

"Impact Stories" brings together representatives of political parties in a boxing ring to discuss the role of physical communication.

03-11-2025

CTT - Correios de Portugal and APPM - Associação Portuguesa dos Profissionais de Marketing promoted another round of the "Impact Storiesâ€□ initiative, with representatives from the three main political parties taking to the stage to discuss the effectiveness of physical communication in an increasingly digital context.

With the aim of highlighting the impact of personalized, hand-delivered communication, discussions focused on the similarities between political and advertising communication, the effectiveness of physical contact in political communication (in a world dominated by digital technology), and what brands can learn from this reality of proximity and authenticity.

The event took place on October 30th at the Kolmachine gymnasium in Lisbon and featured the participation of Ricardo Carvalho from the PSD, Sérgio Cintra from the PS, and Rui Paulo Sousa from CHEGA, moderated by Rui Ventura, a member of the

APPM Strategic Council.

There was also a presentation on "How physical advertising inspires, wins over and converts" by Miguel Cal, Head of Marketing Strategy B2B.

Mail order is an important differentiating tool for companies, allowing them to reach their target audience directly and individually, without the "noise and immediacy" of digital media. With effective metrics and business models, this communication channel is gaining relevance in communication strategies.

Source: CTT Portugal Post



PostNL reports Q3 2025 results

06-11-2025

Highlights Q3 2025 New strategy and Breakthrough 2028 ambition launched at Capital Markets Day on 17 September Q3 2025 result PostNL according to plan

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New strategy and Breakthrough 2028 ambition launched at Capital Markets Day on 17 September

Q3 2025 result PostNL according to plan Parcel volumes up 1.0%, with volumes from international customers continuing to outpace domestic volumes and negative mix effects within the domestic customer base Mail volume down 5.0% due to regular substitution, supported by first part of election mail and one-off mailings YTD normalised EBIT of €(43) million at Mail in the Netherlands reinforces urgent need for adjusted postal regulation Planned costs savings achieved at both Mail in the Netherlands (€10 million) and Parcels (€9 million), with additional efficiency improvements at Parcels 33% emission-free last-mile delivery (Q3

2024: 28%)

FY 2025 outlook re-iterated **CEO** statement

Pim Berendsen, CEO of PostNL, commented: "In the third quarter, the main trends continued and overall performance was in line with expectations. We are fully focused

on delivering on our Breakthrough 2028 ambition as presented at our Capital Markets Day. We aim to grow our business, create sustainable value, lead through innovation and make an impact that matters. With this strategy, we are entering a new chapter in our transformation.

"The decline of normalised EBIT to €(43) million over the first nine months in 2025 at Mail in the Netherlands reinforces the urgent need for changes in the postal regulation. In October, the Minister initiated an appreciated next step towards ensuring a viable postal service. It is proposed to adjust the postal regulation to ease the Universal Service Obligation (USO) by extending the delivery framework to D+2, at a quality level of 90% as of 1 July 2026, and to D+3 at 92% quality a year later. However, as the proposal is still insufficient to cover the net costs of the fulfilment of the USO, it remains necessary to find a solution here. Uncertainty around the timelines in the political process persists. A decision on our appeal regarding the rejection of our application for a financial contribution for 2025 and 2026 and the reaction of the Minister on our request for withdrawal of the USO designation are



expected soon. Together, these will determine our next steps towards a sustainable future of the postal service. In the meantime, we continue to make every possible effort to maintain a reliable service and remain committed to an accessible and financially viable postal service for everyone in the Netherlands.

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"We re-iterate our 2025 outlook for normalised EBIT to be in line with 2024, in an ongoing volatile economic environment, acknowledging that the contribution of the Q4 performance will be even more significant than in previous years. We emphasise our intention to pay a dividend over 2025 and hold on to our aim to be properly financed, taking into consideration the anticipated improvement in performance going forward and the progress towards a future-proof postal service."

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bpostgroup: results third quarter 2025

05-11-2025

Full year 2025 outlook confirmed at ~180 mEUR. Quarterly performance reflects seasonal softness and anticipated Radial churn. Transformation is on track.

Group operating income at 1,029.6 mEUR, +0.4% or +4.5 mEUR compared to last year. Group adjusted EBIT at -3.0 mEUR. Group reported EBIT at -12.3 mEUR, a decrease by -10.2 mEUR compared to last year.

BeNe Last-Mile

Total operating income at 533.6 mEUR (-1.4% or -7.6 mEUR) compared to last year. -15.9 mEUR lower Mail and Press revenues. Underlying Mail volume decline of -10.1% (-9.4% excluding Press) mitigated by +4.1% from price/mix impact (+4.7% excluding Press).

Parcels volumes increased by +2.8% and price/mix impact +0.5%.

Slightly lower operating expenses mainly driven by lower FTE's and interims offsetting salary indexations.

Reported EBIT at -10.1 mEUR and adjusted EBIT at -9.4 mEUR.

3PL

Total operating income at 369.4 mEUR (+1.1%) driven by Staci consolidation impact (acquired as of August 2024) and continued expansion of Active Ants and Radial Europe, offset by lower revenues (-58.2 mEUR or -24.2% excluding exchange rates) at Radial

North America due to client churn. Higher operating expenses (+3.3%) from Staci consolidation impact and integration costs, offsetting reduced operating expenses from lower US volumes and sustained productivity gains.

Reported EBIT at -10.1 mEUR and adjusted EBIT at -1.7 mEUR.

Global Cross-border

Total operating income at 149.7 mEUR or +8.7%, solid momentum in Asian volumes with all key destinations, including Belgium and US and growth in Canadian domestic revenues offsetting lower revenues at Landmark US from tariff impacts. Higher operating expenses from higher volume driven transport costs. Reported EBIT at 17.1 mEUR (11.4% margin) and adjusted EBIT at 17.2 mEUR (11.5% margin).

Outlook 2025

Based on first three quarters' performance, bpostgroup today confirm its full-year adjusted EBIT outlook at ~180 mEUR, reflecting current expectations for 4Q25:

Preparation and readiness for peak execution across the group



North America: Client volume capacity plans validated, hiring of >4,100 seasonal workers secured with full site coverage, peak incentives in place.

BeNe Last Mile: Beyond usual measures, additional productivity initiatives implemented, including tracking at distribution office/site level and setup of a national tool to further optimize interim and reinforcement planning.

Ongoing vigilance amid challenging market conditions, as volume development and phasing of end-of-year peak volumes in Belgium and internationally remain uncertain

Gross CAPEX expected around ~140 mEUR (vs. 180 mEUR initially) reflecting disciplined spending and phasing towards 2026.

Transformation initiatives bpostgroup continues to accelerate its transformation to become an international logistics parcel operator, delivering tangible progress across segments.

BeNe Last-Mile

Night Delivery product launched for Technicians and Wholesalers, as part of B2B offering

bbox network growth on track: 2,000 active units, 800 contracted; utilization up to 22% of OOH volumes

Future Operating Model implementation

progressing across multiple tracks as key lever to capture operational efficiencies. Bulk Rounds now fully operational across all Sorting Centers; expansion to 29 Distribution Offices by end 2025 3PL Europe

Rainer Kiefer appointed CEO effective January 2026 Staci integration on track to overdeliver on 2025 costs synergy target; 2026 target secured – in line with Capital Markets Day 3PL US

Radial Fast Track rollout exceeding plan with 16 clients live and 2 more to launch in 4Q25 (average ACV of \$ 4-5m)
Fast Track in-year revenue exceeding plan.

CEO quote

"Chris Peeters, CEO of bpostgroup: "Our results align with the plan and reflect the typical seasonal softness. We're on track with the transformation plan in the three business units, and a lot of elements are put in place to speed up the pace in the following months.

All our attention goes now on the crucial year-end period. Our teams are ready to address this peak, and we are confident in a solid execution throughout the group."

Source: bpost



Active Ants introduces its first Al-powered robotic arm

06-11-2025

Active Ants aims to accelerate its growth as a highly automated and trustworthy fulfilment expert. This involves adopting new technologies. At the Active Ants warehouse in Dorsten (Germany), a first Al-driven robotic arm for picking was successfully introduced. The robot can pick up to 600 parcels per hour and is capable of learning from its mistakes. The robot will be further deployed at other Active Ants facilities across Europe.

As a fulfilment expert, Active Ants processes online orders from webshops in its automated fulfilment centers (storage, pick & pack, shipping, and returns management). At its facility in Dorsten, Germany, it has successfully introduced a robotic arm driven by artificial intelligence, marking a new step in expanding within the fast-paced and adaptable digital industry.

Designed by the German company Sereact, the robotic arm can prepare up to 600 parcels per hour by picking products from the Autostore boxes. It achieves an accuracy rate of 99.99%. By continuously handling new products, the robot also learns and corrects its own mistakes — a groundbreaking technology.

Since the AI powered robotic arm carries out simple pickings, it creates room and flexibility to assign more value-adding tasks to human staff.

Bram Blondé, Deputy CEO 3PL bpostgroup, said: "Innovation has been part of the DNA

of Active Ants from the start. Combining Al with robots is a logical evolution to continuously improve our services towards our customers. By introducing now our new Al robot, an order can be picked & packed within 15 minutes without any human intervention and providing the highest quality."

Ralf Gulde, Co-founder and CEO at Sereact: "Our collaboration with Active Ants marks another important milestone in bringing autonomous robotics into real-world logistics operations. By integrating Sereact's Al-driven robotic arm into the Active Ants warehouse, we're demonstrating how flexible automation can seamlessly adapt to complex order fulfillment processes and helping to increase efficiency and reliability while reducing manual workload." Following the successful introduction of the first robotic arm at Active Ants Germany in the past months, a second unit was already installed in the Active Ants warehouse in Roosendaal in the Netherlands. The company is also studying further expansion to other facilities in the near future.



Source: <u>bpost</u>