



### *Parcel-traffic-control key to facilitating explosive e-commerce growth*

TORONTO, ONTARIO, May 10, 2018 — PUDO Inc. (CSE:PDO) (OTCQB:PDPTF) ("PUDO" or the "Company"), North America's first carrier-neutral Pick-Up Drop-Off Network ("Network"), is pleased to announce that their technology and courier-neutral Network of conveniently located parcel pick-up and return locations are gaining relevance as consumers increase domestic and international on-line shopping purchases, and last-mile gridlock causes logistical cost overruns — in tandem, year over year.

As e-commerce continues to grow beyond capacity — approaching \$3T annually worldwide\* (\$500B in North America) - PUDO remains focused on the last mile in the parcel delivery and return supply chain. Perfecting parcel-traffic-management and synching technology within last mile gridlock is the key to facilitating continued e-commerce growth, and to reducing delivery time, cost, inconvenience, and carbon footprint.

The recently released, comprehensive UPS Pulse of the Online Shopper™ study confirmed that choice, control, and convenience are driving double digit growth in online shopping in Canada, and that shoppers consider alternate pick-up locations and free returns as top priorities. Unlike Europe, whose e-commerce ecosystem relies on a well-orchestrated network of parcel pick-up/return locations, North America remains challenged by deficits.

The explosive growth in e-commerce sends millions of packages across North America every day, through a fulfillment and delivery system that hasn't had time to evolve or catch-up with demand, in a retail marketplace that has changed drastically since the days of parcel post delivery to single family homes in which at least one person was almost always home to answer the door.

E-commerce is in a last-mile crisis of sorts, and stakeholders are trying everything — from installing unmanned pick-up lockers, to courier home-access, to car trunk drop-off via app-access — to disrupt last-mile gridlock and connect people with their parcels. "The ultimate solution will be open source (courier-neutral) elegant, intuitive, and above-all secure and convenient," says PUDO CEO Kurtis Arnold. "PUDO has been working on its parcel-traffic-control and reverse-logistics multi-platform technology for several years, with a team of logistics designers and engineers, skilled in elegant back-end solutions that, while highly complex in their design, are seamless to stakeholders in the supply chain Network."

Online shoppers in North America have been encouraged to expect free delivery and/or free returns, but without a major overhaul to parcel-traffic-control, that's just not sustainable — most particularly not for online retailers and couriers. Retailers, battling for consumer market share, and couriers battling for retailer market share were keen to subsidize shipping at the outset. However, last-mile losses associated with un-deliverables and unattended parcel theft are monumental, and players are desperate for relief.

"Over 25 million parcels inhabit the e-commerce ecosystem daily in North America. Almost nine million (35%) are undeliverable because nobody is home at the delivery address, and close to \$2M USD in unattended parcels are stolen daily as doorstep-dropping becomes common practice for frustrated couriers."

Arnold, a former national air traffic control network expert, sees the big picture parcel-traffic-control solution very clearly and remains focused on building a courier-neutral Network of coast-to-coast



community pick-up and return depots, strategically located near to where people live, work, play, study, even vacation — linked by PUDO technology shared by all stakeholders in the e-commerce ecosystem.

“By consolidating parcel traffic from millions of individual addresses down to tens of thousands of PUDO Points across Canada and the US, we can: satisfy the majority of online shoppers who now prefer a convenient non-residential pick-up location; eliminate second-attempt delivery costs for couriers; eliminate door-dropped parcel theft and spoilage; and stabilize fixed shipping and reverse-logistics costs for online retailers.”

PUDO uses plug and play technology to link existing bricks-and-mortar locations like convenience stores, with consumers and retailers to form a Network. By becoming part of the Company’s Network, merchants act as Pick-Up, Drop-Off locations for e-commerce shipments. PUDO software provides consumers with a ‘clickable’ option to ship their e-commerce parcels to an, ‘at-home away from home’ PUDO Point so they can pick it up at their convenience, and if return shipment is necessary for any reason, both the consumer and the retailer can be assured of a quick and painless transaction.

\*Statista 2017

#### **About PUDO Inc.**

Founded in 2015, PUDO Inc. is developing North America's only "carrier-neutral" parcel pick-up/drop-off network. No other company in North America offers staffed retail locations; open for extended hours, to receive consumer deliveries by any carrier. PUDO Points include convenience stores, gas station mini-marts, and grocery stores.

Through the PUDO Point network, consumers can control parcel deliveries – receiving online parcels wherever they want, whenever they want – a fully customizable and convenient method of delivery. When packages arrive at the chosen PUDO Point, customers are automatically notified via text or email that their package has arrived and is ready for pick-up. E-commerce companies and other shippers utilizing PUDO can save on residential "last mile" delivery costs. Consumers can avoid the frustration and inconvenience of missed or stolen deliveries. The final destination of the parcel becomes the safe, staffed retail environment of a PUDO Point.

With a growing network of PUDO Point locations across the U.S. and Canada, PUDO is revolutionizing the North American parcel shipping model. PUDO was recently named one of the Top 20 most innovative public technology companies by the Canadian Innovation Exchange.

For more information, please visit: [www.pudoinc.com](http://www.pudoinc.com) or [www.pudopoint.com](http://www.pudopoint.com). Follow PUDO on Facebook and Twitter.

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