



PUDO really delivers on returns; helping e-commerce resolve logistics gridlock

TORONTO, April 2, 2019 /CNW/ - PUDO Inc. ("PUDO" or "the Company") (CSE: PDO; OCTQB: PDPTF), North America's only carrier-neutral parcel pick-up and drop-off Network, is pleased to announce that its scalable returns logistics solution is gaining traction nationwide, and helping e-commerce logistics and SaaS clients save considerable time and money for their online retail clients, and ultimately consumers.

"Of the three major contributors to paralyzing last-mile gridlock within the e-commerce sector — returns, nobody home to answer the door, and unattended parcel theft — returns is the most costly and complicated from a parcel traffic management perspective," says PUDO CEO Kurtis Arnold. "There is no faster, bigger, better delivery solution that will ever solve any of these systemic problems, so we've had to redesign the system entirely and build one specifically tailored to e-commerce and the new realities of consumer behavior and urban landscapes."

During the last 5 months, PUDO has slowly implemented its new returns logistics technology from coast to coast in Canada, integrating with SaaS and courier customer platforms, and utilizing its Network of carrier-neutral parcel pick-up and drop-off counters located close to where people live, work and play, to streamline the returns process. The results have been stellar, and the new logistics Network is ideally suited to e-commerce. "We've designed — reverse-engineered really — and proven a new logistics system that, had e-commerce and e-commerce logistics developed from the ground up in tandem, would have evolved organically based on today's consumer behavior and urban landscapes," adds Arnold.

While e-commerce giants have been exploring driverless delivery, parcel lockers, same-day/overnight delivery, and other bigger, better, faster delivery possibilities, gridlock has in fact worsened, and PUDO has been quietly building a new scalable, cloud-based, carrier-neutral national parcel delivery and returns Network for the e-commerce age. A new plug-and-play system that addresses all three major contributors to gridlock and creates in itself, a new Network of logistics/retail counters available to any and all logistics, courier, retail, SaaS and consumer customers on a pay-as-you-go basis.

PUDO, because of its tenure, access, and breadth of knowledge and experience across logistics, courier, and technology sectors, is uniquely positioned to design and operate a new logistics system for the new retail age. E-commerce grew so quickly, that the old-school and segmented logistics foundation that it relied on to manage the time and space between retailers and consignees could not manage parcel traffic or volumes.

"Conventional logistics and e-commerce are simply not compatible," adds Kurtis. "We can't expect our federal paper mail services plus tens of thousands of independent and unconsolidated B2B courier services to suddenly form an integrated logistics system for e-commerce, and even if that were possible, it wouldn't change the fact that people aren't home to accept delivery of parcels, stage returns, or reduce unattended parcel theft."

As e-commerce continues to grow by double digits annually, last-mile gridlock grows in lockstep. The one and only cost, time and friction saving solution to resolve last-mile e-commerce gridlock in North America, is PUDO — every player can participate and benefit through a real time, scalable, pay-as-you-go virtual consolidation of their logistic assets and ours. Already PUDO has nearly 1,000 carrier-neutral counters coast-to-coast, and have plans to begin adding several thousand

more in 15 major markets in the United States.

About PUDO Inc.

PUDO Inc. is developing North America's only carrier-neutral parcel pick-up/drop-off technology and logistics network, as a means of solving the last-mile parcel-traffic-control gridlock that is crippling the \$550B e-commerce sector. E-commerce is faced with unprecedented cost control issues, based on disproportionately high last-mile delivery costs relating to undeliverable parcels, and parcels returning for refund or exchange. As labour and fuel costs increase in tandem with parcel traffic and volume, the problem worsens.

PUDO's team of logistics and parcel traffic management experts have created a market intelligence and trends driven solution comprising carrier-neutral plug-and-play technology for desktop and mobile, plus a strategically located network of parcel pick-up and drop-off PUDOpoints for pay-as-you-go use by all players within the e-commerce ecosystem.

Adopting PUDO technology shortens the last mile for the behemoths of e-commerce — fulfillment and distribution centers representing thousands of retailers and millions of consumers — by instantly extending their parcel staging and consolidation network and providing secure 'near end of the line' storage for the 30% of e-commerce parcels that are undeliverable on first attempt. PUDO's technology and network virtually eliminate costs associated with second-attempt deliveries, unattended parcel theft and spoilage, and mis-managed reverse logistics on returns, and provides couriers, retailers, and consumers with badly needed cost controls, choice, and convenience.

PUDO was founded in 2015 and was recently named one of the Top 20 most innovative public technology companies by the Canadian Innovation Exchange. After two years of industry and market research, and successful beta testing the technology and PUDOpoint geography and protocols with major logistics stakeholders, PUDO is ready to activate its network through strategic partnerships. Activation will enable all stakeholders within the network to access and control scalable, fluid, strategic consolidation in real time when and where needed, to lower costs and satisfy customer expectations.

For more information, please visit: www.pudopoint.com or www.pudoinc.com.

Information in this press release that is not current or historical factual information may constitute forward-looking information within the meaning of securities laws, such as statements regarding estimated revenues from new contracts, increased parcel volume and possible future expansions of PUDO's operations. This information is based on current expectations and assumptions of management, including assumptions concerning PUDO's ability to integrate its new customers into its network and successfully execute on its new and existing contracts. 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. This press release, may contain future-oriented financial information or financial outlook within the meaning of

applicable securities laws. Such future-oriented financial information or financial outlook has been prepared for the purpose of providing information about management's reasonable expectations as to the anticipated results of its proposed business activities. Readers are cautioned that reliance on such information may not be appropriate for other purposes.

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.

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