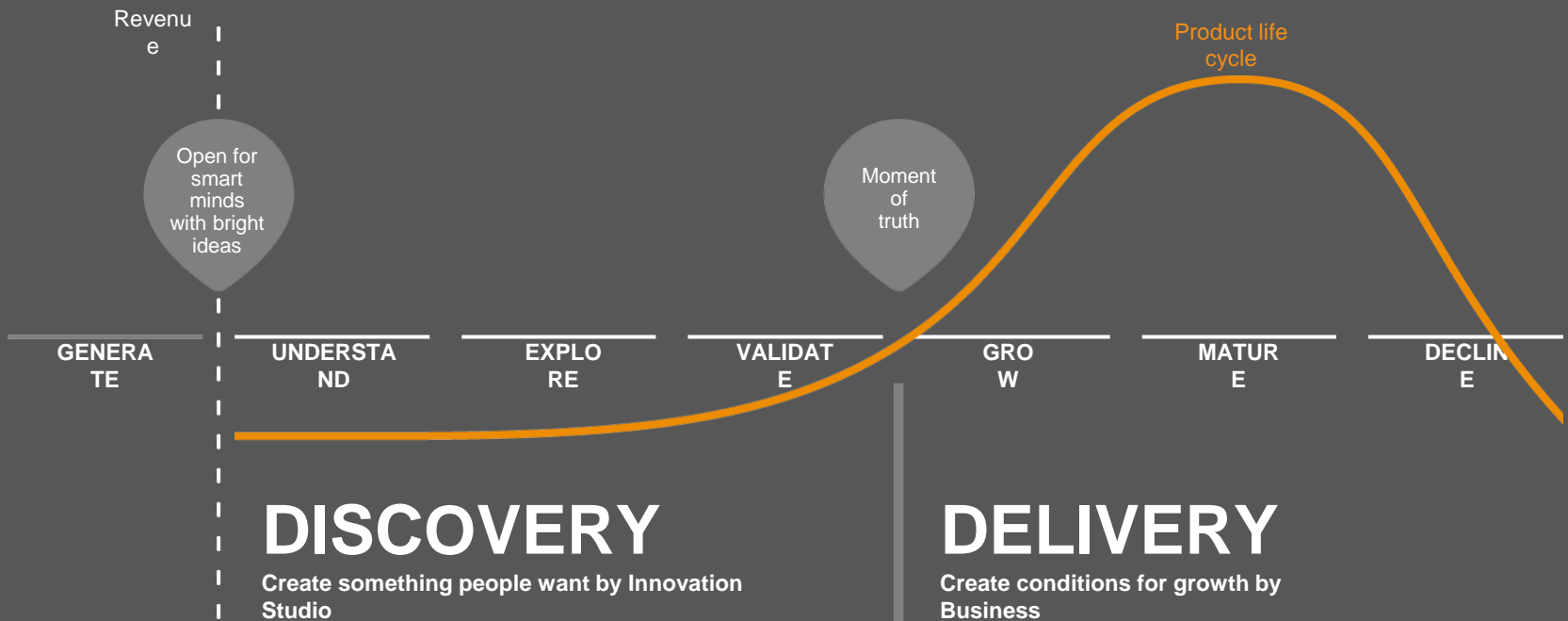
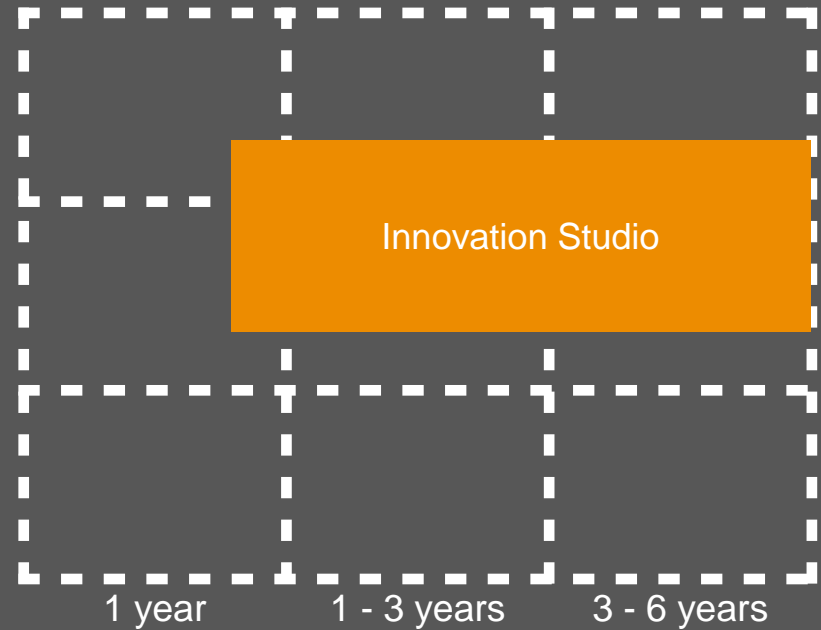


Innovation Studio



Proximity to core business

- New (disruptive) business model
- Adjacent business model
- Core / current business model



The practise of where

Examples of 2018 – PostNL Innovation Studio



LUGGAGE SERVICE

Validated problems: full trains to the airport, waiting at check in desk at airport is a very unhappy flow, loading your car with 4 suitcases and a family is not a fun way to start your holiday

Our solution: we pick up your suitcase before your flight, seal it and check it. All you have to do is pick it up when you arrive at your destination, or we deliver your suitcase at your home

This initiative is currently in the scale-out fase / optimising our MVP

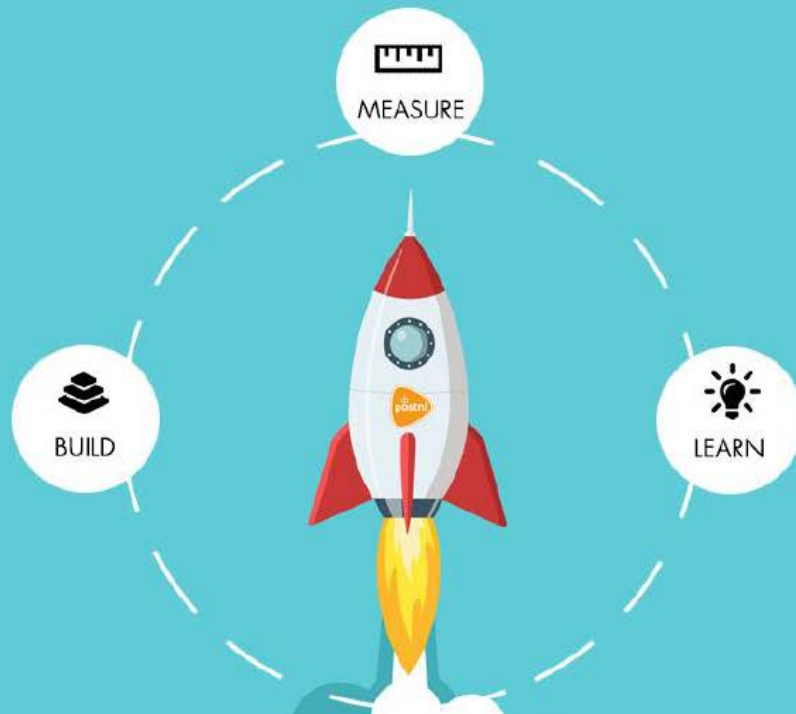
ACCESS MANAGEMENT



Validated problems: the last mile is an expensive part of the parcel journey, not being able to receive an expected parcel makes the consumer unhappy

Our solution: Consumers can receive their parcel at home through a smart lock. This will increase customer satisfaction (both B2B and B2C), decrease the costs of the journey and allow for a new business model.

This initiative is currently in pilot fase



**THE LAST MILE
IN URBAN AREAS**

