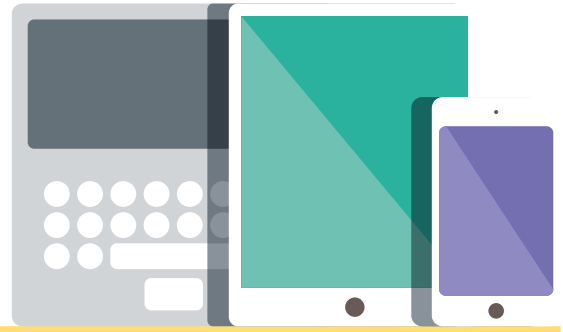


Embracing technology and innovation

As society transforms, our customers have become increasingly sophisticated and now demand solutions that are tailored to their lifestyle.



Building on the strong foundations of our trusted network, we have invested in developing an unrivalled suite of digital services to become a leading eCommerce business.

With a deep understanding of what today's customer needs, we can now deliver secure, identity-verified, digital communications, as well as eCommerce initiatives and other online services that work in partnership with our physical network.

We've invested in building an outstanding depth and breadth of digital capability over a short period of time and MyPost is just one example of the ways we're making it easier for businesses and their customers to connect online in a secure way.

The establishment of MyPost means that our customers' ability to manage their deliveries and mail redirection, pay their bills, or receive and store important communications is now only as far away as their mobile device.

As a result, MyPost is helping us build deeper relationships with our customers and, in the future, our online identity verification services will allow them to automatically apply for a range of business and government services.

In 2015, we exceeded our target of two million registered customers across our MyPost platform – the combination of MyPost Concession, Deliveries and Digital Mailbox services.

Customers embrace our digital channels

Our digital offerings continue to grow in popularity with our customers and we are working to extend and refine these services. For example, we plan to introduce a seamless sign-in for our MyPost platform in the coming year, allowing users to use the same login across all services.

We will also build a new platform to support the Post Office Box business and allow customers to search, renew and lease boxes online.

Overall, our digital channels, including our websites, apps and mobile sites, continued to grow in 2014/15. Customer visits across our combined digital channels were 144.7 million, an increase of 30 per cent since last year.

The use of self-service tools, such as bill payments and parcel tracking, grew 51 per cent this year.

There was an 8 per cent increase in visits to auspost.com.au this year.

Mobile services

Mobile visits increased by 67 per cent this year alone and now account for nearly half of all customer visits to our digital channels.

We offer apps on iOS and Android, including MyPost Digital Mailbox, Australia Post Mobile, Parcel Send and our Parcel App, which is also available on iWatch (see next page). In 2014/15, our mobile app downloads increased by 20.6 per cent to top 1.5 million.

Mobile visits increased by 67 per cent this year alone, and nearly half of all customer visits now originate via our digital channels.



Smartwatch App

In April 2015, Australia Post was one of the first Australian companies to launch an app for the Apple iWatch, providing an innovative way for online shoppers to receive delivery status alerts and collect their parcels.

The app, which is now also available on Android, was developed during one of our regular "Hack Dayz", where staff members brainstorm new concepts and ideas for products and services. This approach enabled us to develop and launch the app in a matter of weeks.

It's part of the cultural change we are investing in to encourage smaller, more agile teams that can accelerate our go-to-market capability in line with the rapid pace of change we are seeing in society.

With a touch of their smartwatch, shoppers can now track their parcels and view delivery information – they can even open parcel lockers by scanning their watch.

The app syncs back to the customer's MyPost account, offering convenient and secure parcel collection options from any one of more than 3,600 parcel collect locations and over 200 parcel locker locations.

