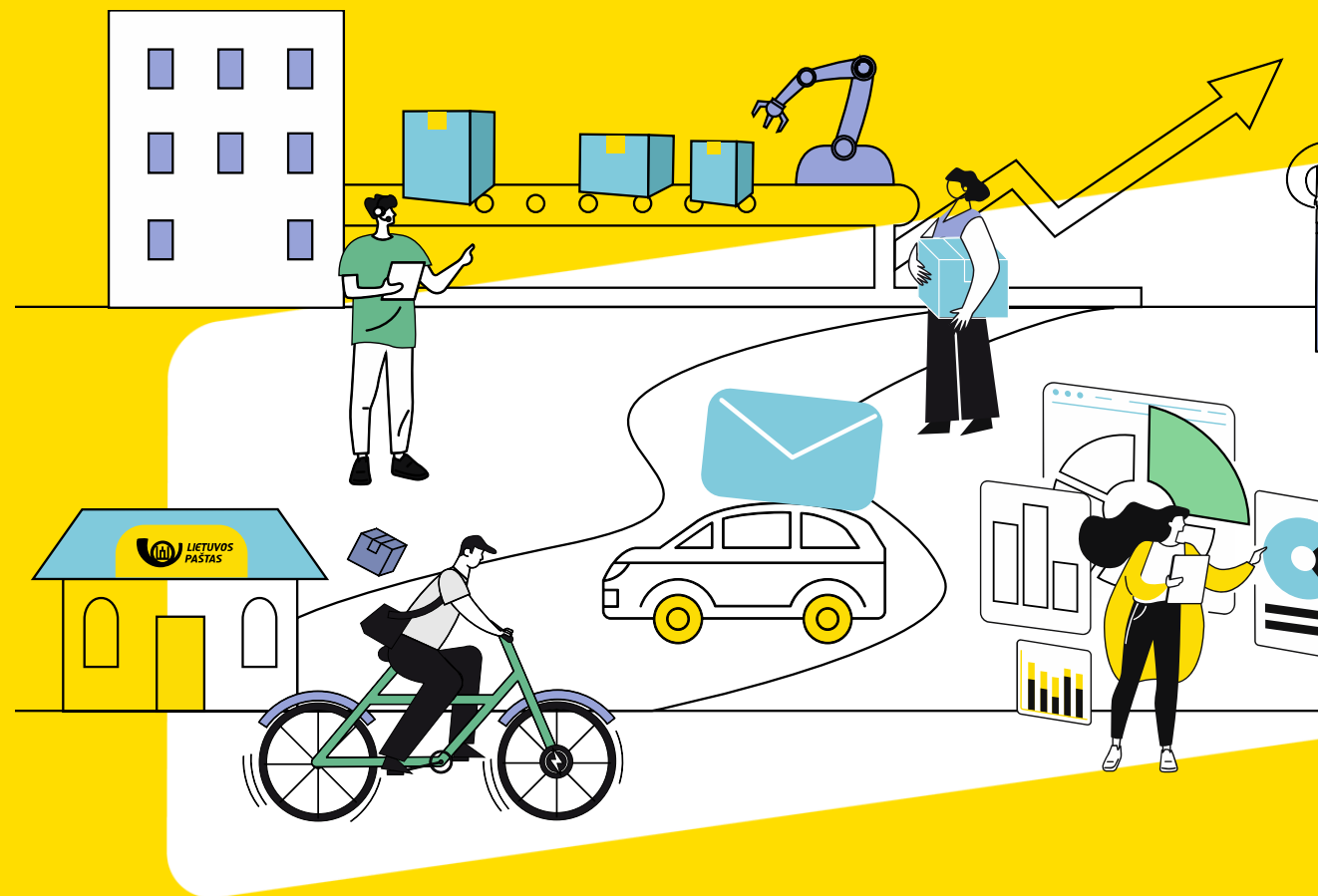
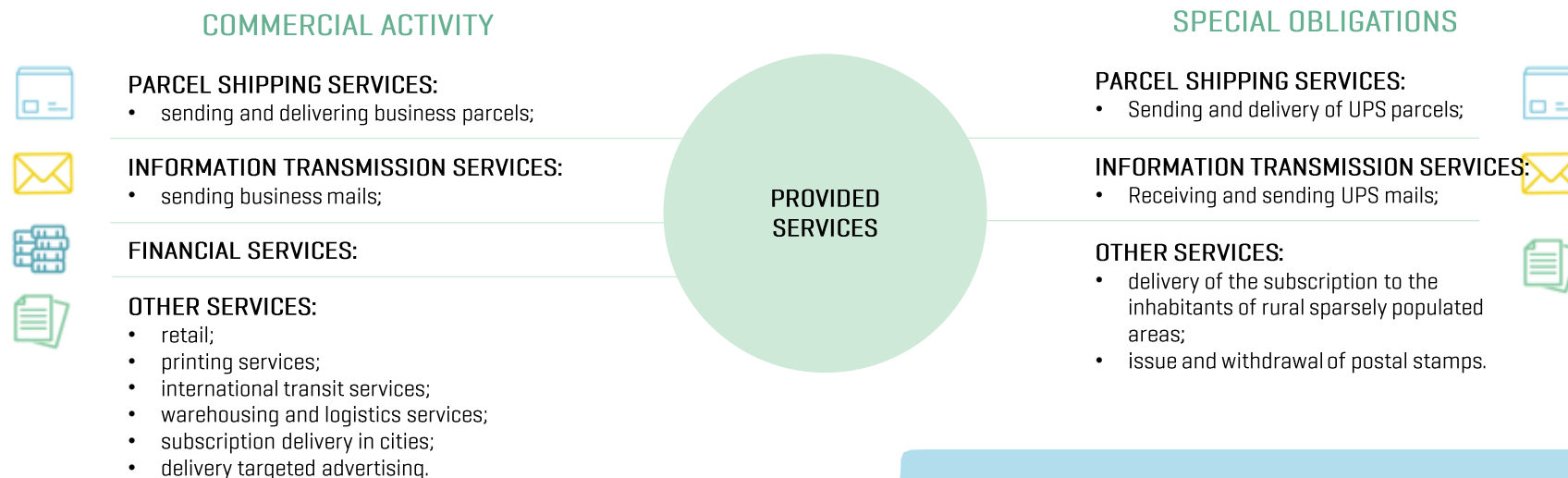




# LITHUANIAN POST STRATEGY 2025–2028



# SERVICES OF LITHUANIAN POST



According to the order of the Minister of Economy No. 4-1100 “Regarding the Establishment of Special Obligations of State-Owned Enterprises and Approval of Recommendations for Submission of Information” of 20 December 2013 [new wording No. 4-1036 of 29 September 2021], the special obligations of the parent company Lietuvos Paštas are to provide UPS and deliver periodicals to subscribers in rural areas and cities, which fall under sparsely and medium populated areas category.

USO tariffs must be based on the cost of the USO provided, but be accessible to all users of postal services and be transparent and non-discriminatory.

The service of delivering periodicals to subscribers in rural and sparsely populated areas is not included in the USO, but the postal service provider is obliged by the Government to provide periodicals must deliver periodicals to subscribers in such areas at rates approved by the Government.

# SHAREHOLDER'S LETTER OF EXPECTATIONS<sup>1</sup>



Fulfilment of special obligations



Maintain and seek to increase market share in parcel services in Lithuania



Develop company activities in the direction of e-commerce, digitisation and the Green Deal, both in the Lithuanian and in international markets



To carry out profitable commercial activities, including financial services, with focus on efficiency, innovations and sustainability

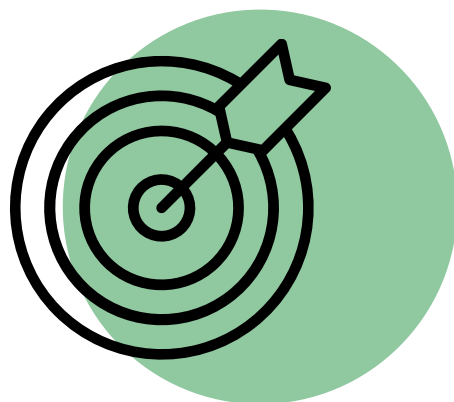


Fair and market-oriented wage, social responsibility overall and in unforeseen circumstances



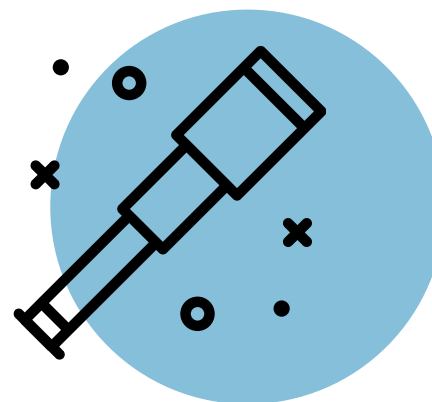
To consider all stakeholders needs in ensuring postal infrastructure and providing postal services with maximum convenience and increasing customer satisfaction

# STRATEGY



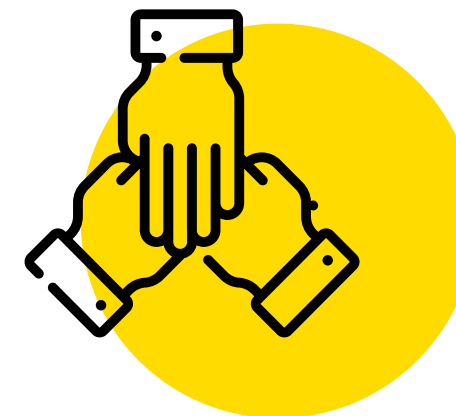
## MISSION

Convenient way to receive  
and send. For everyone.



## VISION

Trustiest delivery network  
connecting our region with  
the world.



## VALUES

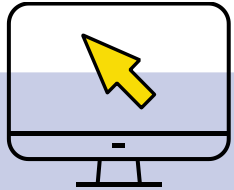
We are cooperating.  
We take responsibility.  
We are changing.

# STRATEGY 2025-2028

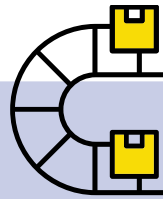
## SUSTAINABLE GROWTH

Focus on parcel market, innovating to create easy and seamless customer experience.

### STRATEGIC DIRECTIONS:



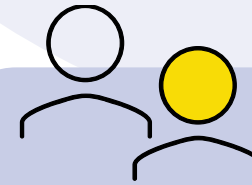
E-comm enabler  
known in Baltics and  
beyond



Transforming and  
efficient post



Developing  
sustainable  
processes and  
services



Together creating  
desirable work  
environment for  
growth

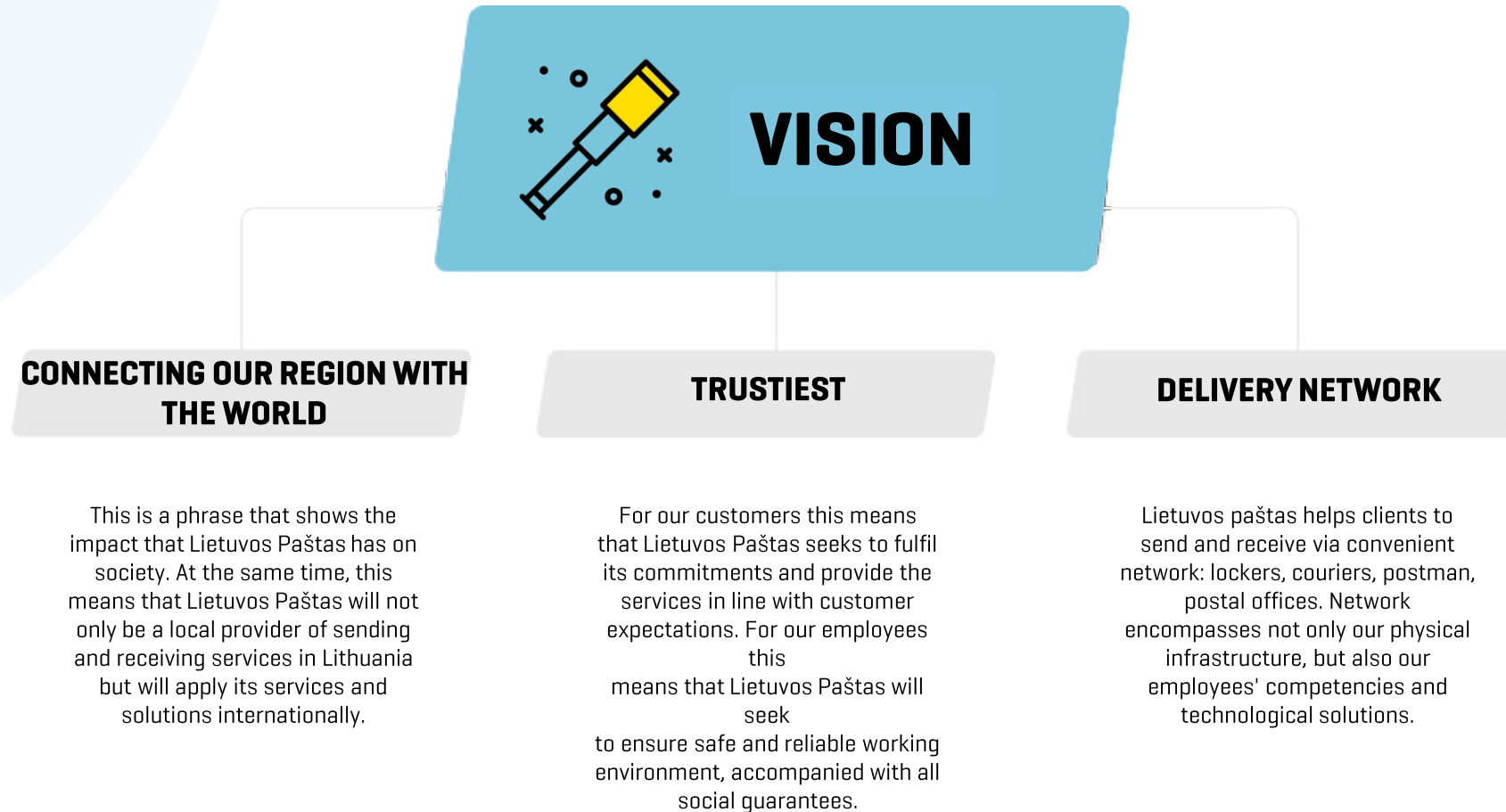


Ensuring financial  
sustainability

# MISSION IN MORE DETAIL



# VISION IN MORE DETAIL



# VALUES IN MORE DETAIL



## VALUES

### WE COOPERATE

1. I am aware of our common goal and expectations of our customers;
2. I understand my contribution towards common goal;
3. I share my knowledge and expertise to add value to customers;
4. I observe, respond and follow up.

### WE TAKE RESPONSIBILITY

1. I follow the rules and other arrangements;
2. I deliver on my promises to employees and customers;
3. I demonstrate respectful behavior with my colleagues and customers;
4. I create an environment that nurtures professional and personal wellbeing.

### WE CHANGE

1. I demonstrate courage to change in order to work more effectively and create added value to customers;
2. I am positive about and open to changes;
3. I make suggestions for improvement of operations;
4. I take initiative and act.



# STRATEGIC GOALS TO MEASURE THE SUCCESS OF STRATEGY IMPLEMENTATION

Section		Strategic direction	Goal	Goal indicator
FINANCE		Ensuring financial sustainability	Create added value for the shareholder	Adjusted EBITDA, mln. Eur
				Return on equity (ROE),%
CUSTOMERS		E-comm enabler known in Baltics and beyond	Increase parcels revenue market share in Lithuania	Yearly change in market share of revenue from the delivery of parcels, p.p.
			Expansion to Baltics	Revenue from Baltic parcels, mln. Eur
PROCESSES		Transforming and efficient post	Increase postal network efficiency	Postal network costs and sales revenue ratio
			Developing sustainable processes and services	Sustainability evaluation, %
EMPLOYEES		Together creating desirable work environment for growth	Ensure employee engagement	Engagement index, %



## **AB Lietuvos paštas**

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