

# Community Investment

SingPost endeavours to create a meaningful and positive influence within the communities we serve. We are guided by our Community Investment Framework which centres on the core areas of *Community Resilience and Well-being, Digital Inclusion, and Environmental Stewardship*.

Among the key initiatives for *Community Resilience and Well-being* include the fifth nation-wide distribution of Antigen Rapid Test (ART) kits to all households in Singapore, the ongoing Cheng San-Seletar programme in which our postal team members monitor irregularities in mail collection patterns to identify elderly and vulnerable residents who may require assistance, and our participation as first responders to medical emergencies in the Singapore Civil Defence Force's (SCDF) Automated External Defibrillators (AED)-on-Wheels programme. Through these concerted efforts, SingPost stands ready not only to respond to immediate needs, but also help to create the foundation for a stronger, more resilient society.

The Group is committed to fostering a more inclusive society. We launched a set of commemorative stamps in partnership with The Purple Parade to support inclusivity and recognise the rights and potential of persons with disabilities. The Purple Parade is a unifying national platform in Singapore and the largest ground-up movement that promotes awareness, fosters inclusion, and celebrates the abilities of persons with disabilities.

In Australia, the focus was on community and well-being. CouriersPlease continued to support the 'R U Ok?' Day initiative to encourage meaningful conversations for mental well-being and supported Movember to raise awareness of men's health issues and matched donations up to A\$10,000 in November 2023. Additionally, efm, a part of the FMH Group, continued their partnership with Camp Quality, contributing A\$50,000 to support the organisation in its mission to bring positivity, fun, and laughter back into the lives of kids facing cancer.

## Celebrating 165 Years of Postal Services in Singapore

SingPost celebrated 165 years of postal services with various activities and events. These activities throughout 2023 included the SingPost Open House which drew a footfall of more than 100,000 people and in addition to showcase SingPost's history and services through guided tours, also provided a platform to educate the community on digital literacy and cybersecurity.

Another key event was the SingPost Packathon which included the packing and delivery of 1,858 care packages to beneficiaries from the three Community Chest's supported social services agencies and generated 1.54 million digital impressions. For the year-end festive season, the SingPost Gift-A-Wish initiative brought joy to 165 children from Care Corner Singapore, a non-profit organisation, and Child @Street 11, an early childhood education provider.



## Marching Together as One at Singapore's National Day Parade 2023

At Singapore's National Day Parade in August 2023, SingPost proudly showcased our first physical marching contingent of 52 staff members.

It was a double celebration of national pride and the spirit of collaboration and dedication among our employees. The extensive preparation included 15 weekends of rehearsals, demonstrating our commitment and teamwork. Of special note was a mother-daughter duo within our contingent, highlighting the familial bonds among our staff and with the people of Singapore.



## Supporting Mangrove Restoration in Thailand

In June 2023, more than 70 employees participated in a mangrove restoration project in Khlong Khon, Samut Songkhram Province, Thailand. SingPost staff planted 500 mangrove saplings

As mangroves are known to contribute significantly to coastal protection, biodiversity enhancement, and carbon storage, this project underscored our commitment to environmental restoration while providing an opportunity to foster teamwork.

Through this hands-on engagement with nature, SingPost demonstrates its commitment to environmental stewardship and corporate values, providing employees with valuable and meaningful experiences to deliver positive impact.