



TORONTO, ONTARIO – (January 4, 2018) - PUDO Inc. ("PUDO" or "the Company") (CSE: PDO; OCTQB: PDPTF).

PUDO's secure services are more important than ever

This Holiday Shopping Season saw online sales soar by more than 18% compared to last year. This growth is fueling the problem of parcel theft, with a recent survey showing that nearly 1 out of 5 homeowners have been the victim of package theft last year.

Ring, a home security company, recently released a report that highlights the growing problem of porch pirates across America (https://p.widencdn.net/rgggik/RingReport_PackageTheft). They found that 73% of homeowners reported that carriers usually leave parcels unattended on their doorstep, making it easy for thieves to walk away with your purchases.

Why do couriers leave parcels on the doorstep? At least 35% of the time when a courier arrives at a residence, no one is there to sign for the delivery. Taking a parcel back to the courier's warehouse can be very inconvenient for the consumer and costly for the courier company. For many courier companies, drivers are left to choose whether it's best to drop the parcel on the doorstep and mark it "Delivered" or take it back to a warehouse to try delivering it again the next day. This so-called "last mile" introduces the majority of the complexity (and perhaps cost) of residential delivery. It can be a major source of friction in the online shopping process.

The consumer survey, conducted by Ring, found that victims of theft had parcels stolen an average of 2.6 times last year, with an average value of \$140. Online shopping is changing the retail landscape and allows consumers to take control of their shopping experience. Delivery options aren't changing as fast. Surveys show 35% of consumers favour alternatives to residential delivery, but there aren't a lot of options yet.

Some couriers are building their own alternate delivery network. In these cases, the consumer's pick up location is dependent on who delivered the parcel with many of these locations not open late or quick to get in and out of.

PUDO provides a new option for consumers, retailers, or any affiliated couriers. For a small fee paid by the courier, the retailer, or in some instances, the consumer – parcels can be stored at a safe and secure location in your neighbourhood to be picked-up at **your** convenience. PUDO*points* are open late, on weekends, and are staffed to assure your parcels are stored securely until you can pick them up. When you arrive to pick up your delivery, the process is quick and simple. Present your ID, sign for the delivery, and be on your way. Imagine how much aggravation and cost could have been saved this holiday season if more consumers, retailers, or couriers could choose the PUDO*point* option?

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 PUDOpoint™ 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 PUDOpoint, 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 PUDOpoint.

With a growing network of PUDOpoint 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 or www.pudopoint.com. Follow PUDO on [Facebook](#) and [Twitter](#).

Information in this news release that is not current or historical factual information may constitute forward-looking information within the meaning of securities laws. The use of any of the words "anticipate", "believe", "expect", "plan", "intend", "can", "will", "should", and similar expressions are intended to identify forward-looking statements. Since forward-looking statements are based on assumptions and address future events and conditions, by their very nature they involve inherent risks and uncertainties. Risks, uncertainties and other factors involved with forward-looking information could cause actual events, results, performance, prospects and opportunities to differ materially from those expressed or implied by such forward-looking information. Although the Company believes that the expectations and assumptions on which the forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements because the Company can give no assurance that they will prove to be correct. Factors that could cause actual results to differ materially from such forward-looking information include, without limitation, uncertainties with respect to service implementation, the economic results of the relationship on the operations of the Company, changes in general economic, market, or business conditions, and those risks set out in the Company's public documents filed on SEDAR. The forward-looking statements contained in this press release are made as of the date hereof and the Company undertakes no obligation to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by law.

SOURCE PUDO Inc.

For additional information about PUDO, please contact: Karen Speight, 1-506-694-1250, karen.speight@pudopoint.com.