

# Investing to become an eCommerce leader

Throughout our history, Australia Post has helped consumers, business and government navigate the social revolutions that have transformed our country.

Today, Australians are embracing the digital revolution and Australia Post is continuing this tradition of responding to community expectations by helping people and businesses get online to shop, pay and deliver – whenever and wherever they choose.

We have always facilitated commerce in Australia and our new strategy of delivering eCommerce to everyone, everywhere, everyday is the natural evolution of that role in the digital era.

As a consequence, we've invested more than \$2 billion over the past five years to build on our existing capability and create new services to ignite the growth of our eCommerce business.

We've brought together Australia Post and StarTrack to develop an unrivalled suite of eCommerce-driven payment, logistics, supply chain and parcel delivery solutions.



We've brought together Australia Post and StarTrack to develop an unrivalled suite of eCommerce-driven payment, logistics, supply chain and parcel delivery solutions.



## Our priorities

As a leading eCommerce business, we will continue to grow through the pursuit of three key priorities.

First, we must continue to focus on winning in our current business through protecting the investment in our postal and parcels capabilities, while harnessing the full potential of our letters service.

We will also work to transform the post office into a destination that will provide eCommerce services to consumers and small business customers, regardless of where they live.

Second, we will instil a culture of innovation to power a new suite of leading eCommerce solutions, making it safe and easy for consumers to shop online while also creating opportunities for businesses to go online and grow.

At the same time, we will continue to extend our trusted services portfolio to support the digital transformation of Australia's government and corporate sectors.

Finally, we will continue to invest in growing our domestic and international eCommerce capability by creating a low-cost, high-quality parcel delivery model, as well as extending our supply chain solutions.

## Adapting to change

For more than 200 years we have been continually expanding and reinventing our services. We've kept pace with society as it has evolved and, in the future, we will continue adapting to ensure we keep delivering for our customers.

We are now claiming our position as a leading eCommerce company – one that facilitates online commerce and communications for our customers and communities, to deliver the opportunities of a digital economy to every Australian.

It's the natural evolution of our purpose to deliver a better future for our people, our customers and the Australian community.