



Posti Group

**Strong profit increase despite soft
market demand**

January – December 2024



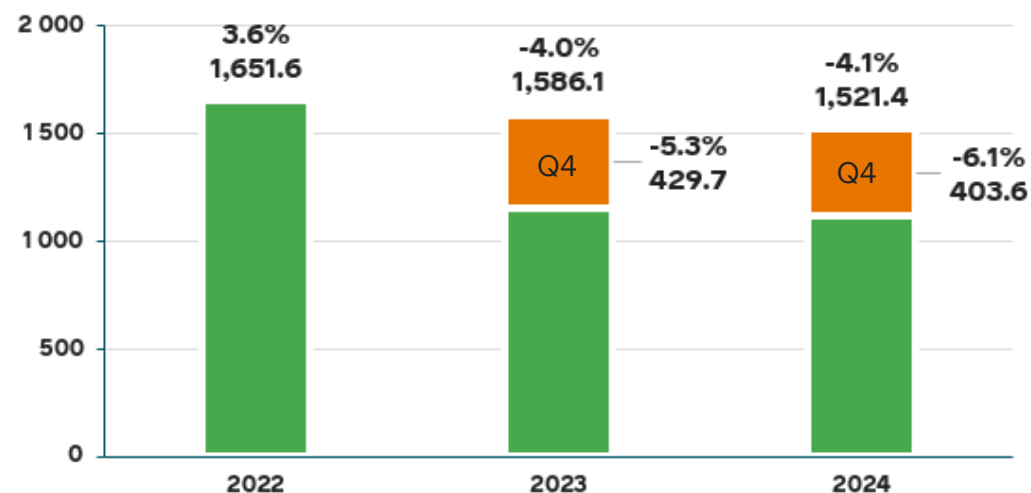


Responsibly delivering on your terms

what matters
to you

posti

Group's net sales, EUR million
and change, %



Posti in figures 2024

Net Sales

EUR 1,521.4 million

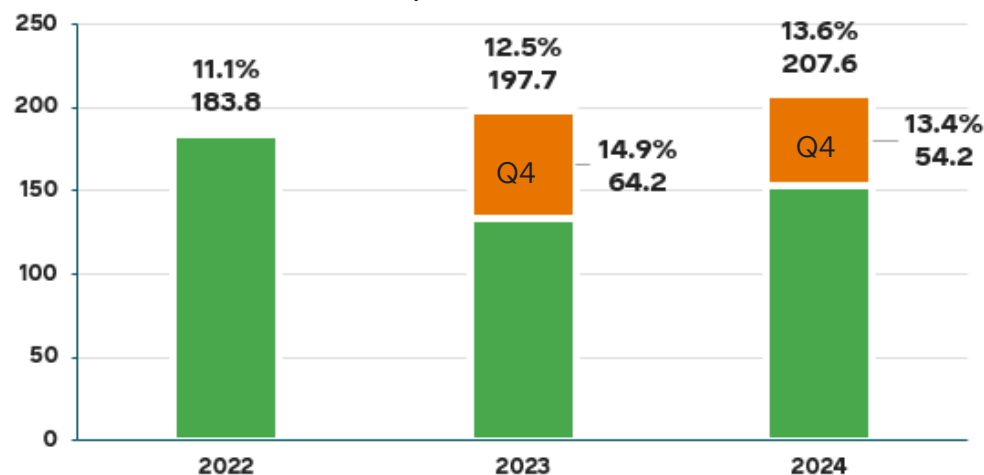
(EUR 1,586,1 million)

Adjusted EBITDA

EUR 207.6 million

(EUR 197.7 million)

Group's adjusted EBITDA, EUR million
and as a percent of net sales



Adjusted EBITDA-%

13.6%

(12.5%)

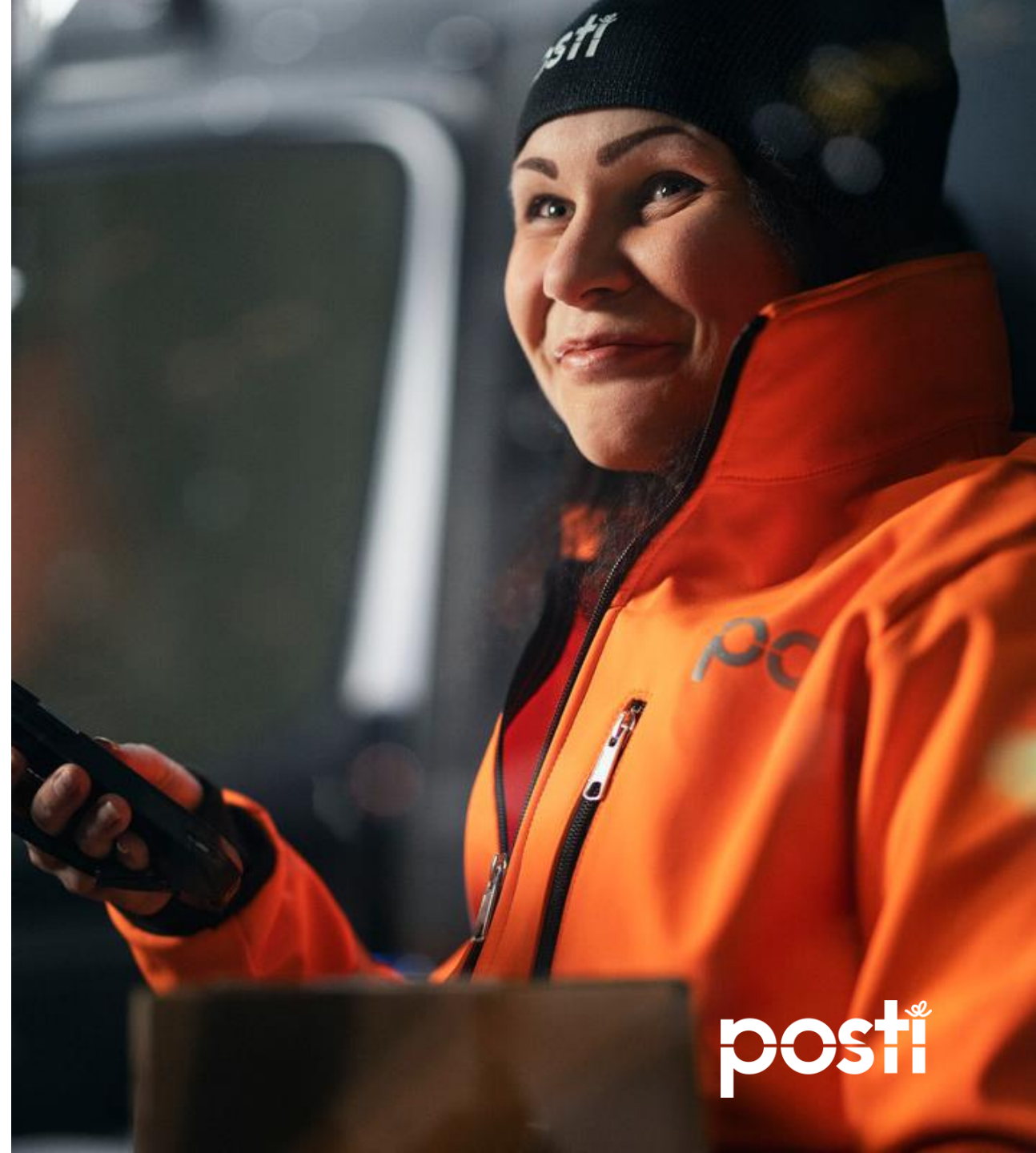
Financial highlights 2024

- Net sales decreased by 4.1% to EUR 1,521.4 (1,586.1) million.
- Adjusted EBITDA increased to EUR 207.6 (197.7) million, or 13.6% (12.5%) of net sales.
- EBITDA increased to EUR 196.6 (188.6) million, or 12.9% (11.9%) of net sales.
- Adjusted operating result increased to EUR 80.1 (66.4) million, representing 5.3% (4.2%) of net sales.
- Operating result increased to EUR 68.0 (-7.0) million, representing 4.5% (-0.4%) of net sales. The comparison period was impacted by impairments and other special items.
- Net debt to adjusted EBITDA was 1.2x (1.2x).

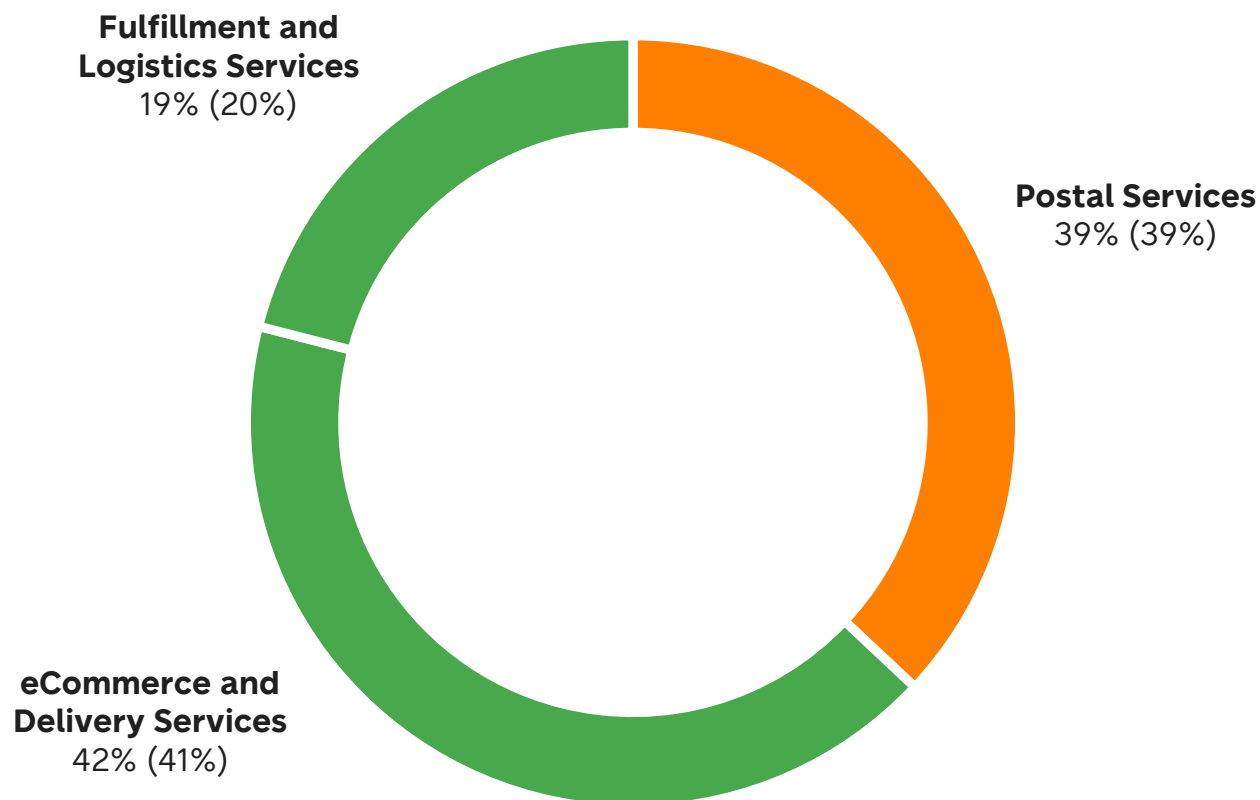


2024 operational highlights – profitability increased throughout the year

- Posti Group profitability increased in 2024 due to successful operational efficiency in operations.
- Operating environment was challenging, which impacted volumes and therefore Group net sales negatively.
- Total number of parcels increased by 2%.
- All Posti Group companies are gradually starting to operate under one Posti brand from September 2024.
- Service Sector Employers PALTA and the Finnish Post and Logistics Union PAU approved the result of the negotiation on the utilization of the option year in the collective agreement.
- Posti is investing in new Terminal in Tallinn and new warehouse in Järvenpää.
- Addressed mail volumes continued to decrease.



The combined external sales of eCommerce and Delivery Services, and Fulfillment and Logistics Services represented 60.7% (60.5%) of the Group's net sales in 2024



Posti in figures 10-12/2024

Net Sales

EUR 403.6 million

(EUR 429.7 million)

Adjusted EBITDA

EUR 54.2 million

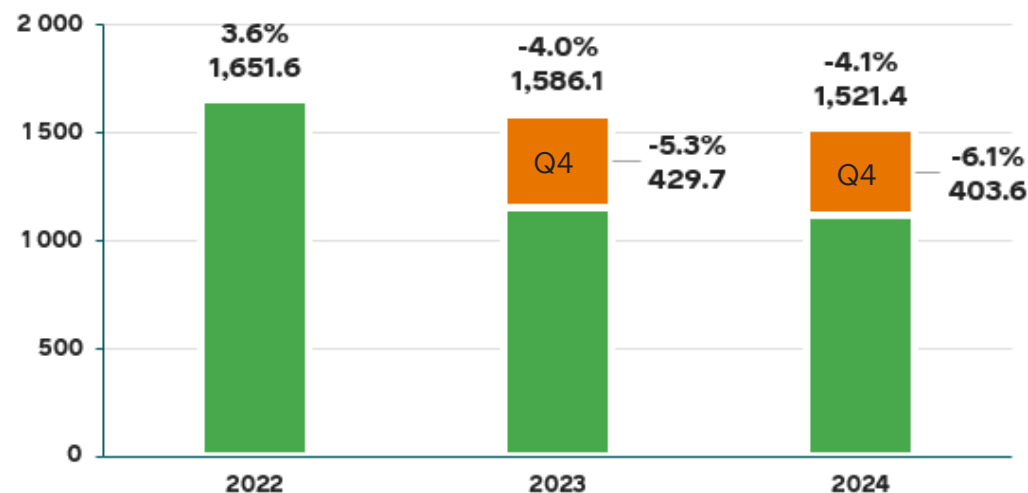
(EUR 64.2 million)

Adjusted EBITDA-%

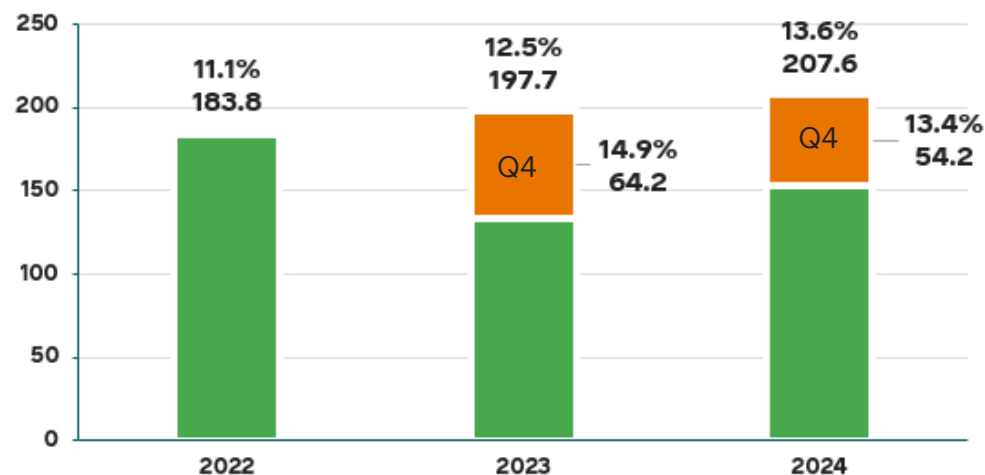
13.4%

(14.9%)

Group's net sales, EUR million
and change, %



Group's adjusted EBITDA, EUR million
and as a percent of net sales



Q4 2024 financial highlights

- Net sales decreased by 6.1% to EUR 403.6 (429.7) million.
- Adjusted EBITDA decreased to EUR 54.2 (64.2) million, or 13.4% (14.9%) of net sales.
- EBITDA decreased to EUR 52.8 (64.2) million, or 13.1% (14.9%) of net sales.
- Adjusted operating result decreased to EUR 21.7 (31.6) million, representing 5.4% (7.4%) of net sales.
- Operating result decreased to EUR 19.2 (31.0) million, representing 4.8% (7.2%) of net sales.



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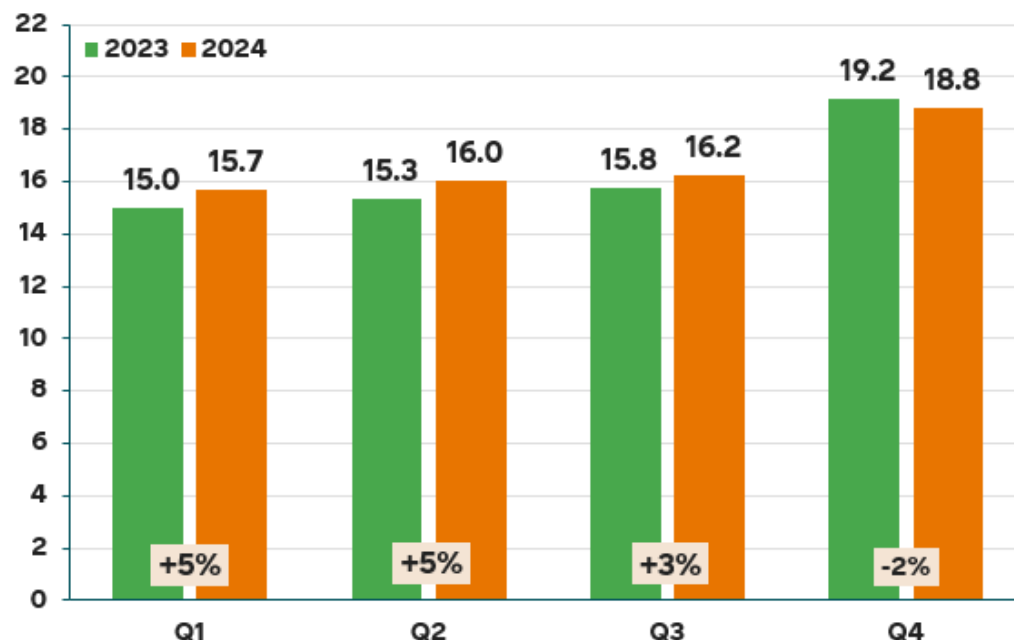
Q4 2024 operational highlights

- Group net sales decreased which was affected by low consumer and customer demand in all segments.
- Operational efficiency continued to contribute to the Group's adjusted EBITDA positively.
- Posti hired 1,700 seasonal employees and delivered over 10 million Christmas cards and 7 million parcels during the five busiest weeks before Christmas.
- Total parcel volume declined by 2% and the addressed letter volumes continued to decrease by 18%.
- To recognize employees for their contribution, Posti paid an additional bonus installment of EUR 1.5 million to the personnel fund in Finland.
- It was disclosed that Posti Group headquarters will move back to the historic Postitalo building in Helsinki city center in late 2025.
- Posti's Extraordinary General Meeting on December 20, 2024, decided on an extra dividend of EUR 150.0 million.



Parcel volumes decreased and postal volumes continued to decline in Q4 2024

Parcel volumes (million units) and change, % in Finland and in the Baltics



-2%

Parcel volumes in Finland and in the Baltics 10-12/2024

-2%

Freight volumes* 10-12/2024

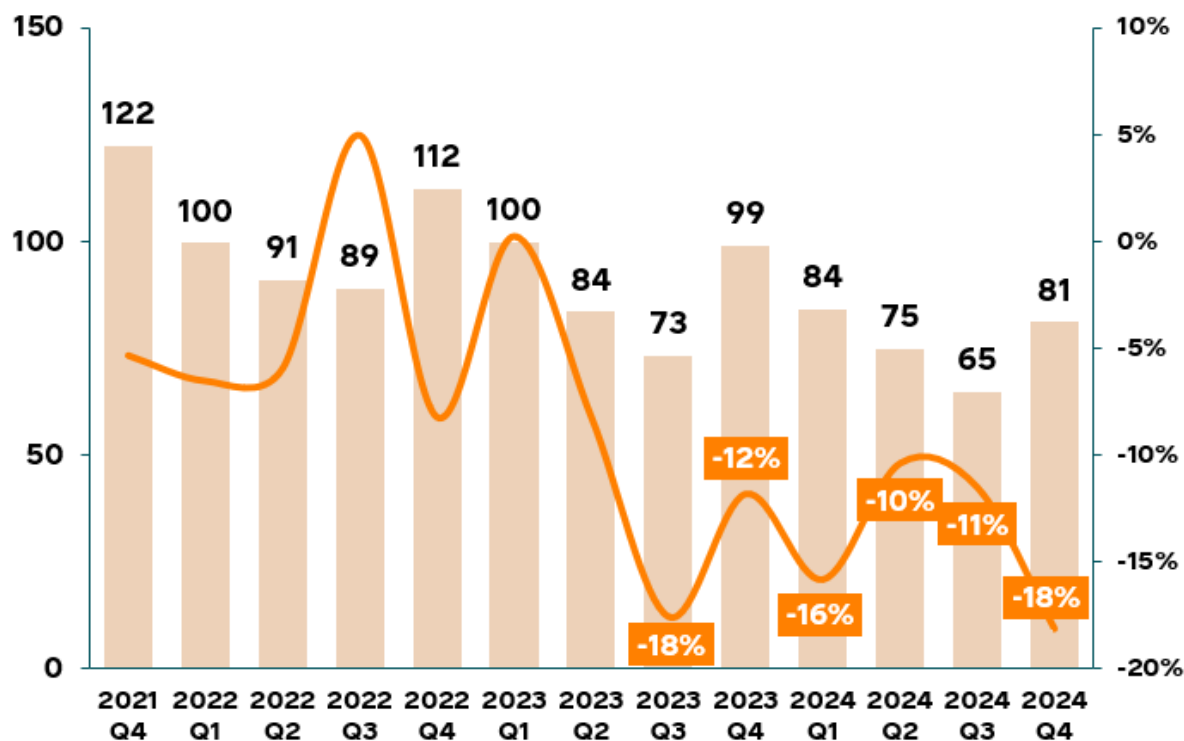
* Measured in waybills

-18%

Addressed letter volumes 10-12/2024

Addressed letter volumes continued to decrease in Q4 2024

Addressed letter volumes (million units) and change, %



- Altogether 81 million addressed letters were delivered in Q4. Decrease from previous year 18 million items.
- During the peak season Posti delivered over 10 million Christmas cards.
- The share of mail items covered by the universal service obligation accounted for 6.4% (5.8%) of all Posti's mail items delivered.



Financials

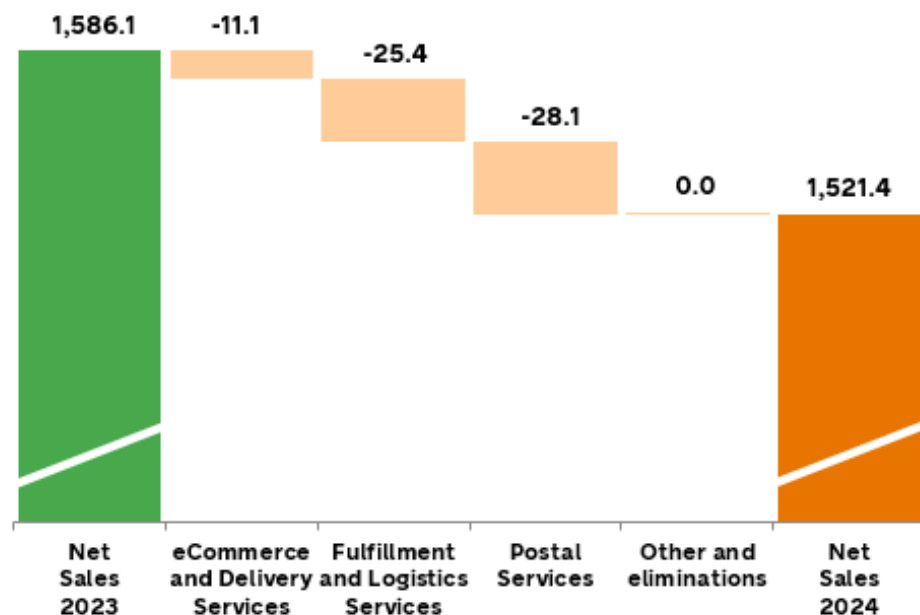


Posti Group's 2024 net sales and adjusted EBITDA change

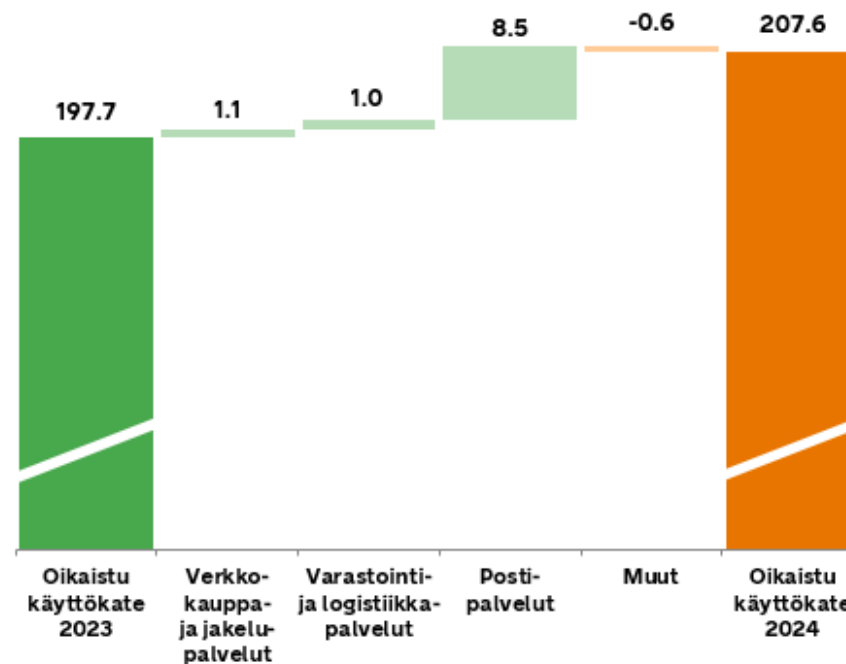
Net sales decreased by 4.1% to EUR 1,521.4 (1,586.1) million.

Adjusted EBITDA improved to EUR 207.6 (197.7) million.

2023 vs 2024 change of net sales by segment,
EUR million



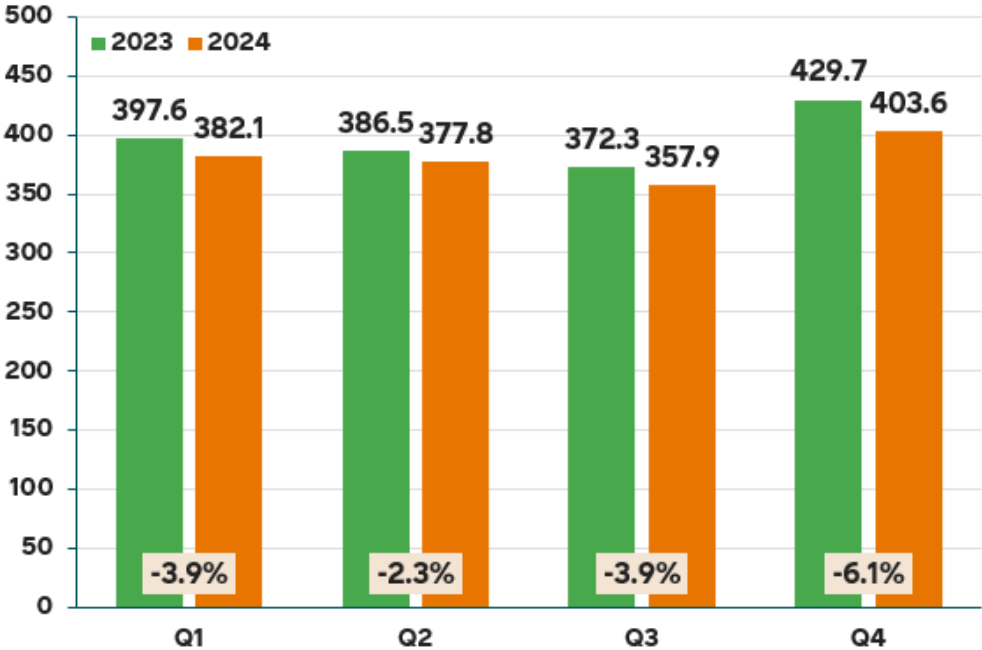
2023 vs 2024 adjusted EBITDA change by segment,
EUR million



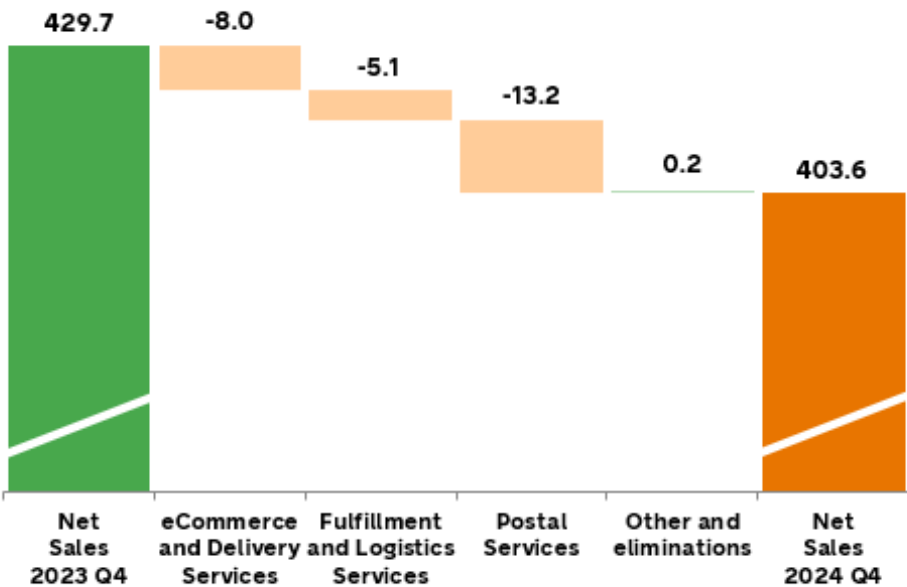
Posti Group's Q4 2024 net sales

Net sales decreased by 6.1% to EUR 403.6 (429.7) million.

Group's net sales,
EUR million and change, %



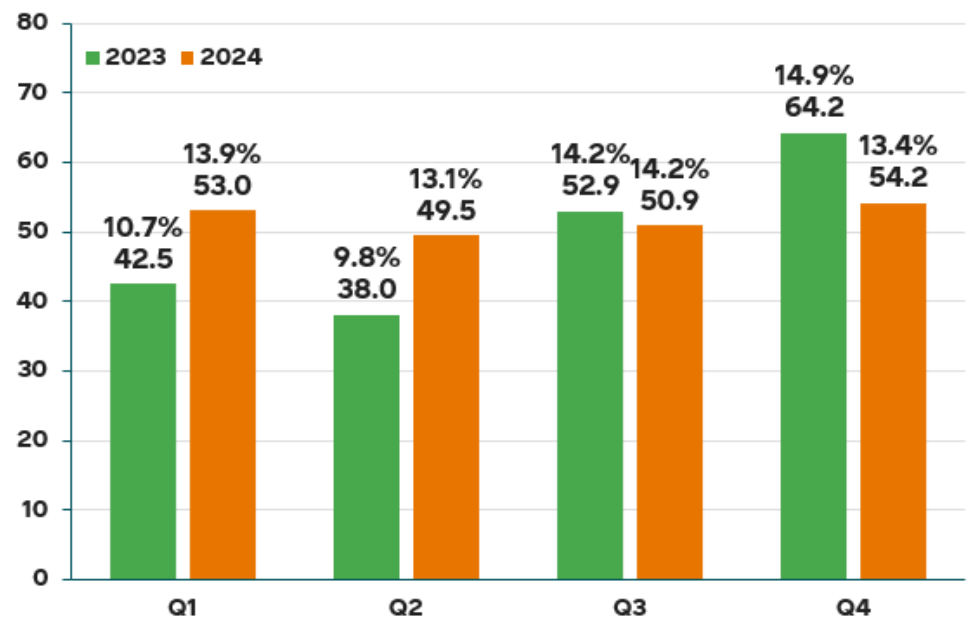
2023 Q4 vs 2024 Q4 change of net sales by segment,
EUR million



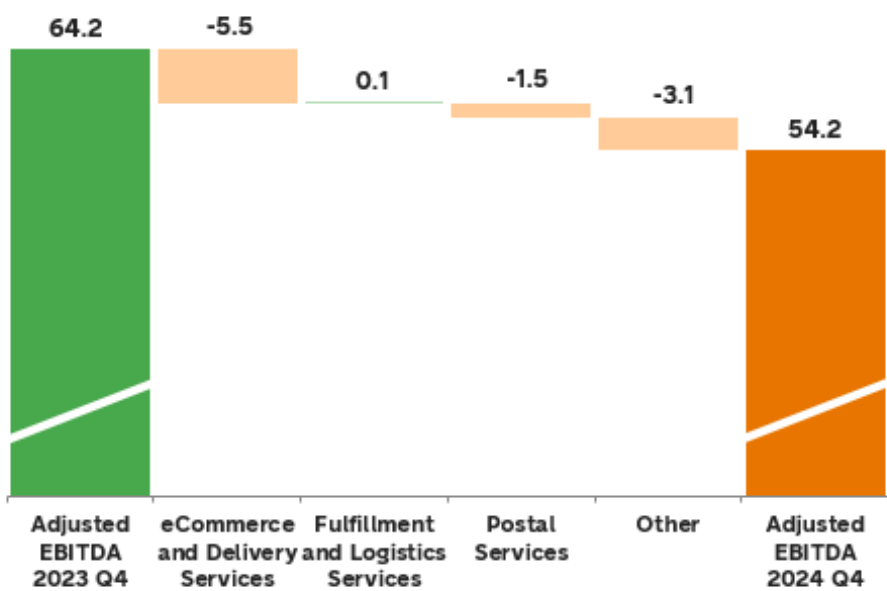
Posti Group's Q4 2024 adjusted EBITDA

Adjusted EBITDA decreased to EUR 54.2 (64.2) million, or 13.4% (14.9%) of net sales.

Group's adjusted EBITDA,
EUR million and as a percent of net sales



2023 Q4 vs 2024 Q4 adjusted EBITDA change by
segment, EUR million



Posti Group's key figures Q4 2024

	10-12 2024	%	10-12 2023	%	1-12 2024	%	1-12 2023	%
Net sales, EUR million	403.6		429.7		1,521.4		1,586.1	
Adjusted EBITDA, EUR million	54.2	13.4%	64.2	14.9%	207.6	13.6%	197.7	12.5%
EBITDA, EUR million	52.8	13.1%	64.2	14.9%	196.6	12.9%	188.6	11.9%
Adjusted operating result, EUR million	21.7	5.4%	31.6	7.4%	80.1	5.3%	66.4	4.2%
Operating result, EUR million	19.2	4.8%	31.0	7.2%	68.0	4.5%	-7.0	-0.4%
Result for the period, EUR million	12.4	3.1%	22.8	5.3%	43.8	2.9%	-25.2	-1.6%
Return on capital employed (12 months), %					11.2%		-1.0%	
Net debt, EUR million					257.5		240.0	
Net debt / Adjusted EBITDA					1.2x		1.2x	
Operative free cash flow, EUR million					-2.9		28.6	
Personnel, end of period					14,764		17,024	
Personnel on average, FTE	12,777		13,784		13,095		14,272	
Earnings per share, basic, EUR	0.31		0.57		1.10		-0.63	
Dividend per share, EUR					0.83*		4.55**	
Dividends, EUR million					33.0*		181.8**	



Outlook and long-term financial targets



Outlook for 2025

In 2025, Posti is expecting its net sales and adjusted EBITDA to be on the previous year's level.

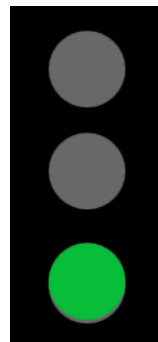
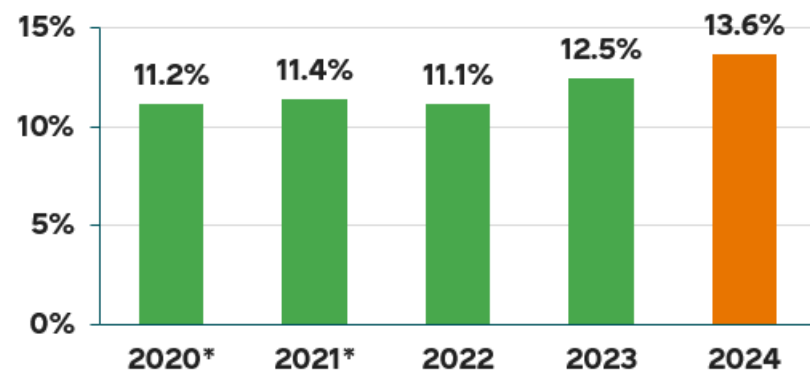
- In 2024, Posti's net sales were EUR 1,521.4 million and adjusted EBITDA was EUR 207.6 million.
- Current macroeconomic and market conditions bring uncertainty to economic projection and consumer confidence. Consumer behavior affects Posti's business and may further impact our actual results.
- The Group's business is characterized by seasonality. The net sales and adjusted EBITDA in the segments are not accrued evenly over the year. In consumer parcels and Postal Services, the first and fourth quarters are typically strong, while the second and third quarters are weaker. The postal volume decline is expected to continue.



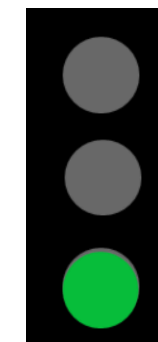
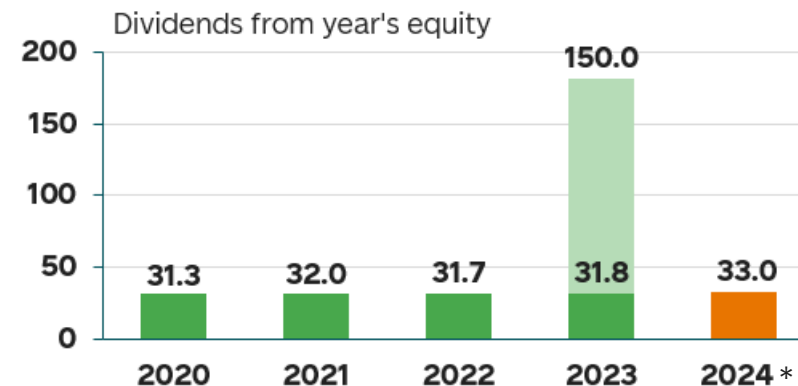
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Long-term financial targets

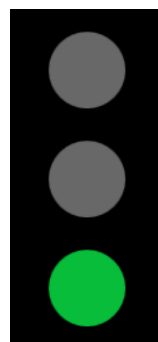
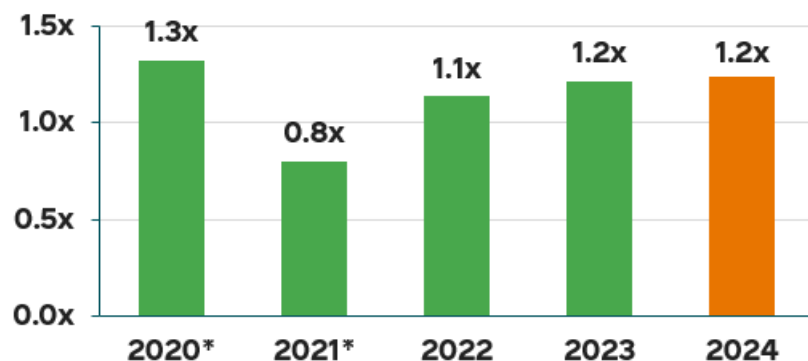
Adjusted EBITDA 13%



Continuously increasing ordinary dividend, but not exceeding annual net profit, EUR million



Net debt / Adjusted EBITDA less than 2.5x



* Continuing operations

** Board of Directors' proposal to the Annual General Meeting



Segments



Q4 2024: eCommerce and Delivery Services key figures

EUR million	10-12 2024	10-12 2023	1-12 2024	1-12 2023
Net sales	168.3	176.3	640.9	652.0
Net sales change, %	-4.5%	-2.3%	-1.7%	-4.1%
Adjusted EBITDA	20.5	26.0	77.0	75.9
Adjusted EBITDA, %	12.2%	14.7%	12.0%	11.6%
EBITDA	20.4	26.0	71.2	73.9
EBITDA, %	12.1%	14.8%	11.1%	11.3%

The net sales decreased by 4.5% to EUR 168.3 million

- Consumer demand, especially in recommerce, stayed on a good level in an increasingly competitive market.
- The decline in total parcel volumes impacted net sales negatively whereas the successful peak season impacted net sales positively.

Adjusted EBITDA decreased to EUR 20.5 million

- The segment's declined net sales decreased profitability, whereas the improved operational efficiency increased profitability.

Q4 2024: Fulfillment and Logistics Services key figures

EUR million	10-12 2024	10-12 2023	1-12 2024	1-12 2023
Net sales	77.5	82.6	303.0	328.4
Finland**	50.0	53.1	201.3	219.5
Sweden***	27.6	29.5	101.8	108.9
Net sales change, % *	-6.2%	-13.2%	-7.7%	-10.3%
Adjusted EBITDA	8.0	7.8	38.3	37.3
Adjusted EBITDA, %	10.3%	9.5%	12.6%	11.4%
EBITDA	7.7	7.8	37.8	35.4
EBITDA, %	9.9%	9.5%	12.5%	10.8%

The net sales decreased by 6.2% and were EUR 77.5 million

- The weak customer demand continued in the fourth quarter, which resulted in a low circulation of goods in warehouses and had a negative impact on net sales.
- The acquisition of Swedish Cargo Support Holding C.S.H. AB in May 2024 impacted net sales positively.

Adjusted EBITDA increased to EUR 8.0 million

- Cost discipline and improved operational efficiency impacted positively.

*Transval Myymäläpalvelut Oy was divested in September 2023.

*Cargo Support Holding C.S.H. AB was acquired in May 2024.

**Formerly Transval

***Aditro Logistics

Q4 2024: Postal Services key figures

EUR million	10-12 2024	10-12 2023	1-12 2024	1-12 2023
Net sales	164.4	177.6	602.9	631.0
Net sales change, %	-7.4%	-3.7%	-4.5%	0.1%
Adjusted EBITDA	33.7	35.2	104.8	96.3
Adjusted EBITDA, %	20.5%	19.8%	17.4%	15.3%
EBITDA	32.9	35.3	99.8	92.8
EBITDA, %	20.0%	19.9%	16.5%	14.7%

The net sales of Postal Services decreased by 7.4% to EUR 164.4 million

- Decreased volumes impacted net sales negatively. The decrease in net sales was partly offset by price increases.

Adjusted EBITDA decreased to EUR 33.7 million

- Lower volumes and the decline in the net sales impacted adjusted EBITDA negatively.
- Improvements in operational efficiency increased profitability.

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