

“Close relationships, personalised services, social responsibility, and respect for others are and shall remain the basis for trust and confidence in La Poste.”

2009 sustainable development overview



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“Sustainable development is central to La Poste Group’s 2008-2012 Strategic Project. The Group aims to achieve brisk financial performance while working towards responsible long-term societal growth. Against an extremely difficult economic backdrop, La Poste Group stands firm in its choice to succeed while respecting, and benefiting, all its stakeholders.”

Interview with the Chairman

What impact has the crisis had on La Poste's responsible development goals?

A major impact. La Poste has made responsible development a key part of its strategy for 2008-2012, and the current crises have shown how important that is. Take, for example, climate change, a major topic of concern in 2009, with the Copenhagen Summit. This crisis brought two issues to the fore: reducing emissions from transport and buildings and paper consumption. The economic crisis validated one of La Poste's founding principles, showing consideration for all our customers, including the most vulnerable, providing them with advice, making their interests one of our top priorities, and making our products and services accessible to everyone. In 2009, La Banque Postale was unaffected by the general malaise, which is a good sign. Many large corporations are feeling the brunt of a social crisis, since they are driven by results, something that is less true at La Poste, primarily thanks to our commitment to developing our employees and building economic success in addition to our socially-aware business model.

“These regional projects are driven by local and regional concerns along with our own goals.”



What were your main points of progress in 2009?

For a start, 2009 was a pivotal year in our operational roll-out. Several long-term projects came to a conclusion: nearly 60,000 postal workers from all the Business Sectors received eco-driving training; after a test phase, La Poste moved on to the large-scale acquisition of electric vehicles; we received “Diversity” certification for all our Business Sectors, proof of our commitment to combating discrimination... We also kicked off new wide-reaching projects in 2009. We set up thematic, cross-sector groups to work on incorporating environmental, social and societal concerns into every segment, including purchasing, marketing, sales, communication and human resources. Through this work, we were able to write up procedures and references and share best practices between Business Sectors. In addition, we made a great effort to continue making the Group's non-financial reporting system more reliable.

Finally, since we believe that we cannot improve our sustainable development performance unless each individual changes his or her behaviour, the Group is proud that a portion of our employees' profit-sharing is now determined by non-financial criteria.

Jean-Paul Bailly,
Chairman

“The Group is proud that a portion of our employees' profit-sharing is now determined by non-financial criteria.”

We are furthering this commitment in 2010, by gradually incorporating sustainable development objectives – on the environment, non-discrimination (gender, disability, background), and equal opportunity – into our managers' charts and indicators.

How does La Poste intend to get its stakeholders involved?

We are working in cooperation with our stakeholders to get things moving faster, and on a larger scale. Through our ambitious responsible purchasing policy, which focuses on sectors that work with the disabled, we are encouraging our suppliers to adopt more responsible practices. To meet our customers' expectations, we are striving to gradually apply environmental and social concerns to our products and services, from design across the entire life cycle. At local and regional levels, we are working with local business and institutional players by helping roll out framework projects (Climate Plans, urban travel plans and Agenda 21, local accessibility plans). These regional projects are driven by local and regional concerns along with our own goals.

The Group's regional delegations, which were set up in 2008, are an essential part of this process. Finally, the French government has asked me to coordinate demand for electric vehicle fleet managers in France. The shared specifications are ready, and initial demand is estimated at 50,000 vehicles starting in 2011, with a market potential of more than 100,000 vehicles. As these needs spread, it should give rise to a competitive, economically-viable industrial production chain that we could never have pulled off alone.

What are your biggest challenges today?

Our priority for 2010 is still the operational roll-out of responsible development. In addition, we have to rise to the challenge of improving our buildings' accessibility and environmental performance. Our building stock is enormous, with over 14,000 sites, most of which are getting older and emitting large amounts of CO₂. They are not always accessible to customers with disabilities. We need to renovate these buildings, but that requires a considerable investment. Our subsidiary Poste Immo and the Business Sectors have carried out an audit that will help us pick out the most significant avenues of improvement. We will have to rise to these challenges to meet the performance objectives we set for ourselves. Our own credibility depends on it, and I won't stand for anything less.

“We set up thematic, cross-sector groups to work on incorporating environmental, social and societal concerns into every segment.”

How will La Poste's new status as a “limited company” change things?

It will give us the resources we need to fulfil our ambitions, and responsible development is a part of that. La Poste Group is aiming for success that goes beyond finances and figures, looking further ahead than next year. We have a long history behind us, and we hope to have a long future ahead of us. We want our long-term performance to benefit our employees, our stakeholders and society as a whole. Close relationships, personalised services, social responsibility, and consideration for others are and shall remain the basis for trust and confidence in La Poste. We are putting together a new model that fits with a public modernity.

As a service producer, integrator and distributor, La Poste Group is Europe's most diversified postal operator and boasts a solid foothold in all its Business Sectors.

La Poste Group is France's 23rd leading industrial and service group in terms of turnover (€20.5 billion) and the 4th largest group in terms of workforce (approximately 290,000 employees).

Already, 72% of its operations take place in competitive markets and 15.2% of its turnover comes from international activities.

€20,5 billion
in turnover

2nd European
postal operator
in terms
of turnover

France's
leading local
retail network

17,107
public outlets
6,455 in
partnership

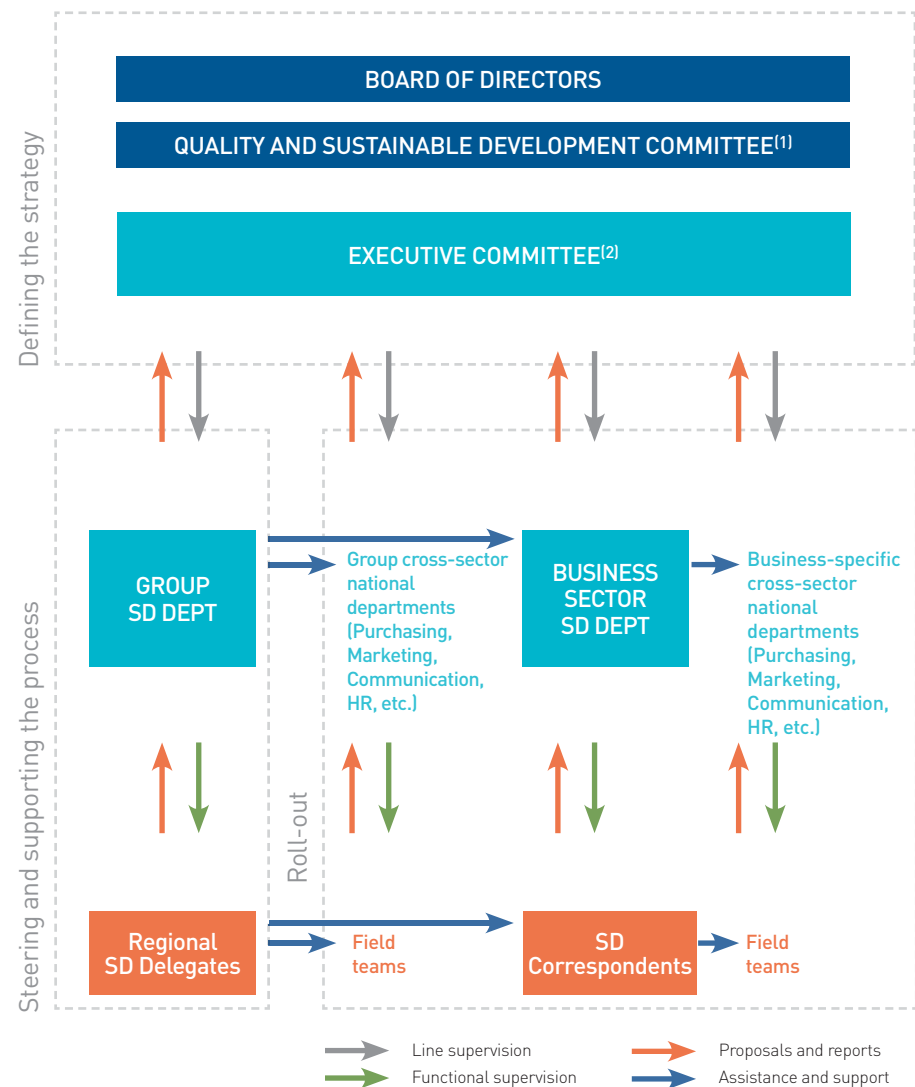
Europe's no. 2
in express shipping
in terms of turnover and volume

No. 1 in home-
delivered parcels
in France in terms of turnover
and volume

287,174
employees

SUSTAINABLE DEVELOPMENT GOVERNANCE

Through bodies that set guidelines for interaction with local and regional players, sustainable development influences every aspect of the work of La Poste Group and its Business Sectors, allowing each employee to make the process their own and to make it work at their level.



La Poste Group has dedicated governance bodies: the Sustainable Development Committee, chaired by the Group's Senior Vice-President, and the Operational Sustainable Development Committee, which brings the Corporate and Business Sector sustainable development managers together in monthly meetings.

(1) The Quality and Sustainable Development Committee is made up of 4 members of the Board of Directors, including the La Poste Group Chairman, 4 Group executives directly impacted by these issues, a member of the Group cabinet, a government representative and a State representative.

(2) The Executive Committee has 10 members, 6 Corporate representatives and 4 Group Business Sector representatives. The Group's Senior Vice-President is the sustainable development reference authority for the Executive Committee.

Making responsible development a part of everyday life

Employee incentives

In early 2009, as part of a new stage in rolling out its strategy, La Poste Group began thinking about how to set appropriate non-financial objectives for its managers and other employees.

This process is complex from both technical and organisational points of view, due to the Group's diverse activities and its size.

La Poste already incorporates responsible development criteria into its Group objectives. The profit-sharing bonus granted to all postal workers in April 2010 included two such criteria: accessibility for people with reduced mobility and increased use of responsible paper in-house, both of which were more than met in 2009.

The Group also wanted to set objectives for its managers, which calls for in-depth thinking, since the criteria have to be defined according to each person's responsibilities at the company (according to their Business Sectors, their hierarchical levels, their duties and responsibilities, their scopes, etc.). Some entities started incorporating these criteria into their management charts in 2010.

Specific training for managers

Responsible management, promoting diversity in recruitment, saving energy, recycling, responsible purchasing, carpooling and more.

Everyone can help implement the Group's objectives at every level. In 2009, to raise strategic executives' awareness of these goals and to help them take the approach on board, La Poste set up a one-day organisational training course for them.

This course aims to equip managers with the means of promoting responsible development and taking concrete measures to incorporate them into their activities and management practices. This day-long session includes a great deal of discussion and reflection, and all participants leave with action plans that suit their operating methods and their Business Sectors. Each Business Sector's management gets directly involved in the session, by giving a presentation of their own policies. Around 200 newly-promoted or recently-hired strategic executives will receive training each year.

Around **200 strategic executives** will receive sustainable development training each year.



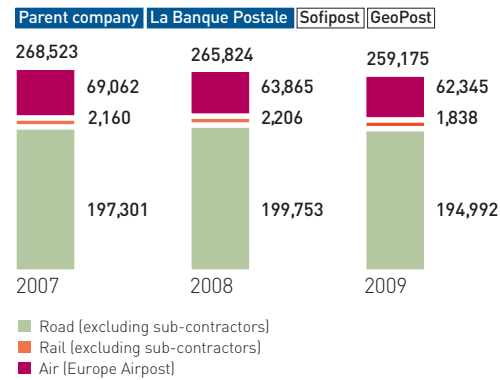
Each month, a highly-operational training session for managers aims to help them take the process on board.

Training, a key part of responsible development

TRANSPORT-RELATED CO₂ EMISSIONS

(in tonnes of CO₂ equivalent)

2008-2012 scope of commitment

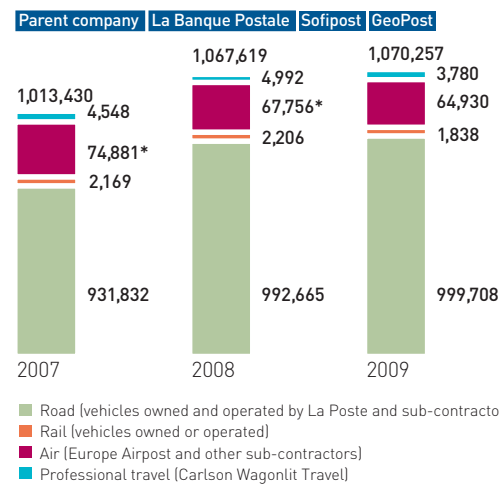


The decrease in CO₂ emissions continued in 2009: falling to 9,350 tonnes, -3.48% compared with 2007, primarily as a result of the efforts made in three areas of the road transport sector:

- vehicles, by renewing and streamlining the fleet and improving control of fuel consumption;
- optimising linehauls and routes, while streamlining vehicle use;
- continuing eco-driving training (all mail carriers had received training by the end of 2009).

The reduction for rail was primarily due to the elimination of one daily rotation. The decrease in air transport emissions in 2009 is primarily related to the four-month suspension of flights to and from Pau.

La Poste Group and sub-contractors' scope



* Air transport-related CO₂ emissions for 2007 and 2008 were re-assessed at 2.29% and 2.35% respectively.

Transport-related CO₂ emissions for La Poste Group and its sub-contractors remained relatively stable between 2008 and 2009.

On the same scope, there was a 3.23% reduction, due to:

- a slight drop in sub-contracting (-5,108 tonnes) for the parent company;
- combined with an increase in transport by subsidiaries Mediapost and STP (+3,048 tonnes), with Mediapost taking over the advertising delivery business previously carried out by the Mail Sector, with improved logistics thanks to streamlined rounds;
- a reduction in La Poste Group's professional travel (-1,212 tonnes) thanks to a more disciplined travel policy;
- a drop in non-sub-contracted (-15,349 tonnes) and sub-contracted (-7,901 tonnes) road transport and in air transport (-1,349 tonnes) at GeoPost (excluding DPD Polska, cf. below).

This decrease is offset by the extension to the reporting scope, with the inclusion of subsidiaries Docopost (+1,620 tonnes) and GeoPost DPD Polska, which transported 28 million parcels in 2009, with high CO₂ intensity due to its sparse network (+35,495 tonnes of CO₂).

Covered scope indicated in blue (see page 24 for more details).

Reducing transport-related CO₂ emissions

Each year, La Poste Group emits more than one million tonnes of CO₂. It is taking action to reduce its transport-related environmental impact and to adapt to specific local urban policies, a major undertaking for the Mail and Parcels businesses.

Local monitoring

Increasing concern for traffic congestion and pollution is leading to ever-more stringent measures restricting and regulating access to city- and town-centres. In view of these restrictions, and to make the most of the opportunities linked to these new rules, La Poste Group is conducting upstream studies on local organisational projects in the areas where it operates. In France, La Poste is taking an active role in local and regional think tanks and helping prepare their framework policies, Climate Plans, urban travel plans and Agenda 21.

Innovative delivery methods

To meet urban regulations and customers' expectations, La Poste Group is rethinking its delivery services. In France, Chronopost purchased 4 new Chrono Van electric vehicles for the Paris-Concorde urban delivery area, adding to its existing fleet of 13 electric vehicles, 3 natural gas vans and 2 Chrono Trolleys. In Madrid, Seur, a GeoPost subsidiary, is adjusting its business to traffic and parking restrictions to satisfy its customers. Small parcels are delivered on foot using the Seur City electric trolley, bulky parcels are delivered on appointment to cut parking time, and key accounts can opt for a night-time delivery service, available until 11 pm.

More environmentally-friendly vehicle purchases

After a test phase on innovative vehicles, La Poste began making large-scale purchases in 2009. In December, 100 urban mail carriers picked up their first electric quad bikes. Mail carriers are already using 3,550 electric-assisted bicycles to make their rounds easier. This new "green mobility" will be furthered in 2010, with the delivery of another 4,500 bicycles. The first 250 electric cars, manufactured by PSA-Venturi, are expected for 2010, and La Poste is coordinating the fleet managers' electric vehicle demand to speed up production on the industrial scale.

In 2009, Mediapost performed its Bilan Carbone® carbon-emissions assessment (scope 3). The results validated the Group subsidiary's steps to reduce its carbon footprint, including eco-driving training, environmentally-friendly vehicle purchasing, and piggybacking...

Reducing CO₂ emissions

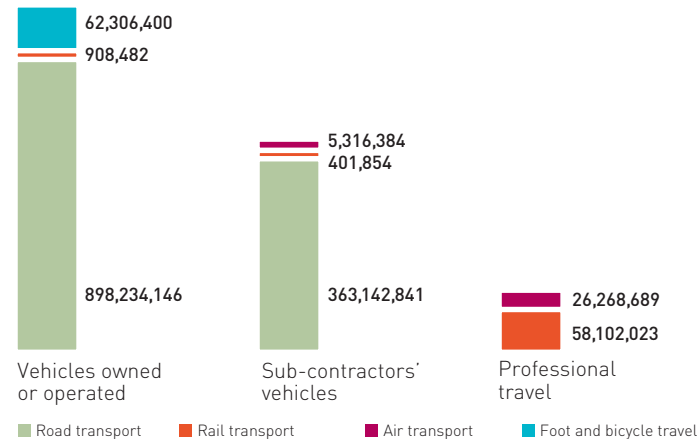


58,722 employees trained in eco-driving at the end of 2009, for up to a 15% reduction in CO₂.

NUMBER OF KILOMETRES TRAVELLED

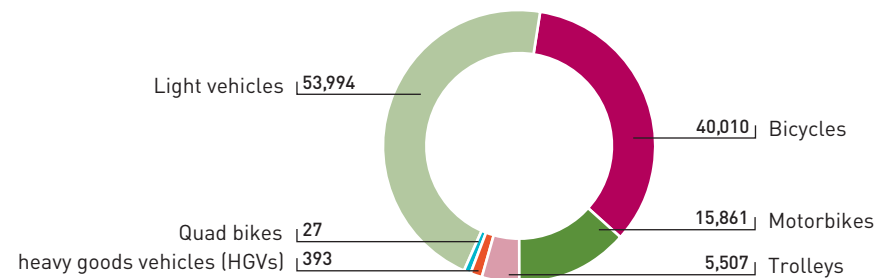
Total: 1,414,680,819 km travelled

Parent company | La Banque Postale | Sofipost | GeoPost



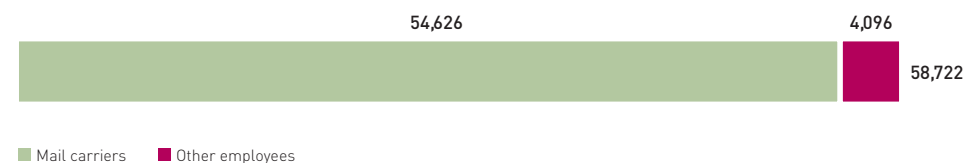
ROAD TRANSPORT RESOURCES OWNED OR OPERATED

Parent company | La Banque Postale | Sofipost | GeoPost



NUMBER OF PEOPLE TRAINED IN ECO-DRIVING AT THE END OF 2009

Parent company | La Banque Postale | Sofipost | GeoPost



Covered scope indicated in blue (see page 24 for more details).

Driving the industry and the sector

In January 2009, the French government asked Jean-Paul Bailly, Chairman of La Poste Group, to coordinate fleet managers' demand for electric vehicles in France, to develop an industrial manufacturing chain.

Starting in February, La Poste Group put together a working group made up of large-scale users, private and state-owned companies, local authorities and State departments, to set out joint specifications used to pool calls for tenders and orders.

In April, a grouped purchasing policy was introduced, open to all players regardless of their status.

Initial demand was estimated at 50,000 electric vehicles starting in 2011, including 10,000 for La Poste Group. The market potential from all Business Sectors is more than 100,000 vehicles. This initiative should give rise to an economically-viable, technically- and financially-competitive supply of electric vehicles.

La Poste is also taking steps to educate and support its sub-contractors. In 2009, sub-contracting road transporters travelled 363 million kilometres for La Poste. Increasingly, all the Business Sectors are incorporating sustainable development criteria into their calls for tenders and supporting initiatives for progress. La Poste Group's *Lettre éco-transport* (eco-transport newsletter), a special tool for communicating with sub-contractors, is used to update transport-related environmental issues, communicate the Group's guidelines in the area and share sector best practices.

La Poste Group played a proactive role in submitting its international mandates to the Review Committee, which included members from the Universal Postal Union (UPU), the International Post Corporation (IPC) and Posteurop. Based on the work this committee did in 2009, a CO₂ emissions standard was introduced in early 2010 and adopted by the three organisations for their sector reporting.

Ever on the lookout for innovations in the fight against climate change, La Poste Group has suggested that the UPU's Sustainable Development working group carry out a study on carbon offsets. The project would allow volunteer postal services to offset all or part of their carbon emissions by financing projects that benefit the postal sector, based on existing systems such as MDP, OMC or volunteer projects. A sub-group with members from around 10 countries is in charge of studying the feasibility of this project.



La Poste is the head of the intercompany order group that committed to ordering 50,000 electric vehicles by 2011. La Poste could eventually add 10,000 of these vehicles to its mail and parcel delivery fleet.

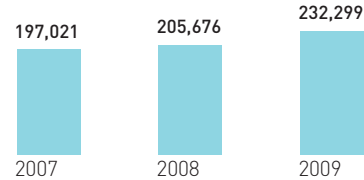
An electric vehicle fleet

La Poste aims for **10,000** electric vehicles starting in 2011, as part of the order-grouping process it is pioneering.

BUILDING-RELATED CO₂ EMISSIONS

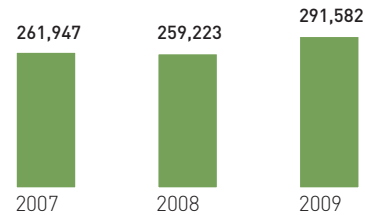
(in tonnes of CO₂ equivalent)
2008-2012 scope of commitment

Parent company | La Banque Postale | Sofipost | GeoPost



La Poste Group scope

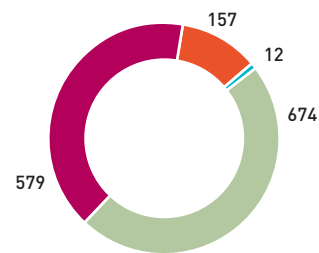
Parent company | La Banque Postale | Sofipost | GeoPost



ENERGY CONSUMPTION IN 2009

(in GWh)
2008-2012 scope of commitment

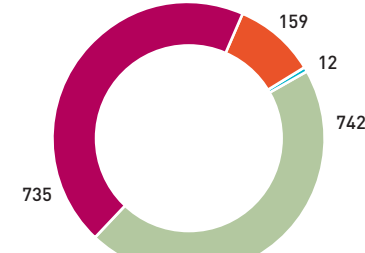
Parent company | La Banque Postale | Sofipost | GeoPost



Total: 1,422 GWh

La Poste Group scope

Parent company | La Banque Postale | Sofipost | GeoPost



Total: 1,649 GWh

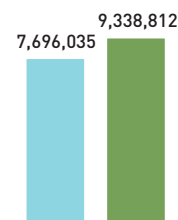
Gas Electricity Heating oil Urban heating

On the scope of commitment, CO₂ emissions increased by 0.5% on the same scope compared with 2008. The posted 12.9% increase is due to the extension in the reporting scope, primarily due to local energy distribution companies.

The main trends include:

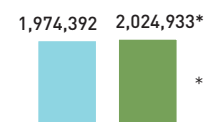
- stable electricity consumption: a 5.2% drop on the same scope, extension of the scope (+8.5%), which justifies the overall 3.4% increase;
- the -18.7% drop in heating oil consumption, with new industrial buildings and those with new boilers moving towards gas;
- the increase in gas consumption, which totalled 34%, of which 24% was due to the change in the reporting scope.

For the Group, the change on the same scope was +8.34%. Following the extension of the reporting scope, with the addition of consumption from subsidiaries Docapost (+31 GWh) and DPD Polska (+9.6 GWh) and electricity consumption from Mediapost, which could not be included in 2008 (+16 GWh), Mediapost's and STP's gas consumption were down slightly (-1.3 GWh). Excluding DPD Polska, GeoPost's consumption was down (-27 GWh). This business unit's inclusion had a sharp impact on GeoPost's CO₂ emissions, since the Polish energy mix primarily uses coal.



Surface
in m²

La Poste parent company La Poste Group



Water consumption
in m³

* Excluding GeoPost.

Covered scope indicated in blue (see page 24 for more details).

Reducing building-related CO₂ emissions

Buildings account for a large part of La Poste Group's energy impact, with around 16,000 sites, over 1,648 GWh of energy consumed and a carbon footprint close to that of transport.

Optimising surfaces

The Poste Immo subsidiary, which is in charge of the La Poste Group's real estate policy, faces a double challenge: reducing real estate costs to drive the Business Sectors' performance and improving the environmental impact of its property.

Its primary task consists in scaling property to best meet the Business Sectors' needs, thereby reducing energy consumption. In cooperation with the Mail sector and the Retail Brand, Poste Immo has undertaken a surface optimisation strategy that aims to return more than one million sq. m by 2013.

Improving energy efficiency

All new buildings aim for "Low Consumption Building" (Bâtiment Basse Consommation - BBC) status, which is given to construction with 50% energy savings compared with traditional buildings, and HEQ (High Environmental Quality) certification. The Montélimar Mail hub, inaugurated in 2009, is the first postal building that meets the HEQ standard "NF Bâtiments tertiaires" for service-sector buildings.

In addition, knowledge and understanding of property is a prerequisite for any renovation programme. In 2009, energy audits were conducted on 132 representative strategic buildings, with a total surface area of around one million sq. m, to determine a reference consumption level called "point zero" and draw up ten-year renovation plans (including work on insulation, facades, heating equipment, etc.), with the goal of reducing energy consumption by approximately 40%.

ColiPoste (Parcels) is rolling out an environmental management system to generate major energy savings, and it has received ISO 14001 certification for 7 of its 15 platforms, its 5 operational divisions and its head office. The 8 remaining platforms should receive certification in 2010.

The Retail Brand's audits on its buildings helped it identify areas for action. Its priorities for 2010 are renovating these buildings' heating systems and installing regulation and heat programming systems.

Thanks to La Banque Postale's renovation work (insulation, framework replacement, etc.) and its employees' commitment to environmental responsibility, it has reduced CO₂ emissions due to energy consumption.



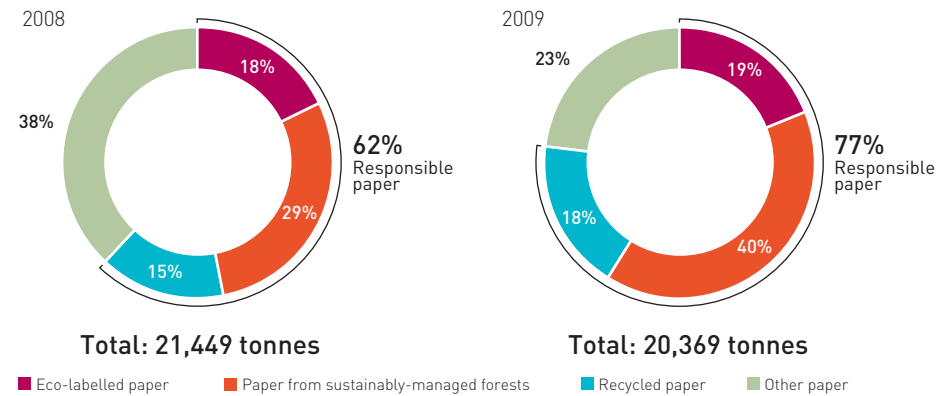
The Montélimar Mail hub, inaugurated in 2009, is the first postal building that meets the HEQ standard "NF Bâtiments tertiaires" for service-sector buildings.

An HEQ process

PAPER CONSUMPTION

2008-2012 scope of commitment

Parent company | La Banque Postale | Sofipost | GeoPost

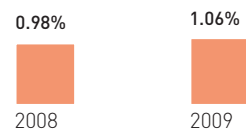


Thanks to the postal workers' involvement, responsible paper use increased from 49% to 77% of total consumption in two years. In 2009, buyers continued their efforts by working with suppliers to list an extended range of recycled paper, paper from sustainably-managed forests or eco-labelled paper. The profit-sharing agreement signed in 2009 includes an objective for the percentage of responsible paper out of total consumption, which encourages postal workers to choose responsible paper. On the La Poste Group scope, paper consumption totalled 34,278 tonnes in 2009.

PERCENTAGE OF PURCHASES FROM SECTORS THAT WORK WITH THE DISABLED

(as a percentage of operational purchases)

Parent company | La Banque Postale | Sofipost | GeoPost

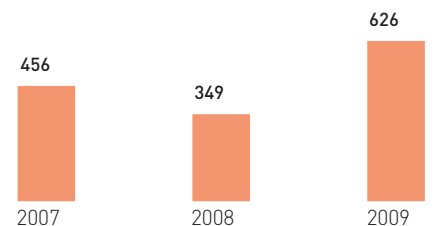


La Poste has started a programme to make purchases from sectors that work with the disabled, further proof of its dedication to the community and its social responsibility. The percentage of purchases from these sectors increased, to more than 1% of total purchases, very close to the objective of 1.5%.

INVESTMENTS IN SOCIALLY-RESPONSIBLE MANAGED ASSETS

Parent company | La Banque Postale | Sofipost | GeoPost

Total investments in socially-responsible managed assets, in € million



In 2009, investments in La Banque Postale Asset Management's socially-responsible managed assets amounted to €626.05 million, a 79.5% increase compared with 2008. This progression is a result of:
 - €97.8 million in net new money, primarily thanks to the launch of two new funds (an equities fund and a guaranteed fund);
 - the transition of two bond funds into SRI funds;
 - good financial performance from the entire SRI range.

Covered scope indicated in blue (see page 24 for more details).

Encouraging responsible products and uses

With 45 million individual customers and 3.5 million business and professional customers, over 33,000 suppliers and paper consumption of over 20,000 tonnes... the stakes are high for La Poste. It is taking steps towards responsible consumption.

100% responsible paper in 2012

La Poste Group's first efforts have targeted its own consumption. In 2009, La Poste cut its paper consumption by over 1,000 tonnes.

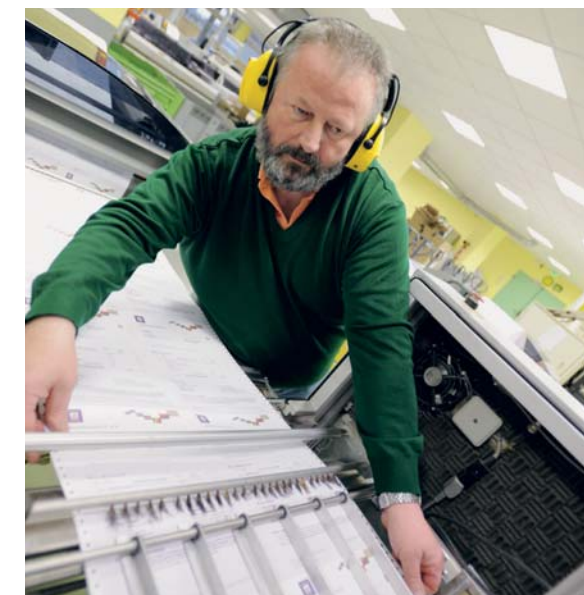
In terms of paper sources, the Group took a giant leap forward in 2009, primarily with the help of its buyers and communications officers. All paper determined to be "non responsible" was gradually removed from the in-house purchasing catalogues and replaced by an extended range of paper from sustainably-managed forests, eco-labelled paper and recycled paper. The 2009 profit-sharing agreement gave postal workers the objective of using responsible paper whenever possible. At the end of 2009, 77% of all paper consumed was responsible paper, and the goal for 2012 is 100%.

Finally, the Group is taking steps to promote the responsible use of this natural resource to its stakeholders. The Culture Papier (Paper Culture) organisation was founded in January 2010 with that objective in mind. It is spearheaded by La Poste, Mediapost and 15 other charter members, who work to share the industry's expertise and make the most of paper use.

This natural, renewable, recyclable and biodegradable resource is a primary means of passing on culture, information and knowledge. The paper industry is a source of jobs and is France's leading recycling channel. To help change attitudes amongst the general public and opinion leaders, the organisation will conduct awareness-raising campaigns starting in 2010.

La Banque Postale prints all of its account statements on certified paper from sustainably-managed forests.

Encouraging the use of responsible paper



A responsible marketing dynamic

In 2009, a working group was formed, with representatives from each Business Sector's marketing divisions, to draw up a shared, structured responsible marketing policy. It aims to gradually make the existing range of products and services more socially responsible and to design future products and services that meet customers' expectations in the area.

A "responsible marketing" reference system was defined and then submitted for approval by an external panel of experts – ADEME (French environment and energy management agency), CLCV, Committee 21, Euromed Marseille, Fnath, IMS-Entreprendre pour la Cité (an organisation of companies promoting innovative projects for local communities), Medef and the WWF –. It is accessible online and gives marketing teams a way of assessing the maturity, in sustainable development terms, of a new or existing product or service.

This assessment is done according to environmental, employee relations and corporate responsibility criteria, at every step of the product's or service's life cycle: from design to delivery and marketing, after-sales service and end-of-life. The system issues recommendations to improve the products and services and brings out their sustainable development strong points.

It is reinforced by educating product managers on how to incorporate sustainable development from the design phase and conducting interviews with key business customers.

More and more responsible product and service lines are being developed

In the Mail sector, the Max Letter uses optimised packaging made of recycled cardboard, which uses 15% less material. Thanks to the reduced environmental impact of the 2009-2010 "My New Address" (Ma nouvelle adresse) and "Mail Hold" (Garde du Courrier) packages, they were added to the "For the Planet" ("Pour la Planète") range, a label used in-house at La Poste Group. Mediapost actively distributes its sample and advertising eco-design guides and is working with professional organisations to design a tool that measures the environmental impacts of every step of an advertising campaign. La Banque Postale is adding two new general-public socially-responsible investment funds to its range, for a total of four funds in its "Investing to Make a Difference" ("Investir autrement") line.

In addition, since 2009, La Banque Postale has used an "ESG" checklist of social, environmental and governance criteria, designed especially by its teams. This checklist guarantees that environmental and social criteria will be accounted for, from product design to distribution.

Products and services accessible to everyone

La Poste serves all customers without discrimination and helps the most vulnerable to use its products and services.

Making post offices accessible to people with reduced mobility is one of La Poste's priorities. In 2009, 153 additional offices were made accessible to reduced-mobility individuals. At the end of 2009, 66% of sites were accessible, and the new Customer Service Area layout has revolutionised accessibility, with easy-to-read signs, priority reception desks and accessible postal vending machines.

La Banque Postale's customers include 2 million disadvantaged individuals and more than 50% of social welfare beneficiaries. Under the French economic modernisation act, it is the only bank entrusted with a banking accessibility assignment through its Livret A passbook savings account, the only bank to offer free deposit and withdrawals on this account from €1.50 (compared with €10 for other banks) and the only one to accept transfer/withdrawals for certain transactions (social welfare benefits, electricity payments, etc.). La Banque Postale has formed a partnership with Unccas (Union nationale des centres communaux d'action sociale – French national union of municipal social action centres) to assist people who have severe problems understanding or financial difficulties, and it has also signed 53 agreements on personal microcredit loans with organisations that foster social and professional integration.

At the end of 2009, the second socially-aware customer relations meeting focused on reviewing the experimental work conducted by the Retail Brand and La Banque Postale alongside non-profit organisations to improve accessibility, teaching customers how to use La Poste's services and training staff on how to serve people with mental disabilities.

This 23-question reference assessment, which includes items on decision-makers' needs, supplier commitments, and products' CSR performance (through labels and certification), is used to evaluate how sustainable development is taken into account throughout the purchasing process. It will be rolled out gradually in 2010 by the purchasing channels to concretely assess operational performance. For example, starting in 2010, through its work to reduce the impacts of its computer stock, the Group is focusing on environmental and social criteria in this area of purchasing.

Pas@Pas goes one step further

La Poste is expanding its purchases with sectors that work with the disabled and promote social integration. It has undertaken steps to identify ESATs (*établissements et services d'aide par le travail* – work assistance services and organisations), EAs (*entreprises adaptées* – adapted companies) and local and regional players active in integration, so that all these companies can eventually be incorporated in the Group's supplier base and so they can gain visibility with its suppliers. To go even further with this work, La Poste helped found the Pas@Pas organisation and worked on building a shared Internet platform. This platform puts buyers from member companies into direct contact with 4,000 companies that work with the disabled and promote integration, in order to increase the percentage of socially-responsible purchasing out of total purchases.



Green range

In 2009, the Max Letter and "My New Address" and "Mail Hold" packages were added to the "For the Planet" range. This line features La Poste products designed with the environment in mind.

1 million

fair-trade cotton uniforms have been ordered by postal workers since 2005. Since 2009, three of these models also include organic cotton.

Responsible purchasing

In 2008, to encourage its suppliers to adopt more responsible practices, La Poste introduced a responsible purchasing charter, which more than 3,000 of its suppliers have signed. In late 2009, 61% of Group buyers had taken part in the two-day responsible purchasing training session.

The new self-assessment reference system, drawn up by a project team with members from all the Group's purchasing channels, marked the beginning of a new stage in responsible purchasing.

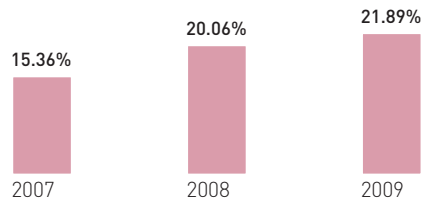
In 2009, 153 additional offices were made accessible to people with reduced mobility. The post office in Axat (Languedoc-Roussillon region) is one of these renovated offices. In late 2009, 66% of postal sites were accessible.

Post offices accessible to everyone



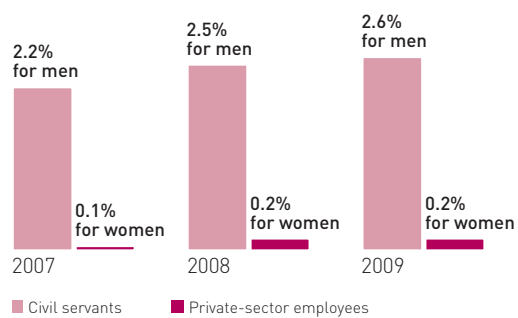
Parent company | La Banque Postale | Sofipost | GeoPost

PROMOTING WOMEN IN TOP MANAGEMENT



A majority of La Poste's employees are women, and they make up an increasing percentage of its management bodies. The percentage of women in top management is continuing to increase significantly. Further positive improvement will be pushed forward by the upcoming negotiation of a new agreement on gender equality at La Poste.

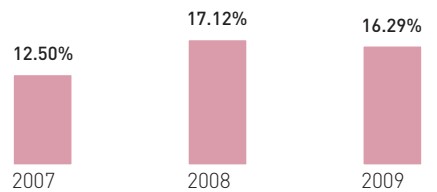
LIMITING THE PAY GAP BETWEEN THE GENDERS



The gap remained constant for civil servants, where La Poste has very little room for manoeuvre. This is due to the fact that, on average, men have more seniority than women. Gender equality is fully respected among private-sector employees.

DEVELOPING RECRUITING IN DISADVANTAGED URBAN AREAS

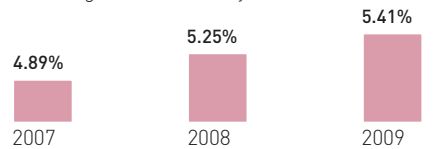
Disadvantaged urban area recruitment rate



To prove La Poste's commitment to employing young people from disadvantaged areas, it is continuing its plans to recruit residents of disadvantaged urban areas, with 16.29% of total open-ended employment contracts this year given to these individuals. Thanks to new actions to employ the least fortunate, La Poste aims to continue this commitment, primarily by fostering sandwich course programmes.

FOSTERING JOB OPPORTUNITIES FOR THE DISABLED

Job obligation beneficiary rate



The job obligation beneficiary rate rose regularly, underscoring the company's bold policy. La Poste works continuously to integrate people with disabilities by opening secure jobs for them while striving to build their skills.

Promoting diversity

One of La Poste Group's strategic commitments is learning to be more like its customers, to better serve them and better meet their expectations. This commitment guides its policy on diversity and equal opportunity.

The "Diversity" label

Following an Afnor audit, La Poste obtained the "Diversity" label for all its Business Sectors, in July 2009. This distinction demonstrates La Poste's commitment to preventing discrimination and promoting equal opportunity and diversity, both in recruiting and human resources management and with its customers and suppliers. La Poste will be audited regularly, meaning that it has to continue to make progress. As part of this effort, after giving postal workers the possibility of resorting to a specific body to notify cases of discrimination, it has appointed "diversity officers" across France and in all its Business Sectors.

Gender equality

All the Business Sectors signed onto the 2005 framework agreement on equality in the workplace, thereby respecting the commitment of the national agreement signed in 2005 and the requirements of the "Equality" label obtained in 2006 and renewed in 2008. The Retail Brand was the first Business Sector to receive this label in 2009 and it has set up an equality watchdog. At the end of 2009, 21.89% of management positions were occupied by women. La Poste is aiming for a 40%-60% gender balance in its management bodies.

Older generations and young people

In line with the legal obligation to negotiate their oldest staff members' jobs, La Poste has launched an action plan combined with results-based objectives to be rolled out in all the Business Sectors. All postal workers who turn 45 in 2010 will take part in an individual career-review interview some time during the year. This action plan also includes measures to foster employment for young people, since La Poste aims to raise postal workers' awareness of all types of age discrimination.

Providing recognition for disabilities

In 2009, thanks to efforts from all the Business Sectors, La Poste hired 101 employees with disabilities. In late December, 14,322 of its employees were job obligation beneficiaries, 5.41% of the total 2009 workforce, compared with the objective of 6% in 2015. Wide-reaching support and information campaigns were rolled out to recognise the quality of disabled employees' work. The "Diversity and Disability" project leaders conducted several awareness-raising actions for employees and steered the Group's participation in the 13th edition of Employees with Disabilities Week (Semaine pour l'emploi des personnes handicapées).



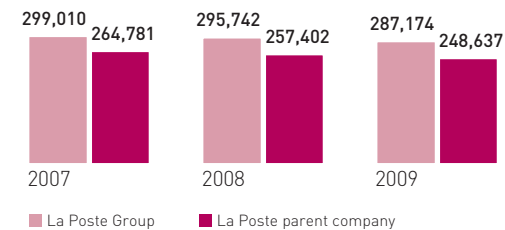
In 2009, following an Afnor audit, La Poste obtained the "Diversity" label for all its Business Sectors.

Recognition for its work

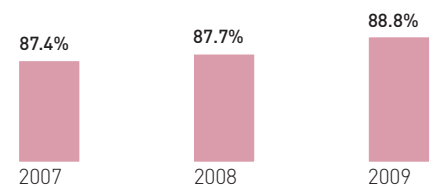
Parent company | La Banque Postale | Sofipost | GeoPost

HEADCOUNT

(in officer/clerk-year equivalent)

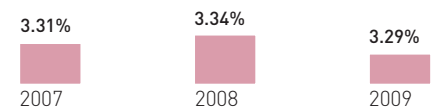


FULL-TIME EMPLOYMENT RATE FOR PERMANENT STAFF



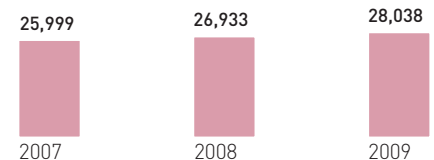
The full-time employment rate for private-sector employees was 88.2%, nearly equivalent to the full-time employment rate of civil servants at La Poste (88.3%).

PERCENTAGE OF PRIVATE-SECTOR EMPLOYEES ON TEMPORARY CONTRACTS OUT OF TOTAL STAFF



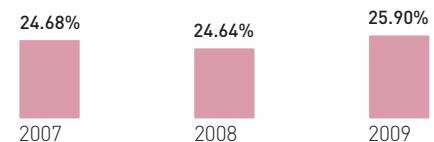
The percentage of staff on temporary contracts is still very low, in accordance with La Poste's commitment to providing stable jobs.

NUMBER OF STAFF MEMBERS PROMOTED DURING THE YEAR



La Poste is furthering its policy to develop skills and recognition.

OCCUPATIONAL ACCIDENT FREQUENCY RATE



La Poste is continuing its policy on prevention, health and safety in the workplace by harnessing managers' involvement, making risk assessment more professional, making workplace equipment safer and developing preventive measures for psychosocial risks.

In 2009:

- Average annual number of training hours per postal worker: 20 hours
- Promotion rate: 11.22%
- Number of transfers to public service positions: 438
- Number of start-up entrepreneurs supported during the year: 180

Covered scope indicated in blue (see page 24 for more details).

Being a socially-responsible employer

La Poste is committed to policies that foster job quality, develop skills and improve working conditions, and these principles form the basis of its unique socially-aware business model.

Training, a key part of change

Through new lines of products and services, a new workplace organisation, and new service habits, each Business Sector is preparing a training plan that suits its needs. At the Retail Brand, 2,300 managers are learning about customer satisfaction in real-time, and 9,000 counter clerks are enrolled in ("Service gagnant" "Winning Service") training to learn about service-oriented attitudes, banking advice and multi-channel uses. In 2009, 782 Mail supervisors signed up for a training course leading to qualification from the École des Managers (Management School), and 466 of them took a course to obtain the national supervisor's certificate, with a 95% success rate. Mediapost is continuing its VAE (*validation des acquis de l'expérience* – job experience validation) process. In 2009, all the managers from platforms involved in this process qualified successfully. At La Banque Postale, 18,000 people participated in consumer credit training.

Health, an integrated concern

In every Business Sector, health and safety prevention is covered by a joint approach led by field managers and experts and by thorough action plans on behaviour, equipment and organisation in the workplace. In 2009, 1,200 ColiPoste (Parcels) staff members came together in 14 forums to learn about best practices and proper material use. The Health, Safety and Prevention in the Workplace Medals (*Palme de la prévention santé, sécurité au travail*) is a process that organises managers' work and staff participation. It has currently been adopted by all the Mail sites. At the end of 2009, 755 Bronze Medals, 41 Silver Medals and 2 Gold Medals were awarded. Retail Brand employees were trained on how to manage rudeness, with role-playing sessions in the 281 post offices with the highest incidence of rudeness. La Banque Postale has carried out pilot training actions on health and well-being in the workplace, with 120 employees and managers, in particular in the Lille and Paris financial centres.

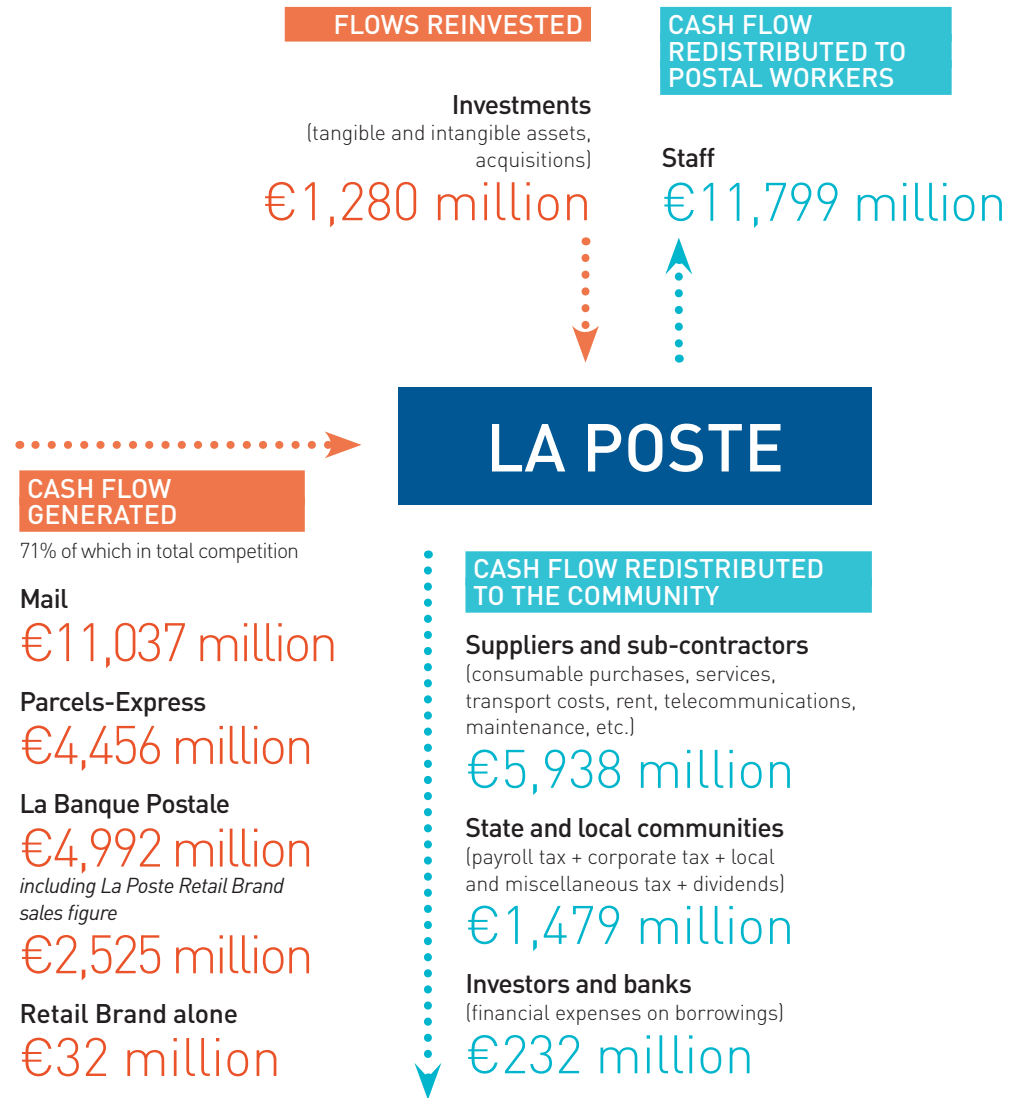
Mobility, a reality

In 2009, the principles defined in the Mobility charter were put into practice, giving everyone new possibilities for career growth. With the new ("Mobilité Fonction Publique" "Transition to Public Service") hotline, La Poste is extending its communication and support system and offering all interested postal workers a means of getting information quickly and easily. Thanks to the mobility portal, over 2,000 postal workers log on each day, via the intranet or the Internet, to apply for jobs online through the job bank, discover opportunities for transfers to public service positions and to get information about the company start-up support service. On the whole, over 5,800 job offers were published in 2009, and the company supported 438 postal workers who wanted to move to public service status and 180 start-up entrepreneurs.

Training on managing rudeness in the Mantes-la-Jolie post office.



SHARING THE FRUIT OF OUR PERFORMANCE



Because its future is closely linked to the future of the regions in which it is active, the regions where its postal workers live and work, La Poste Group works to support regional development and participates in projects that give shape to this development. Added value from Group activities represents 1% of GDP. La Poste reinvests most of its profits to fund purchases and investments, staff pay, and taxes.

Being a socially-responsible partner at local and regional level

Through its activities, the Group plays a key role at local and regional level. Local and regional players are gradually organising their approaches to sustainable development. La Poste aims to support them as they set up their projects to make a local contribution.

Framework agreements

To make sure its actions are effective, La Poste is working with recognised partners on cooperation projects in line with its goals. It aims to exchange know-how, set up areas for experimentation and feedback, and drive mutual emulation forward.

La Poste Group's agreement with the Ministry of Ecology, Energy, Sustainable Development and Sea and with ADEME (the French environment and energy management agency) sets a framework for the roll-out of national and local actions. This partnership's first accomplishment is the eco-driving training guide launched by La Poste and ADEME in November 2009 during the Salon des maires (Mayors' Fair). It gives local authorities and companies the benefit of Ademe's expertise and La Poste's feedback. Other projects have been kicked off, primarily in energy efficiency in buildings, including building the BBC* – standard Mail platform in the Basse-Normandie region.

The national cooperation agreement signed by La Poste Group and the French federation of regional parks gives these parks the chance to set up operational projects in the area of electric vehicles, renewable energies, real estate or responsible products. The Provence-Alpes-Côte d'Azur and Basse-Normandie regions were the first to launch this partnership by issuing collector's stamps depicting the parks and their regions.

In each region, Sustainable Development Officers work with correspondents from the Business Sectors on local and regional organisational projects in line with the Group's goals.

This work may involve simple local monitoring, know-how and feedback given in working groups or during events, or La Poste's supervision of actions for everyone involved in a project.

La Poste has taken a stand as a regional player on issues such as site accessibility, urban logistics, employees' travel, responsible purchasing, service to vulnerable individuals, access to jobs and responsible communication.

Active for local jobs

In 2009, through the Job and Equal Opportunity Action Plan Train (Train pour l'Emploi et l'Égalité des Chances), the Group travelled to 11 cities across France to meet over 10,000 applicants. During Employees with Disabilities Week, all the Business Sectors and all the subsidiaries took part in around 60 events across France. Around 1,000 young people from disadvantaged urban areas joined the Group as part of its ("Espoir Banlieues" Hope for the suburbs) plan, and, in the Nord-Pas-de-Calais region, La Poste teamed up with the French Job Centre to encourage the hiring of disadvantaged youth and disabled workers.

In line with the Group, ColiPoste (Parcels) is working locally for more environmentally-friendly urban logistics.



* BBC: low-consumption building.

Reporting campaign

For the first time, the 2009 responsible development reporting campaign was conducted using a dedicated information system. It was based on a shared La Poste Group protocol. For each indicator, this protocol determines the scope of application, the methods for collecting and escalating information and the methods for calculation. It applies to the following contributing entities: the Group's Business Sectors, subsidiaries and cross-functional entities. The Sustainable Development Division is in charge of data consolidation. The methods for calculating CO₂ emissions are taken from national and international reference systems (EPE-ADEME protocol, Bilan Carbone®, GHG Protocol).

Scope covered

The general reporting scope for the La Poste Group is broken down as follows:

Parent company

For social indicators, La Poste parent company includes Mail, ColiPoste, the Retail Brand, cross-functional entities (corporate divisions and support divisions), support subsidiaries such as Poste Immo (property) and Véhiposte, and Financial Services (which represent the banking activities and report to the parent company).

La Banque Postale

La Banque Postale, whose subsidiaries are not currently included in the reporting scope, except for SRI (La Banque Postale Asset Management).

Sofipost

Sofipost, the Mail subsidiaries holding company. Some subsidiaries have been included in reporting for several years (Mediapost, STP), and others were incorporated in the scope for the 2009 campaign (Docapost holding company). Some of Sofipost's subsidiaries are not yet included in the reporting scope.

GeoPost



GeoPost is the national and international Parcels-Express subsidiary holding company. The business unit DPD Polska was incorporated in the reporting scope in 2009.

Key for scope covered

In this report, indicators for the covered scope are marked, either the Group as a whole (marked entirely in blue) or some of its entities (only covered entities are in blue).

For some indicators, the scope, which is limited to La Poste parent company and La Banque Postale, corresponds to the sustainable development commitments made for 2008-2012 (based on 2007 figures) as part of the Performance and Confidence strategic plan.

When transport indicators are extended to sub-contractors, it is specified in the title and/or the key.

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