



PUDO's London, Ontario pilot consolidates regional parcel distribution and staging, to expedite and reduce costs, friction, and crippling last mile inefficiencies

TORONTO, ONTARIO February 23, 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 the launch of a disruptive pilot project designed to shave cost and time from the typical delivery cycle. "In this pilot, one of our London, Ontario PUDO Points acts as 24/7/365 community staging hub for the 3PL partners of popular online retailers, connecting them with local delivery companies," says PUDO CEO Kurtis Arnold.

"What this does in effect is turn the conventional parcel delivery model on its head. It enables local delivery companies to quickly and efficiently manage last-mile logistics, and when necessary return first-attempt-failed deliveries to the PUDO Point for customer pick-up, or cost-efficient re-delivery."

The efficient and secure delivery of merchandise purchased on-line has not kept pace with the explosive growth of e-commerce in North America; and online retailers, 3PL and fulfillment warehouses, logistics and courier companies, and consumers are paying the price - in both time and money.

Courier and logistics companies competing for e-commerce delivery market share are running a race to the bottom in an environment where up to 35% of residential consumers don't answer the door; the costs of re-delivery crush any profit potential; and porch piracy of unauthorized doorstep dropped parcels exceeds \$33M million dollars per year. Retailers, and consumers are re-considering the benefits of free or low-cost shipping, when the price has to include the costs associated with product replacement, not to mention the lost time and inconvenience.

"The parcel delivery model that challenges North Americans today is the natural evolution of standard mail, and until very recently, it worked just fine. But now it is breaking in several places along the supply chain, causing crippling friction and bottlenecks. PUDO is simply the necessary next generation in the inevitable evolution of parcel delivery 'and also now, returns' - driven by e-commerce, changing demographics, consumer expectations, and economics," concludes Arnold.

PUDO uses plug and play technology to link existing bricks-and-mortar locations like community-based 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 (aka PUDO) 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 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 frictionless transaction.

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 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.

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