

For smart & convenient postal service

Logistics Innovation & Blockchain

Seong Ju KANG, President of Korea Post

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History & Business

Nationwide network of 3,460 post offices with 43,000 staffs



Postal Directorate



Seoul Central
Postal Office



Yeouido
Post Office

1884

Established as
Postal Directorate



Postal

1905

Started savings
service



Savings

1929

Started life
insurance
service



Insurance

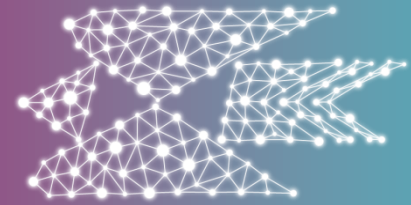
2000

Launched as
Korea Post



To develop a more
applied with
we set up
in the changing
amid the 4th

sustainable business model
cutting-edge ICT technologies,
the future outlook of post office
business circumstances
Industrial Revolution era.



Paradigm shift in postal business

Purpose of Introducing Blockchain Technology

to explore
new business opportunities
and secure
sustainable future
growth engine.

Insurance

Insurance claims

Savings

Foreign currency
remittance

Innovation with Blockchain Technology

Postal

Digital P.O. Box



For smart & convenient postal service

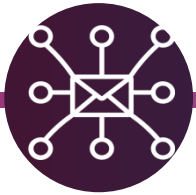


Digital P.O. Box



Background

To respond to the changing business circumstances



Changing mailing
circumstances

- Letters are now mostly exchanged on mobile platforms.



Increasing
importance of
data protection

- Personal data management is especially vulnerable on mobile circumstances.



Ensuring reliability
for digital
documents

- Digital documents are easy to copy and modify, with low reliability.

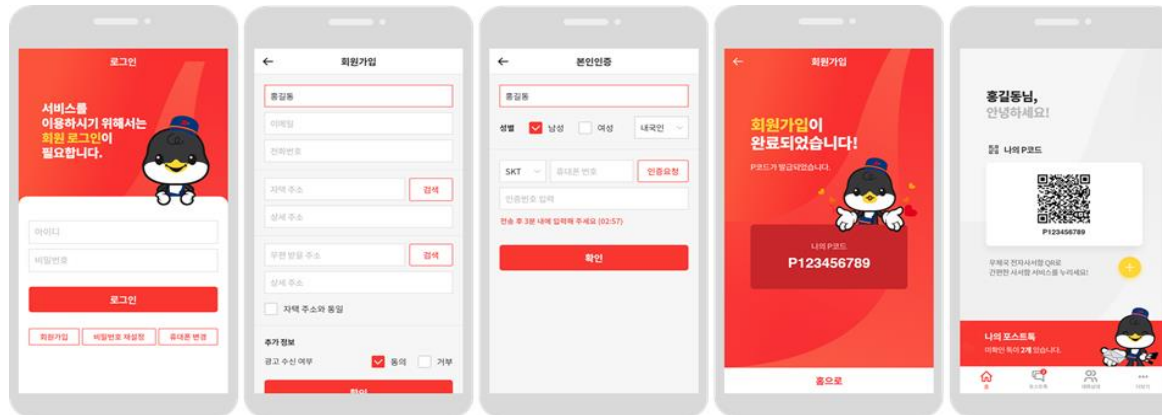


Reducing workload
for delivery & post
office

- Excessive workload pressure on offline service channels is causing damage on staffs.

Digital P.O. Box Overview

Personal P.O. Box on mobile app
with improved security and convenience



P-code



P.O.Box ID linked with
physical address

Mail delivery



Mail delivery for both
online and offline channels

Confirmation



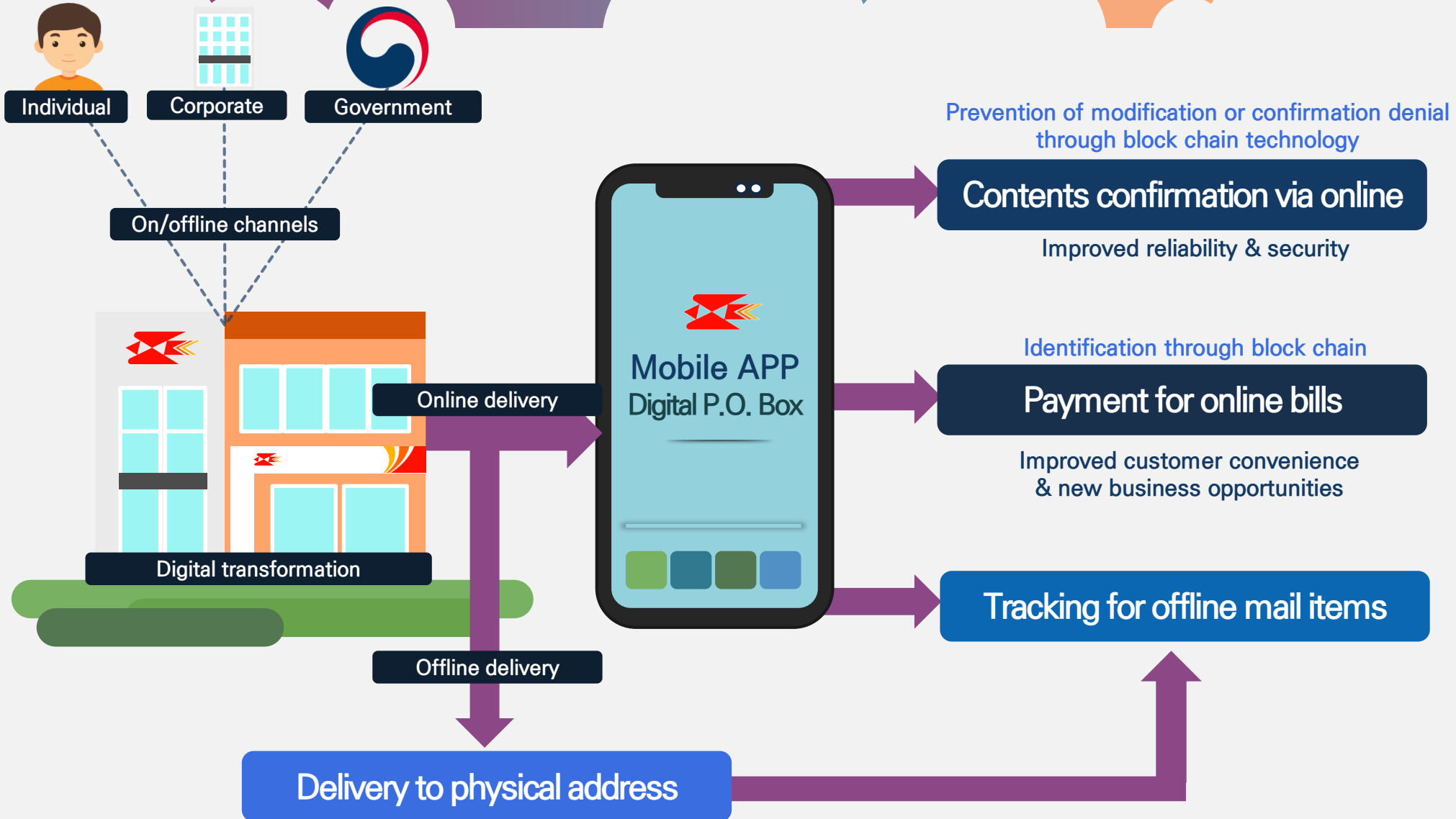
Confirmation of mailing status
& digital document
verification service

Digital payment



Connection with digital payment
services such as voucher,
e-wallet for online bills, etc.

Digital P.O. Box Service Flow





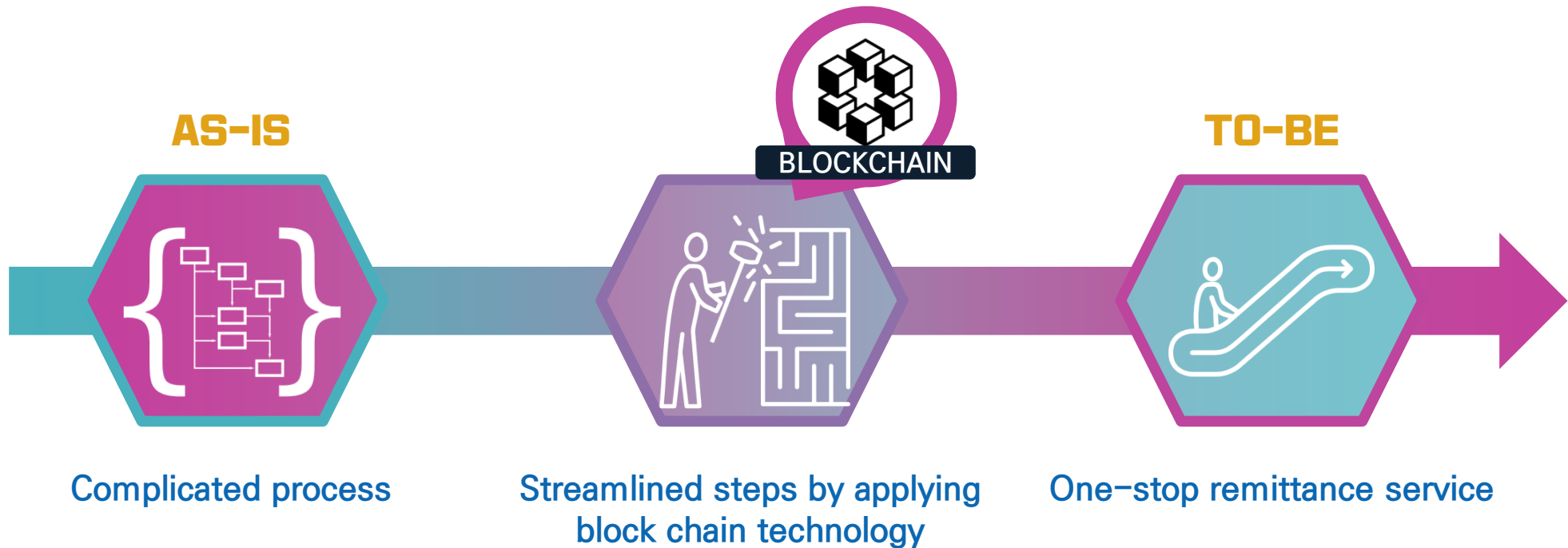
For safe & robust financial service

Foreign Currency Remittance



Innovation in Foreign Currency Remittance

Realization of real-time foreign currency remittance service
based on block chain technology
to enhance security and convenience



Foreign Currency Remittance Service Flow

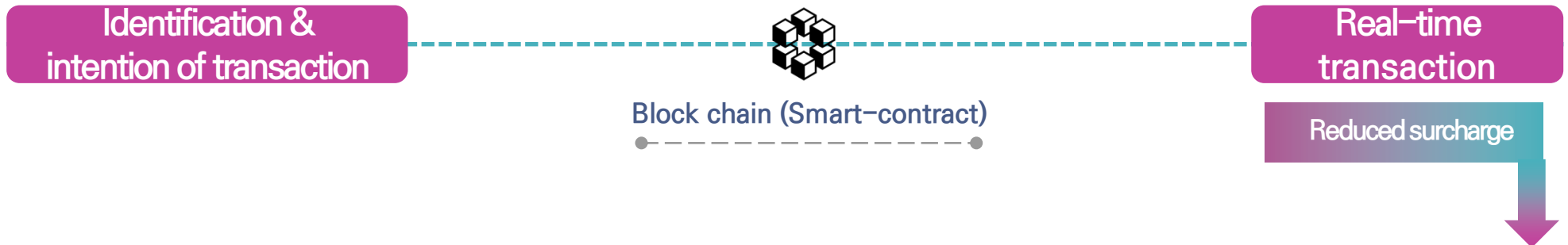
Complicated process & requirements

SWIFT network service



Streamlined process

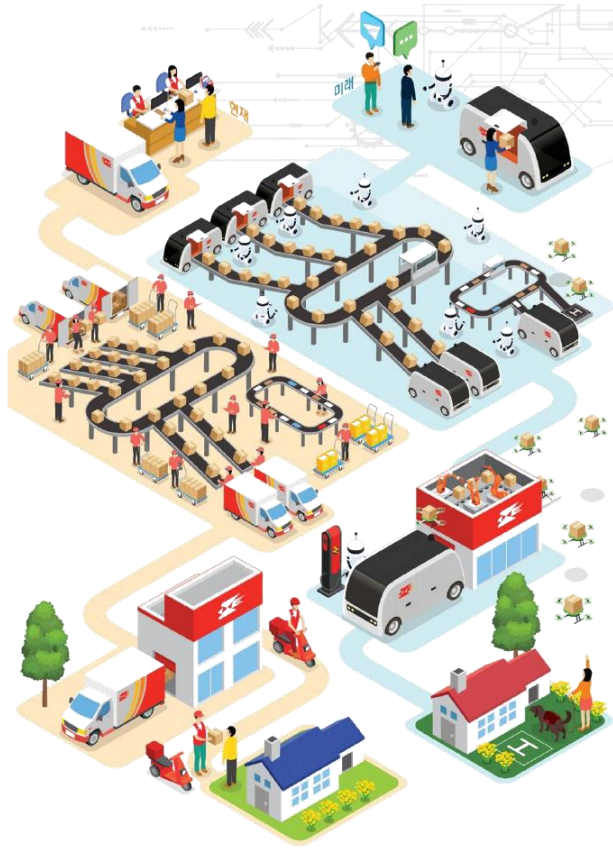
One-stop





For fast & accurate insurance service

Insurance Claims Automation

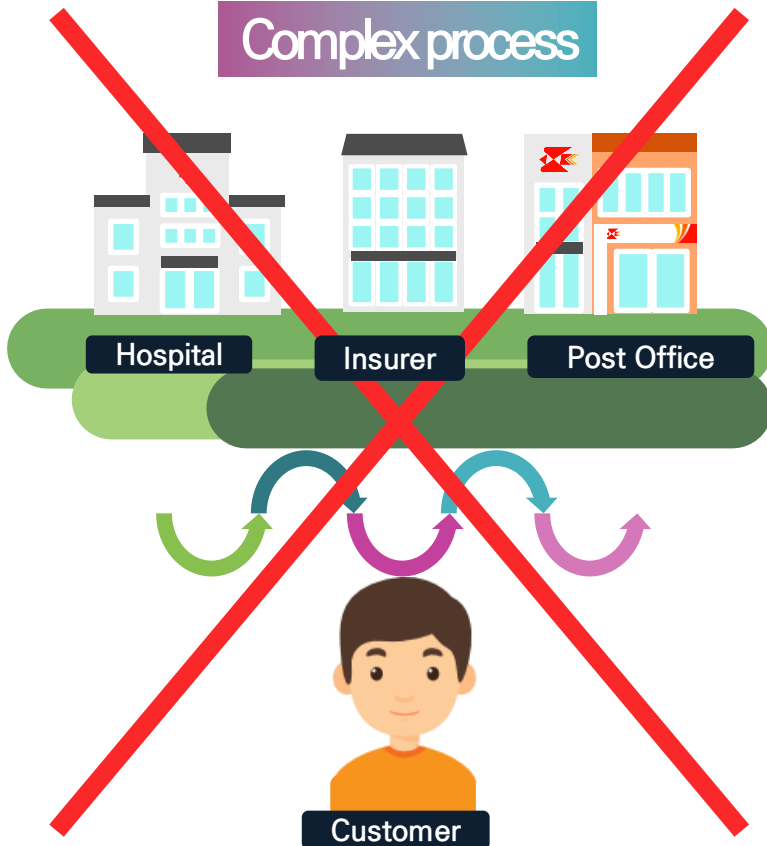


Innovation in Insurance Claim Process

Improvement in **insurance payment system** to proactively respond to the changing financial circumstances such as Fin Tech

Multiple steps and document requirements

Complex process

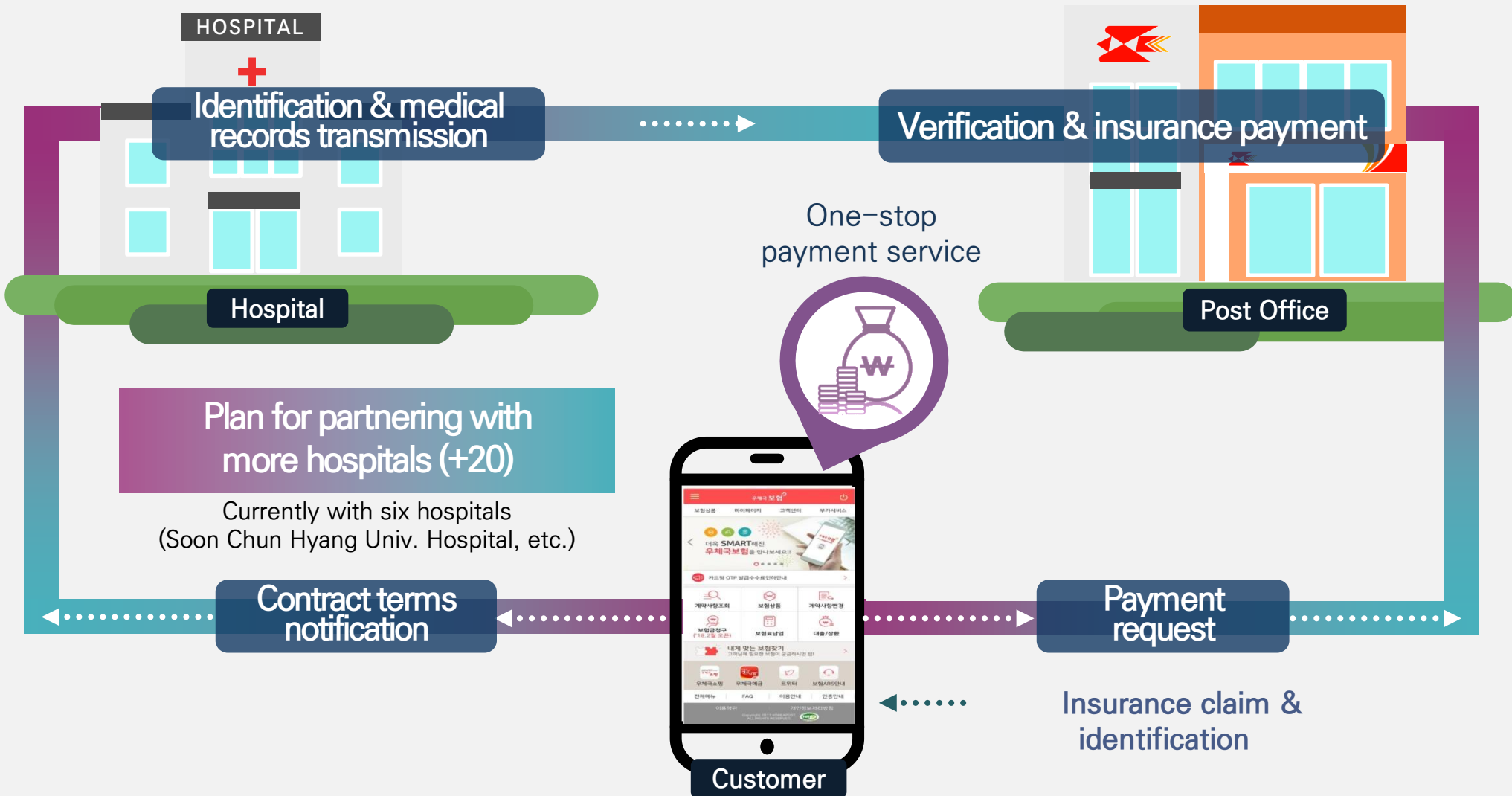


Available for anytime & anywhere

One-click claim



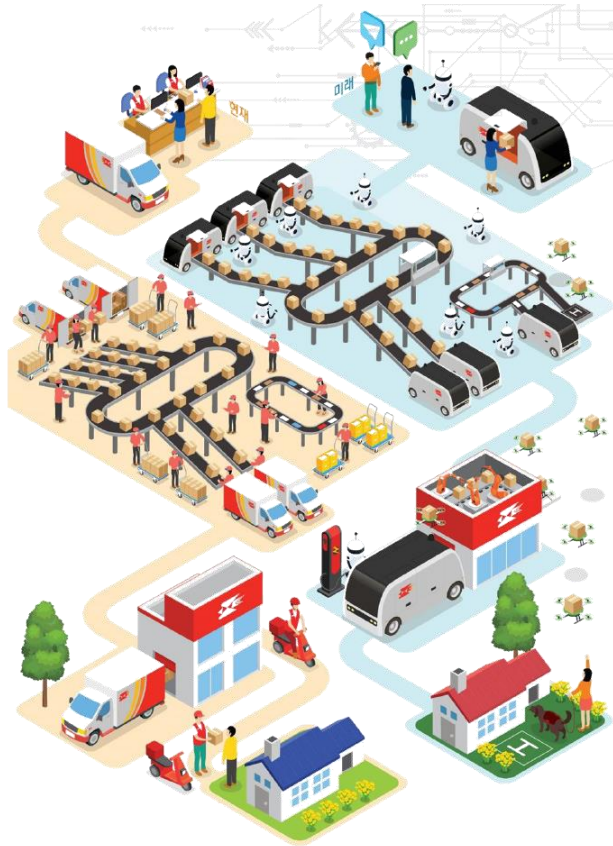
Insurance Claim Service Flow





For safe and simple identification service

Identification & Payment



Introduction of Identification and Simplified Payment Services

Establishment of a platform applied with advanced technologies for shared growth of Korea Post, customers, corporates



Supports for local economies and SMEs

- Reduced payment surcharge
- Marketing platform



Improved reliability and security

- Secured and convenient identification
- Prevention of personal data leakage



New business model & revenue source

- Development of new revenue sources based on customer trust

Identification Based on Block Chain Technology



BLOCKCHAIN



- To issue a decentralized digital ID to replace the existing form of official certificate
- To offer various identification methods such as PIN number, biometric recognition (e.g. fingerprint), patterns, etc.
- To enable the integrated identification feature by allowing the log-on to the connected applications (financial, logistics, shopping apps, etc.) with one-time identification

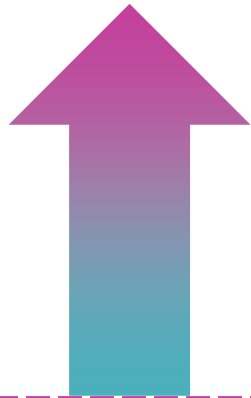
Simplified Payment Based on Block Chain Technology



- To develop a simplified payment system based on QR codes
 - * Service process of simplified payment system: mobile wallet / addition of funds / payment / reimbursement
- To support functions for viral marketing by customers, such as restaurant recommendation, review, assessments
- To support customized services for shop owners, such as marketing, settlement, accounting, etc.

Expected Benefits from Identification & Simplified Payment

To increase



For customers: accessibility and convenience

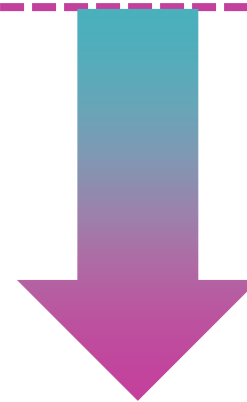
For block chain service providers: technology and revenue

For Korea Post: revenue from new business model

For SMEs: marketing & promotion costs

For local governments: costs to develop local currency

For Korea Post: business expenses



To reduce

Business innovations with block chain



Future Post Office



Future Outlook of Post Office

Vision


**“Be With You”:
Everywhere, Everytime for Something**

Postal



Cooperation platform with private sector by utilizing Korea Post resources

Financial



Expanded financial infrastructure such as non-facial channels & simplified payment

New business



Governmental service window & new business model development



Digital P.O. Box



Fulfillment platform



Omni channel delivery network



Overseas remittance & insurance claims



Credit data platform



Online channel smart payment



Governmental service



Data exchange

Innovative post office headed for the future

THANKS FOR YOUR HELP

