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# Lithuania Post Strategy 2026–2029



# Business Activities



## Our services

### Commercial Services

#### Parcel services:

- Business parcel shipping and delivery.

#### Letter Mail Services:

- Business mail services.

#### Financial Services:

- Money transfers;
- Payment services.

#### Other services:

- Retail;
- Printing;
- International Transit;
- Logistics & Warehousing;
- Subscription Delivery.

### Public Service Obligations

#### Parcel services:

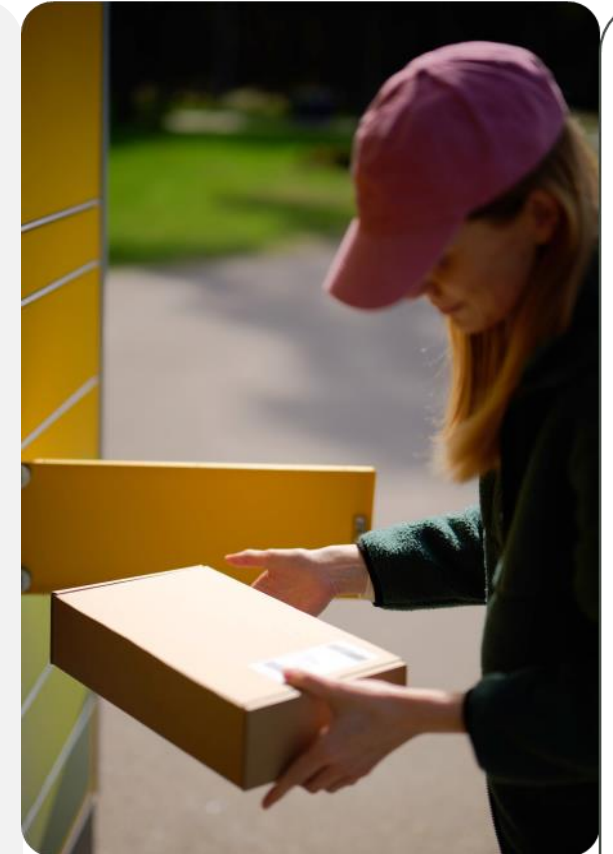
- Universal Postal Service parcel acceptance and delivery.

#### Letter mail services:

- Universal Postal Service letter acceptance and delivery.

#### Other services:

- Subscription delivery to subscribers in rural and low- and medium-density areas;
- Issuance of postage stamps.



# Mission, vision, purpose



## MISSION

Lithuania Post is a modern, customer-focused postal services platform that creates value for Lithuania and its communities, provides essential services to the public, and aims to become the leading e-commerce delivery provider in the Baltic states.



## VISION

To be the first choice for parcel delivery services for every individual and business in Lithuania and the Baltic states.

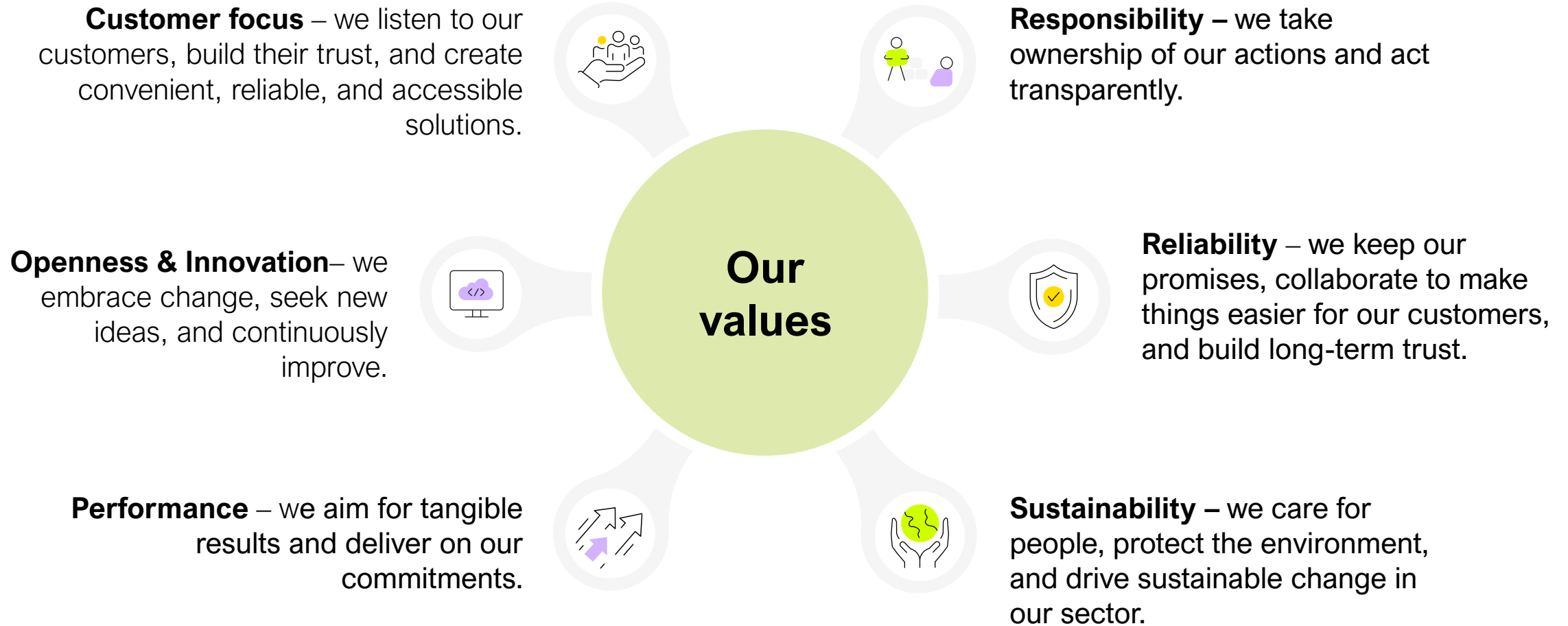


## PURPOSE

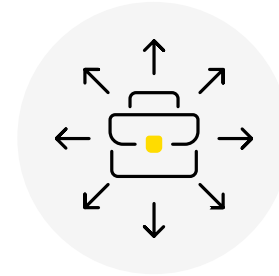
To create value for the state by delivering parcel and other essential public services in Lithuania and the Baltic states efficiently, effectively, and sustainably.



# Values



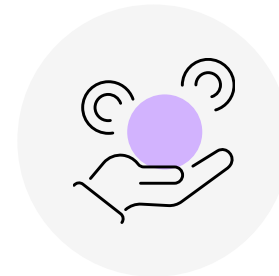
# What we aim for



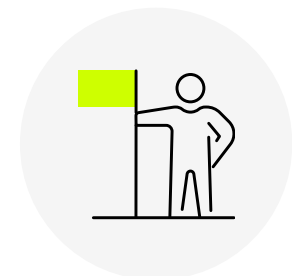
**Strong, financially resilient organization**



**Satisfied customers, e-commerce leadership in the Baltics and fulfillment of our public mission in Lithuania**



**Sustainability and significantly lower costs**



**Engaged and productive employees**



# Strategic Directions



# 1

## Strategic direction



### Build a commercially strong and agile organization focused on sustainable growth

**Strategic goal** – strengthen the company’s governance by transforming structure, leadership, and culture, while developing the capacity to adapt and expand.

Simplify the structure, clarify responsibilities, and accelerate decision-making

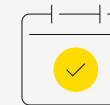
Strengthen leadership, commercial thinking, and data-driven management

Invest in digital, financial, and innovation capabilities to respond quickly to market changes



# 2

## Strategic direction



### Ensure the continuity of an efficient and innovative public mission

*Strategic goal* – develop future-ready public services that are reliable, efficient, and financially sustainable.

Optimize the operational network and cost base to ensure sustainable services

Digitize core operations and public services (self-service, customer app, parcel lockers)

Optimize the network and delivery reliability to provide public service obligations cost-effectively



# 3

## Strategic direction



**Become the leading e-commerce provider in the Baltic states by enhancing customer experience, network quality, and partnerships**

***Strategic goal** – compete effectively at the regional level by ensuring speed, convenience, and customer-centricity.*

Offer flexible delivery options, personalized solutions, and fast returns

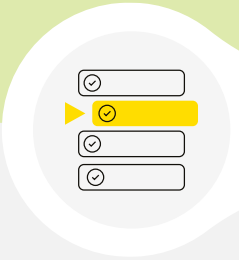
Build a unified parcel network across the Baltics to ensure optimal coverage and reliability

Collaborate with key retailers and e-commerce platforms



# 4

## Strategic direction



### Transform logistics and delivery operations to achieve speed, efficiency, and innovation

***Strategic goal** – design a logistics system that operates faster, more efficiently, cost-effectively, sustainably, and conveniently.*

Integrate parcel and letter networks wherever possible

Develop operational capacity to deliver services at the required scale

Automate sorting and optimize routes for faster and more environmentally friendly delivery

Leverage analytics and artificial intelligence for demand forecasting, route planning, and operational management



# 5

## Strategic direction



### Empower and develop employees to drive change and create outstanding customer experiences

*Strategic goal* – engaged, responsible, and proactive employees as the foundation of the company's success.

Align performance incentives with results and service quality

Invest in leadership, digital skills, and modern work tools

Foster an inclusive and inspiring organizational culture aligned with the mission and commercial goals



# Breakthrough Goals by 2029



**Increase parcel volumes**

More than double the volume of commercial parcels

**Enhance customer satisfaction**

Increase NPS by more than 1.5 times



**Ensure operational excellence and resilience**

Achieve a 95% first-attempt delivery rate

**Reduce parcel delivery costs**

Achieve a significant reduction in delivery expenses



# Our Commitments to Stakeholders



Lithuania Post, as a state-owned company, must balance multiple objectives simultaneously: delivering reliable services to both private and business customers, remaining competitive in the parcel and e-commerce markets, creating value for clients and partners, and ensuring good working conditions for employees.

Therefore, the company's strategy clearly defines priorities that help balance financial sustainability, public expectations, and obligations related to the provision of universal postal services.



# Our commitments to Stakeholders



Ensure sustainable financial performance while delivering on public mission objectives

## Shareholder (the State)

Become a financially sustainable and market-resilient company. In line with shareholder expectations, ensure responsible financial management, reliably perform state-assigned functions, deliver commercial services, and thereby reduce the long-term financial burden on the state

Become a recipient-centric organization

## Recipients

Create a consistent and reliable recipient experience – from clear communication and choice to convenient pickup or returns, ensuring service accessibility and quality

Be a trusted long-term delivery and integration partner

## Senders

Become a commercially valuable partner, offering stable delivery quality, seamless IT integrations, and solutions that increase conversion and create added value for partners



# Our commitments to stakeholders



Deepen partnerships through scale and interaction solutions

## Partners

Develop mutually beneficial collaboration based on clear standards, data-driven planning, and shared efficiency gains

Ensure competitive working conditions, training, and involvement in transformation

## Employees

Create a safe, growth- and inclusion-driven work environment where employees are empowered to improve processes, develop new skills, and create value for the organization

Operate as a reliable national infrastructure that creates value for society and ensures sustainable development

## Society

Act as a trusted national infrastructure contributing to state resilience, sustainable development, and societal value, consistently applying transparency and good governance principles in operations



# Sustainability Management



Sustainable development is an integral part of the corporate group strategy. In conducting its operations, the group adheres to the following principles of responsible conduct:

**accountability, transparency, ethical behavior, respect for the law, respect for human rights, respect for stakeholder interests, and respect for international codes of conduct.**

The long-term corporate group strategy and sustainability policy contribute to many of the United Nations Sustainable Development Goals, seven of which are particularly relevant to our stakeholders and closely aligned with the group's strategic sustainability priorities.





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**Thank You  
for your  
Attention**

