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euro adhoc: Österreichische Post AG / other / Quelle Reduces Volume of Parcels Delivered by Austrian Post, Remains Important Customer for Catalogues and Direct Mailings

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Company Information

07.11.2007

Mail-order company Quelle divides parcel services among different providers

Quelle Austria has informed Austrian Post of its decision to primarily rely on the parcel delivery services of an alternative postal service provider. Austrian Post will continue to be responsible for the delivery of all Quelle catalogues and printed documents produced by its subsidiary meiller direct, and for the return parcel service customers have the opportunity to take advantage of. Accordingly, Quelle will remain an important customer of Austrian Post.

Austrian Post has to accept this decision of the free market, and will thus continue striving to win back any lost parcel volume on the basis of its outstanding delivery quality. Austrian Post offers an exceptional portfolio of services. 97% of all parcels are delivered on the second working day, and its extensive branch network of over 1,300 company-owned branches, more than 600 external postal partners and 183 OMV petrol stations with VIVA shops that accept parcels, and the Post.24 stations with about 5,000 rural delivery staff who also take back returned parcels ensures nationwide coverage.

The measures announced by Quelle as of 2008 will have a negative effect on the revenue and earnings of Austrian Post. Quelle's planned reduction in parcel volume by about 7 million parcels annually and the resulting changes in the market environment are expected to negatively impact Austrian Post's operating income by approximately EUR 20m.

Austrian Post will more intensively adapt its product portfolio to proactively respond to the market trend favouring specialised postal service providers. "This change on the marketplace will now accelerate the implementation of planned measures. The strategy we adopted was correct. A restructuring of our logistics operations is imminent", says Anton Wais, Chairman of the Management Board of Austrian Post.

Austrian Post is continually improving the services provided to all mail-order companies. Furthermore, Austrian Post will continue to deliver mail every day to every doorstep, making postal services available to its customers throughout the country. In this regard, there is no level playing field in terms of the universal service obligation to provide universal postal services. Alternative providers are completely free to choose delivery speed, determine the regions in which they provide services and terms under which they conclude employment contracts.

Austrian Post remains committed to promoting its business operations in the B2B (business to business) segment, on the basis of which it is strategically positioning itself as a strong, reliable partner in the direct mail and parcels segments, in Western Europe as well as in

Eastern and South East Europe.

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