Our Purpose

We are **passionate** about
building trust to **connect lives and
businesses** for a **better tomorrow**

11m+
Addresses
Served

~300m
Mail & Parcel
delivered

~7,180
Fleet Size

623
Post Offices

~3,500
Retail Points

16,400+
Workforce

Mail Retail International Parcel Fulfil POS Aviation POS Logistics redlyexpress POS Shop POS ArRahnu POS Digicert DataPOS
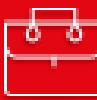
Where our business transformation started in Aug 2021

PEOPLE

Frequent change in leadership

Bloated organization

Dysfunctional culture

SERVICE & CUSTOMERS

Poor service levels

Poor customer service

Focus on volume, not profit

Billing disputes

High dependency on a few customers

Poor brand reputation

PROFIT

Low productivity

High indirect cost

Declining market share

Lack of environmental and sustainability-driven business initiatives

Presented By:
POS MALAYSIA

We embarked on our transformation plan and now advancing towards Phase 4

PHASE FOUR

Phase 4: Delivering A Better Tomorrow
- Best people, service, great customer experience and a renewed business model, delivering a significantly better bottom line

PHASE THREE

Phase 3: Growth Initiatives
- A great parcel delivery company, that also delivers mail
- Value creators: Retail, Fulfillment, International

POS MALAYSIA | Fulfill

Redly

Phase 2: Transform The Core
- Cultural transformation
- Operational excellence
- Restructured customer journey
- Digitalization
- Growth and quality

PHASE TWO

Our Purpose
We are passionate about building trust to connect lives and businesses for a better tomorrow

Our Customer Promise
We deliver
We connect
We improve lives

Our Values
Own It • Build Trust • One Team • Drive Innovation • Move Fast • Delight Customer

Our Guiding Principle
Strive to be an organization that delivers great results, without compromising on respect

Highly Motivated, Engaged, Safe Employees	Delivering A Great Service and Delighting Our Customers	Delivering a Profitable Network

Brand

Leadership and Culture

Digital Technology And Data

Environmental, Social, Governance

Phase 1: Fix the Basics
- Service improvement
- Cost reduction

PHASE ONE

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Despite the challenges, we have achieved significant progress

- Employee engagement improved from <70% to 75%
- Female leaders from 38% to 46%
- Year on year reduction of safety incidents by ~26%

- #2 Brand preference
- #1 Brand equity
- #1 Share of voice
- #1 PR and PR value

- Rolled out culture transformation program (Wira)
  o Multiple Wira onsite programs

- Pos Malaysia Sustainability roadmap: Net Zero by 2050
- Deployed 1,252 eBikes & 236 eVans
- 17 sites with solar panels
- 1,112 eBikes, 286 trucks & 618 vans installed with telematics
- 6 ChargEV stations
- 132 tonnes total recycled collected in FY2024

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Delivering a profitable network

Brand

Leadership And Culture

Digital Technology & Data

Environmental, Social, Governance

- Parcel D+1 SLA from ~57% to ≥93%
- Mail SLA from ~51% to ≥93%
- Best in class customer service levels, at a lower cost
- NPS: Retail 96.5, Delivery 74.3

- LBT improvement
- Last mile productivity improved by > 100%
- Rolled out Pos Shop, Pos Fulfill, Redly
- Removed significant 'run cost'

- Digitalising the customer journey
- 90%+ apps migrated to cloud
- Website & Pos Mobile App revamped
- New customer apps: SendParcel Pro, Motor Insurance
- Enhanced data analytics & cloud migration
- AXIS, Kyzense launched

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Pos Malaysia's culture transformation - Wira live and breathe, we Drive Innovation as part of our six values and behaviours to #BeBetter

Move Fast
We learn, simplify, adapt and act quickly

Drive Innovation
We challenge the way we do things to create better solutions

Build Trust
We win mutual trust with fairness and integrity, always

Delight Customers
We make our customers happy

Own It
We take ownership to achieve a great outcome

One Team
We work together with others to achieve great results

Presented By:

POS MALAYSIA

Powered By: **MIDP** **15**
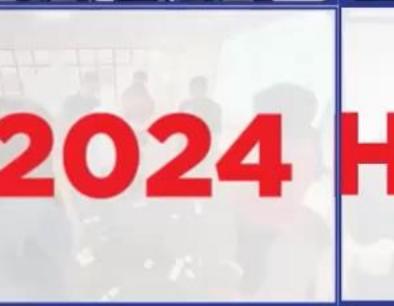
Embracing diversity, equity & inclusion

Our aspiration is to be a great employer for all

Celebrate Diversity

- Women in Leadership
- Mentorship
- Cultural events

Targeted Hiring Initiatives

- Attract diverse pool of candidates
- Blind CVs to avoid bias
- Returning moms to work
- Succession plans are forced to include diversity

Nationwide Mental Health Initiatives

- Collaboration with the experts

Employee Assistance Programs

- Women network
- External partners collaboration
- People with disabilities

Women in Leadership

2021	2022	2023	2024	2025 (T)
0.38	0.404	0.409	46.0%	0.49

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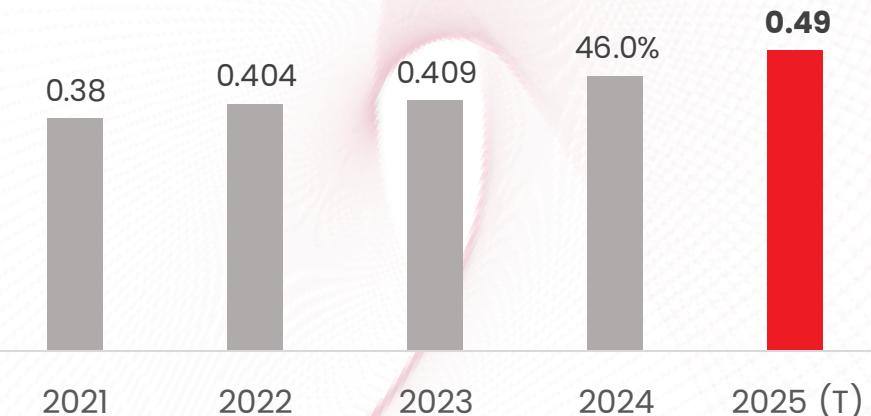
Digital transformation aligned with our strategy

#1 Highly Motivated, Engaged, Safe Employees

kyzense
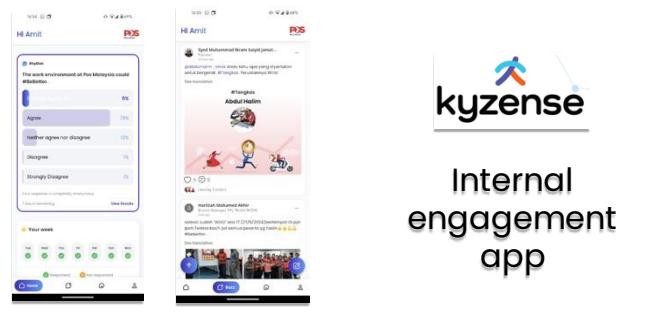
Internal engagement app

HRMS Portal: SAP SuccessFactors – One stop employee portal

Virtual POS CODE Centre of Development

Upskill talents
Reskilling talent to match industry trends and needs
100% compliance and safety trainings

#2 Delivering a Great Service and Delighting Our Customers
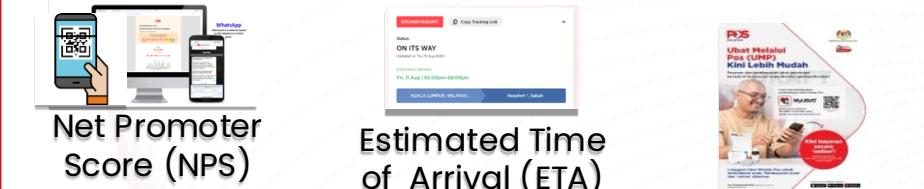
Net Promoter Score (NPS)
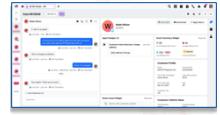
Contact Centre System

Retail Plus

Motor Insurance and Road Tax Renewal Platform

Estimated Time of Arrival (ETA)

Customer Facing Shipping Tools (SendParcel PRO)

AXIS
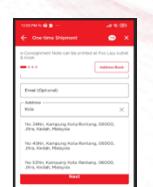
Smart-search Addresses

MyUbat

Bagasi Haji Apps

BEST Modernisation

Delivering for Tomorrow

Security Overhaul

Power BI | Looker | amazon REDSHIFT | aws

Cloud Transformation

Data lake

Setup Google Analytics 4 (GA4) & Looker Dashboard for online dashboard
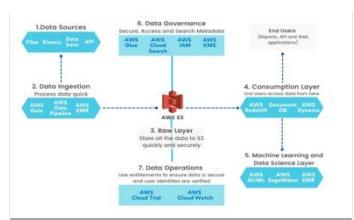
Master Data Management Development & Data Governance

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Powered By: **MIDP** **15**

Diversifying further, building future growth initiatives

Pos Shop delivers convenience.

Bringing the best retail experience to the community by offering a wide range of beverages, desserts, snacks, and personal care products. Launched alongside Pos Kafe, which serves freshly brewed coffee, soft serve ice creams, sandwiches, and other Ready-to-Eat (RTE) products, Pos Shop will bring value to the surrounding community.

Currently, we have our presence in 50 locations nationwide.

POS Shop

POS MALAYSIA | Fulfill

Pos Fulfill delivers a great customer experience.

Leveraging on Pos Malaysia's existing 180,000 sq. ft. retail and operations footprint to create an ecommerce fulfillment business that will generate additional income and last mile volumes

We are now in 8 locations across Malaysia
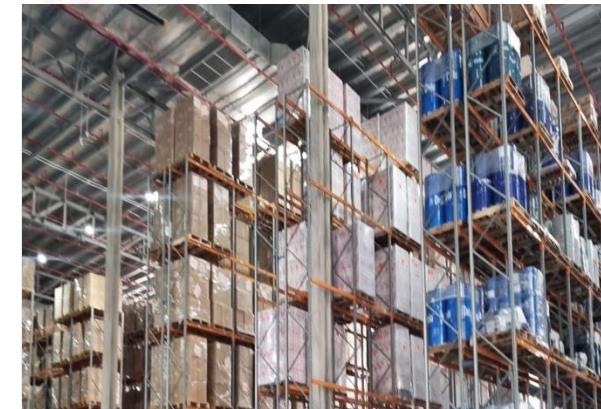
Redly

Redly delivers internationally.

Asset-light, cross-border hybrid solution currently serving 48 markets and target to add more.

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Our sustainability roadmap launched in March 2023

Our Path to Net Zero

| DELIVERY METHODS | FLEET OPTIMISATION | GREEN BUILDING | WASTE MANAGEMENT | ECO CONSUMERISM | RESPONSIBLE SUPPLY CHAIN |

By 2030, Pos Malaysia commits to

> 50% emission reduction (scope 1 & 2)

> 100% first and last-mile electric fleet

> 80% recycling rate of operational waste

> All products containing 80% renewable/ recyclable inputs

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POS MALAYSIA

Recognition Across People, Brands & Service Excellence

WE DELIVER ❯

LOVE, TRUST, LOYALTY

WE DELIVER ❯

Promises

WE DELIVER ❯

Happiness & Delight

WE DELIVER ❯

Diversity, Equity & Inclusion

WE DELIVER ❯

Reliability

WE DELIVER ❯

Simplicity

WE DELIVER ❯

A Tomorrow

Presented By: POS MALAYSIA