

# Fireside chat

19 March 2025



# Agenda

InPost at IPO and now

#1 locker network in key markets

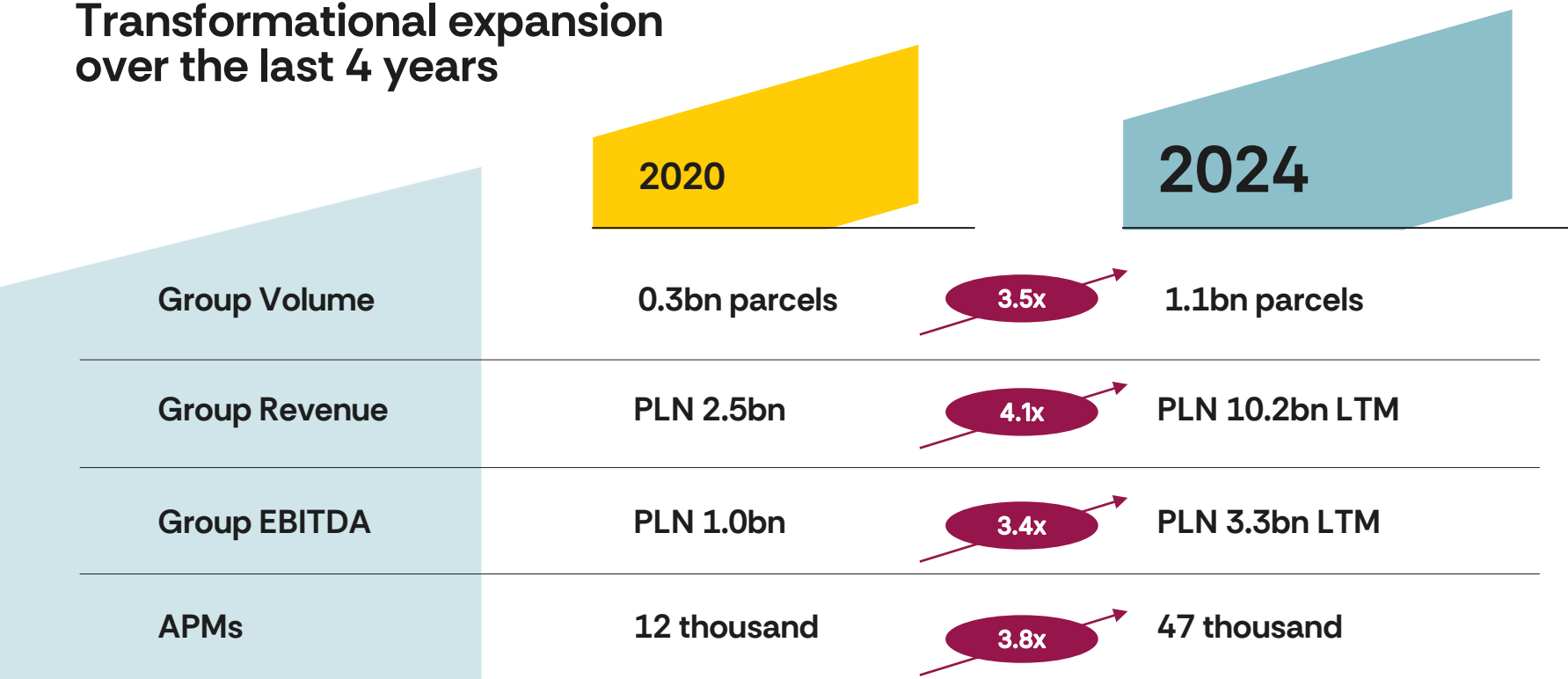
Gaining market share in all markets

Geographical diversification

Love Brand – customer centricity

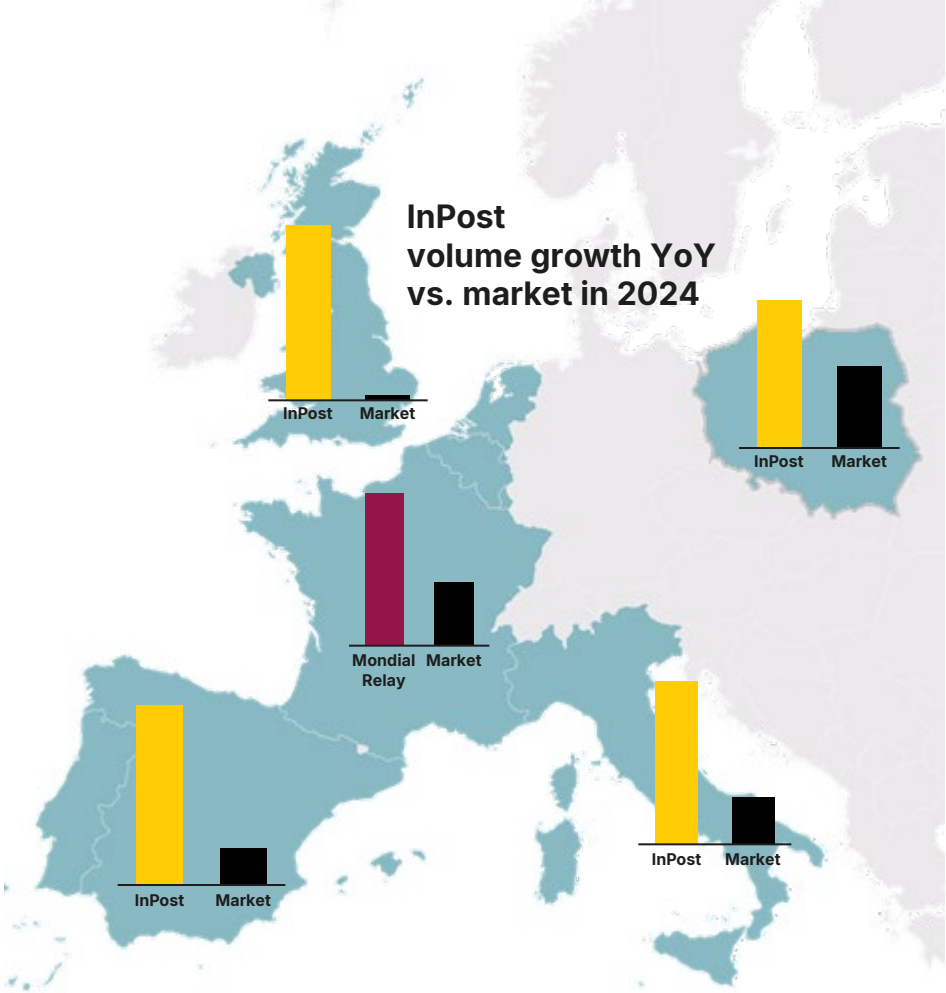
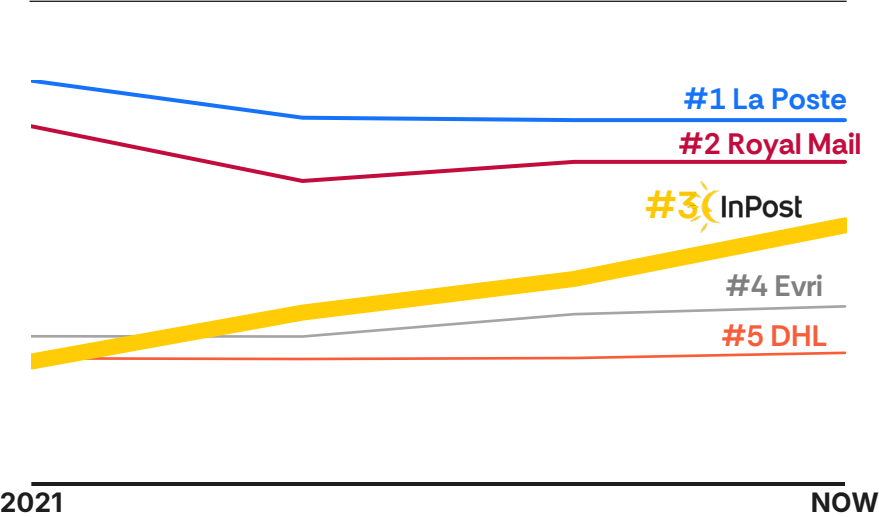


# Transformational expansion over the last 4 years



# We are more visible on the European map

B2C e-commerce parcel volume by carrier in 9 European markets InPost operates in

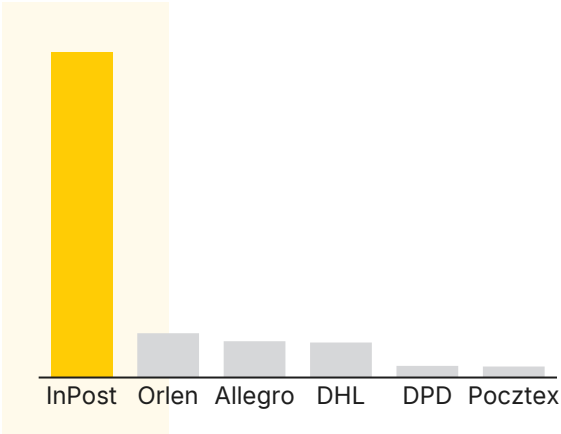


# We are #1 locker network in Poland, France, UK and the largest locker player in Europe

## Poland



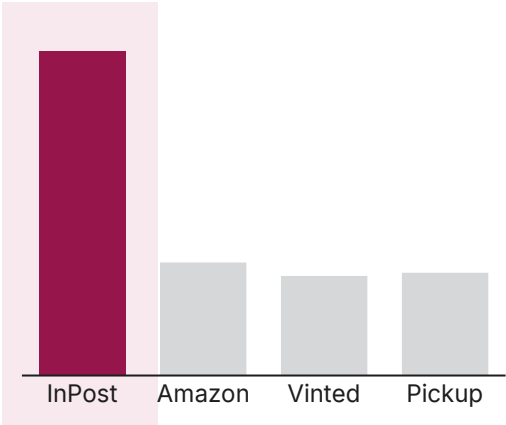
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## France



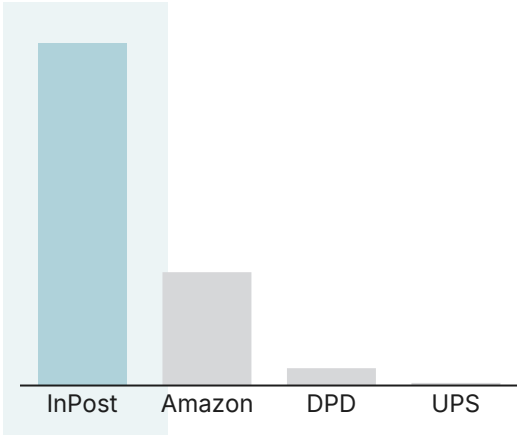
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## United Kingdom



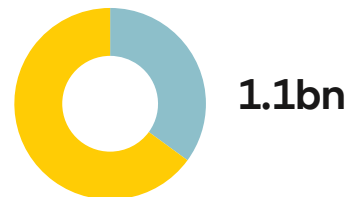
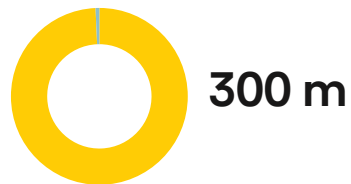
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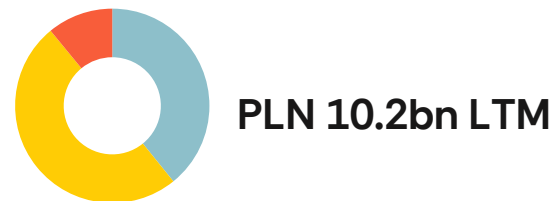
# We are strengthening international business



Volume



Revenue

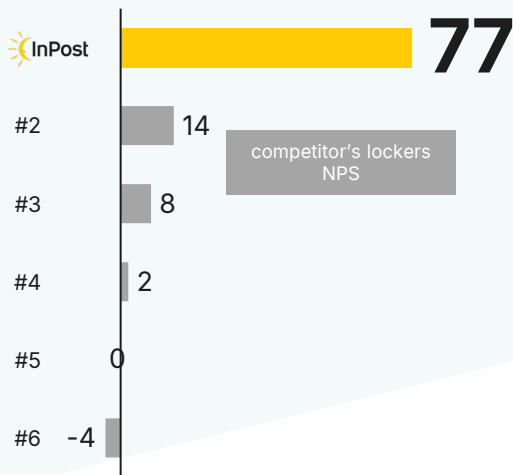


● Poland ● International ● Top PL merchant

# We are The Love Brand – InPost is more than just a locker

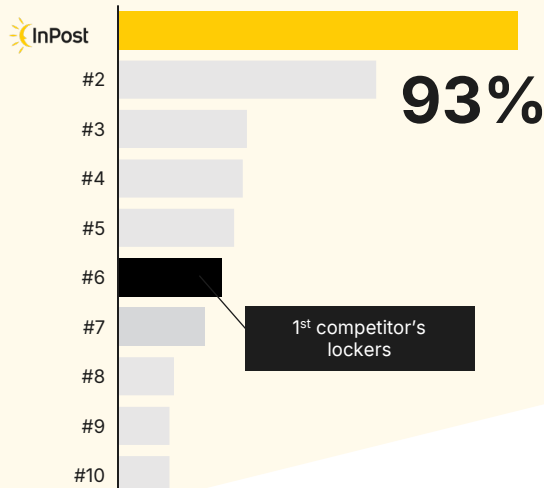
## #1 NPS among peers

InPost APM and competitors' NPS scores



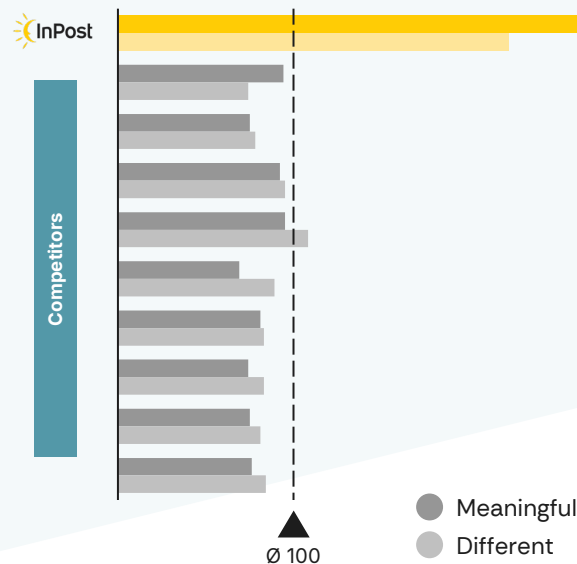
## InPost the most preferred APM

The most frequent way for parcels delivery



## Brand power that stands out

InPost has the highest scores in the brand and demand power components

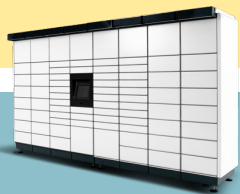


# We have loyal community capturing 100% of e-commerce shoppers in Poland

APM and 2door users

**24m**

~100%  
of Polish  
e-commerce  
population



Loyal APM users

**19.4m**

20%  
Of APM users  
account for 70%  
of APM volumes

# app users

**13.7m**

App users order

**40%**

more than  
non-app users

Loyalty program users

**11.0m**

Already  
**6.5 million**  
incremental  
parcels





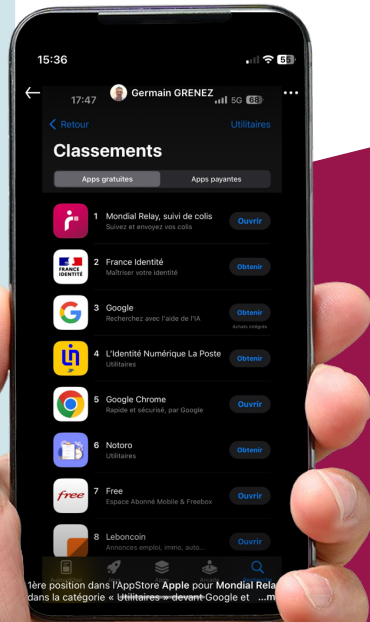
# Improving UX to drive higher APM adoption in France

1. Benchmark for Logistics companies; 1<sup>st</sup> position in all Q4 2024 weeks; Source: data.ai

**3.2m**  
App downloads  
(+2.1m YoY)

**1<sup>st</sup>**  
**position**  
Mobile Performance  
Score<sup>1</sup>

App users  
order over **40%** more than  
non-app users



Ratings of  
**4.4/5**  
on both stores

**8.8/10**  
Rating on Avis Vérifiés

App downloads  
(cumulative) from Sept  
2022 to Jan 2025

# Improving UX to drive higher APM adoption in UK

**1.9m**

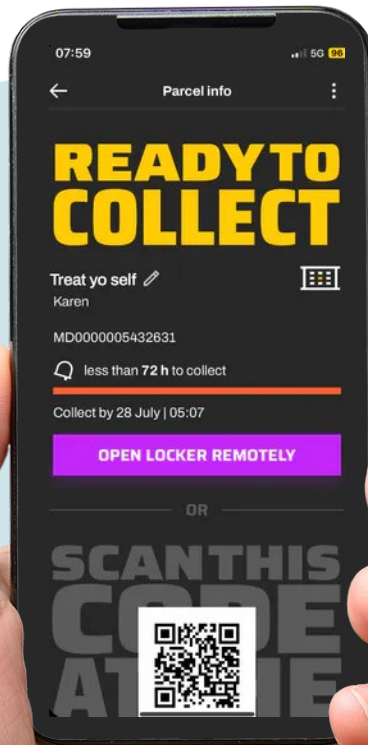
App downloads  
(+0.8m YoY)

**1<sup>st</sup>  
position**

Mobile Performance  
Score<sup>1</sup>

Clients with  
the application  
order over

**40%** more than  
non-app  
users



1. Benchmark for Logistics companies; 1<sup>st</sup> position in all Q4 2024 weeks; Source: data.ai

Ratings of  
**4.5/5**  
on both  
stores.

App downloads  
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# Thank you

