RMIG @ APPU

Ready to Market Interoperability Group

From Volume Growth to Digital Sovereignty: The RMIG Roadmap

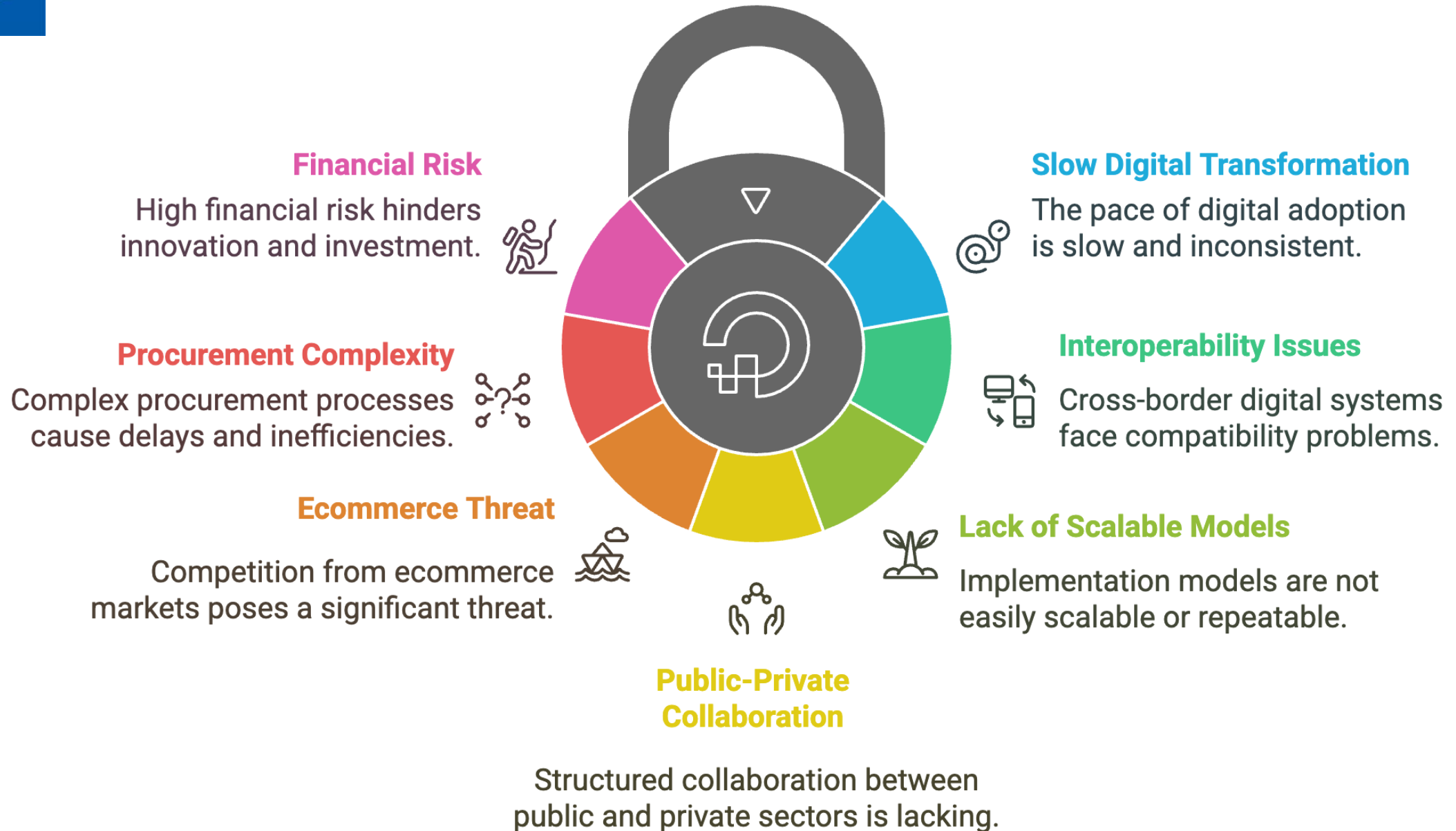Santosh Gopal
Chair

Niall O'Neill
Vice Chair

David Pilkington
RMIG Secretariat

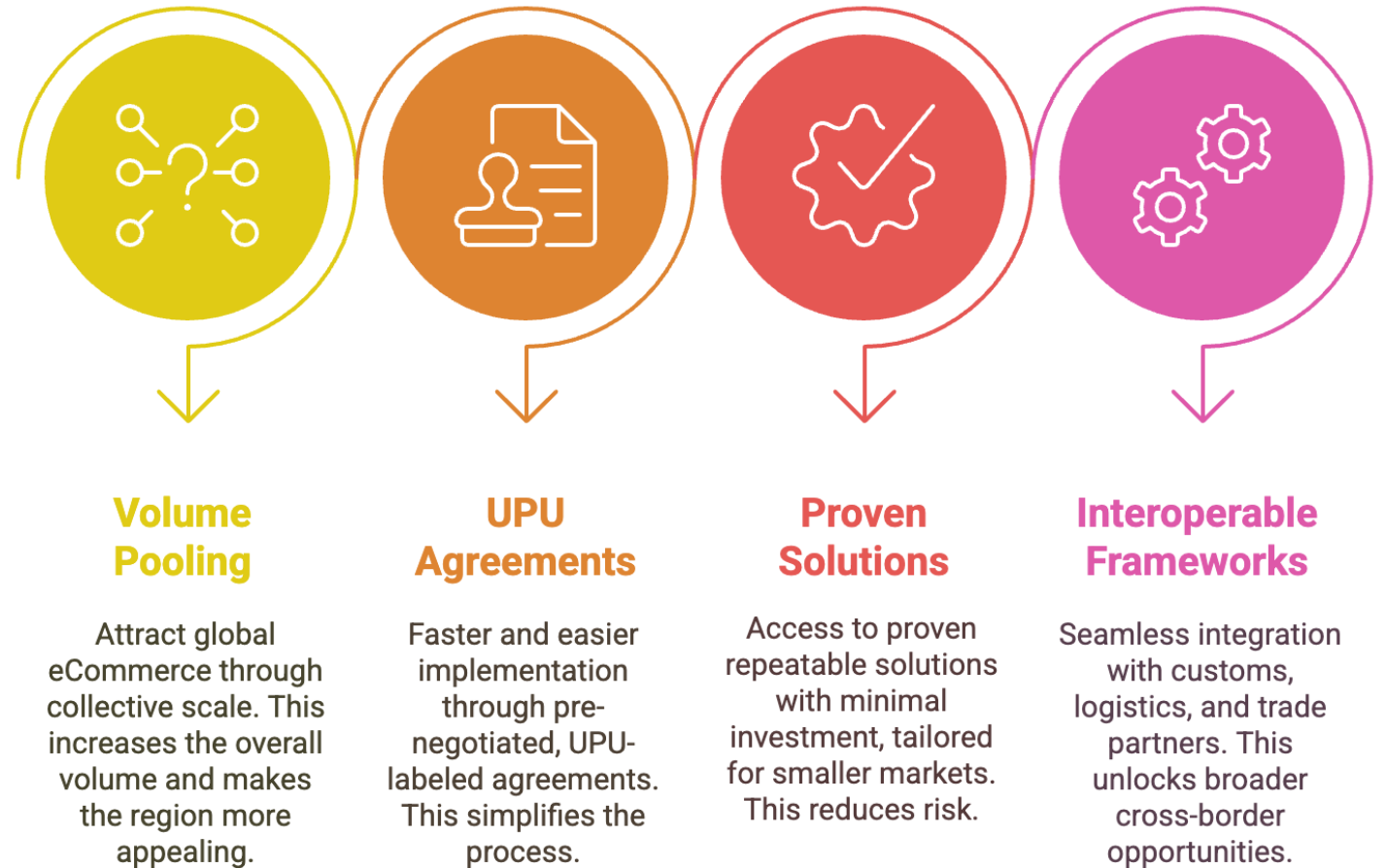# The challenges UPU / DO's faces. Why RMIG?

Financial Risk
High financial risk hinders innovation and investment.

Procurement Complexity
Complex procurement processes cause delays and inefficiencies.

Ecommerce Threat
Competition from ecommerce markets poses a significant threat.

Slow Digital Transformation
The pace of digital adoption is slow and inconsistent.

Interoperability Issues
Cross-border digital systems face compatibility problems.

Lack of Scalable Models
Implementation models are not easily scalable or repeatable.

Public-Private Collaboration
Structured collaboration between public and private sectors is lacking.
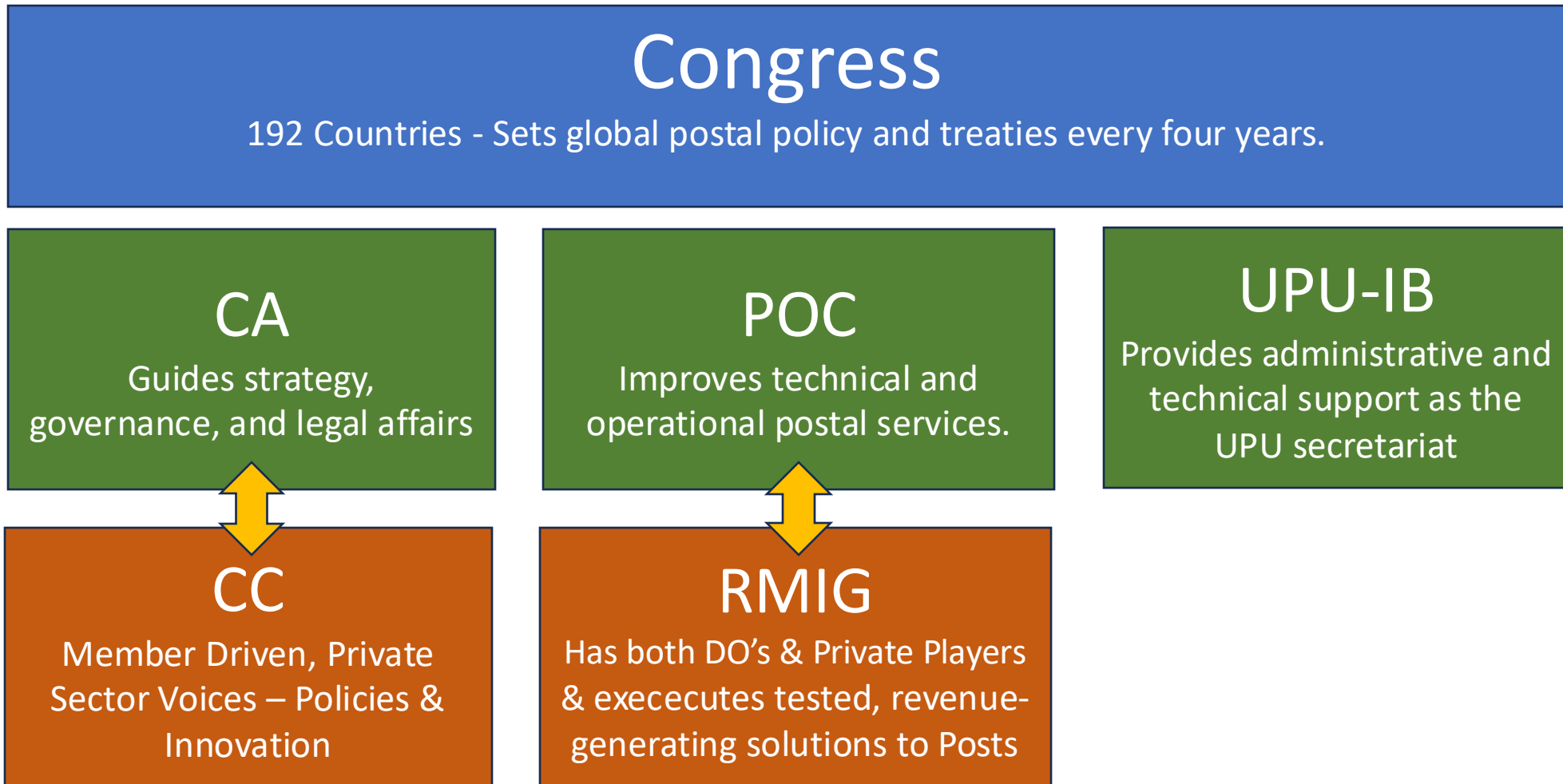
What is RMIG and its Goals

The RMIG is **a UPU program under the POC designed for designated operators to collaborate with private-sector partners through revenue-sharing, interoperable solutions**. RMIG enables faster go-to-market, streamlined procurement, and UPU-labeled agreements with arbitration support.

Volume Pooling

Attract global eCommerce through collective scale. This increases the overall volume and makes the region more appealing.

UPU Agreements

Faster and easier implementation through pre-negotiated, UPU-labeled agreements. This simplifies the process.

Proven Solutions

Access to proven repeatable solutions with minimal investment, tailored for smaller markets. This reduces risk.

Interoperable Frameworks

Seamless integration with customs, logistics, and trade partners. This unlocks broader cross-border opportunities.

RMIG within UPU

Congress

192 Countries - Sets global postal policy and treaties every four years.

CA

Guides strategy, governance, and legal affairs

POC

Improves technical and operational postal services.

UPU-IB

Provides administrative and technical support as the UPU secretariat

CC

Member Driven, Private Sector Voices – Policies & Innovation

RMIG

Has both DO's & Private Players & exececutes tested, revenue-generating solutions to Posts

Congress resolution C 3/2023 – Riyadh Congress

Additional Artifacts to help Grow Volumes

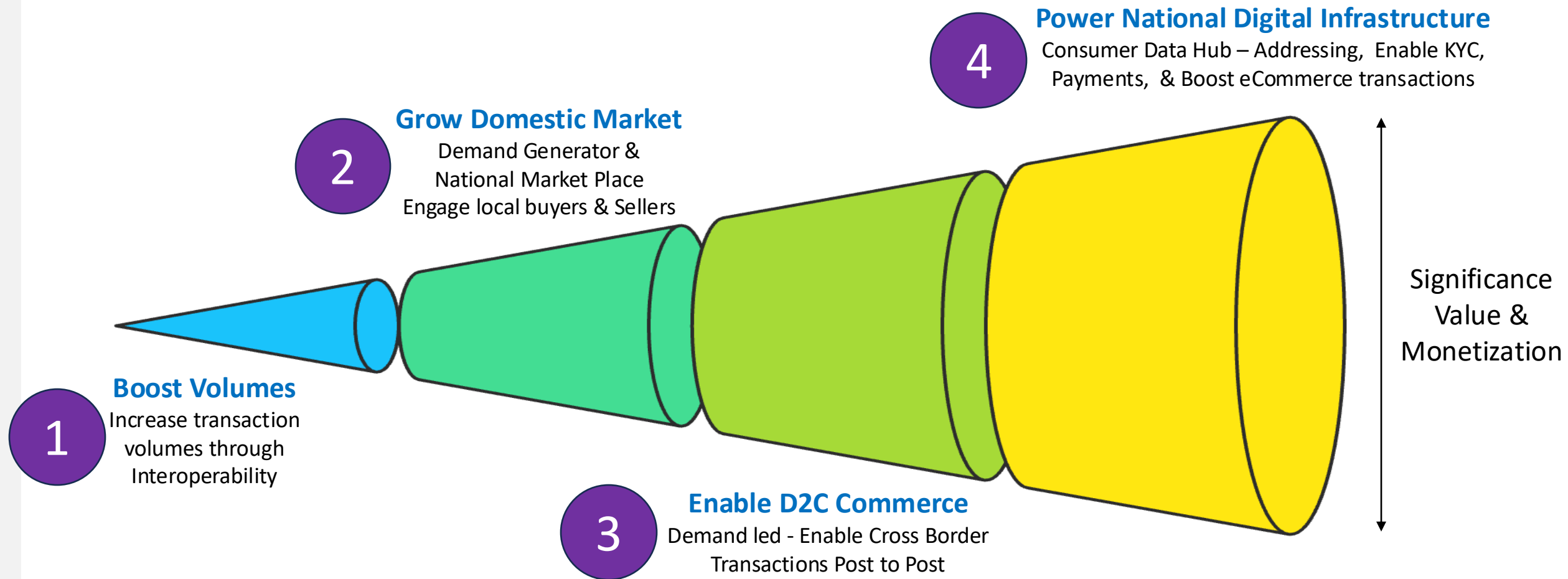| Sr#	File description	Attached Document
1	How eCommerce firms and consolidators gain by partnering with national Designated Operators worldwide?	Microsoft Word Document
2	What top ecommerce companies would expect from Posts?	Microsoft Word Document
3	List of Global Ecommerce Provider / Volume Consolidators	Microsoft Word Document
4	List of Tech Stack Required – MUST to engage with volume providers	Microsoft Word Document
5	Engaging with FedEX, DHL, UPS and other leading providers	Microsoft Word Document
6	How would a Designated Operator benefit from RMIG?	Microsoft Word Document

How does RMIG help DO'S

Access to Interoperable Solutions & Frameworks

Driving Domestic Commerce Growth

Faster Time to Market, Repeatable & Easy to Procure

Collaboration with Global Experts

Increasing Cross border Delivery Volumes

Diversified Revenue Generation Opportunities

Compliance, Security, and Sovereignty

UPU Initiative with Structured Revenue Sharing Less Capital Intensive
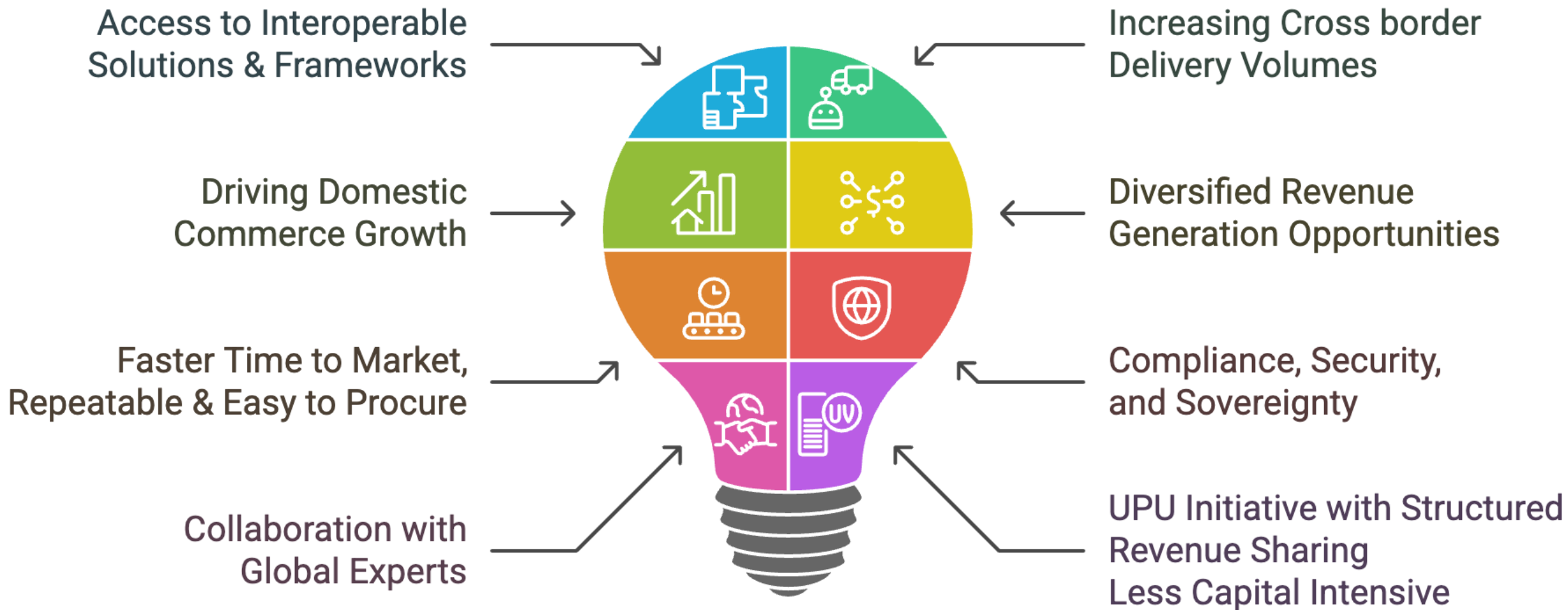
Track 1: Boost Volumes Through Interoperability and Transaction Enablement

Theme: *"Laying the Operational Foundation for Growth"*

- Activate RMIG Models 1 to 5 to expand delivery pathways and services
- Integrate DOs, NDOs, and commercial consolidators through seamless data flows
- Enable customs, tracking, and clearance processes for consistent experiences
- Drive new transactions through logistics and Post*Net integration

☑️ *Outcome:* **Increased shipment volumes, additional revenues, financial stability for Posts, and enhanced relevance in national and international commerce**

💰 *Monetization:* Revenue from shipments, customs facilitation, and delivery fees

Feeds Into → Stage 2 by providing scale and credibility to transition into a commerce enabler.

The risk of Volume only focus

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Track 2: Promote Domestic Growth and Engage Consumers & Sellers

What Consumer Wants?

- ✓ Best Price
- ✓ Multiple Options
- ✓ Reliable & Trusted Delivery
- ✓ Personal Data Protection

CONSUMER DEMAND GENERATION PLATFORM

What Business Wants?

- ✓ National Reach
- ✓ Real time Demand Visibility
- ✓ Access to Ready-to-buy-Now Consumers

ENABLED BY POST POWERED BY RMIG

Growing Domestic Commerce

Track 2: Promote Domestic Growth and Engage Consumers & Sellers

Theme: " *Turning Postal Infrastructure into a Demand Generating Platform*"

- Leverage growing transaction relevance to build trust with consumers and sellers
- Enable Posts to incubate their own digital marketplaces as hubs for domestic commerce
- Begin standardizing global addressing and digital identity frameworks
- Promote data security, privacy, and national data sovereignty
- Deploy digital advertising and promotional services using verified identities

📈 *Outcome:* Postal networks evolve into demand-generation platforms that fuel regional and national commerce

💰 *Monetization:* Consumer engagement monetization, transaction enablement, advertising revenues, generation of domestic volume, Creating Digital Addressing

Feeds Into → Stage 3 by creating behavioral foundations and trust infrastructure for direct-to-consumer commerce

Digital Ads to Demand Generation **$820 B** World-wide **(LIVE in ONE COUNTRY)**

2

Track 3: Position Posts as Direct-to-Consumer (D2C) Commerce Enablers

Theme: *" Enabling an Advanced Model of Direct to Consumer Commerce Through the Post "*

- Enable international brands to connect directly with consumers via the post
- Manage cross-border commerce through Post-to-Post interoperability
- Position the postal marketplace as an international channel for cross-border commerce
- Posts facilitate checkout, delivery, returns, identity, and compliance

📈 *Outcome:* A new commerce paradigm emerges — brand-to-consumer through Posts, differentiating from traditional eCommerce platforms

💰 *Monetization:* Revenue from licensing global standards, **cross-border mailing labels**, data insights, D2C logistics, **boosted export/import activity**, and regulatory services

Feeds Into → Stage 4 by building a strong digital and commercial foundation rooted in identity, trust, and scalable standards.

RMIG Members – **Marketplace.POSt** (Each DO can participate) – Revenue Share driven

Track 4: Powering the Nation's Digital Infrastructure

Theme: *" From Trusted Deliverer to Sovereign Digital Enabler "*

- Posts manage national digital identity, verified address, and transaction networks
- Serve as the API gateway for public and private services
- Provide secure KYC, compliance, and commercial interoperability
- Fuel smart government, citizen services, and future-facing digital ecosystems

☑️ *Outcome:* The Post becomes a strategic pillar of national digital transformation and a multi-sector enabler

💰 *Monetization:* Beyond the previous monetization, Post monetizes its role as national digital infrastructure through services like **digital identity and address verification**, **API-based platform access**, and **compliance and trust-as-a-service** for regulatory needs.

More examples & details provided further

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Addressing – Significant Pillar for Digital Infrastructure

Accuracy of a Location ~ 7 B

~ 4.5 Billion Structured Addresses

~ 2.5 Billon Unstructured Addresses

~ 8.1 Billion People

Transaction	Rate per Transaction	Revenue Generated
550 B Domestic Deliveries	$0.05	$27.5 B
50 B Cross Border Deliveries	$0.10	$5 B
1 Trillion Payment Verifications	$0.10	$100 B
600 B KYC	$0.25	$150 B

$282 Billion Opportunity for all posts
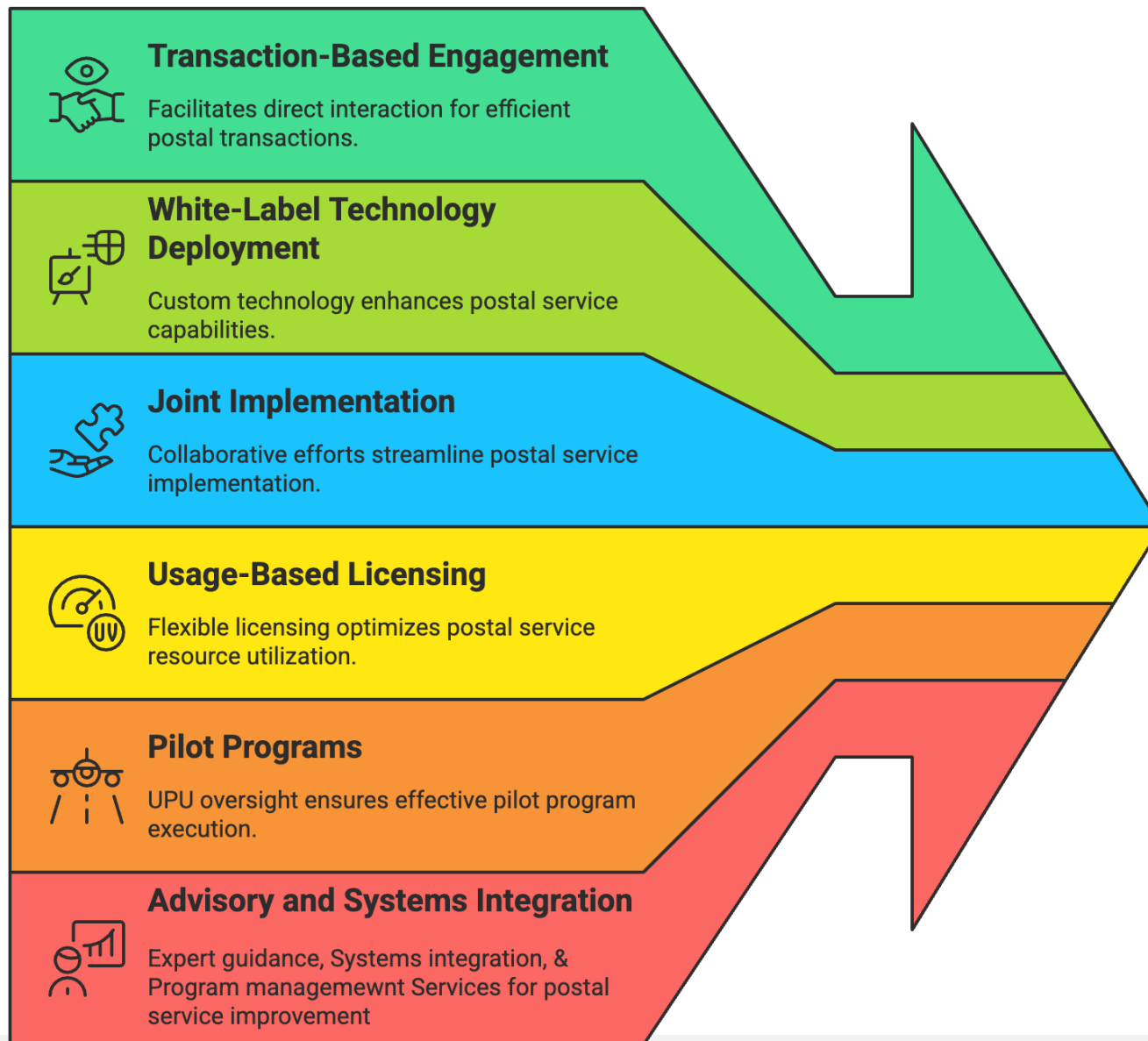
CURRENT MEMBERSHIP 14 – 100% GROWTH

Postal Operators

WSPS members

Associate members

Full spectrum of engagement

Steering Committee

RMIG members meeting

Prospective members

Partnership engagement

RMIG solutions catalogue

Inbound cross border volume growth

01

Digital addressing and monetization

02

Growing domestic volumes

03

Marketplace to sell products

04

Financial inclusion and postal banking

05

Returns, repair and reverse logistics

06

Cross board SME enabler Hubs

07

Data exchange and insights

08

Cyber security solutions

09

E-citizen services

10

Last mile enablement services

11

Mapping of the services and solutions

12

Thank You

For Joining RMIG Contact at

RMIG@UPU.INT