

Russian Post

Expand your business successfully to Russia



in cooperation with RusPost GmbH

WELCOME TO THE RUSSIAN POST

Dear customers,

Welcome to the Russian Post, your global partner for cross-border e-commerce solutions to Russia. Together with you, we want to take a long-term, partnership-based path and strengthen trade between Europe and Russia. It is very important to us to return the trust you have placed in us. To achieve this, we work on ourselves and our services everyday.

We define ourselves as a digital and multimodal logistics provider with a dual nature. In our roots we are a fundamental part of the Russian public infrastructure. In our role as the national postal service provider, we have had a high level of responsibility towards the Russian population for centuries and we measure our performance by this trust. On the other hand, through a successful digital transformation we have mastered the step into the 21st century and, as a progressive carrier, we represent an important pillar of the e-commerce business in Russia. With our wide range of services, we want to help merchants and platforms to ship across borders, flexibly and quickly. Through this dualism, we are committed to both senders and recipients and we want to bring them even closer together in the future. As a gateway, we also want to show end consumers the possibilities of global e-commerce, as well as take the shippers by the hand and guide them on their way to the Russian market.

For your successful expansion on the Russian market, we are at your side with a network of over 42,000

post offices, more than 7,000 parcel stations and over 350,000 employees, which covers the entire area of the Russian Federation and enables direct and fast delivery to all customers in the Russian Federation. Adapted to the digital age, we also offer a mobile application and digital services, which are used by over 23 million people. In addition to Track & Trace and online customs clearance, this app also offers further features for increased customer loyalty.

As ETOE (Extraterritorial Office of Exchange) of Russian Post in Europe, we have the ability to process cross-border shipments in Europe and inject them directly into the Russian postal network. To optimise transit times, we also have a direct connection to the customs authorities. As Authorised Customs Operator we handle the customs clearance processes in a transparent and reliable way for our customers.

We strive for a permanent improvement and expansion of our services in order to satisfy both sender and recipient. We want to be a driver of digitalisation and thereby bring people and markets together.

Together and in partnership with you and for you.

With best regards,

Alexey Grigoryev

Managing Director
RusPost GmbH
Subsidiary of the
JSC Russian Post

Peter Hinz

Director JSC Russian Post
Branch Berlin
Director Marketing & Corporate
Communications Europe



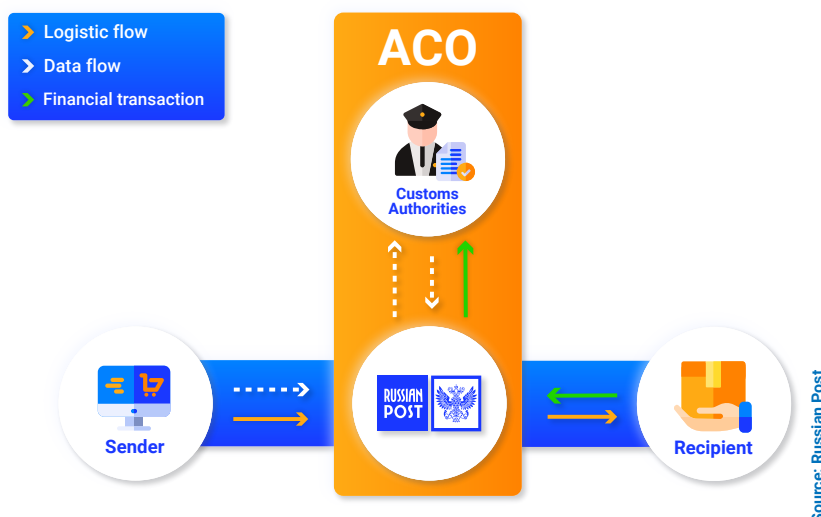
I. IN 3 STEPS TO THE RUSSIAN CUSTOMER

In modern e-commerce, the customer journey is decisive for the success or failure of a product. We understand the wishes of end customers in Russia and have developed a 3-point solution for this purpose, which makes the logistical part of your customer journey a success.

1. ACO (Authorized Customs Operator)

We as a certified trust institution are linked to the customs authority and can therefore on the one hand enable customs clearance on the road and on the other hand manage customs and VAT contributions between the recipient and customs authority in a fiduciary function. The consignor provides us with the key data in the form of a manifest, which we transmit to the customs authorities. While the consignments are still on their way, customs can already carry out the inspection digitally and hence significantly shorten the customs process.

The detailed description of content also makes it possible to identify if and how much the customs or VAT fee will be. During the payment process, this fee is already transferred to us and held in trust until the package reaches the customer. Besides the rapidity, the end consumer has no direct contact with customs authorities, which makes the process even more convenient for him.



2. PUDO Pre-Select

PPS allows the recipient to choose a drop off locations for the delivery of his order. Due to the geographical conditions in Russia and a high level of commuting among the working population, this is a necessity for senders to meet the needs of their customers.

Always at your disposal	
New clients	sales@russian-post.eu +49 30 746 83 100
Customer service	sales@russian-post.eu +49 30 746 83 100
General information	info@russian-post.eu +49 30 746 83 100
Press & public authorities	pr@russian-post.eu +49 30 233 217 532
C2C	c2c@ruspost.eu +49 30 746 83 228

Available: Mo. - Fr. 9:00 to 18:00 (CET)

3. Complete geographical coverage:

we are the only operator in the Russian Federation that can guarantee full geographical coverage. With more than 42,000 post offices, we have an extensive network that can cover every village on the 17 million m² of land. Thanks to modern hubs and diversified transport systems, we can guarantee time-optimised transport to the delivery region and to the recipient.

II. OVERVIEW

1. Products

PRODUCT	DESCRIPTION	FORMAT
Small Registered Packet (up to 2kg)	- Track & Trace - To all postal offices in Russia	- Max. 600mm for any dimension - Max. sum of all dimensions 900mm
Registered Parcel (up to 20kg)	- Track & Trace - To all postal offices in Russia - COD (Cash On Delivery) - Option for additional assurance	- Max. 1005mm for any dimension - Max. sum of all dimensions 2000mm
Express Mail Service (up to 31kg)	- Track & Trace - Courier delivery - COD (Cash On Delivery) - Option for additional assurance - Option for late and weekend delivery	- Max. 1005mm for any dimension - Max. sum of all dimensions 3000mm

We do not handle shipments outside the listed formats, but we will be happy to advise you on this.
You are welcome to contact us in this regard: sales@russian-post.eu.

2. Delivery time

Delivery times apply starting from RusPost GmbH, Buckower Chaussee 47 - 54, 12277 Berlin.
Assuming delivery to Berlin by 5 pm on the previous day.

PRODUCT	MOSCOW CITY	MOSCOW REGION	ST. PETERSBURG	CENTRAL RUSSIA	WEST RUSSIA	SIBIRIA & URAL	EAST RUSSIA
Small Registered Packet (RJ)	6 - 8	7 - 9	6 - 8	7 - 10	7 - 12	9 - 21	9 - 21
Registered Packet (CJ)	6 - 8	7 - 9	6 - 8	7 - 10	7 - 12	9 - 21	9 - 21
Express Mail Service (EJ)	6 - 7	6 - 7	6 - 7	6 - 7	6 - 7	6 - 7	6 - 7
Express Mail Service (EJ) with ACO	3 - 5	4 - 6	4 - 6	6 - 7	6 - 7	6 - 7	6 - 7

(Data in days, terms are based on experience, no guarantee)

II. OVERVIEW

3. Integration

Service	Necessity	Transmission
Manifest (DTF - Data Transfer File)	Yes	SFTP
Lable information 10x15 cm	Yes	On the parcel
Tracking-API	No	API
Pudo-Pre-Select Map Widget	No	Via manifest
PUDO-Pre-Select Map API	No	API

4. Return to Sender

PRODUCT	RETURN TO SENDER
Small Registered Packet (RJ)	100% of the outbound costs
Registered Packet (CJ)	100% of the outbound costs
Express Mail Service (EJ)	50% of the outbound costs
Express Mail Service (EJ) mit ACO	50% of the outbound costs

5. Insurance

There are general and optional insurance policies on shipments. This is a standard in Russia that both sender and receiver expect. Accordingly, we have also passed this standard on to our international customers and thus want to take all risk away from you.

PRODUCT	PRICE FOR INSURANCE
Registered Packet	2,5%*
Express Mail Service	1%*

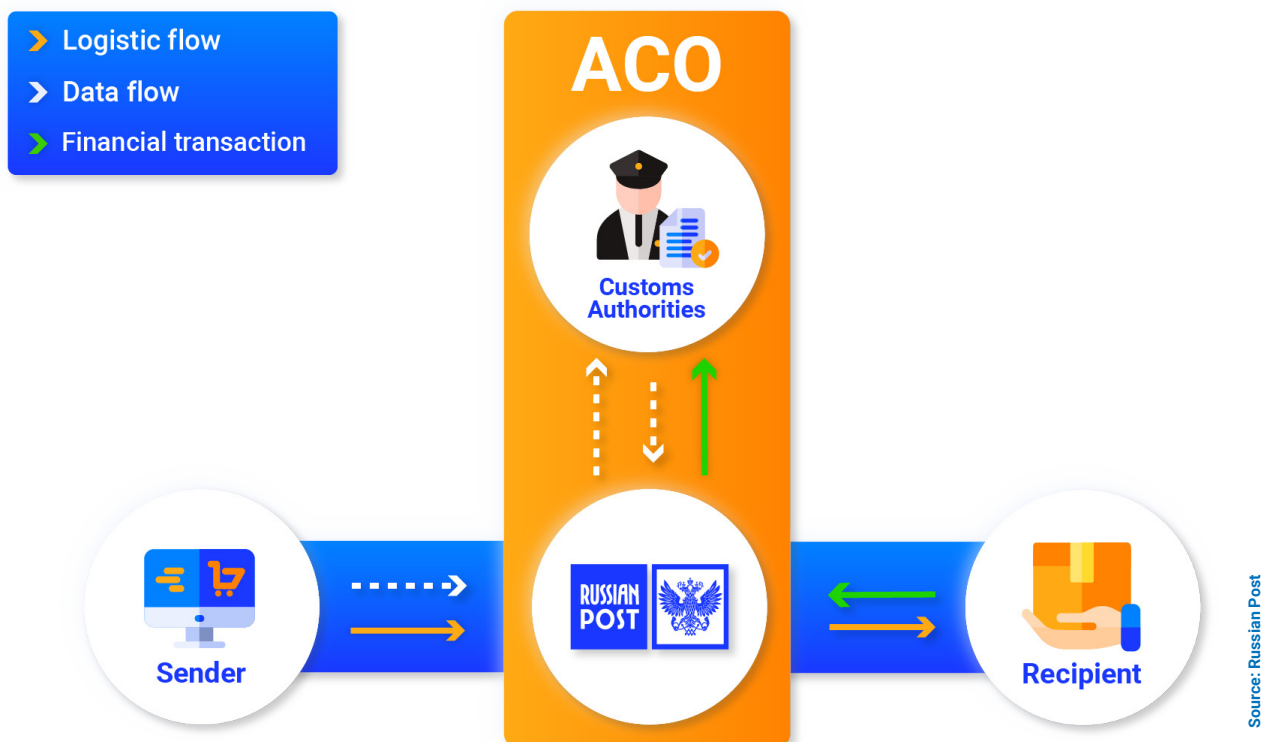
* the value of the goods to be insured the value of the goods to be insured

5. Additional Services

DESCRIPTION	(SMALL) REGISTERED PACKET	EXPRESS MAIL SERVICE
Cash on delivery (of total volume)	2,5%	2,5%
Document service (in case of deviating data)*	0,40 €	0,40 €
Overseize surcharge	20,00 €	20,00 €
Overweight surcharge	20,00 €	20,00 €

* If the weight/details from the manifest do not match those on the parcel, RusPost GmbH will create new documents to ensure successful delivery.

III. AUTHORIZED CUSTOMS OPERATOR



The status of Authorized Customs Operator is the result of a long operational relationship between Russian Post and the customs authorities of the Russian Federation. This relationship, based on trust and experience, has been established in a legally transparent framework through the ACO process and is now available to you.

ACO's goal is to make the customs clearance process as simple and fast as possible, primarily to increase convenience and optimize your customer experience. In addition to a significant reduction in transit times, it is also much easier for the recipient not to get in direct contact with customs authorities. This means that all customs and shipping issues are in our responsibility and can be resolved at any time through our Russian Post App or Customer Service.

ACO solves the process-related challenges with customs and creates a transparent and comprehensible process for you and your customers. As a result, concerns and doubts regarding customs clearance can be addressed in advance. With ACO we have found a way to transform cross-border shipping into a literally limitless customer experience.

1. order process:

the recipient places an order with the online merchant (&sender), but doesn't have to leave the usual sensible personal data.

2. data consolidation & shipping order:

the sender consolidates all data into a predefined manifest and sends this manifest and a shipping order to Russian Post.

3. customs information for the recipient:

The recipient receives the information whether he has to pay import VAT. If this is the case, he will be informed by us and can pay this tax conveniently via the app or on the website.

4. collected data transfer to customs:

Russian Post transfers the data to the customs authorities.

5. shipment & customs check:

while the shipment is being dispatched, a digital customs check is already taking place. A physical check only takes place in exceptional cases.

6. delivery:

Russian Post hands over the item to the recipient and then transfers the import VAT to customs.

IV. PUDO PRE-SELECT

For most people in Russia, their post office is an important fixed point in their lives, which has a lot to do with habit, trust and convenience - similar to the local butcher or baker of trust. This is also related to the strong social anchoring of post offices in Russian society and the various services provided by them. As a result, many people also expect the sender and carrier to deliver the item to the postal branch of their choice. Added to this is the urban population, especially in Moscow and St. Petersburg, who, in addition to their city domiciles, often have a *Dacha* (English: cottage) in the countryside for the weekend or longer home office phases and wish to have flexible delivery to a nearby post office.

With Pudo Pre-Select, we have responded to this need and are the only player in the Russian Federation to offer the recipient a choice of where

the item is to be delivered. This choice is usually made via Russian Post App, but can also be made via the Russian Post website in Russia.

Pudo Pre-Select increases convenience for the recipient and also gives him the feeling that the sender is at home on the Russian market and can serve his needs. Especially for cross-border shipments, Pudo Pre-Select is an important instrument to create trust with the end customer and to convey to him that he can also buy foreign goods online according to his own local habits.



Source: Russian Post

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V. COMPLETE GEOGRAPHICAL COVERAGE

As the national postal service operator of the Russian Federation, it has always been our core task to reach all our fellow citizens.

Although our business has become highly digitalised and transformed, our physical network still exists today and is the main pillar of our activities.

With more than 42,000 post offices, over 350,000 employees and about 150,000 couriers, we maintain a network that allows us to cover every village between Kaliningrad and Kamchatka and to give everyone the opportunity to participate in e-commerce and mail order trade. Conversely, this also applies to the senders, to whom we make our network available and thus give them access to every household in the Russian Federation.



Source: Russian Post

42.000 post offices
350.000 employees
150.000 couriers
23 Mio. app user
on 17.000.000 m²
432 million parcels per year
2,4 billion letters per year

In addition to the physical network, Russian Post also has a comprehensive digital network that encourages and supports us in our digitization programme. Thanks to our deep roots in the Russian population, we now have more than 23 million users of our own app and many more people who use our digital services via our website. This connection is important and necessary when it comes to bringing new solutions like ACO or Pudo Pre-Select to the people and establishing them in the society.

Here we follow our historical roots and bring people together through our network. In particular, we want to make a contribution to bringing people together across borders and to enable international traders to find their way into the living rooms of all Russian households.

Geographic location of the more than 42,000 post offices of Russian Post



Source: Russian Post

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Germany

RUSPOST GMBH

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All information without guarantee.
11/2020