Research](#)

## GOOD HALF-YEAR RESULTS FOR POSTEN NORGE

Posten Norge delivered good results for the first half year, according to its reported financial results for the first half of its 2014 financial year. Revenue increased, results improved and the delivery quality was high. Digital developments are leading to growth in e-Commerce and new opportunities for secure digital mail, while the volume of addressed mail is falling.

The Posten Norge Group's revenue grew by NOK541m, or 4.7%, in the first half year compared to the same period last year. The operating profit before non-recurring items and write-downs came to NOK312m, which is NOK88m – or 39.6% – higher than in the first half year 2013. The increase is mainly due to acquisitions, parcel growth and exchange rate effects.

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The Logistics Segment contributed to the improvement in results, with growth in Norway for goods and cross-border parcels. In the Mail Segment, the volumes of addressed mail are continuing to fall. The first half-year revenue from e-Commerce products rose by 9% compared to the same period in 2013.

Source: [Posten Norge](#)

## POSTNORD PLEDGES CONTINUED FOCUS ON CUSTOMISED SOLUTIONS AND COST EFFICIENCY

PostNord published its second-quarter financial results for 2014, which show a moderate year-on-year improvement in operating income in the quarter, while still posting a minor loss, mainly due to restructuring costs.

Net sales totalled SEK9.8bn, slightly up compared to the same period the previous year. Operating income improved year on year to a negative SEK30m, compared to negative SEK90m in the second quarter of 2013. This loss was mainly due to the drop in mail volumes and heavy competition in the logistics business. Net income totalled a negative SEK76m, a significant improvement compared to 2013.

Håkan Ericsson, President and CEO of PostNord, said that the post has addressed changing postal trends through an organisational change, which is “progressing well including efficiency improvements and cost savings as well as development of customised end-to-end solutions, primarily within the logistics business.”

Source: [PostNord](#)

## UPS INVESTS IN TWO NEW POLISH FACILITIES

UPS announced intentions to establish two new facilities in Poland representing a combined US\$25m investment. The first is a new parcel-sorting hub and centre in the town of Strykow. The investment in this facility is the largest of its kind for the company in Poland and construction is scheduled to begin this September. The second facility will house a UPS Global Business Services (GBS) centre in the city of Lodz. Both are scheduled to be operational in the first half of 2015.

The new facility in Strykow will operate simultaneously as a package sorting centre and a distribution hub for parcels of all sizes to meet the growing needs of the market. It will have a total operating area of nearly 13,000 m<sup>2</sup> and will be equipped with sorting technology that can process up to 15,000 packages per hour.

GBS is a UPS division which provides shared international services, including information services, customer service, and accounting. UPS opened its first Polish GBS centre in Wroclaw in 2006.

Source: [UPS](#)

## PORTUGAL COMPLETES SELL-OFF OF CTT

Portugal today completed the full privatisation of postal operator CTT by selling the state’s remaining 31.5% stake in the company for €343m.

The second privatisation stage, which follows last December’s IPO, leaves CTT as a 100% privately owned company, with financial investors holding most of the shares along with workers who own about 5%. According to Párpública,



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Portugal has raised a total of €909.2m from the full sale of CTT, which was a condition of the EU's massive €78bn aid for the financially troubled country.

The final privatisation stage comes after CTT improved its operating profit by 15.6% to €54.9m and its net profit by 14% to €36m in the first half of 2014. Half-year revenues grew by 1.7% to €356m, and the EBIT margin improved to 15.7%.

Source: [CEP-Research](#)

## SWISS POST CONTINUES STEADY COURSE

Swiss Post released its financial results for the first half of 2014. During this period, Swiss Post generated a group profit of CHF370m, which is around the same level as the previous year. At CHF472m, the operating result (EBIT) is somewhat lower than during the same period the previous year, when it was CHF556m. This decline is mainly due to higher general write-downs on financial assets. Operating income also fell slightly to CHF4.2bn, which equates to a decrease of 1.8% in comparison to the previous year's figure.

All four markets contributed to the solid result. In the communication market, Swiss Post recorded an operating result (EBIT) of CHF154m. The decline in income at PostMail and Post Offices & Sales caused by lower volumes was more than offset, partly by savings in all sectors of this market and also by an increase in income at Swiss Post Solutions. In the logistics market, Swiss Post recorded an operating result (EBIT) of CHF66m, down from CHF68m the previous year. The decrease was primarily caused by higher transport and delivery costs in the parcels segment which could not be completely offset by business optimisation measures.

Parcel volumes carried by Swiss Post increased by 0.9%. In the steadily growing passenger transport market, Swiss Post recorded an operating result (EBIT) of CHF25m. In the retail financial market, PostFinance recorded an operating result (EBIT) of CHF230m.

Swiss Post expects steady performance for the rest of the year. By strengthening its core business with digital products and by creating opportunities for growth, including in new business areas, through innovative services, Swiss Post is focusing its strategy on the new dynamics driven by technological change.

Source: [Swiss Post](#)

## DPD SWITZERLAND CUTS DELIVERY TIME SLOT FOR ITS PREDICT SERVICE TO ONE HOUR

DPD has enhanced its Predict service in Switzerland by cutting the three-hour time slot provided in the morning of delivery down to 60 minutes once the delivery round has started and the parcel is on its way to the recipient.

Since 2013, DPD Switzerland has been informing consignees on the day prior to delivery by SMS or email when their parcel is scheduled to arrive, with the time slot being fixed initially at three hours.

On the actual morning of the delivery, DPD notifies the recipient again via SMS or e-mail about the exact delivery time-slot which has now been reduced to 60 minutes. In case of inconvenience for the customer, the scheduled delivery can be postponed up to three days.

Source: [CEP-Research](#)

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## ROYAL MAIL LAUNCHES SUNDAY OPENING

Royal Mail launched a pilot of Sunday opening at around 100 of its delivery offices across the UK on 7 September. Royal Mail's network of around 1,400 delivery offices is currently open six days a week. The initiative will extend the opening of selected delivery offices to seven days a week.

The investment in extended opening hours builds on the choices already available to people who are not at home when delivery is attempted. Last month, Royal Mail announced it is to make its Local Collect 'click and collect' service with Post Offices available to its 20,000 SME contract customers. Royal Mail has also rolled out its Delivery to Neighbour initiative across the UK.

Source: [Royal Mail Group](#)

## ROYAL MAIL LAUNCHES NEW PARCELS SHIPPING AND TRACKING PLATFORM FOR E-RETAILERS

Royal Mail has launched a new parcels shipping and tracking platform to enable e-retailers to improve integration between their IT systems and Royal Mail.

The new Shipping and Tracking application programming interface (API) is available to all Royal Mail business account customers. It completes the introduction of online shipping tools across consumer, SME and large-customer groups. The new API will enable e-retailers and other parcels customers to benefit from fast, easy and flexible integration of systems, the ability to monitor usage and customise reports. It will also receive full IT support from Royal Mail.

Customers using the system will have access to all of Royal Mail's parcel services both for UK and international destinations. Customers will also be able to track the progress of their consignments, check the track status of an item and retrieve the tracking history of their shipment. The new API is part of Royal Mail's investment in new IT systems to make working with us and adding new services even easier.

Source: [Royal Mail Group](#)

## CITY LINK INVESTS IN EXTRA CAPACITY FOR FORTHCOMING PEAK SEASON VOLUMES

British parcels carrier City Link expects its volumes to rise in the upcoming Christmas period and is preparing for the end-of-the-year peak with a new automated sorting system and detailed advanced planning.

The parcel firm, which experienced one of its biggest-ever Christmas peaks last year, is predicting a further volume boost with larger consignments and growth in click-and-collect services for the holiday period 2014-15. In anticipation of increasing demand from retailers during the upcoming peak period, the company has put the sorting technology and necessary resources in place.

Now fully operational, the new automated sortation system is expected to increase the capacity at the national hub in Coventry by up to 50% to cope with the growth in the run-up to Christmas.

Source: [CEP-Research](#)

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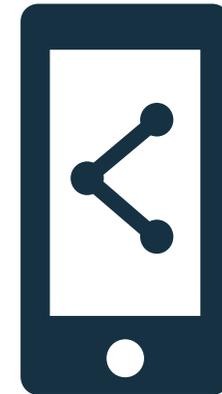
## OVER A THIRD OF UK ONLINE SALES COME FROM SMARTPHONES AND TABLETS

Mobile commerce is rapidly gaining speed in the UK, with more than a third (36%) of the country's online sales now being generated via smartphones or tablets, with the figure reaching 40% for clothing and apparel websites, according to the latest IMRG Capgemini Quarterly Benchmarking Report.

During the second quarter of 2014, 29.5% of the British online sales were made via tablets and 6.5% via smartphones. The total online spending during the second quarter (May to July) this year was estimated at £24.2bn, with £8.7bn being spent via smartphones and tablet devices.

An important development was that more than half (52%) of visits to retail websites now come via mobile devices. However, the visitor bounce rates also rose to 28% during the second quarter, up from 25% during the previous quarter, which can be attributed to the increased mobile traffic, the British e-Commerce association IMRG explained.

Source: [CEP-Research](#)



# ABOUT THIS PUBLICATION

IPC MARKET FLASH is a fortnightly newsletter providing a comprehensive look at new developments emerging in the international postal marketplace. It is published by the Markets and Communications department of the International Post Corporation.

If you would like to contribute to this publication or require further information, please contact: [publications@ipc.be](mailto:publications@ipc.be).

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International Post Corporation is a cooperative association of 24 member postal operators in Asia Pacific, Europe and North America. Over the past two decades IPC has provided industry leadership by driving service quality and interoperability, supporting its members to ensure the high performance of international mail services and developing the IT infrastructure required to achieve this. IPC engages in industry research, creates business-critical intelligence, provides a range of platforms for member post CEOs and senior management to exchange best practices and discuss strategy, and gives its members an authoritative, independent and collective voice. IPC also manages the system for incentive-based payments between postal operators. With members delivering some 80% of global postal mail, IPC represents the majority of the world's mail volume.

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