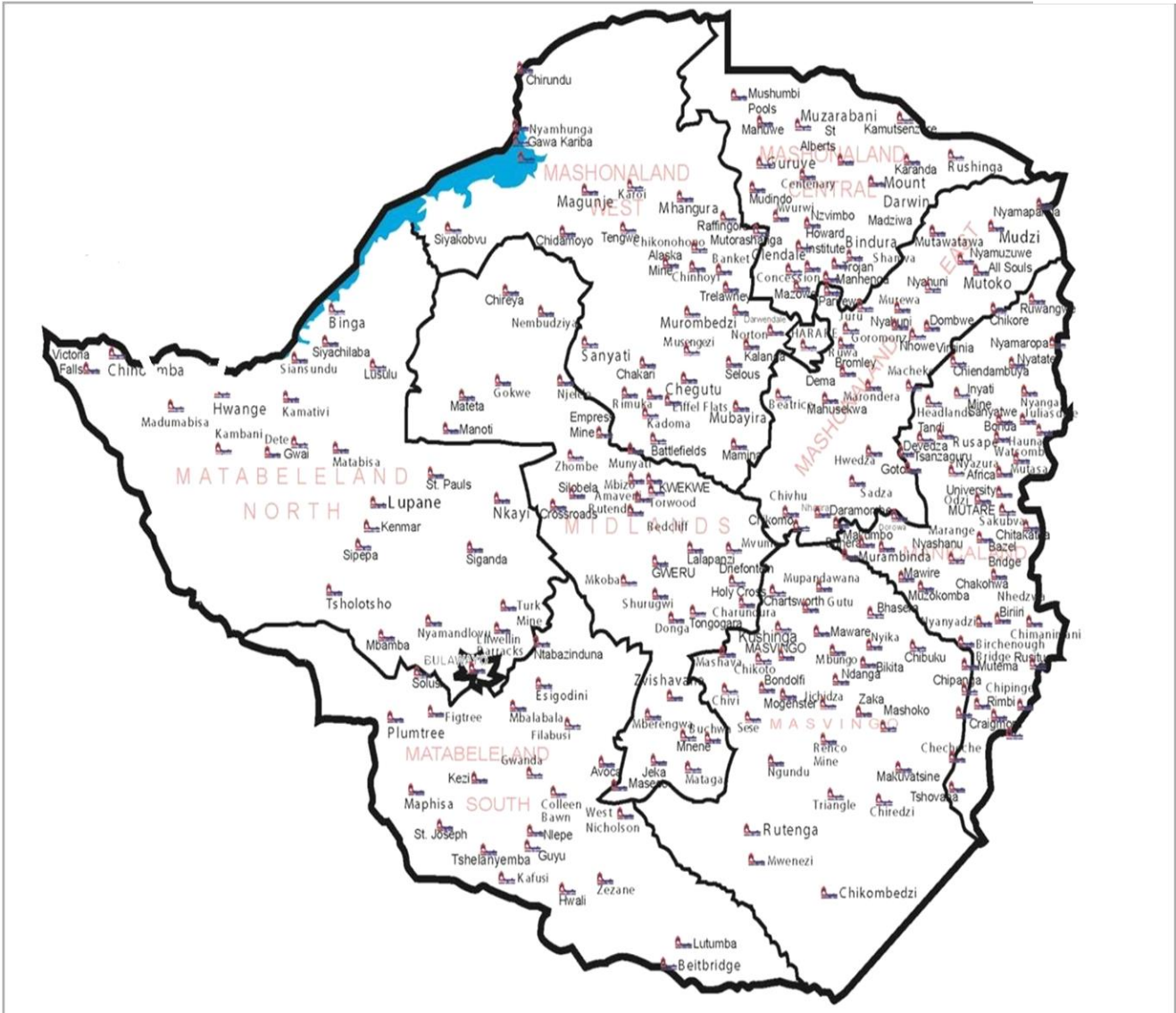


TOWARDS GLOBAL DIGITAL READINESS

Presented By: Venencia Sigauke
AGM Marketing & Ops



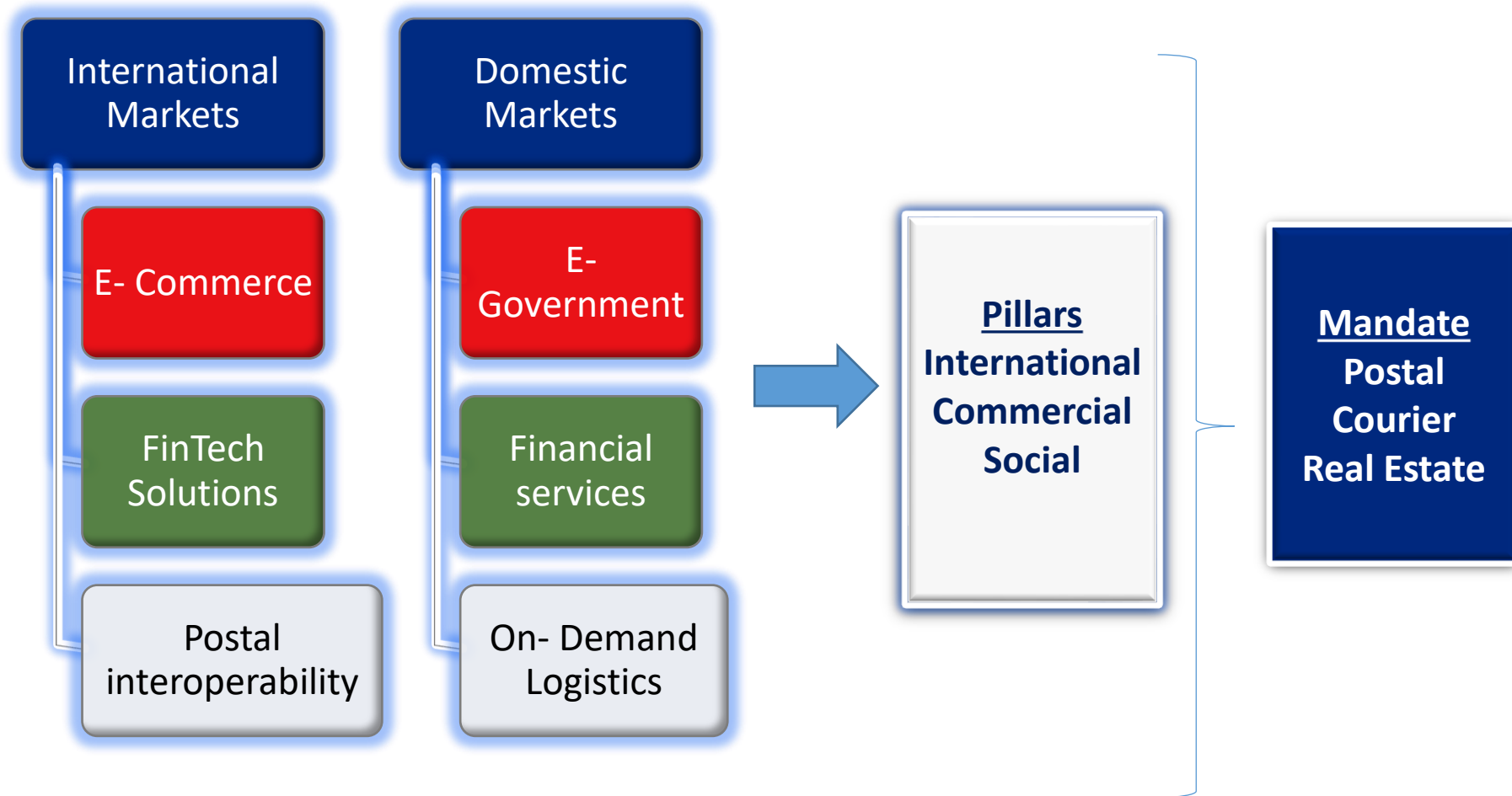


Overview



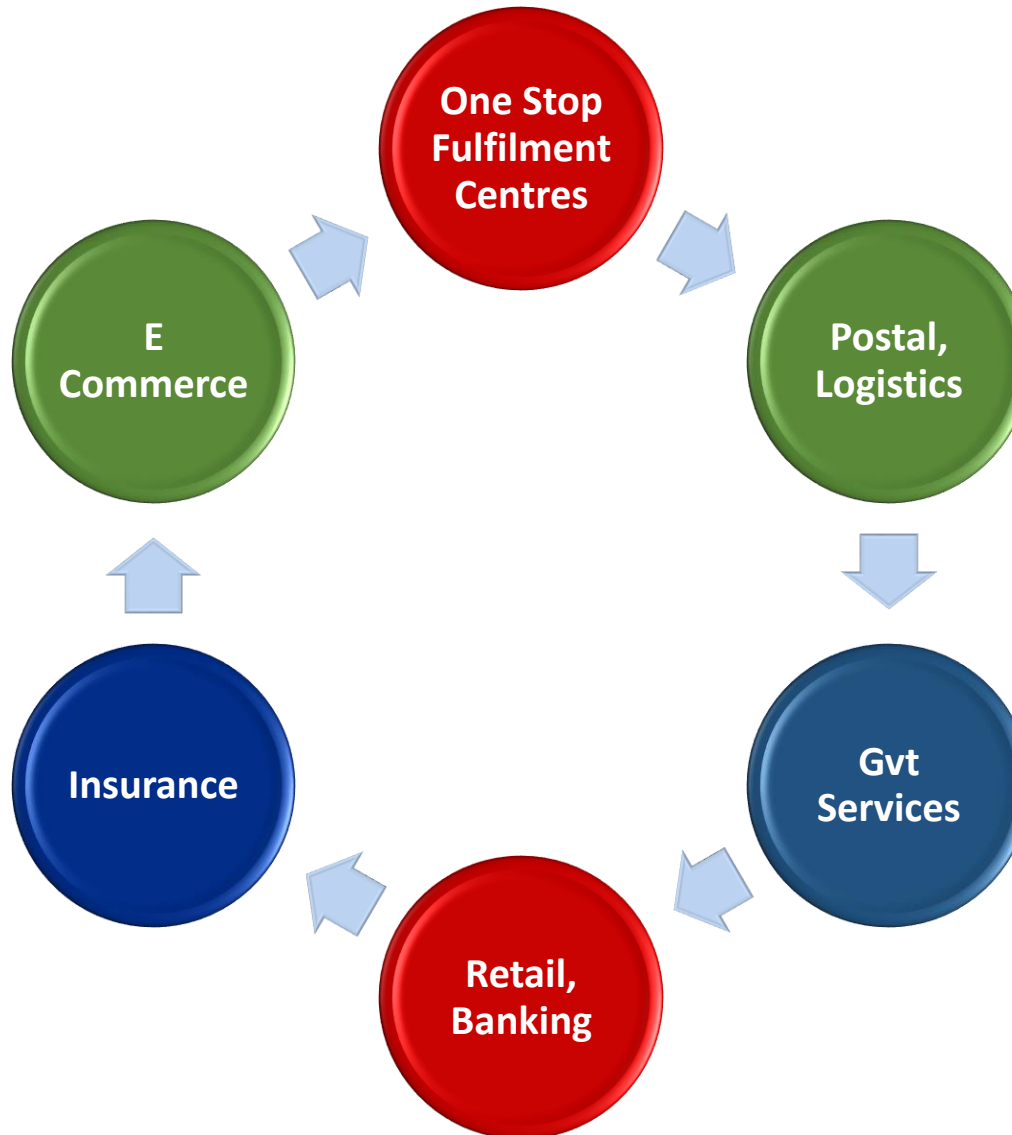
- ☐ Zimpost is 100% owned by the government.
- ☐ Established in year 2000 following the unbundling of PTC.
- ☐ It is the designated Postal Operator in Zimbabwe
- ☐ Network of 240 Postal Outlet, 151 CICs and 39 CVICs

Zimpost Digital Strategy



DIGITAL OPPORTUNITIES FOR THE POST

- **24/7/365 Self-Service**
-Physical & Digital
Presence of the Post
- **Bi-or-Multi-Lateral**
Agreements that
drive parcel volumes
globally and financial
services



TECHNOLOGIES LIKELY TO BENEFIT THE POST IN FUTURE

Possible Business Models for the POST

E - Commerce

- Online Shopping
- First and Last Mile Delivery
- Online advertising
- Payment Solution
- Warehousing

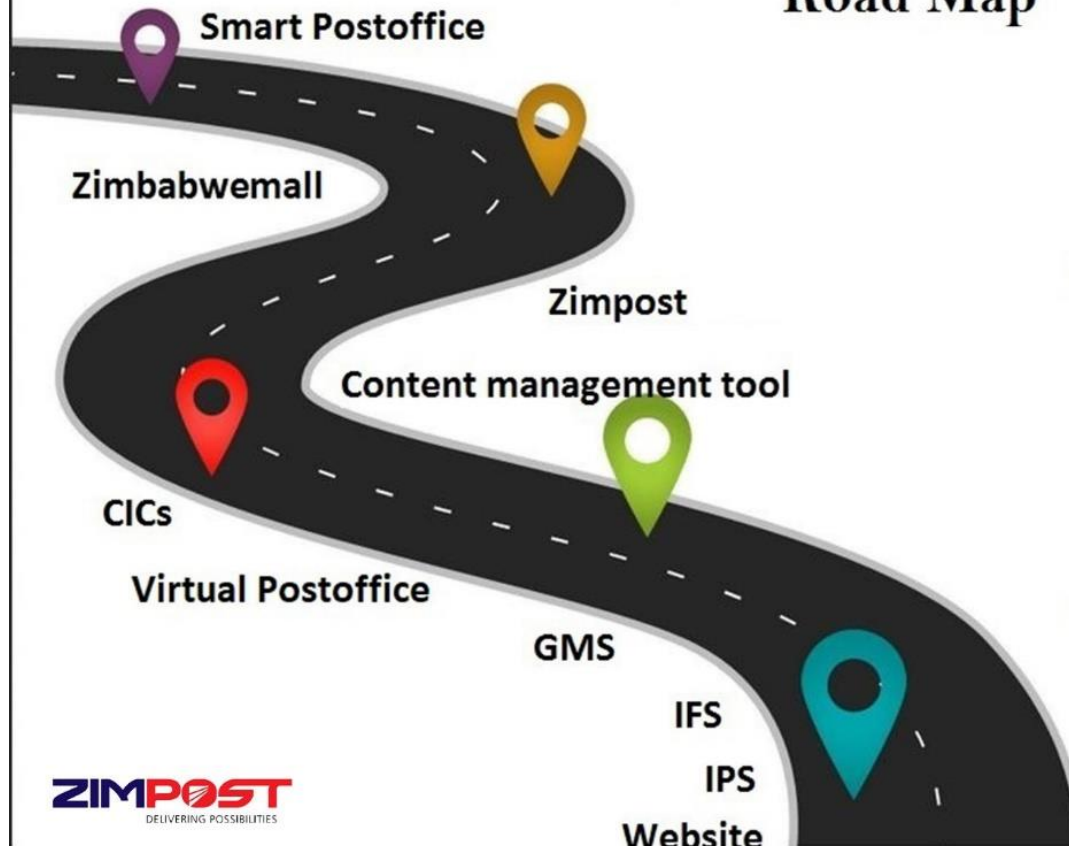
Financial Services

- Remittances
- Agency Banking
- Bulk Disbursements
- Collections and Pay-outs
- Insurance

ZIMPOST DIGITALISATION



Road Map



Trade Facilitaion

- *Virtual Postoffice
- *Zimpostmall
- *Zimbabwe mall
- *Smart Postoffice by 2030



Social Inclusion

- *Global monitoring system
- *International postal system
- *Content management tool



Financial inclusion

- *Zipcash



Communication facilitation

- *community information centres
- *Containerised village community information centres

Zimpost Growth Window

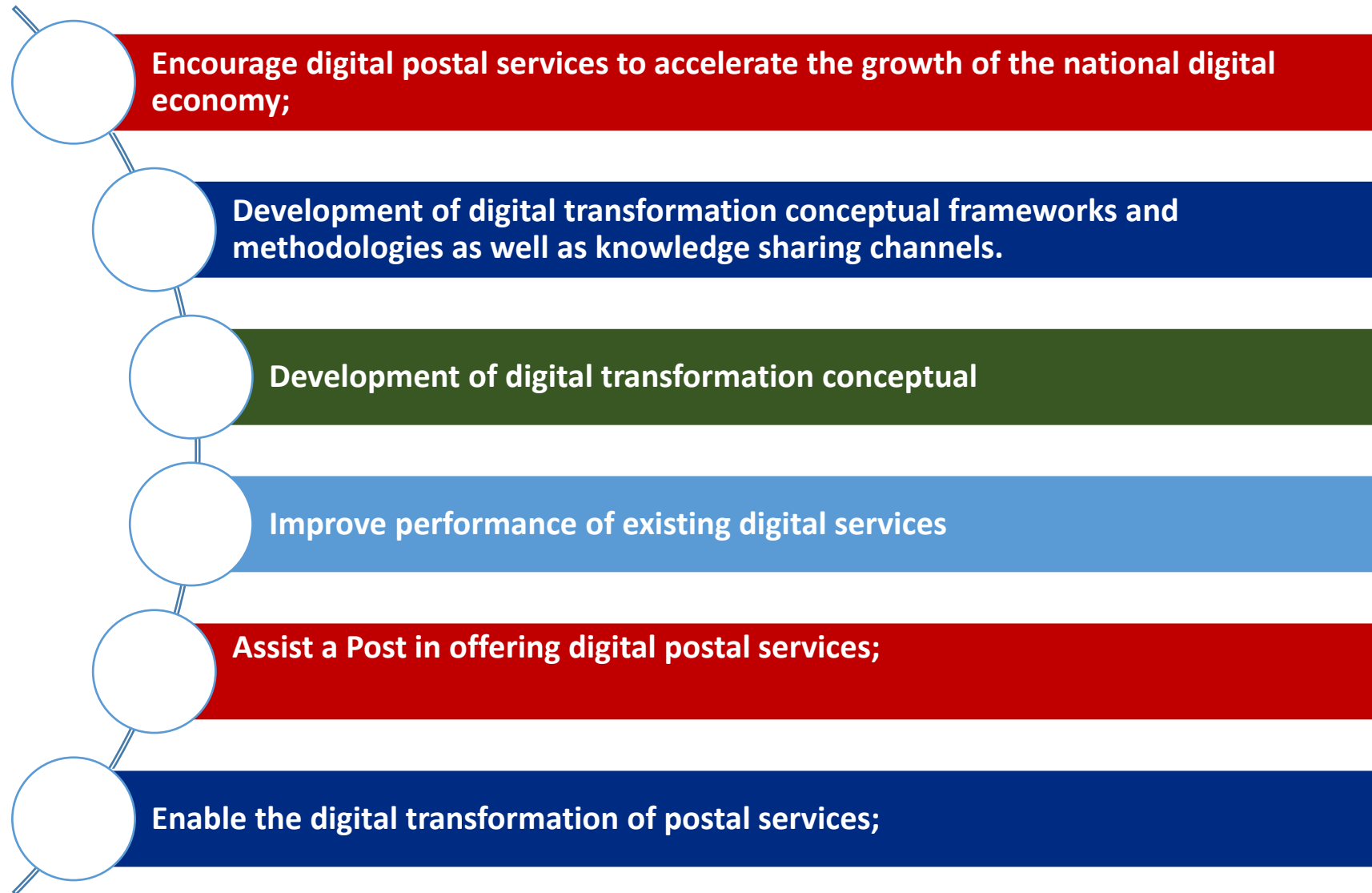
Zimbabwemall Online Shop (www.zimbabwemall.post)

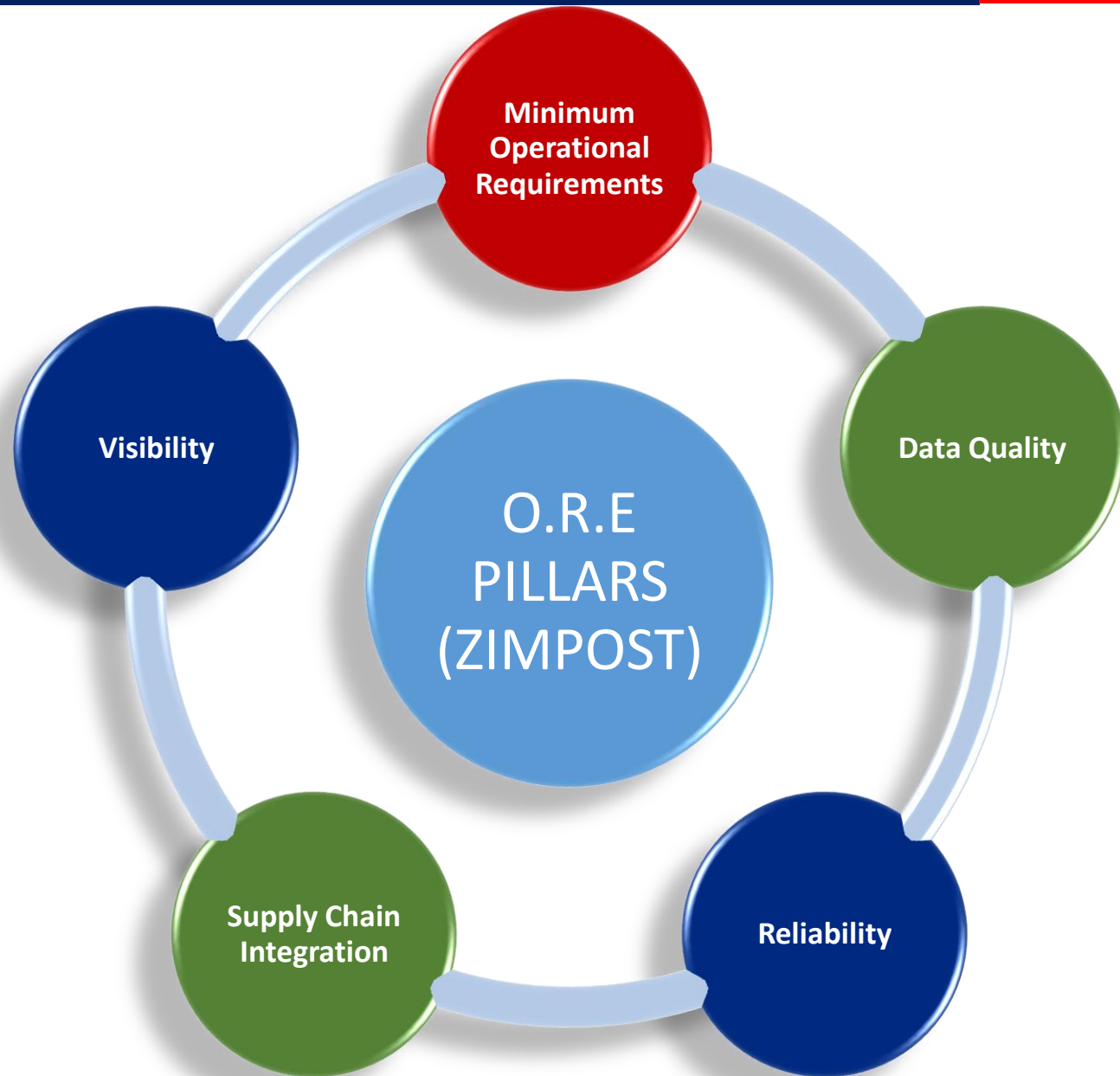
- Developed in 2017 as Zimpostmall
- Rebranded in 2020 to zimbabwemall
- Sitting on the dot post domain
- Shopify online shop technology

Why Dot Post)

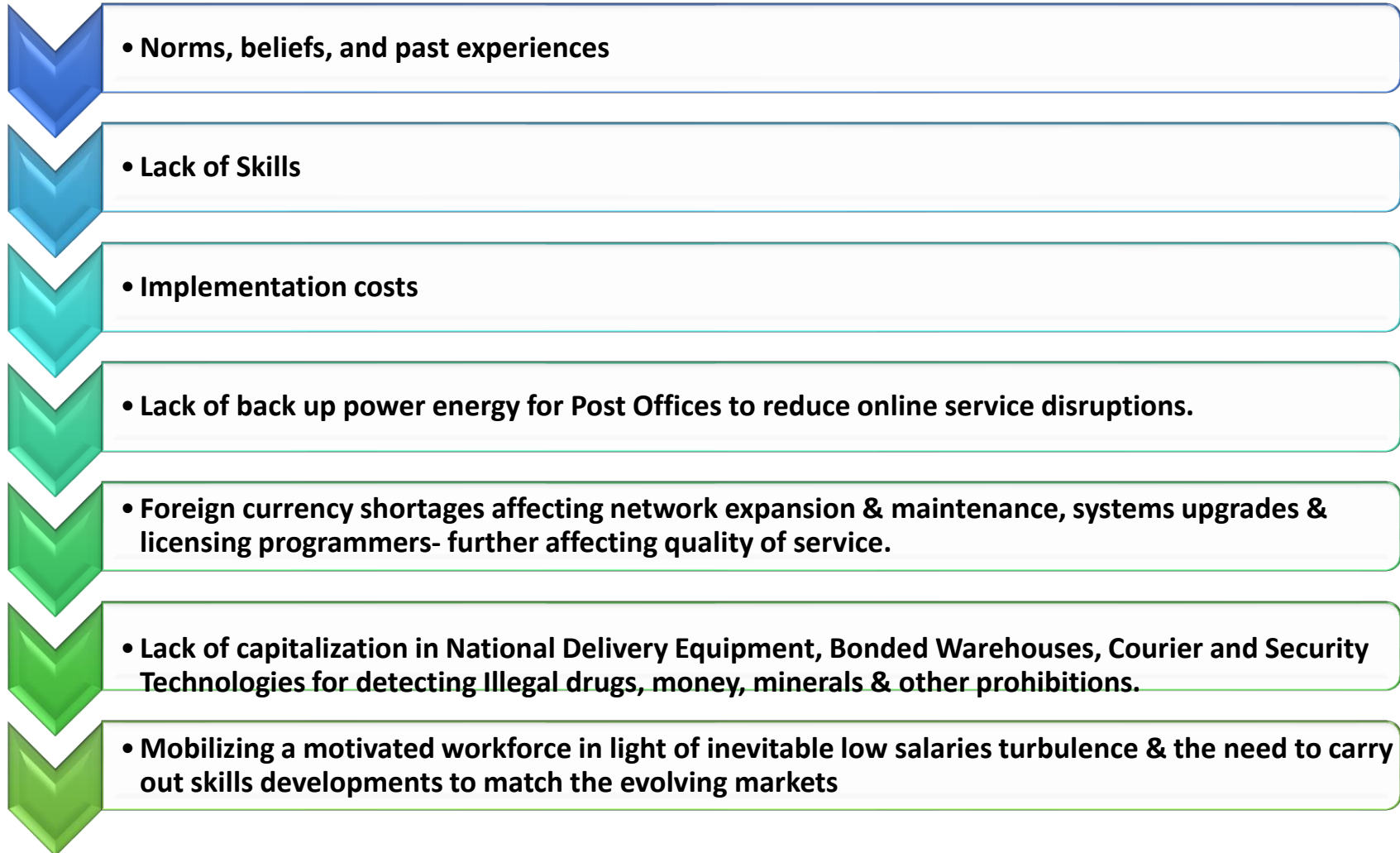
- Easy to Implement
- Enhanced security
- Less implementation costs
- Less I.T Administrative work
- 24/7/365 Technical Support

Main Benefits of the Digital Readiness Program





Challenges in adopting and implementing new Technologies



Zimpost Challenges

Online buying
as a new
phenomenon
and culture

Lack of
awareness
and trust on
online
buying

Payment
gateway
challenges
on local
currency
acceptance

Delivery
Vehicles and
Fuel
Shortages

COVID 19 PANDEMIC

- Accelerated the shift towards a more digital world
- Triggered changes in online shopping behaviours.
- Growing Online visits

Needs for Postal Operators in developing countries to accelerate global transformation.

- Support for Logistics Infrastructure in the form of setting-up of E-commerce Warehouses, Delivery Equipment, Weigh Bridges & Scales & Alternative Back-up Power in the form of Solar Equipment & Accessories.
- Bi-or-Multi-Lateral Agreements that drive parcel volumes and forex inflows through remittances services- Currently Zimpost is in the process of collaborating with South Africa Post on E-Commerce business. With a population of over 3 Million Zimbabweans in South Africa, The post office is better placed to offer parcel service between the two countries.
- Zimbabwean Small to Medium Enterprises import their goods from Tanzania, and the collaboration between the two countries is expected to drive parcel volumes and international remittances.



Thank You