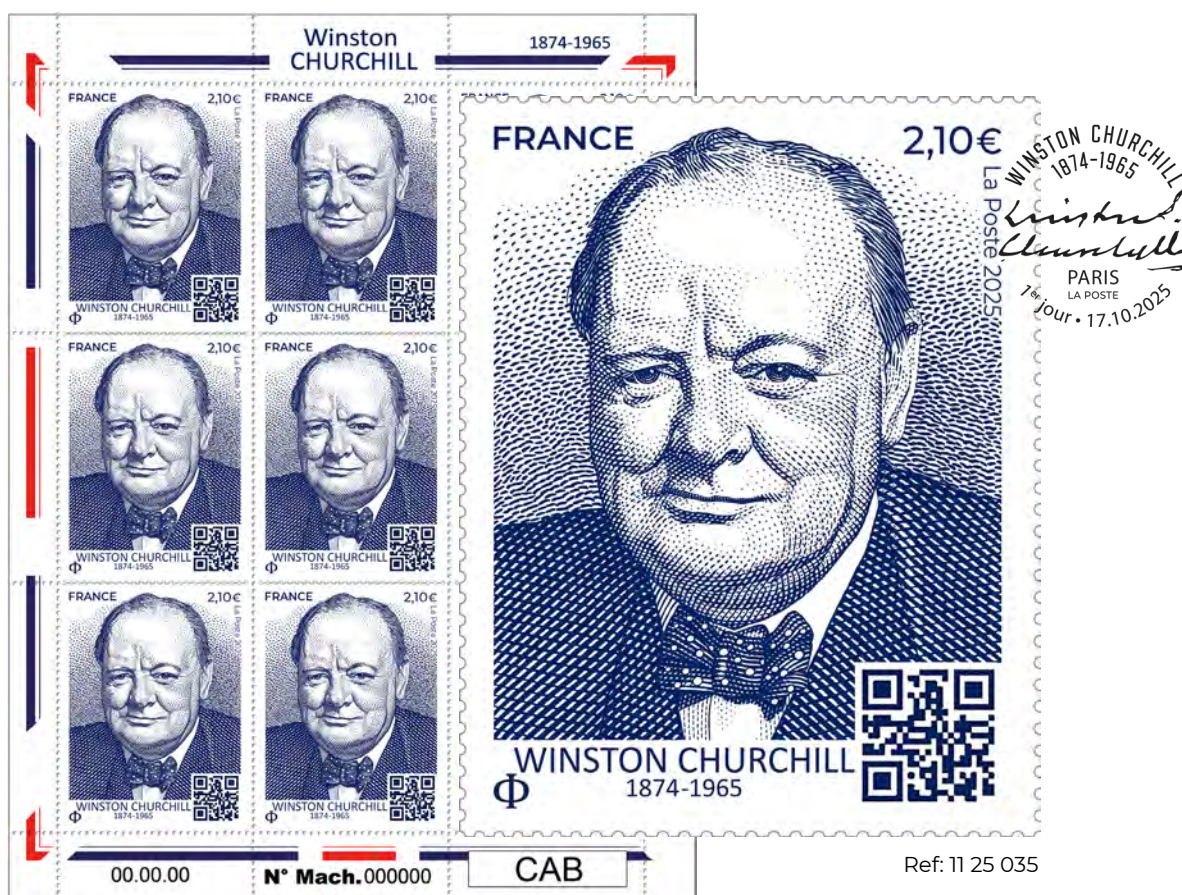


Press Release

October 2025

WINSTON CHURCHILL 1874–1965

On 20 October 2025, La Poste will issue the world's first "talking" stamp. Equipped with artificial intelligence, this stamp will allow users to ask questions about Winston Churchill, regarded as one of the greatest statesmen of the twentieth century, to mark the sixtieth anniversary of his death.



Visuals from mock-ups - the QR code is a placeholder. It will be activated on 17 October for the preview launch - Colours subject to change/available on request.

Background

Winston Churchill is considered one of the greatest statesmen of the twentieth century. Born in 1874 to an American mother and a father descended from the Duke of Marlborough, he began a military career that took him to four campaigns across the British Empire. Elected as a Member of Parliament in 1900 at the age of

25, as Minister at 31, and twice as Prime Minister, his political career spanned nearly 60 years.

With his biting sense of humour and disregard for convention, he made many enemies. He stood out for his unique combination of courage, inventiveness, determination (sometimes bordering on obstinacy), authoritarianism, and historical vision.

When Hitler came to power in Germany in 1933, Churchill was one of the few parliamentarians to warn of the danger, predict war, and call for the rearmament of the country. Although politically isolated, the events that followed proved him right. In May 1940, when France was invaded, he was appointed Prime Minister. His speech on 13 May made history: "I have nothing to offer but blood, toil, tears and sweat." Against all those who sought a compromise peace, he refused to lay down arms. "We shall never surrender", he declared on 4 June 1940. Thanks to him, Britain held out, alone in the face of Nazism, until the invasion of the Soviet Union, followed by the attack on Pearl Harbor.

With his famous cigar and his V-for-Victory salute, he became the embodiment of a nation at war and of resistance to totalitarianism. After 1945, he became famous for his Fulton speech on the Iron Curtain and his Zurich speech on European unity. The author of more than 40 works, he received the Nobel Prize in Literature in 1953. A great friend of France, he was made a Companion of the Liberation in 1958. When he died in 1965, his funeral was worthy of a king.

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"La Poste's launch of a stamp bearing Winston Churchill's likeness is a wonderful idea. La Poste thus pays tribute to my great-grandfather, who always had a deep affection for France, the country he visited more often than any other during his lifetime. I would like to thank Jean-Noël Tronc and François Kersaudy, president and vice-president of the new French chapter of the International Churchill Society, for spearheading this wonderful initiative. In these troubled times, our two countries are more united than ever in defending the values of freedom and democracy, whose preservation during the Second World War owed so much to Winston Churchill."

Randolph Churchill, President of the International Churchill Society

How does conversational AI work?

Philaposte and Ask Mona present a world-first innovation: the first stamp equipped with conversational artificial intelligence. Featuring the likeness of Winston Churchill, this unique stamp includes a QR Code you can scan with your phone, providing access to an artificial intelligence programme that offers information about Winston Churchill's life. Thanks to cutting-edge technologies (real-time conversational AI and data security), users can ask questions and obtain specific answers derived exclusively from biographical data validated by the French chapter of the ICS. Accessible to everyone with a simple scan of the QR code, this stamp combines tradition and technological innovation to bring history to life.

About Ask Mona:

Founded in 2017, Ask Mona is a French company pioneering the use of AI for culture, education, and brands. Already adopted by major institutions such as the Château de Versailles, the Musée d'Orsay, and the Fondation Louis Vuitton, as well as partners such as Nathan and La Poste, its conversational solutions enable

artificial intelligence to be used to satisfy curiosity. By creating the world's first talking stamp, Ask Mona demonstrates the power of conversational augmented objects.

"This stamp perfectly embodies our vision: using artificial intelligence to transmit history in a new way. Thanks to this project, everyone can experience a new way of accessing knowledge. It is a world first and proof that innovation can enhance heritage."

Marion Carré, CEO and co-founder of Ask Mona

About the International Churchill Society (ICS)

The International Churchill Society (ICS) is a global organisation founded in 1966, dedicated to the study of the life and work of Winston S. Churchill. It conducts historiographical and research activities worldwide, supported by chapters in many countries.

The French chapter of the International Churchill Society is a French non-profit association that promotes knowledge of Churchill's thought, writings, actions, and legacy in France, through publications and events. Its aim is to foster non-partisan intellectual, historical, and civic exchange around Churchillian principles of liberty, parliamentary democracy, civic engagement, courage, and historical vision. Its scientific council, chaired by historian François Kersaudy, brings together historians to guide the association's academic and research work.

Website: www.churchillfrance.fr

Acknowledgements:

We wish to thank all the organisations that made this new stamp and its accompanying philatelic materials possible: the International Churchill Society, the Sir Winston Churchill Archive Trust, the Churchill Archives Centre and Churchill Heritage, Portland Churchill Ltd, and the French chapter of the International Churchill Society.

Technical Information

Design and engraving: Sophie Beaujard

Printing : intaglio

Stamp format: 40.85 x 52 mm

Sheet layout: 9 stamps per sheet

Print run: 448,200 copies

Face value: €2.10 – International Letter

First-day postmark design: Bruno Ghiringhelli

Credits: Design and engraving by Sophie Beaujard, after a photograph © Yousuf Karsh / Camera Press

Souvenir Sheet

Printing:

Sheet: Intaglio

Print run: 20,000 copies

Retail price: €5.00

(1 sheet of 1 stamp)

Credits: Layout by Bruno Ghiringhelli after photographs; cover © World History Archive/Aurimages; souvenir sheet © Churchill Archives Centre, Churchill Papers, CHAR 13/57/3



Ref: 21 25 410

Useful information

Advance sales of the stamp and souvenir sheet will be available on Friday 17 October and Saturday 18 October:

▪ PARIS (75)

Le Carré d'Encre, 13 bis rue des Mathurins, 75009 Paris. Opening hours: 10:00 a.m.–7:00 p.m. (first-day cancellation until 5 p.m.).

- **Jean-Yves Le Naour and François Kersaudy, who drafted the philatelic document, will host a signing session from 10:30 a.m. to 12:30 p.m. on Friday 17 October.**

Information and updates can be found at www.lecarrredence.fr, the leading site for philatelic news.

From 20 October 2025, they will be available in many post offices (excluding the souvenir sheet), by subscription, by mail order from Philaposte Service Clients Commercial (Z.I Avenue Benoît Frachon, BP 10106 Boulazac, 24051 Périgueux Cedex 09), by telephone (+33 (0)5 53 03 19 26), or by email (sav-phila.philaposte@laposte.fr). It will also be available at the Musée de La Poste (excluding the souvenir sheet), 34 boulevard de Vaugirard, 75015 Paris; by reservation through your newsagent (excluding the souvenir sheet); and online at www.laposte.fr.

From 21 October 2025, they will be sold in the “Le Carré d’Encre” shop.

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About Philaposte

Philaposte, the leading producer of postage marks in Europe, has developed expertise in security printing for more than 30 years, thanks to its know-how and investment policy. Within the La Poste Group, Philaposte also designs, prints, and distributes stamps from France's philatelic programme.

Key figures:

- 1 printing plant in Boulazac (Dordogne) and 2 points of sale in Paris and Boulazac.
- More than 1 billion franking marks, including 500 million stamps from booklets for correspondence or for the stamp programme.
- 200 million stamps produced for many different postal players.
- Over 300 million security-printed products: cheques, civil status certificates, passports, tracking methods, and more.
- A customer service centre and a variety of sales channels both in France and abroad (Carré d'Encre, subscriptions, catalogue, post offices, postal carriers, laposte.fr online shop, and newsagents).
- In 2023, 5,600 philatelic display cases were installed in post offices to market new collectible stamp issues.

Stamps for Every Use

The Philately Charter, signed in 2009 and revised in 2018 by La Poste and its partners, offers **six stamp families**:

Definitive stamp: Marianne



Traditionally represented by Marianne, symbol of the French Republic, the definitive stamp is chosen by the President of France at the start of each term.

Stamp programme



Featuring tributes to national figures, commemorations of major events and celebrations of the country's natural, architectural and cultural heritage, these stamps form the core of stamp collecting.

Correspondence stamps



To encourage communication and letter-writing among the general public, La Poste offers booklets filled with beautifully designed self-adhesive stamps.

Collector stamps



From every region, on every theme, for every important event – these beautiful stamps shine a spotlight on what deserves to be seen. The stamps are grouped onto a single sheet with an illustration of the event.

Special limited-edition stamps



Special stamp runs made for collectors: re-issues of notable stamps, new versions of certain stamps, postal stationery, NFT stamps, etc.

Personalised stamps



These custom stamps allow individuals, associations and businesses to create their own stamp by choosing the image, the print run and how it is distributed.