

 ПОШТА



SERVICES
OF THE POST
OF SERBIA

WHAT YOU CAN DO IN THE POST OFFICE

Everyone knows about the Post.

But not everyone knows all the things the Post can do to assist sound business running.

There are many ways to make the most of our advantages and improve your business: the largest, extra-accessible and well-organised logistic network, know-how, experience and trust of customers, excellent reputation and long tradition, for generations available to all the inhabitants of Serbia.

Find out how the services of the Post can help you to find a quality and reliable business partner, save your money, human and material resources.

WHAT IS THE KEY OF OUR SUCCESS?

The Post of Serbia has been there for 180 years. The most important lesson we have learned over the time is that the world is always on the move, and that the change is inevitable.

Once the generations change, as well as the trends in the environment, the time for change has come. To make this possible, our employees carefully listen to the market and do their best trying to ensure that the needs of the customers never come as a surprise, but that the Post, offering new services and solutions, make a surprise for the customers.

WHY PEOPLE TRUST US THE MOST?

We are present in every corner of Serbia and nearly every citizen uses our services, regardless of their gender, age, education and profession. Wherever you are, the Post is the main landmark and a place to pay bills and make many transactions, a hub of important information on economy, habits of the people living there, culture and history.

We are with you throughout your life, both in happy and sad moments, when human and material support are the most crucial.

To retain your trust, we think ahead, we change and adjust ourselves, striving to come forward to anything that the modern age of quick communication requires. At the same time, we remained loyal to the basic values of civilisation and humanity.

A POTENTIAL THAT MAY BE YOURS!

Network

We have the widest distribution network in Serbia with more than 1,500 post offices supported by high technology and technological solutions that continually develop.

Logistics

For services we provide every day, we have developed and applied logistic solutions and support with vehicles, equipment and machinery in the main processing centres which we continually modernise.

People

Our employees have diversified knowledge at your service - in organisational, staff and technological sense: instead of employing a different company for every segment, you deal with a single business partner.

WHAT WE ARE ABLE TO DO?

Post Express, as the Post's courier service, guarantees to business customers a speedy and safe conveyance of goods and documents throughout Serbia. We are happy to announce a new service offer: PostPack – COD parcel for the region, which facilitates the sales and placement of the products in the countries in the region – Bosnia and Herzegovina and Montenegro. By the Post's Contact Centre, we can connect you with your purchasers, and offer direct communication with the target group through a variety of Direct Mail options.

We are able to react to advanced trade with our efficient shipping and customs clearance of goods at the most favourable conditions, and to growth in sales by speedy and reliable door-to-door product transport throughout Serbia, or by sales through our postal network.

As regards postal & financial services, we are able to create the collection bill for you, make delivery, complete swift and safe money transactions, whether it is your daily receipts payment, collection of receivables from natural persons or money payment to the addressee's door.

In our 1,500 outlets throughout Serbia which provide more than 38 million services per month to our customers, we have available clearly visible *Your Advertisement Place* bulletin boards for you. Before that, we can design, prepare and print in our own printing house any advertising material which you want to display or deliver to your target group.

The qualified electronic certificate, electronic registered letter, texting services, Internet and cable TV, lease of optical fibre, are only a few of the electronic services offered by the Post of Serbia. Apart from this, our IT experts have valuable and long experience in creation of secure and top-quality applicative solutions for support and improvement of information systems in your company.

SEE FOR YOURSELF!

Do not hesitate to contact us to create together the best solution for your business.

Prove for yourself why we are trusted by the largest and most relevant public authorities and institutions, large foreign and domestic companies, but also small enterprises and sole traders.

Your Post

CONTENTS

POSTAL SERVICES	5
Letter-post Services	6
Parcel Services	9
Added-Value Services	14
Services upon Request and Services by Official Duty	14
Express Services	14
Telegram Services	18
POSTAL AND FINANCIAL SERVICES	19
Payment Operations	20
Money Transfer	20
PostFin Payment	21
Services for Banks	22
LOGISTIC SERVICES	23
Hybrid Mail Services	24
Goods Transport and Warehousing in Domestic Postal Communications	25
Business Service	26
Forwarding Services	27
ELECTRONIC SERVICES	28
CePP Services	29
Services of the Postal Certification Body	31
eGovernment	33
Harmonization of address database with the address system of the Post of Serbia	34
Geographic Information System – GIS Services	35
PostNET	36
Electronic Registered Letter	40
MARKETING SERVICES	41
Direct Marketing	42
Personalised Postage Stamp	44
Advertising in Post Offices	45
Commercial SMS	46
PRODUCTS SALES	47
PostShop – Postal Store	48
Postal Products	49
Court Tax Stamps	49
Postage Stamp – Important Events in Artistic Miniatures	50
CONTACT CENTRE SERVICES	51
Contact Centre	52



POSTAL SERVICES

LETTER-POST SERVICES

PARCEL SERVICES

ADDED-VALUE SERVICES

SERVICES UPON REQUEST AND SERVICES BY OFFICIAL DUTY

EXPRESS SERVICES

TELEGRAM SERVICES

POSTAL SERVICES

Postal services are services of postal items reception, sorting, transport and delivery.

Depending on the manner of performance, contents, dimensions, values, weight, manner of packing and speed of conveyance, postal services may be as follows:

- Letter-post services;
- Parcel services;
- Express services.

Apart from basic, in the service offer of the Post of Serbia, there are also Special services, Added Value Services, Services upon request of the user and Services provided by official duty.

The PE Post of Serbia as a public postal operator renders the Universal Postal Service on the basis of the licence granted. The Universal Postal Service encompasses a set of postal services which the PE Post of Serbia provides on the entire territory of the Republic of Serbia, under the equal conditions for all users, within the prescribed quality standards and at affordable prices.

LETTER-POST SERVICES

Letter-post services imply reception, sorting, transport and delivery of the letter-post items, such as: letter, postcard, flats (printing matters), addressed Direct Mail and cecogram.

BASIC LETTER-POST SERVICES

Letter is any written notification in closed wrapping (envelope), with no denoted value, and any other postal item which conforms to the prescribed dimensions and weight of the letter even if it does not contain any written information.

Postcard is an open item with no wrapping or envelope, weighing up to 20 grammes, as well as all kinds of greeting cards the dimensions and weight of which conform to the



prescribed requirements for postcards.

Flats (printed matters) are open letter-post items containing books, papers and magazines or other printed matters without characteristics of personal correspondence, printed in several identical copies on paper, cardboard or similar materials.

„**M**” bag is a service in the international postal communications. Includes flats placed in one or several separate bags, and the same sender sends them to the same recipient.

Preaddressed Direct Mail is a postal item containing identical advertising, commercial messages and ads sent to a large number of recipients, with no characteristics of personal correspondence. Bills, invoices, bank statements, business correspondence, greetings, etc. are not considered as preaddressed Direct Mail. These items are accepted on the basis of the signed agreement with the PE Post of Serbia.

Cecogram is an open item in the domestic and international postal communications, the contents of which are intended for the visually impaired persons.

The PE Post of Serbia shall be obliged to deliver universal postal services items in the following time frames:

- up to two working days in the urban delivery area;
- up to three working days in the rural delivery area;
- up to five working days in the remote delivery area.

SPECIAL LETTER-POST SERVICES

Special services are services by choosing which the sender, when posting them, asks for a special procedure with them in all or in some phases of conveyance.

Air Mail is a postal item for which the sender requires to be dispatched by plane.

Registered Letter-post Item is a registered letter-post item with no insured value. The sender shall be issued a certificate

of posting, and upon delivering it, the addressee confirms the reception of the item by its signature.

The Post keeps a special record in all phases of conveyance with all the postal items. All letter-post items, except the addressed Direct Mail in the domestic postal traffic, may be posted as registered item. In the international postal traffic, also M bag may be posted as registered item.

Postal item with advice of receipt is a postal item for which the sender requires a written confirmation of delivery in the form of Advice of receipt, which is after returned and delivered to the sender as non-registered letter-post item. It may be required for registered postal items, postal items with confirmed delivery and insured postal items.

Restricted item is a special service by which the sender may require delivery of registered postal item exclusively to the recipient.

Postal item with confirmed delivery is a registered letter in domestic postal communications, without any insured value, for which the sender receives the issued a certificate of posting, and the recipient confirms the delivery.

Insured item is a registered letter-post item, insured up to the value indicated by the sender. He/she is issued the certificate of posting, and when the insured item is delivered, the recipient confirms the reception of it by its signature.

COD item (Cash on delivery) is a registered postal item with the insured value and it is delivered to the addressee, upon collection of the insured amount on behalf of the sender.

Court mail is a special service item and is posted mainly as registered letters with advice of receipt. It is equipped in closed wrapping to ensure integrity of the contents during conveyance. Court mail refers to the litigation, enforceable, criminal and misdemeanour proceedings, as well as the general administrative procedure.

Paid-reply item is mainly used for marketing purpose, and contains a paid reply coupon. Paid reply coupon may be in the form of letter or postcard.

The paid-reply items are intended for legal entities that want to distribute their catalogues, brochures, questionnaires,

surveys and other advertising material to a large number of addresses, expecting replies.

The postage for the paid reply, arrived to PO box, shall be paid by the recipient (legal entity) in accordance with the concluded agreement.



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PARCEL SERVICES

Parcel services are services of closed parcel items – parcels conveyance, containing goods and other articles. The PE Post of Serbia conveys parcels in the domestic and international postal communications. A parcel is a registered postal item, with or without insured value. In the international postal communications, a parcel may be posted also as an item without the insured value.

BASIC PARCEL SERVICES

Parcel services present one of the basic services of the PE Post of Serbia intended to both natural and legal persons wishing to send their goods and various articles in a safe

and economical manner to the recipients both within our country and abroad. The parcels may be posted in all post offices in Serbia.

The PE Post of Serbia shall be obliged to deliver parcels in the following time frames:

- up to two working days in the urban delivery area;
- up to three working days in the rural delivery area;
- up to five working days in the remote delivery area.

SPECIAL PARCEL SERVICES

Special parcel services are the services by the selection of which the sender, when posting, requires a special procedure during its conveyance.

Airmail parcel is a service in the international postal communications by which the sender, when posting, requires that the parcel be transported by air. Air transport is available only for the destinations which are covered with this kind of transport, which provides the customers of postal services the advantage in conveyance and delivery of these postal items in the destination country.

Insured Parcel is a registered item, insured up to the value indicated by the sender. The insured value should, as a rule, correspond to the real value of the contents and the significance it has for the sender. The permitted parcel value in the international traffic depends on the conditions defined by the postal administration of the country of destination.

COD (Cash-on-delivery) parcel is a service in the domestic postal communications for which the sender requires delivery of parcel to the recipient, upon collection of the insured value.

Parcel with Advice of Receipt is an item upon delivery of which the addressee puts his confirmation in a section of the parcel address label, or on the Advice of Receipt form which is then returned to the sender.

Special Delivery Parcel is a postal item containing fragile objects and requiring special attention. Any parcel, regardless of its contents, may be posted in the domestic postal communications as a special delivery parcel if the sender requires so. In the international postal communications, special delivery parcels are accepted only for those countries which receive them. The oversize parcels are accepted as special delivery parcels.

Restricted Parcel is a special service by which the sender requires delivery of parcel only to the recipient and bears the mark "Personal".

Service of consignment is the service in the international postal communications, offering option of group sending



of a large number of parcels from the same sender for one or more recipients. Conditions for rendering this service are arranged by bilateral agreements between the Post of Serbia and concerned postal operators, pursuant to the Act of the Universal Postal Union.

BUSINESS PARCEL

Within the business service offer, kindly note our Business Parcel service – one of the Post’s parcel services in domestic postal communications.

The Business Parcel is collected at the address of the customer upon call, on a certain day at a prearranged time, and delivered at the address of the recipient.

Special characteristics for Business Parcel are as follows:

- Special handling of parcels of specific volume, form and contents;
- Return receipt – return information to the sender about delivery of parcel;
- Return of dispatch note and/or other documents accompanying the parcel.

Business Parcel service is arranged by a special agreement, and the contractual liabilities are implemented according to the agreed conditions.

Within the Business Parcel service, we offer **Passenger car tyre transport** for which the customers may also require the above special services.

POSTAL & LOGISTIC PARCELS

To companies engaged in catalogue sales, the Post of Serbia offers a set of services of marketing, transport & logistics, postal, financial and information character.

By presentation of the offer and sales of products by use of the postal infrastructure network of 1,500 post offices across Serbia, customers may attain a high level of

differential market advantage.

Service of Postal & Logistic Parcel provides to the customers a range of conveniences and business activities, created in accordance with their needs:

- Activities on implementation of company marketing campaigns (advertisement space lease and advertising material display at the counters of post offices);
- Ordering and order processing (electronic in all post offices, by calling Contact Centre or via Internet);
- Transport of necessary stocks of the ordered product from the customer’s warehouse to the place of parcel packing and making up;
- Warehousing of the collected products and handling;
- Order picking (separation of ordered products and completion of parcels);
- Parcel packing;
- Preparation of the supporting documentation (Reception Record, Address Label, Payment Order, etc);
- Parcel making-up and dispatching;
- Conveyance and delivery of COD parcels weighing up to 31.5 kg, delivery at the addressee’s address included, on the territory where the delivery is organised;
- Collection of the COD amount from recipients and payment to the account of the customer;
- Return of ordered but undelivered products.

POST-EXPORT – EXPORT OF GOODS

Post-Export Service – commodity export is a service in the international postal communications which enables safe and fast sending of commodities abroad, at affordable prices. It is intended for the legal entities, business companies and sole traders, and is provided in all the post offices in Serbia.

Advantages of this service for the customers are as follows:

- Simplified export procedure with only a single form and two invoice copies;
- Export of goods with preferential origin;
- Provision of valid evidence of goods export;
- Return of ordered parcels without preparation of SAD forms (Single Administrative Document), additional documentation and without presence of customer and forwarding expenses, after which the parcel will be delivered to the address of the customer;
- Reduction of export costs;
- Simple use – based on the concluded agreement;
- Possibility of exporting goods to all countries of the world;
- Value of goods for export may be up to EUR 1,000 per invoice for the same recipient;
- No limitations in terms of frequency of parcel sending;
- All the parcels are conveyed by air for all the countries, except for the Republic of Srpska;
- Availability of item status tracking through the website of the Post.

POSTPACK – COD PARCELS FOR THE REGION

PostPack is the service in the international postal communications which is rendered in all the post offices in Serbia to individuals, legal entities and sole traders. This service is carried out as the exchange of COD postal



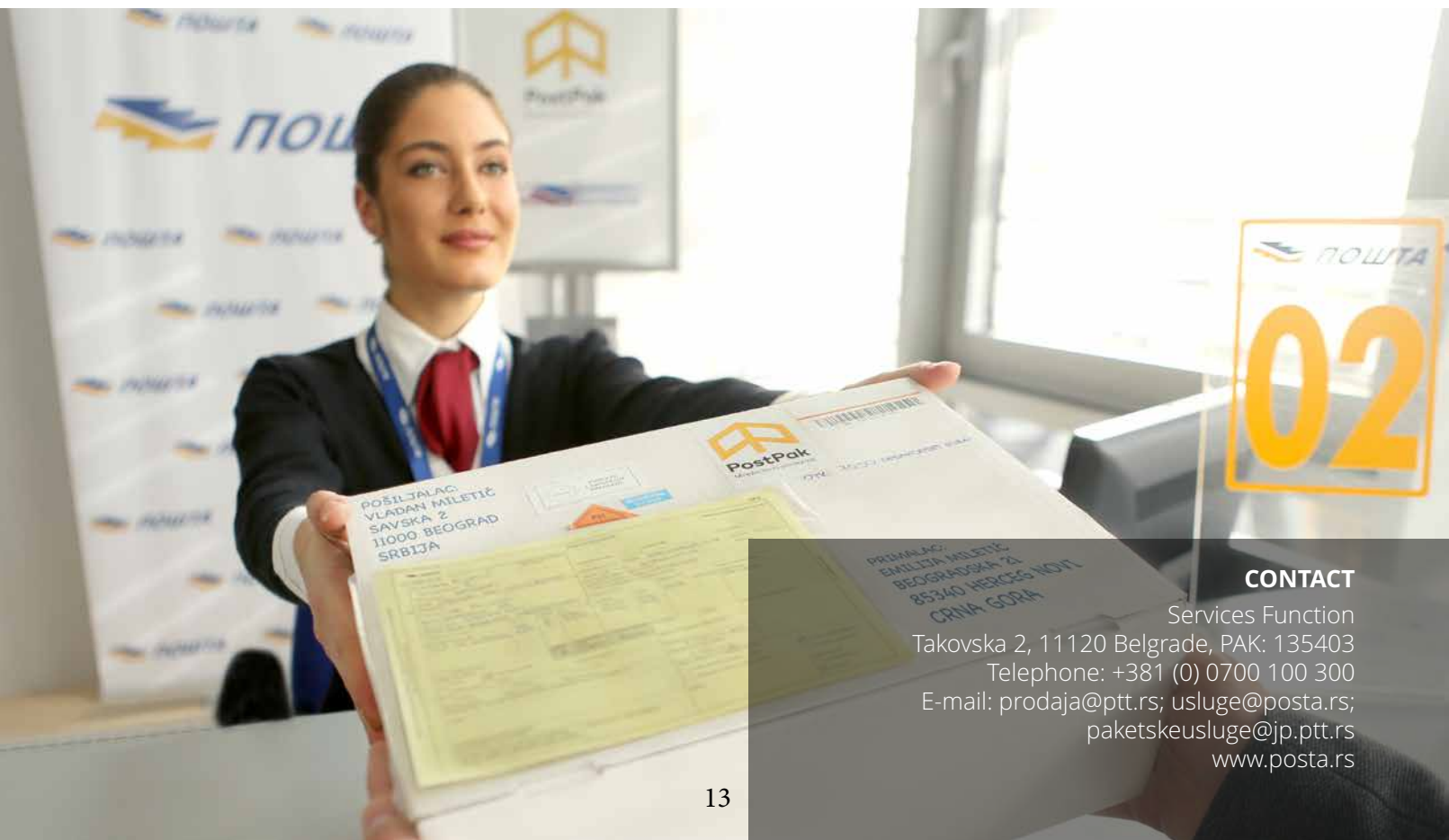
items among the public postal operators – signatories of the multilateral agreement: PE Post of Serbia, Belgrade, Montenegro Post AD Podgorica, PE BH Post, d.o.o Sarajevo, Post Offices of Srpska, AD Banjaluka and Croatian Post, Inc. Mostar.

PostPack parcels are registered COD items with maximum weight up to 30 kilogrammes, with or without insured value, duly packed, containing goods and other articles and addressed to individuals as recipients. The PostCash international money transfer is used for COD amount collection.

Advantages of this service for customers are as follows:

- Simplicity – individuals may post their parcels at the counters of any post office in Serbia, and based on the concluded agreement with the Post of Serbia, for legal entities and sole traders;

- Simplified export procedure with the Export Customs List form (CP-72) and two copies of invoice for legal entities;
- Simplified placement of goods in the region, along with the reduced export costs;
- All the parcels are conveyed by air, except for the Republic of Srpska;
- There are no limitations for legal entities in terms of frequency of sending parcels;
- Value of goods for export may be up to EUR 999 per postal item/invoice for the same recipient;
- Postal items status tracking is available via the Post of Serbia web portal.



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VALUE-ADDED SERVICES

Value-added services are services intended for customers with special requirements in terms of quality of postal services and type of conveyance (time and place of posting and delivery, speed of conveyance, item e-tracking and e-tracing, etc.). These services include: Express services, Track & Trace services, Contact Centre services, collection/delivery services at place and time required by the postal service user, SMS notifications on delivery and/or arrival of the postal item and bulk mail in the international postal communications.

SERVICES UPON REQUEST AND SERVICES PROVIDED BY OFFICIAL DUTY

Services provided upon request and services provided by official duty are postal services that the Post of Serbia perform upon request of customers of postal services and by official duty.

For more information on all the services at the website of Post of Serbia (www.posta.rs.)

EXPRESS SERVICES

Express services of the Post of Serbia provide the quickest and safest conveyance and delivery of postal items in the domestic and international postal communications.

POST-EXPRESS SERVICES

Post-Express service – courier service of the Post of Serbia provides its customers with the secure and high-quality conveyance of postal items within the guaranteed time-limits.

Post-Express services include distribution of postal items that may contain documents, written notifications, goods and other articles, except those prohibited by law.





The weight may be up to 50 kg or more (up to 100 kg) if the content is indivisible.

Next Day Delivery is the service which provides delivery on the day following the day of reception of the postal item. Collection of postal items is organised by courier service in more than 120 populated places and at the counters of over 1,000 post offices throughout Serbia. The postal items are delivered on the day following the day of collection, by 12:00 or 19:00 on the whole territory of Serbia.

Same Day Delivery is the service provided among 47 largest cities and towns in Serbia. The postal items are delivered on the same day, not later than 20:00.

Instant Delivery service is available in more than 120 largest cities and towns in Serbia and includes collection and delivery of postal items on the territory of the same city or town. Postal items are delivered within several hours upon collection.

Next Day Delivery – Delivery in the Post Office, a special model of delivery for Post-Express items is the service which provides option that the recipient takes over the postal item in the chosen post office at the suitable time if pre-arranged with the sender, in nearly 400 post offices throughout Serbia.

Aggregated shipment is the service of conveyance and delivery of several postal items from one address for the

same recipient, within guaranteed time-limits, by Next Day Delivery and Instant Delivery services. Aggregated shipment may contain two to five parcels, of individual weight of minimum 5 kg, and total weight of maximum 100 kg.

Invitation is a service of reception and conveyance of more than ten postal items, of individual weight up to 50 kg, and delivery is next day on the territory of the same city or town.

WEB Express is an application designed to business customers for quick and simple courier service ordering, without previous call to the Contact Centre, with automated completion and printing of the reception form – Address Label, tracking the status of the items sent, forming of recipient base, and archiving applications.

Post of Serbia Android Application is intended for the customers for quick and simple courier service ordering, without previous call to the Contact Centre, with automated completion of postal item details, tracking the status of the items sent, postage calculator, and locating the postal network units.

Integrated services make a set of services of the Post of Serbia, intended exclusively to the legal entities dealing in on-line and catalogue sales. Post Express conveyance service is a mandatory part of the set, while the other services in the field of the marketing campaign, Contact Centre, Business Service and other activities that create technological and technical support are implemented depending on the demands of customers and character of the contents.



Special and Supplementary Services

Postal items with insured value – for additional insurance of the postal items contents it is necessary to indicate value of the postal item on the reception form. The insured value should correspond to the real value of the item contents.

COD item – service by which the sender requires delivery to the recipient, against previous collection of COD amount.

Restricted Parcel is a postal item of confidential nature for which it is possible to indicate that it be delivered in person and the postal item shall be delivered exclusively to the person indicated as the postal item recipient.

Return receipt – service by which the customer requires a written document when (date and hour) and to whom the postal item is handed in. The recipient confirms the reception of the postal item by signing the reception form – Address Label, and the signed copy of the Address Label is returned to the sender.

Return document – delivery service of a postal item followed by the identification of the recipient and signing of a relevant document, which has to be returned to the sender upon signing.

Eight-hour courier hiring – service intended for business customers. Includes whole-day engagement of courier and vehicle at the territory of a city or town.

SMS notification on delivery of postal item – a SMS notification on completed delivery of a postal item is sent to the sender using Next Day Delivery service.

Application for issuing and sending the certificate of Post-Express item delivery.

EXPRESS MAIL SERVICE

Express Mail Service (EMS) is a service that, at affordable prices, provides the shortest possible time of conveyance in the international postal communications.

EMS items are registered postal items without insured communications value and with no special services, weighing up to 30 kg, that may contain documents and goods, as well as other articles, apart from those for which the prohibitions imposed by UPU and jurisdictions of some countries exist.

Admission of EMS items is carried out from Monday to Saturday by courier service in 122 cities and towns and at more than 498 counters of post offices dedicated for EMS item reception.

The information on conditions for admission, necessary documentation, forbidden and conditionally approved articles for import to the destination country, expected time of conveyance, as well as all the available information related to the status of items which are sent or expected from abroad, may be found at the website or obtained from the Contact Centre operator.

All the information on Express services, distribution network of cities and towns and admission and delivery post offices may be found at the following sites: www.postexpress.rs and www.posta.rs or from the Contact Centre operator, via following telephones: 011 3607 607 and 0800 100 808 (toll-free call from fixed network). Contact Centre operators are available Monday to Friday 08:00 to 18:00, Saturday 08:00 to 15:00.

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TELEGRAM SERVICES

Telegram is a written notice posted by a customer – individual or a legal entity, directly at the post office counter or by dialling number 1961, in domestic and international postal communications.

Depending on the purpose for which the customer sends its notification, the telegram in domestic communications may be posted in luxury form or in luxury music form with illustrations designed for the occasion. The telegram text may

be communicated to the recipient by phone as well, if the telephone number is indicated along with the address.

Sending of telegrams referring to violent overthrow of the constitutional system, inciting national, religious and other kinds of intolerance or hatred, texts against humanity and international rights, lives and bodies, honour and reputation, as well as against general security of people and property is prohibited.



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POSTAL & FINANCIAL SERVICES

PAYMENT OPERATIONS

MONEY TRANSFER

POST-FIN PAYMENT

BANK SERVICES

POSTAL & FINANCIAL SERVICES

The Post of Serbia is the leader among the national payment operators and one of the most important factors on the financial services market. The Post won this position by its widespread network, numerous and diversified services provided to legal entities and individuals, as well as by our cooperation with financial institutions in the country and abroad.

PAYMENTS

BILL PAYMENT

The amounts due for payment pursuant to original invoices issued by legal entities may be paid at our post offices. The legal entities are offered a full service of invoice collection, including payment and electronic data transfer on the bills paid. This service is provided under the agreement

concluded with the invoice issuer, in which the service conditions and price are set.

DAILY RECEIPTS

Legal entities and sole traders may deposit their daily receipts in post offices (in cash or by bank cheques). The service is charged in cash pursuant to the Money Services Price List or against the invoice based on the signed agreement.

MONEY TRANSFER

The Post of Serbia offers to its customers money transfer services on the territory of the entire Republic of Serbia. Money may be deposited in any post office, while the payment may be performed at the address of the recipient or at the counter of any post office, according to the sender's choice. Thanks to its capacities and the postal network, the Post of Serbia is the right choice in money transfer services and the only one that may make the money available to any customer, at any address on the territory of entire country.



Postal Money Order

Postal money order enables legal entities to send money to the recipient at any address in Serbia.

A legal entity may elect to send the data in electronic form or visit a post office for sending postal money order. Electronic sending of postal money orders is made in accordance with the instructions for sending money orders intended for legal entities (published on the website of the Post of Serbia). If the legal entity desires to send the money orders electronically, it has to sign an agreement with the Post of Serbia.

The money can be paid to the recipient at the indicated address. If the payee is not at home when the payment is attempted, the postman leaves a Money Order Arrival notification. In this case, the payment is possible in any post office, starting from the next day after the notification is left to the recipient.

Advantages of sending money in such a manner are multiple:

- Simple money sending and receiving procedures;
- Quick and reliable money transfer;
- Service availability throughout Serbia;
- Convenience of receiving money at the doorstep;
- Money order tracking online or by calling Contact Centre.

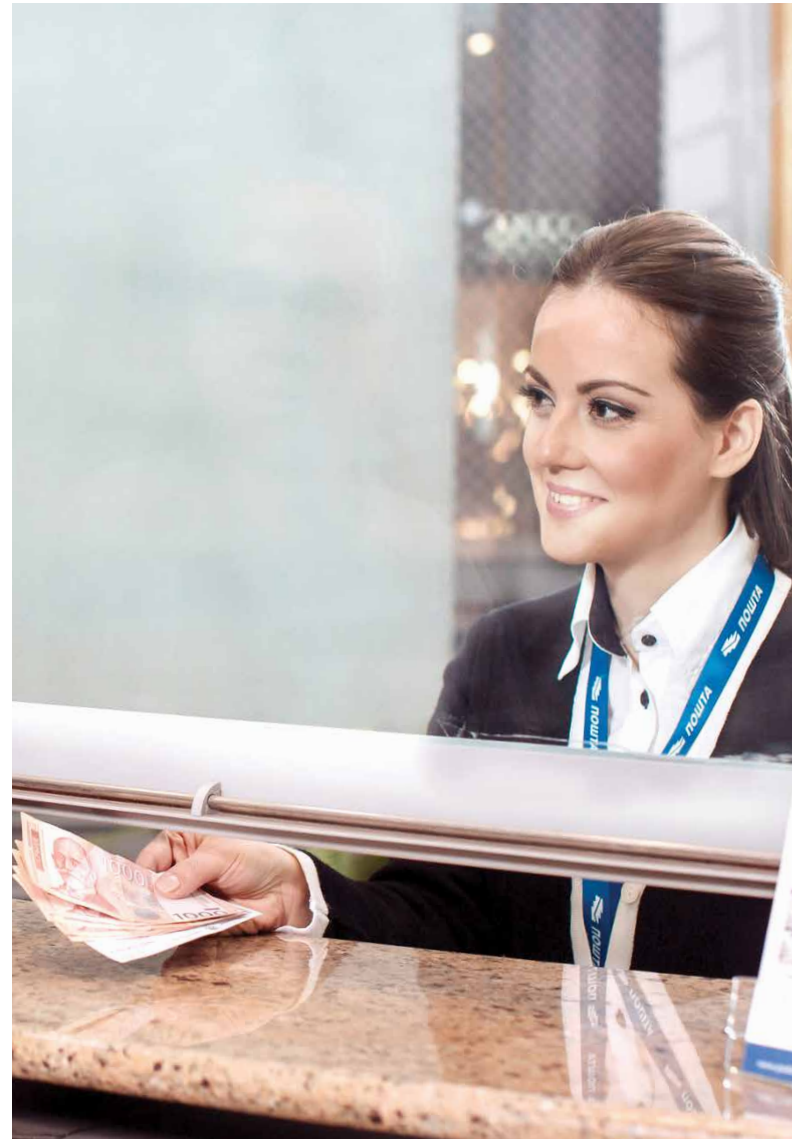
POSTFIN PAYMENT

Businesses who want to provide their online buyers the option to pay for their online purchases in the post offices are offered the implementation of the PostFin payment solution. Effect their payments for purchases through sites in the post offices, we offer implementation of solution for PostFin payment.

First of all, PostFin payment for the customers means the trust when they buy online because it simultaneously provides online payment and safety as the transaction is made via the Post of Serbia.

In this manner, legal entities and their customers have the following advantages available:

- Model of online payment for goods and services, with no payment cards and bank accounts;
- Immediate information on every payment as the transactions are performed in online connection to the system of legal entity;
- Quick transfer of funds from moment of payment to transfer to the account of the legal entity.



SERVICES FOR BANKS

Establishing cooperation with the Post of Serbia, the banks can materialise a range of benefits for enhancing their operation, accompanied by cost reduction through rationalisation of their network of affiliates and branch offices.

At the same time, the bank customers are offered better service availability and quality, which improves competitiveness in relation with other commercial banks.

The offer includes:

- Creation of internal payment operations system between the Post and the bank;
- Daily receipts payment service;
- Depositing cash to bank accounts of individuals;
- Payments at the POS terminals of the Post for the bank customers.



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LOGISTIC SERVICES

HYBRID MAIL SERVICES

TRANSPORT AND WAREHOUSING OF GOODS IN DOMESTIC POSTAL COMMUNICATIONS

BUSINESS SERVICE

FORWARDING SERVICES

LOGISTIC SERVICES

LOGISTIC SERVICES

HYBRID MAIL SERVICES

Hybrid Mail Working Unit has been designed to provide support to processes running in the Post of Serbia through the production and distribution of postal articles, printed matters and other products mainly in the field of graphic design. The surplus capacities are maximally engaged in commercial operations, i.e. provision of services to third parties.

Hybrid Mail is unique for merging classical mail, email and printing services, and the quality of hybrid mail services was certified by the following ISO standards: *ISO 9001:2015, ISO 27001:2013 and ISO 22301:2012*.

Hybrid Mail implements all the phases of the graphic design process:

- Design and preprint;
- Sheet and rotary full-colour printing;
- Final graphic adjustments requested by the customer.

The Hybrid Mail is creating, printing, designing, sorting, packing and distributing the following products:

- Personalised documents printing;
- Various of envelope sizes (*DL, B6, B5, C6/5, C4, C5*);
- Standardized envelopes for judicial mail (S envelopes);
- Promotional material;
- Periodicals, brochures and catalogues;
- Publications and books;
- Cardboard boxes (manufacture and printing);
- Cardboard envelopes (forming and sticking);
- Various types of forms and block print.

SERVICES OF BULK PERSONALISED PRINT AND ENVELOPE DESIGN

The idea of the Hybrid Mail understands personalised printing of documents with envelope design, which reach the end users through our network of 1,500 post offices.

It is sufficient to send a desired information in electronic form (invoice/bill, decision, advertising message, etc.). The Hybrid Mail then provides informatic processing, printing, document personalisation, insertion into own-manufactured envelopes. The postal items thus formed are sorted, packed into boxes and delivered to the recipient by postal flows.

In 2017, the Hybrid Mail launched the production of standardised envelopes for judicial mail (*S1, S2, S3, S4, S5, S6, S7, S8*), which contributed that a large number major part of business customers, by using freely available Electronic Reception Book application (EPK), precisely addresses postal items and automatically accesses the system for their tracing.

Production of these envelopes facilitates quicker sorting, reduces the number of returned postal items and increases the percentage of deliveries.

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www.posta.rs

TRANSPORT AND WAREHOUSING OF GOODS IN DOMESTIC POSTAL COMMUNICATIONS

By means of transport, warehousing and additional logistic services, the Post of Serbia provides its business customers with integrated logistics solutions and full support in supply process management.

Well-developed national distribution network of the Post of Serbia facilitates services of transport of palletised and non-palletised cargo in accordance with the needs of business customers, but a quick and efficient distribution of goods as well.

For goods warehousing services, the Post of Serbia has available storage capacities in Postal & Logistic Centres at several locations.

The goods transport and warehousing offer is completed with additional logistic services:

- Handling of goods in transport or within the warehousing process;
- Return of accompanying documentation and empty palets;
- Stock management in warehouses;
- Order picking of goods;
- Packaging of goods;
- Declaration and labelling of goods.

CONTACT

Services Function

Takovska 2, 11120 Belgrade, PAK: 135403

Telephone: +381 (0) 11 3718 223; 3718 222

Email: logistickeusluge@ptt.rs

www.posta.rs



BUSINESS SERVICE

Meeting the specific requirements of business customers, the Post of Serbia has expanded its range of postal services and created the Business Service to provide them with a possibility to create an optimal choice of service according to their budget and their needs.

The Business Service includes:

- Collection and delivery of goods/postal items at the customer's address;
- Forming and personalisation of postal items;
- Processing of order forms arrived;
- Reception of all types of postal items;
- Storage of all the articles until dispatch;

- Collection of postal items and assistance in organisation of prize games;
- Care of retour postal items;
- Assistance in implementation of catalogue sales;
- Receipt of orders on behalf of customers, through the Contact Centre of the Post of Serbia.

This service is provided in Belgrade, Niš and Novi Sad.

There are some additional services as well:

- Collection of goods/postal items at the customer's address;
- Forming of postal items;
- Personalisation of postal items;
- Storage of postal items or goods.



CONTACT

Working Unit "Regional Postal & Logistic Centre, Belgrade"
Business Service Office and Postal & Logistic Service
Ugrinovačka Str.No. 210B, 11080 Belgrade – Zemun,
PAK: 200020
Telephone: +381 (0) 11 3643 000; 3643 028
Email: biznisservis@jp.ptt.rs
www.posta.rs

PO BOXES FOR PRIZE GAMES

The Business Service offers a complete logistic support for organizing Prize Games, which implies the following:

- sending of coupons, labels, clippings, bottle caps, etc. by mail;
- opening and regular discharge of the PO Box;
- safekeeping of postal items, with a high level of security;
- transport of postal items to the prize drawing venue;
- opening of the PO Box (free of charge).

The customer has the opportunity to choose the PO Box number.

FORWARDING SERVICES

The postal forwarding service - PostSped provides customers with faster, simpler and more affordable customs clearance procedures for the import and export of postal items subject to customs control and foreign exchange control.

Benefits for customers:

- speed – we obtain the information first, because we are located within the custom clearance post office;
- simplicity – it is sufficient that the customer signs the import/export order, and the customs clearance and dispatch of the postal items shall be performed by the Post on behalf of the customer;
- reliability – Post uses postal delivery flows to reach the address of the service user;
- most favourable prices – customs clearance procedure is performed by the Post at lowest prices.

Legal entities may authorise the Post to perform custom clearance procedure in front of the customs authorities on their behalf.

The service may also be used by natural entities in case the customs authorities, due to the specificity or quantity of goods, invite them to attend in person, or to submit the necessary documents for import or export.



CONTACT

Working Unit "Regional Postal & Logistic Centre, Belgrade"
Business Service Office and Postal & Logistic Service
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PAK: 200020
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ELECTRONIC SERVICES

CePP SERVICES

SERVICES OF THE POSTAL CERTIFICATION BODY

E-GOVERNMENT

HARMONIZATION OF ADDRESS DATABASE WITH THE ADDRESS SYSTEM OF THE POST OF SERBIA

GEOGRAPHIC INFORMATION SYSTEM - GIS SERVICES

POST-NET

ELECTRONIC REGISTERED LETTER

ELECTRONIC SERVICES

SERVICES OF THE POST OF SERBIA E-BUSINESS CENTRE

The Centre for eBusiness of the Post of Serbia (CePP) enhances and develops services in the field of eBusiness, with a high level of electronic transactions and data protection.

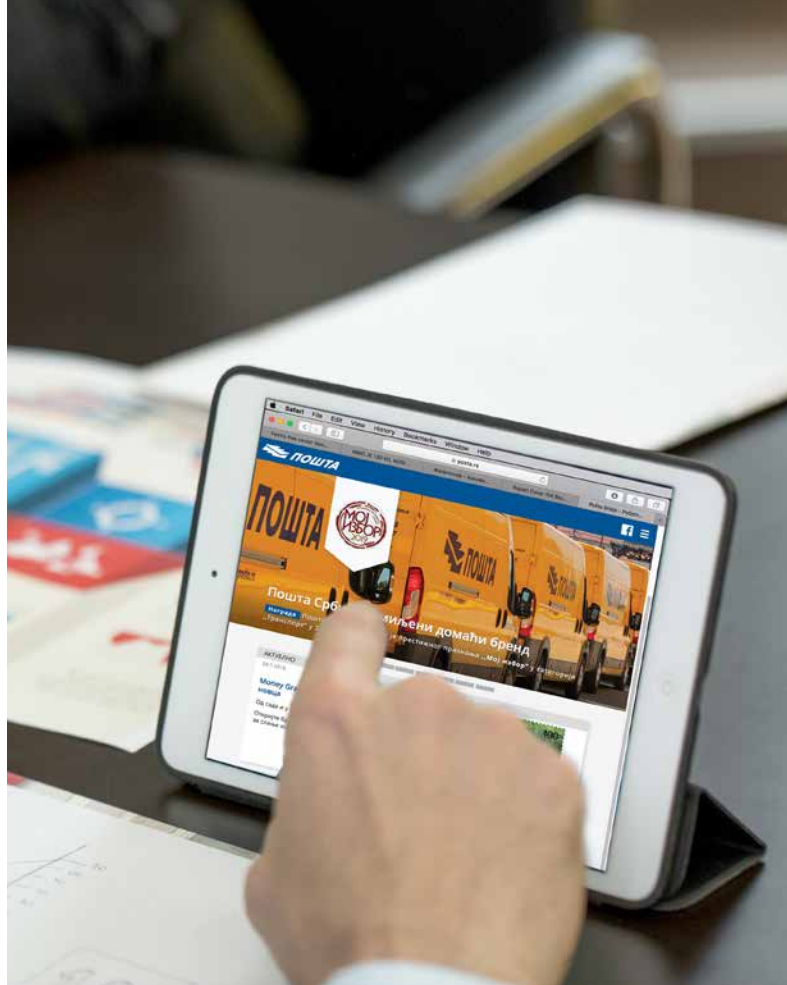
CePP users receive:

- Multiple channels of communication with clients (Contact Centre, IVR, SMS, Web, E-mail);
- security and simplicity;
- 24/7 service availability and technical support;
- savings through outsourcing;
- possibility of integration with other services in the postal system (Post Express, PostNet money order, etc.);
- ability to use the services of the Postal Certification Body.

CONTACT CENTRE AND VOICE MACHINES - IVR

These services provide important support in:

- realization of numerous services of the postal system (Post Contact Centre, Post Express Call Centre, telephone telegram reception, information on the status of registered postal items, telegrams and money orders, etc.);
- realization of the external users requests through creating their own customer centre, leasing infrastructure, operators and voice machines.



CONTACT FOR CONTRACTING SERVICES:

Services Function
Takovska 2, 11120 Belgrade, PAK: 135403
Telephones: +381 (0) 011 3718 126; 3607 796
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CONTACT FOR TECHNICAL REALIZATION OF SERVICES

Post of Serbia eBusiness Centre
Katićeva 14-18, 11000 Belgrade, PAK: 111515
Telephone: +381 (0) 3607 895
Fax: +381 (0) 3651 412
E-mail: cepp@posta.rs
www.posta.rs

COMMERCIAL SMS AND SMS NOTIFICATION

Commercial SMS enables communication between the customer and the information system of the Post of Serbia client via SMS. Client of the Post of Serbia defines a short number (e.g. 3277), message format and its content, as well as the service price for the end user.

Realization of the Commercial SMS Service can be performed as follows:

- by connecting to the Post of Serbia information system;
- via SMS Media Express web application (<http://smsmedia.cepp.rs>).

The Post realizes the following commercial SMS services:

- SMS inquiry into account/card balance of natural entities;
- sending of ads via SMS;
- payment, improvement and extension of online ads via SMS;
- SMS website access code;
- SMS inquiry into the current status of postal items or money orders;
- SMS media services (radio and TV comments).

Benefits of the commercial SMS service of the Post for customers:

- the service is of a commercial nature (the customer determines the price of the service and participates in the distribution of the revenue generated);
- 24/7 availability;
- complete protection of company's and client's personal and other data;
- in combination with the SMS notification service, it opens the possibility for direct SMS marketing.



CONTACT

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SERVICES OF THE POSTAL CERTIFICATION BODY

Certification Body of the Post of Serbia is an official certification body in the Republic of Serbia that issues qualified electronic certificates.

QUALIFIED ELECTRONIC CERTIFICATE

Qualified electronic certificates are used for creating and verifying qualified electronic signature, which has the same legal effect as the handwritten signature and stamp, and it reliably guarantees the identity of the signatory, integrity of the electronic document and prevents subsequent denial of responsibility for the content.

Media for storing qualified electronic certificates (and private cryptographic keys) are smart cards or USB smart tokens.

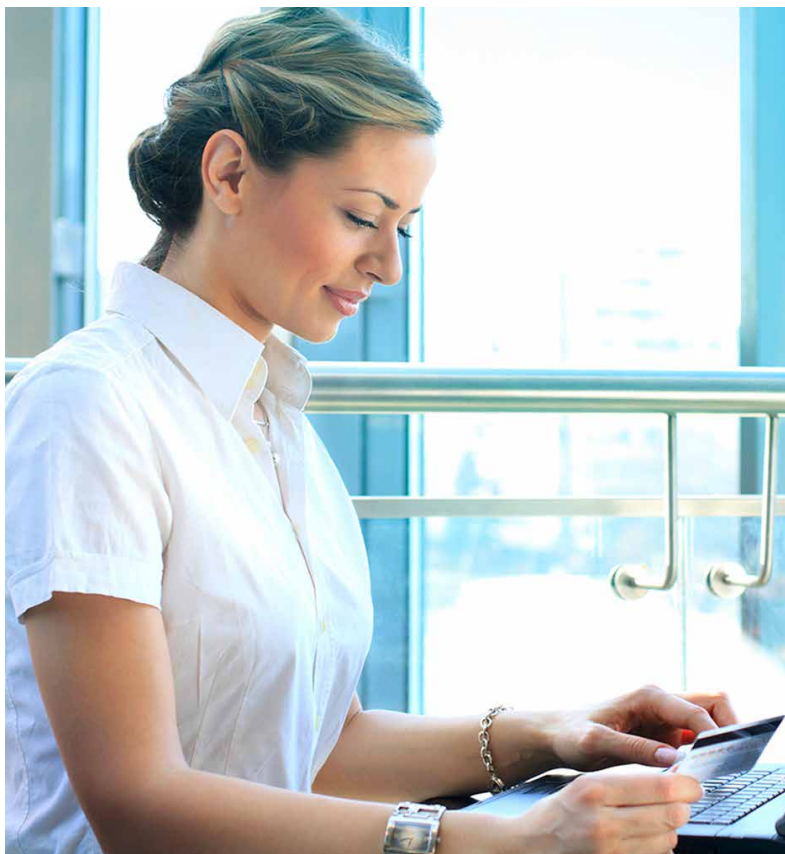
The user of the qualified electronic certificate can exclusively be a natural entity who can also be a member of a legal entity.

Submitting the request for issuance of the qualified electronic certificate is performed electronically, via the website of the Postal Certification Body, at: www.ca.posta.rs, where it is necessary to fill out the adequate online request form and then conduct the submission procedure, in accordance with the detailed instructions.

Qualified electronic certificates of the Postal Certification Body are used for:

- access to the eTax portal and filing tax returns;
- submission of financial reports via the portal of the Business Registers Agency;
- application for the compulsory social security via the portal of the Central Registry of Compulsory Social Insurance;

- electronic identification of registrars and signature in the central system of registers;
- eBanking;
- eBusiness with the Customs Administration;
- electronic identification and electronic signature at the portal of eGovernment of the Republic of Serbia.



CONTACT

Postal Certification Body
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E-mail: cepp@posta.rs
www.posta.rs; www.ca.posta.rs

PRINTING AND DISTRIBUTION OF DOCUMENTS

Post of Serbia has developed a system for distributed print and packaging of documents. This system consists of printing and packaging equipment in Belgrade, Niš, Novi Sad, Kraljevo and Kragujevac.

Distributed print and packaging of documents implies:

- editing customer's address database;
- designing the layout and content of the document in agreement with the customer;
- printing and packaging of documents according to the dynamics and extent fitting to the needs of the customer;
- delivery of postal items;
- in case when the document is a bill for services used, a unique form of payment order with OCR inscription (*Optical Character Recognition*), which in a special format contains data necessary for the payment execution, as well as bar-code inscriptions;
- in case when the document is a bill for services used, the collection of bills at post office counters.

CONTACT

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www.posta.rs



E-GOVERNMENT

Post of Serbia offered IT and infrastructure integrator services on a turnkey basis, relying on its own infrastructure projects and HR potential:

- Postal Certification Body, which developed the public keys infrastructure and became the first public certification body in Serbia for the issuance of qualified electronic certificates and time-stamps;
- Multiservice information and communication network – PostNET that enables fully automated operation of 1,500 post offices and separate counters;
- Data Centres, which are located in specially designed and constructed facilities – telecommunication centres in Belgrade, Niš, Novi Sad and Kragujevac;
- Leading IT professionals in the field of application system software, IT security and information and communication technologies.

Some of the reference projects of the Post of Serbia, which at the same time represent the basis for the further development of eGovernment in the Republic of Serbia, are as follows:

- maintaining of Central Register of Civil Records for the needs of the Ministry of State Administration and Local Self-Government. Within the Central Register, there are a lot of services that represent the basis of the following eGovernment realized projects, such as “eBaby”, “eZUP”, etc. with high potential for the development of new services;
- establishing of Electronic Records on Citizens of the Republic of Serbia for the needs of the Ministry of the Interior and the Ministry of State Administration and Local Self-Government. This Electronic Record is integrated through the eGovernment service, using a common infrastructure and with the Central Register;
- accomodating, supervising and system administration of the infrastructure system for services provided by the eGovernment of the Republic of Serbia for the

needs of the Ministry of State Administration and Local Self-Government;

- recording of citizens who are entitled to financial compensation and the right to transfer shares without compensation, as well as the first sale of free shares for the needs of the Privatization Agency;
- IT support for receiving requests and documentation for the restitution of confiscated property, i.e. compensation, for the needs of the Agency for Restitution.



CONTACT

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HARMONIZATION OF ADDRESS DATABASE WITH THE ADDRESS SYSTEM OF THE POST OF SERBIA

Postal Address Code (PAK) is a set of six digits and denotes part of the street where postman goes to deliver a postal item to the recipient. Inserting PAK specifies the location for delivery of postal items more accurately than when only the postal number is indicated in the address.

The quality of address data is the basis of successful business communication. A quality database of address data of clients and business partners is a key tool of any business entity for the establishment of successful business communication, efficient planning and implementation of business activities.

Results in all business segments - market research, delivery of services and products to regular and potential customers, sales activities, distribution of goods and services, as well as delivery of bills, depend on the availability, accuracy and up-to-dateness of address information.

For this reason, the Post has created a service of harmonization of address database with the address system of the Post of Serbia, which enables each company: quality addressing of postal items according to the prescribed standards, fast transfer and secure delivery of postal items, as well as management of their own address system in an optimal way.

The service involves supplementing the address data from the customer's database with additional address elements:

- the official name of the municipality, settlement and street;
- delivery post office;
- area;
- Postal address code - PAK.

Companies that have harmonized their address data with the address system of the Post of Serbia are also directly becoming users of the service of continuous updating of harmonized data (history of changing street names, new streets, re-numeration of house numbers, etc.).



CONTACT

Postal Network Function
Geographic Information System and
Postal Address Code Office
Takovska 2, 11120 Belgrade, PAK: 135403
Telephones: +381 (0) 11 3718 191; 3718 192
E-mail: pak@ptt.rs
www.posta.rs

GEOGRAPHIC INFORMATION SYSTEM - GIS SERVICES

In order to analyse the territorial availability of postal services to citizens, rationalize transport and deliver postal items, the Post of Serbia has developed a geographical information system - GIS for its own needs.

The Post has developed the following services based on the Geographic Information System (GIS):

- Provision of data on the spatial position of the house number;
- Provision of data on the spatial position of streets;
- Provision of data on the spatial position of PAK;
- Generating alphanumerical data based on the spatial position of the house number;
- Generating alphanumerical data based on the spatial position of PAK;
- Provision of data on the number of households at the level of house number*;
- Provision of data on the number of households at the level of PAK*;
- Provision of data on the number of legal entities at the level of house number*;
- Provision of data on the number of legal entities at the level of PAK*.

* The service of providing data on the number of households and legal entities at the level of house number/PAK is provided exclusively as an additional information with the previously purchased data on spatial position of the house number/PAK.

The Post has geo-positioned (positioned on the map) the complete street network of Serbia, i.e. about 104,000 km of streets and roads. Based on the information on the addresses at which the postmen perform delivery, the Post of Serbia has geo-referenced approximately 1.200.000 house numbers in all major settlements in Serbia.

In order to arrange customers' mailboxes, a database of all households and legal entities in Serbia has been formed, and the Post is also able to provide GIS service users with information on the number of households and the number of legal entities for each building on the map.

The list of settlements with the number of geo-positioned buildings, the number of households and the number of legal entities can be found on the corporate website of the Post of Serbia.

For rural areas where the numeration of buildings has not been done or where the Post has not positioned all house numbers, we offer spatial positions for PAKs. The Post of Serbia has geo-referenced more than 113,000 PAKs throughout Serbia.

Based on the data provided by the geographic information system, various analyses are enabled:

- analysis of territorial accessibility of facilities and customers;
- planning of distribution of advertising material;
- route planning;
- generating a list of addresses by zones;
- housing density analysis for the planning of infrastructure capacity;
- choosing the best location to open new facilities and more.

Spatial data of the Post of Serbia is available on the GIS portal www.postagis.rs.

CONTACT

Postal Network Function
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www.posta.rs; www.postagis.rs

POST-NET

Internet services for legal entities

PostNET provides business customers with reliable, secure, high quality and fast internet access for the performance of the most demanding business activities. We offer a wide range of broadband services - from ADSL, via Cable Internet, to high speed Optical Internet.

PROFI PLUS

Profi Plus fully meets the high demands of companies in need of high speed internet access, with bandwidth guarantees and a symmetrical download-upload ratio. Connection to the PostNET network is either wireless or via optical cable.

Profi Plus users are provided with:

- using the secondary *DNS* PostNET server;
- required number of fixed *IP* addresses;
- free.rs domain registration.

PROFI PLUS EXTRA

Profi Plus Extra service implies a flow rate of 100 Mbps and more, at cheaper prices in comparison to the Profi Plus service. The service is available in Belgrade, Novi Sad, Niš and Kragujevac.

PROFI WEB HOSTING

Profi Web Hosting service allows you to lease disk space on the PostNET server to set up a customers' website on a web server.

With this service, PostNET provides:

- presentation space 1-5 GB and more on PostNET servers;

- *FTP* server for presentation maintenance;
- website statistics;
- free registration of up to five e-mail accounts on the *ptt.rs* domains.

VIRTUAL PRIVATE NETWORKING (VPN)

Virtual Private Networking (*VPN*) technology provides clients with the unique ability to use public Internet network resources to build a private network.

A virtual private network enables monitoring of the entire business of the company at all times, as well as complete control of spatially remote business units, ensuring easier data transfer with security and integrity. *VPN* transmitted data is completely isolated and protected from other users. In other words, *VPNs* form a virtual point-to-point, that is, a point-to-point connection where the user, although using a public network, has the impression that he is directly connected to his private network.

The user can connect their company to the PostNET Hub with a symmetric connection (wireless or fiber optic cable), ADSL line or coaxial cable infrastructure.

PROFI SERVER HOUSING

Server Housing service enables the placement of client's computer and/or communication equipment in the premises of the PostNET Data Centre, which is equipped according the highest world standards and is under continuous operator supervision.

Use of this service enables the client's computer and/or communication equipment to be constantly available online. The administration of the equipment remains the responsibility of the client's company, with continuous operator supervision of the Post NET staff.

LEASE OF FIBER OPTIC CABLE

The service enables the connection of the client's location to the PostNET optical network, with all the advantages of the fastest and most popular method of data transmission.

By renting an optical fiber, the client receives:

- high speed transmission;
- the ability to transfer large amounts of data;
- secure link for business use;
- support dedicated to client needs.

DOMAIN REGISTRATION (.rs and .srb)

The domain registration service provides customers with the ability to register the desired internet domain name in a fast and easy manner. It is available to all natural and legal entities at the most affordable prices in Serbia.

POST-NET PACKAGES – INTERNET AND TELEVISION

PostNET has been monitoring the needs of its customers for years and developing new services accordingly. PostNET offers to its corporate clients Internet and TV packages at significantly lower prices: ADSL or cable internet and cable television (analogue and digital).

Advantages of PostNET Package:

- low price;
- consolidated account;
- more favourable conditions (no contractual obligation);
- records of users in a single database;
- eliminating user interference more efficiently.

CABLE INTERNET

Cable Internet enables you to connect to the Internet using the cable network that distributes the television program.



Anyone with a television subscription may become a user of the Cable Internet service of the Post, provided that they are at a location that is technically capable of transmitting internet signals.

PostNET provides legal entities with free *WiFi* cable modem, compatible with the *Euro DOCIS 3.0* standard, up to two dynamic *IP* addresses and free e-mail address on the *ptt.rs* domain.

CABLE TV

PostNET offers digital television services, both as part of a package and separately.

The basic offer includes the reception of a large number of analogue and digital channels, including *HD* channels as well as certain *FM* channels. PostNET also allows the transmission of local TV channels, depending on the territory in which customers live or work.

The advantages of digital television are clear and sharp image, better sound quality, adaptability to new TV models, and the ability to watch content in formats in which they were recorded.

ADSL

ADSL (*Asymmetric Digital Subscriber Line*) technology enables very fast transmission of digital information over standard telephone lines, with independent use of a telephone connection.

The advantages of ADSL internet service are multiple:

- constant Internet connection;
- high speed transmission;
- highly favourable price;
- free telephone line.

PostNET provides legal entities with a free WiFi modem and up to five e-mail addresses on the *ptt.rs* domain.



WI-FI ZONE

The *WiFi* zone is a network of free internet, intended for legal entities, which offers internet access via cable or ADSL connection. In addition, the service also offers rental of advertising space, i.e. banner, on the front page of the advertising space.

POST-NET PACKAGE – SECURE INTERNET

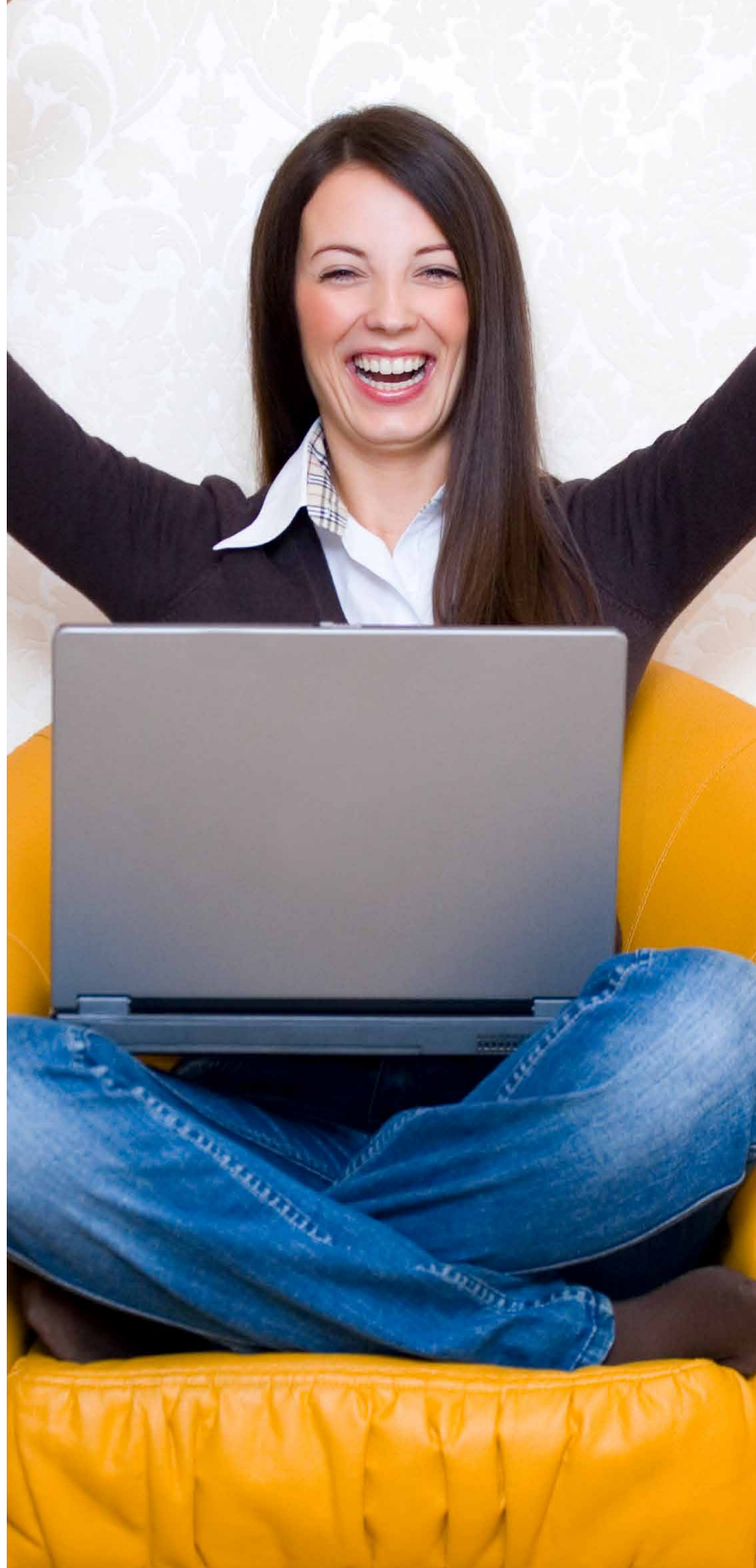
In cooperation with the CePP, PostNET has created the Secure Internet service, which allows customers to receive a free Qualified electronic certificate with their ADSL connection.

CONTACT

PostNET Working Unit
Katićeva 14–18, 11000 Belgrade, PAK: 111515
Customer Service: 0800 201 200
(at the cost of a local call from Telekom Srbija landline network)
+381 (0) 11 3641 999
(from networks of other telephone operators)

Administrative contact for legal entities
Telephones: +381 (0) 11 3641 431; 3641 427

Administrative contact for domain registration
and web hosting
Telephone: +381 (0) 11 3641 432
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E-mail: rjpostanet@jp.ptt.rs
www.posta.rs; www.postanet.rs



ELECTRONIC REGISTERED LETTER

Letter services also include letter shipments in electronic form, which include electronic receipt, transmission and delivery.

These services include the Electronic Registered Letter "eP Letter", a service intended for business users. An electronically registered letter is a letter-post item in electronic form.

It gives users the opportunity to easily, securely and reliably exchange "e-letters" through "eR platform", in accordance with defined standards.

It is a confidential electronic delivery service, which enables recording and tracking of all events over the "e-letter" (acceptance, forwarding of the "e-letter" to the recipient's e-mail address, opening or refusal of receipt by the recipient) and guarantees undeniability, integrity and confidentiality of sent data.

CONTACT

Services Function
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www.posta.rs



MARKETING SERVICES

DIRECT MARKETING
PERSONALIZED POSTAGE STAMP
ADVERTISING IN POST OFFICES
COMMERCIAL SMS

MARKETING SERVICES

DIRECT MARKETING

DIRECT MAIL

Direct Mail implies postal items that contain identical commercial, propaganda, marketing or advertising messages, which are to be sent to a large number of recipients and which are not of personal correspondence nature. These may differ in a part containing name and surname/title of the recipient, address and identification number, as well as other mandatory information that do not change the advertising or commercial nature and purpose. Direct Mail postal items can be addressed and non-addressed.

Direct Mail may contain the sender's advertising means, i.e. notification regarding a product, service or activity/activities in any of the following forms:

- leaflet (advertising message, flyer);
- catalogue;
- advertising sample and means of business representation (calendar, planner, etc.).

Bills, invoices, financial statements, business correspondence, personal correspondence, and bank reports are not considered Direct Mail.

With the customer who submits Direct Mail postal items, a contract is concluded which regulates the rights and obligations of the customer.

Addressed Direct Mail is a postal item that, on the address side, besides the recipient's address, contains the address of the sender with the PO Box number.

The maximum weight of one postal item is 1,000 g. There may be at least 100 postal items of Addressed Direct Mail per transmission.

Non-Addressed Direct Mail is a postal item that does not contain the recipient's address and is delivered to customers in a specific geographical area and/or customers of PO Boxes at the request of the sender. Post of Serbia may also arrange with the customer other criteria on the basis of which recipients will be determined.

The maximum weight of one postal item is 100 g. There may be at least 1,000 Non-Addressed Direct Mail postal items per transmission.

Direct Mail service is the best way for customers to:

- start a new business;
- discover potential customers;
- improve and personalize the relationship with regular customers;
- introduce a new product to customers;
- increase sales volume;
- measure the results of a marketing campaign using the Postal Item with a Paid Reply service.

Delivery of Direct Mail items is performed by placing them in home mailboxes and PO boxes within a period not exceeding five working days, counting the following day from the day of receipt of those items for transmission.

POSTAL ITEM WITH A PAID REPLY

Paid-Reply item is a special service, intended for legal entities that send their catalogues, brochures, questionnaires, surveys and other promotional material to a large number of addresses, expecting return responses. In order to use this service it is necessary to conclude a contract with the Post and to open a PO Box in one of the delivery post offices to which the recipients' replies shall arrive.

The paid response can be in the form of a letter or a postcard. There are special advantages which this service provides customers who deal with:

- catalogue sales;
- market research;
- publishing;
- sales.

The benefit for the recipient of a Paid-Reply Item service is that it is possible to send a reply without paying postage, by inserting it into a mailbox, submitting it at a post office counter or handing it over to a postman.

The benefits of the service:

- communication with the recipients in the most direct way, via paid reply; postage collection only for replies received to the PO Box;
- paid replies can be distributed to the recipient in different ways: in newspapers, magazines, catalogues or via the Post, through the distribution of initial postal items containing the paid reply.



CONTACT

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PERSONALIZED POSTAGE STAMPS

Personalized postage stamp is an exclusive service providing printing of postage stamps, nominal value for a first-rate letter, with a motif chosen by the service user (legal or natural entity), for the purpose of marketing activity or promotion.

It is used as a means of postage payment for letterpost services in domestic postal traffic.

Personalized postage stamp is identical in quality and manner of production to regular and commemorative postage stamps, except for the motif.

The motif on the Personalized Postage Stamp must be in accordance with: Advertising Law, Law on Public Information, Law on Competition Protection and Law on Personal Data Protection, as well as other positive regulations.

The minimum quantity that can be ordered is 200 pieces (eight sheets), and prices are determined based on the quantity ordered.

The user receives personalized postage stamps in the authorized post office, with a delivery period of 20 days from the date of payment.

A postal item with a personalized postage stamp may be submitted in all post offices.



CONTACT

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ADVERTISING IN POST OFFICES

Following the wishes and needs of customers, as well as modern trends in marketing and advertising, Post of Serbia - with its extensive and widely available network of 1,500 outlets providing more than 38 million services per month - provides excellent opportunities for company promotion, as well as product and service advertising

Poster advertising offers the possibility of addressing the advertising message on posters displayed in the 500 most frequent post offices in all cities and towns. The customer chooses the number and locations of post offices, the advertising period and the dimensions of the poster frames (B1, B2 and B3), with expert advice on

how, where and in which manner to reach potential users of products or services most effectively.

Advertising on plasma monitors in counter halls is realized in more than 80 most frequent post offices throughout Serbia, which have monitors for broadcasting commercial videos, various messages and announcements.

Holder advertising provides exposure of printed advertising materials (flyers, brochures, etc.) of specific dimensions in designated, type-designed transparent holders made of acrylic (holders). By advertising in holders, the customer realizes daily, direct communication with the target market throughout Serbia.



The advertising material can be placed in own, specially branded acrylic holders, cardboard or similar material.

Delivery of flyers and brochures at post office counters implies that the post office employee, upon completion of the transaction, directly delivers the advertising material (flyer) of a company to the customer of postal services, at the post office counters of selected post offices.

Post also offers customers an integrated solution: complete graphic services of the Working Unit “Hybrid Post”, from conceptual design to the quality print of advertising material.

Exhibiting branded items allows you to represent the visual identity of a company, product or service in a particular area during the desired period. On counters in counter halls of post offices, branded items with the original advertising message - money containers, flags, models, coasters etc. can be placed. This service is ideal in combination with other marketing services, such as handing out of flyers and brochures.

Promotion in post offices offers the possibility of setting up an advertising booth in the selected post office, with the engagement of a promoter to represent the company, products or services in direct contact with potential customers and is one of the best ways to gain customer trust.

COMMERCIAL SMS

Commercial SMS provides SMS communication with the information system of the Post of Serbia client. The client of the Post defines a short number (e.g. 3277), the format and content of messages, as well as the price of the service for the end-user.

Post of Serbia provides the following commercial SMS services:

- SMS inquiry into the account/card balance of natural entities;
- SMS ad reception;
- reception of online ads via SMS;
- SMS Internet recharge;
- SMS inquiry into the current status of the postal item;
- SMS prepaid credit recharge from the current account of the bank customer.

Benefits for the customers:

- the service is of a commercial nature (the client determines the price of the service and participates in the distribution of the revenue generated);
- 24/7 availability;
- full protection of personal and other information of the company and clients;
- in combination with SMS notification, opens the possibility of direct SMS marketing.

CONTACT

Services Function
Takovska 2, 11120 Belgrade, PAK: 135403
Telephones: +381 (0) 11 3718 212; 3718 213
E-mail: usluge@posta.rs
www.posta.rs

CONTACT

Post of Serbia eBusiness Centre
Katićeva 14–18, 11000 Belgrade, PAK: 111515
Telephone: +381 (0) 11 3607 895
Fax: 011 3651 412
E-mail: cepp@ptt.rs
www.posta.rs



PRODUCT SALES

POST SHOP – POSTAL STORE

POSTAL PRODUCTS

COURT TAX STAMPS

POSTAGE STAMP – IMPORTANT EVENTS IN ARTISTIC MINIATURES

PRODUCT SALES

POST SHOP – POSTAL STORE

A wide selection of products is available in all post offices, at specialized PostShop outlets or sales counters:

- postal products (various types of envelopes and packaging material, individual and group mailboxes);
- telecommunication products (domestic (Halo) and foreign call cards for international calls at affordable prices, SIM prepaid numbers);
- postcards and greetings cards for various occasions;
- telephones and other technical devices;
- office and school supplies;

- toys for children;
- books;
- souvenirs, gift program;
- e-recharge and Internet coupon services;
- other products.

Specialized PostShop outlets, which have the widest selection available, have been opened in 32 larger post offices. Selected products, displayed in window cases and presenters, can be found in about 200 post offices.

In all other post offices, the sales counters offer the most sought postal products, telecommunications products and chosen items.



POSTAL PRODUCTS

The Post offers a wide range of general and special purpose postal products, namely:

- letter equipping material (general purpose, special, high security and luxury envelopes);
- court and ZIO envelopes;
- packaging material (general and special purpose).

COURT TAX STAMPS

Under the authorization of the Government of the Republic of Serbia, the Post of Serbia sells court tax stamps in 181 post offices, including post office counters in 16 courts. Court tax stamps are used to pay court fees in the amount of up to 5,000 RSD and are made in denominations of 10, 20, 50, 100, 200, 500, 1,000, 2,000 and 5,000 RSD. They are sold at face value, without commission.

Buying court tax stamps in post offices saves customers time and money.

CONTACT

Services Function

Takovska 2, 11120 Belgrade, PAK: 135403

Telephone: +381(0) 11 3607 545; 3718 123

E-mail: postshop@posta.rs

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POSTAGE STAMP – IMPORTANT EVENTS IN ARTISTIC MINIATURES

Postage stamp is one of the central symbols of the Post. It is a manner of payment for postal services and at the same time a material symbol of specific features of one culture.

From the time of its creation till today, due to its widespread distribution and its attractiveness for collectors and propaganda purposes, a postage stamp has been a subject of special attention of postal administrations, both in terms of its graphic and artistic solutions and in terms of themes, contents and motifs.

Working Unit “Srbijamarka” is engaged in the development of conceptual, visual and graphic solutions for

postage stamps and papers of value, philatelic products, as well as other products necessary for corporate presentations.

Besides the development of conceptual, visual and graphic designs, WU “Srbijamarka” is also engaged in the computer preparation of products needed for printing, print control, production of philatelic units, production of exclusive philatelic products, marketing and sale of philatelic products in domestic and international markets.

Information on purchasing philatelic editions can be obtained by calling the following contact number: 011 3343 248 or by sending an email inquiry, at: filatelijaprodavnica@posta.rs.



CONTACT

Working Unit “Srbijamarka”

Palmotićeve 2, 11103 Belgrade, PAK: 106306

Telephone: +381(0) 11 3063 260

Fax: 011 3641 855

E-mail: rjsrbijamarka@jp.ptt.rs

www.posta.rs



CONTACT CENTRE SERVICES



CONTACT CENTRE

The Contact Centre provides postal service users with a quick and simple way to obtain all the essential information regarding postal services.

By calling the Contact Centre one can, among other things, obtain information on the status of registered postal items for which such an added value service is enabled, as well as on the status of money orders.

CONTACT

Contact Centre: +381 0700 100 300

E-mail: contact@ptt.rs

www.posta.rs



**PUBLIC ENTERPRISE
POST OF SERBIA, BELEGRADE**

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