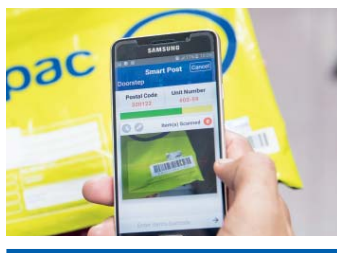


Post and Parcel

Post and Parcel is the core of SingPost's business. Besides providing a wide range of delivery solutions, we constantly strive towards technological innovations to cater to the changing needs of the communities we serve.



Smarter operations
The SmartPost Delivery Notification (SPDN) mobile app was introduced to more than 1,000 postal delivery staff, collecting productivity data and streamlining operations

SingPost celebrated 160 years of postal services in 2018. As the national postal service provider, we have been connecting our community since 1858. Today, we continue to deliver high quality services to our customers.

Transforming for the Future

Transformation of the postal service business is underway with progress made on several fronts. We continuously explore digital technologies to enhance the mail delivery process, focusing on both operational reliability as well as productivity. Customers are our key priority, with our ongoing efforts to improve our services so as to enhance their experiences with us.

Like many postal services in developed countries, Singapore's postal landscape has evolved drastically in the last decade. Even with the decline in mail volumes in

recent years, SingPost still delivers over three million mail items a day.

Besides the declining volume of mail, the sharp rise in eCommerce has also impacted the nature of mail, with a significant shift from conventional mail items such as letters, to larger items such as packets and parcels. While mail items continue to increase in size, our postal rates and physical infrastructure of the letter box across Singapore – originally designed only to take only letters and small postal items – have not changed since 2014.

Our transformation efforts are therefore not only geared towards fulfilling our responsibilities as Singapore's Public Postal Licensee, but more importantly, serving the evolving needs of our customers. Set against this backdrop, SingPost is exploring new channels and ways to optimise our resources, operations and services.

SingPost continues to receive recognition as one of the top postal service providers in the world, ranked seventh in the world by the Universal Postal Union (UPU) in its 2018 Integrated Index for Postal Development.

Post and Parcel Integration

In our pursuit of providing quality services to our customers, we have integrated our domestic Post and Parcel businesses since the start of 2019. The integration has allowed us to better manage our operations and resources to meet challenges within the competitive last mile delivery industry today. The declining mail volumes, along with the shift in the types of items that move through our postal system due to the rise of eCommerce, had also contributed to this strategic move.

Our business has since benefited from domestic margins on the back of operating synergies from this integration, as profits from operating activities rose marginally for the full year.

SingPost also continues to receive recognition as one of the top postal service providers in the world, ranked seventh in the world by the Universal Postal Union (UPU) in its 2018 Integrated Index for Postal Development. Of the 173 national postal services covered, SingPost has improved its position from UPU's previous 2016 report, to become the second best Asia Pacific postal operator after Japan Post. In addition, we were awarded the Regional Champion accolade for 2018.

A Smarter Postal Network

Enhancements were made for SmartPost through the year, incorporating SingPost's backend operations to improve operational efficiency and customer experience. The first application of this transformation is focused on SingPost's Registered Article (RA) service. The RA sending process is automated by an RA Self-Drop Box, developed in-house, that grants 24/7 access and eliminates queuing for counter service.

Delivery processes are being digitised with the use of near field communication (NFC) technology deployed at delivery points. This enables the collection of productivity data, location-based tracking, SOP compliance, as well as real time delivery status.

The SmartPost Delivery Notification (SPDN) mobile app has been rolled out to our network of more than 1,000 postal delivery staff. SPDN collects productivity data, such as tracking and delivery, which helps us streamline operations. Since its rollout, the app has been progressively upgraded with functionalities that allow the collection of electronic signatures as receipts of registered mail delivery, as well as provide electronic notification to recipients for unsuccessful deliveries.

Our workforce, including those in the silver generation, benefits from SmartPost as we gear them with new skills and tools that elevates their operational capabilities and efficiency. This is also in line with the government's vision of building a Smart Nation.

Another initiative in support of the government's Smart Nation vision is SingPost's participation in the InfoComm Media Development Authority's (IMDA) Locker Alliance Pilot Trial. SingPost was appointed to operate Locker Alliance parcel lockers in Punggol and we have since installed 43 open platform parcel lockers, which are used by logistics companies and eCommerce retailers, at selected HDB blocks and MRT stations.



Registered Article Self-Drop Box Grants 24/7 access and eliminates queuing for counter service to send registered articles

Post and Parcel



AXA@POST Virtual Assist
Digital sales advisory service that provides financial advice and services to customers was piloted at 3 selected post offices in Singapore



Digitalising our postal operations, SmartPost equips our postmen with a mobile device installed with a proprietary app that allows the tracking of deliveries and electronic transactions of registered mail.

Enrich Experiences at Post Offices

Our 56 post offices islandwide are important service touch points for our customers.

Most recently, we have created dedicated parcel collection counters at all post offices to reduce parcel collection waiting times and we are heartened to have received overwhelming positive feedback for this initiative.

Building on our smart technology initiatives launched over the years, SingPost introduced its first fully automated self-service post office at Sun Plaza, making postal services available round-the-clock. Customers can self-serve their postal needs through the on-site POP Station, SAM and self-service Registered Article kiosk, for services such as purchasing of stamps, posting of registered articles as well as collection of parcels throughout the day.

At the same time, SingPost is progressively upgrading the point-of-sales system at our post offices, equipping them with touchscreens that are more intuitive and

user-friendly by end of 2019 in a bid to boost operational efficiency and customer experience.

Another initiative that we pushed out this year is AXA@POST Virtual Assist, a digital sales advisory service that provides financial advice and services to customers through a live teleconference booth. This is the first advisory service we piloted at three selected post offices in Singapore that links customers seeking financial advice to agents located remotely. Customers can also easily complete online applications on the spot for insurance solutions for their car, home, family, travel, business, savings, health, and life protection and investment needs.

These new initiatives are part of our efforts in expanding the wide range of services that our post offices offer to customers.

Significant Moments in Stamps

This year saw a bumper crop of 14 stamp issues, marking many momentous events and keeping stamp collectors thrilled.

One of our most significant stamp issues was launched jointly with *The Straits Times* – a special stamp commemorating the historic 12 June 2018 Summit in Singapore between the Chairman of the State Affairs Commission of the Democratic People’s Republic of Korea (DPRK), Kim Jong Un and the President of the United States of America (USA), Donald Trump.

On the home front, we celebrated the Republic of Singapore Air Force’s (RSAF) 50th anniversary with a set of stamps featuring various platforms and vocations in the RSAF’s transformation journey.

Commemorating 125 years since the creation of Singapore’s national flower, a special Vanda Miss Joaquim stamp series was also released in June, depicting the various stages of bloom on different stamps.

We also marked 50 years of diplomatic relations between Singapore and Russia with a set of stamps brandishing our picturesque Gardens by the Bay and Russia’s futuristic Zaryadye Park.

Marking 160 years of Singapore’s postal services in 2018, SingPost commissioned a non-stamp collectible: a special limited edition Precious Moments Postman figurine. In addition, we launched a set of booklets and stamps featuring nursery rhymes from the four main races, all of which were very well-received.

Raising Service Standards and Customer Satisfaction

In the last quarter of the FY18/19, SingPost experienced several serious service lapses in succession. These lapses had unfortunately put a dent on our credibility and reputation, alongside two public fines by the regulatory authority for not meeting our service standards in both 2017 and 2018.

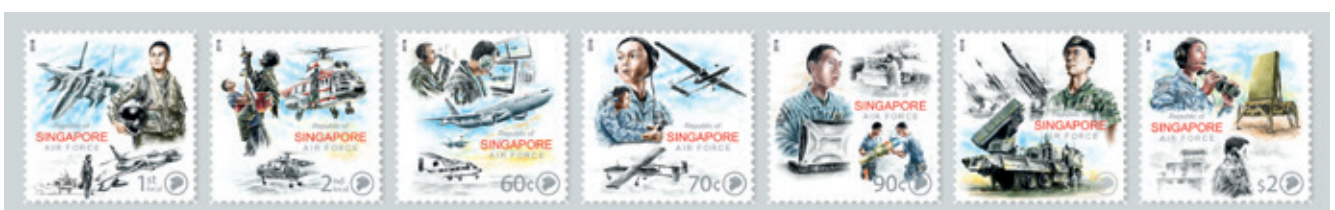
An urgent review of the entire postal system was put in place, with several immediate measures implemented to raise our service quality, and in turn, improve customer experience.

Some of the measures include extending delivery hours, reviewing the remuneration and responsibilities of postmen, strengthening the workforce, creating new parcel collection counters at post offices and reducing non-core mail businesses such as admail.

Mid and longer term measures, including a deep review of the postal infrastructure of Singapore, are in the works. While these may take longer to fulfil, our commitment to improve remains our core promise to the community.



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The Republic of Singapore Air Force’s (RSAF) 50th anniversary stamp set featuring various platforms and vocations in the RSAF’s transformation journey.