



PUDO POINT COUNTERS

OTC: PDPTF

CSE: PDO

August 2020

uniquely able to resolve crisis-level last-mile gridlock for the \$827B retail e-commerce sector

North America's one and only open network of carrier-neutral parcel **P**ick-**U**p and **D**rop-**O**ff counters

Five years in development | Scaling now

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AN INVESTMENT IN THESE SECURITIES INVOLVES A SIGNIFICANT DEGREE OF RISK. INVESTORS COULD LOSE SOME OR ALL OF THEIR ENTIRE INVESTMENT. SUCH INVESTMENTS ARE SUITABLE ONLY FOR PERSONS WHO ARE ABLE TO BEAR THE FINANCIAL RISKS ASSOCIATED WITH SUCH AN INVESTMENT.



Experienced & Proven Management Team

Uniquely qualified to disrupt and develop the new normal logistics network

- **Frank Coccia - CEO** More than 40 years experience building hyper-efficient niche courier systems in Canada and Europe, with repeated successes in banking, legal, optical and travel fueled Frank's vision of applying the same hyper-efficiencies to the omni-channel retail sector through the development of PUDO systems for North America, similar to those in the UK and Europe.
- **Doug Baker - CFO** US-based CPA experienced in growth-focussed public companies and startups. Doug manages compliance and disclosures for dual-listed PUDO.
- **Tom Bijou - Chairman** Active in technology following 10 years with GE, most recently as President of several software subsidiaries. Lead on several successful high-growth ventures, working in financing, growth and development. Former: Co-founder Tigon; President operating subsidiary of Aegis Communications Group; Chairman and lead financier Knowledge Communications; lead financier Freestone System and CEO Applied Nanotech Holdings.
- **Richard Cooper - Director** Serial entrepreneur and patent holder with 40 years experience in services, logistics, technology, aviation, games, and real estate; grew small courier company with \$500,000 revenue into Canada's largest unattended courier network with +\$50M revenue. Contributed to development of first repeating paint ball gun and water-soluble paint, and grew the Adventure Company to global dominance with franchises across the Americas, Europe, and Australia.
- **Murray Cook - Director** Stellar career in mega development projects globally, an active pilot, and a philanthropist. Former: Founding CEO Emaar Properties, UAE, one of the Middle East's largest development companies; developer Dubai West Side Marina, home of the world's tallest building; Executive VP BC Place, re-developing 20% of downtown Vancouver leading up to Expo 86; re-structuring Whistler Land Company for the province of BC. Currently CEO of Verse Dev Corp and advisor to numerous corporations.
- **Ian MacDougall - Director** Brilliant career in aviation industry plus extensive experience in M&A and international financing. Former: CEO of Learjet Canada; CEO and executive positions with three Canadian commercial aircraft operating companies; Group Chairman consortium of aircraft operating, maintenance, leasing services; A graduate of Harvard Law School, Ian provided commercial and strategic advice and negotiation assistance in support of M&A undertakings in the North America, Europe and Southeast China; Lecturer on Corporate Governance and Advanced Corporate Finance.
- **Howard Westerman - Director** Former CEO of J-W Energy Company brings decades experience in all aspects of business administration, growth and management. Active in philanthropy, serving on several corporate and charity boards, including Make-A-Wish Foundation and Peerless Manufacturing Company.



Market Opportunity

As e-commerce grows, so grows PUDO potential and profit

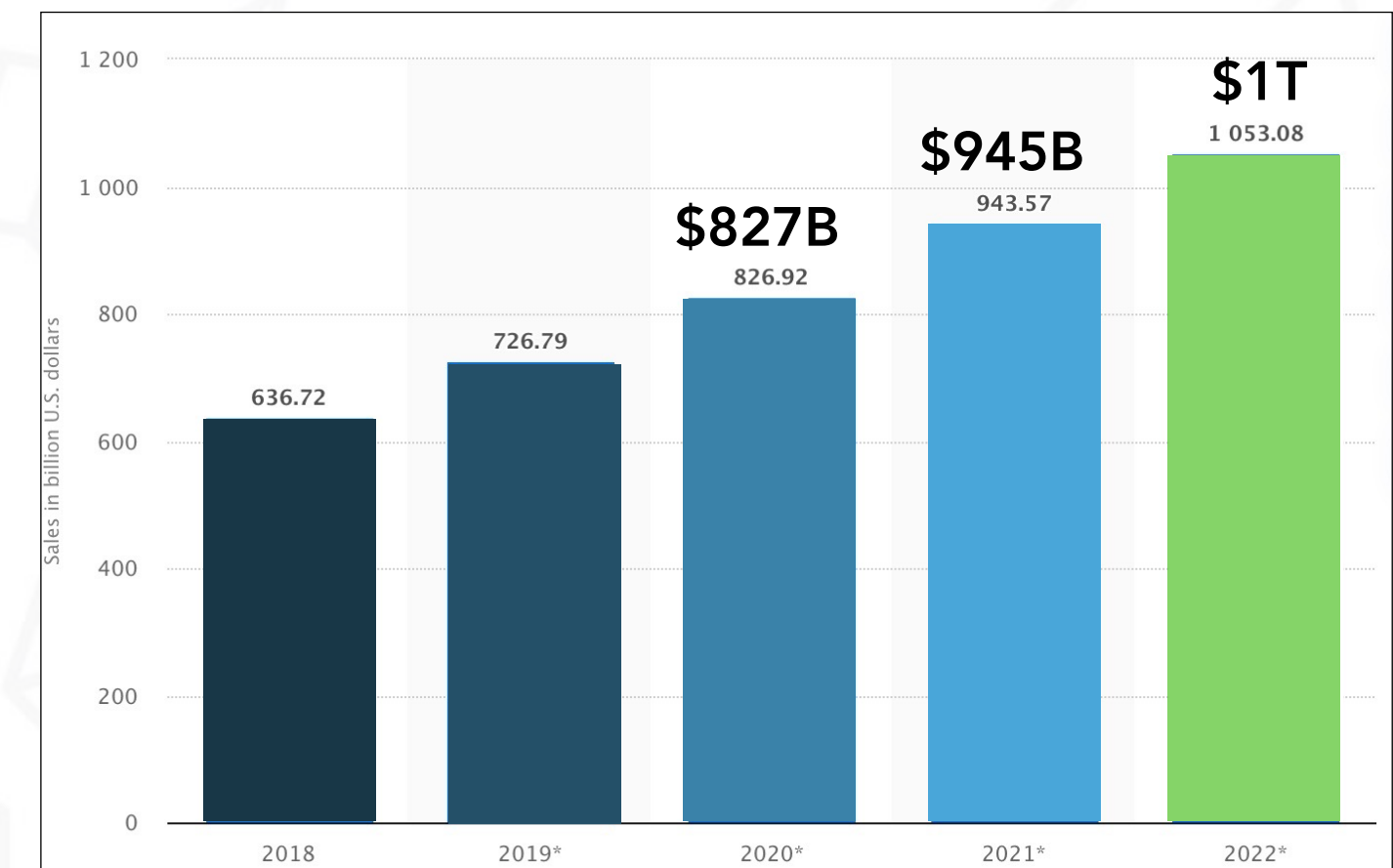
E-commerce is a **global megatrend** of unprecedented proportion, accelerated by the enduring pandemic.

Billions of e-commerce parcels worth **\$4T*** annually, traverse the planet efficiently until, they hit the so-called **last-mile**.

The World Economic Forum has declared e-commerce last-mile gridlock, a major economic and environmental concern.

E-commerce giants like **Amazon** and **Purolator** are **partnering with PUDO** to resolve gridlock, reduce delivery expense and improve customer satisfaction.

Directing just 1% of North America's **\$1T**** retail e-commerce parcel traffic (~13B† units) through the PUDOpoint Counters network could realize PUDO **+\$845M***** gross revenue annually.



North American Retail E-Commerce - Statista

*Statista 2020 **Statista projected 2022 †Multiple sources
***PUDO - based on unit average gross revenues



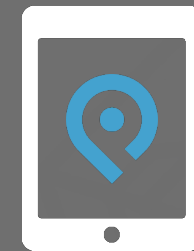
What is the PUDOpoint Counters Network?

PUDO is not a courier – PUDO technology connects stakeholders in new and efficient ways



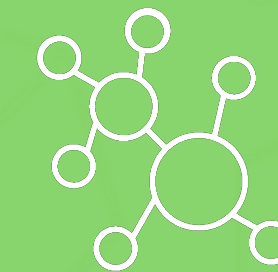
Existing storefronts

Existing bricks-and-mortar convenience type stores fly the PUDOpoint Counters flag and are already located near where consumers live/work/learn/play/vacation. Stores are paid per-parcel and benefit from additional foot traffic.



Technology Company

PUDO's technology creates a fluid, data-driven network of storefront counters, transportation companies, fulfillment centers and retailers. Consumers retrieve parcels, or drop off returns, nearby & hassle-free.



Integration

PUDO's technology is plug-and-play for desktops and mobile checkouts. Parcels can be re-directed by any courier when a consumer isn't home, or a consumer can choose PUDO directly from within integrated shopping carts.

As each link in the chain adopts PUDO technology...

- Delivery time, friction, liability, costs – **decrease** exponentially
- Efficiency, convenience, brand, loyalty, profits – **increase** exponentially

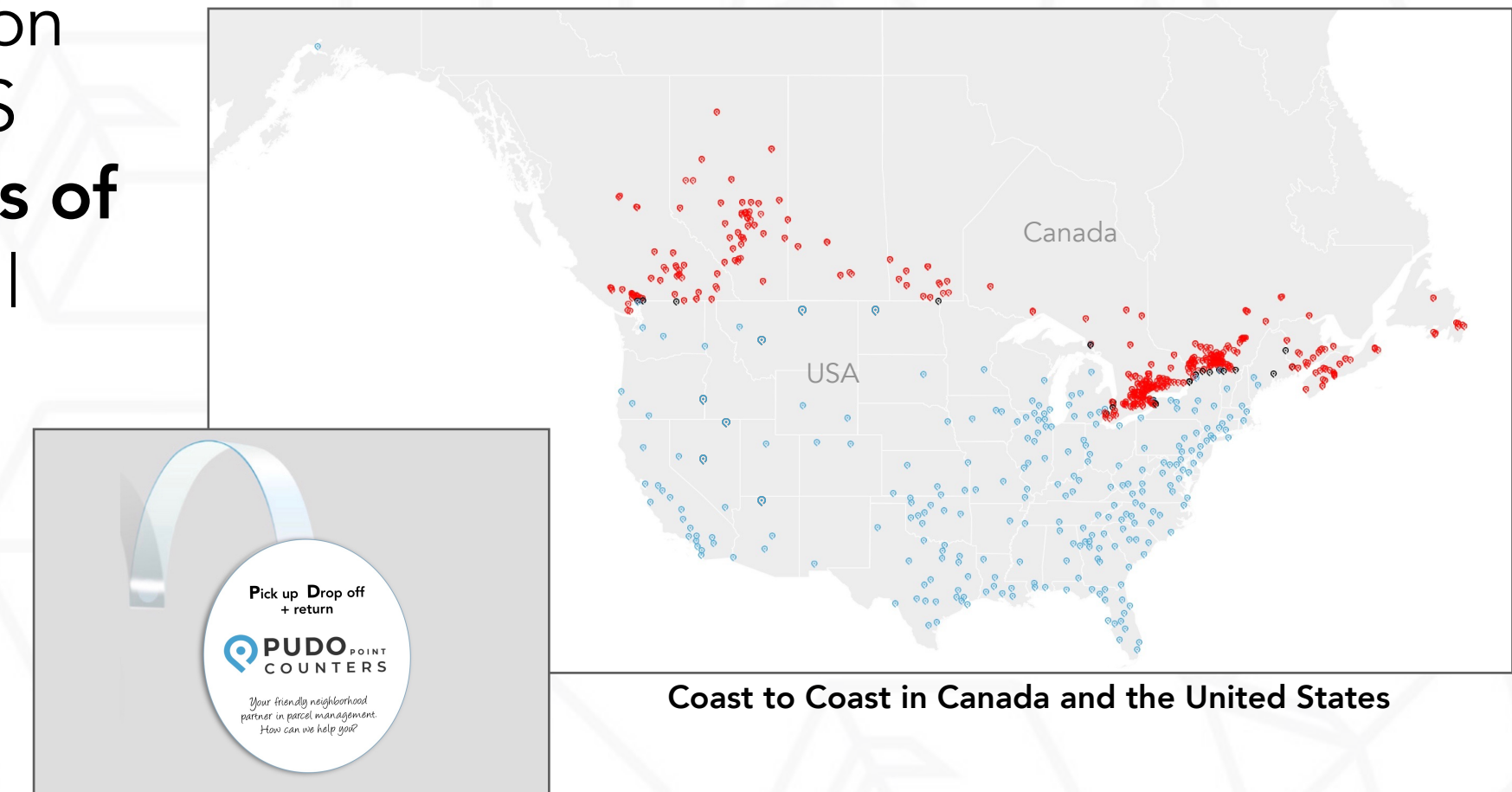


Asset-Light Networked Counters Solution

open, scalable, plug and play, pay as you go

PUDO's **open logistics solution** efficiently networks (in real time and on demand) thousands of carrier, retail, warehouse/distribution, and SaaS players in the North American e-commerce ecosystem, *with thousands of carrier-agnostic PUDOpoint Counters and joint PUDOpoint Counters | Amazon Hubs located near to where people live, work, play.*

A virtual (no bricks & mortar) **and vast consolidation benefiting all participants.** Bigger = better economically and environmentally.



↑ increases partner efficiency, profits ~ **30%**

↓ reduces partner delivery time, friction, costs ~ **30%**

↑ earns PUDO **per parcel \$\$\$** revenue at every touch point

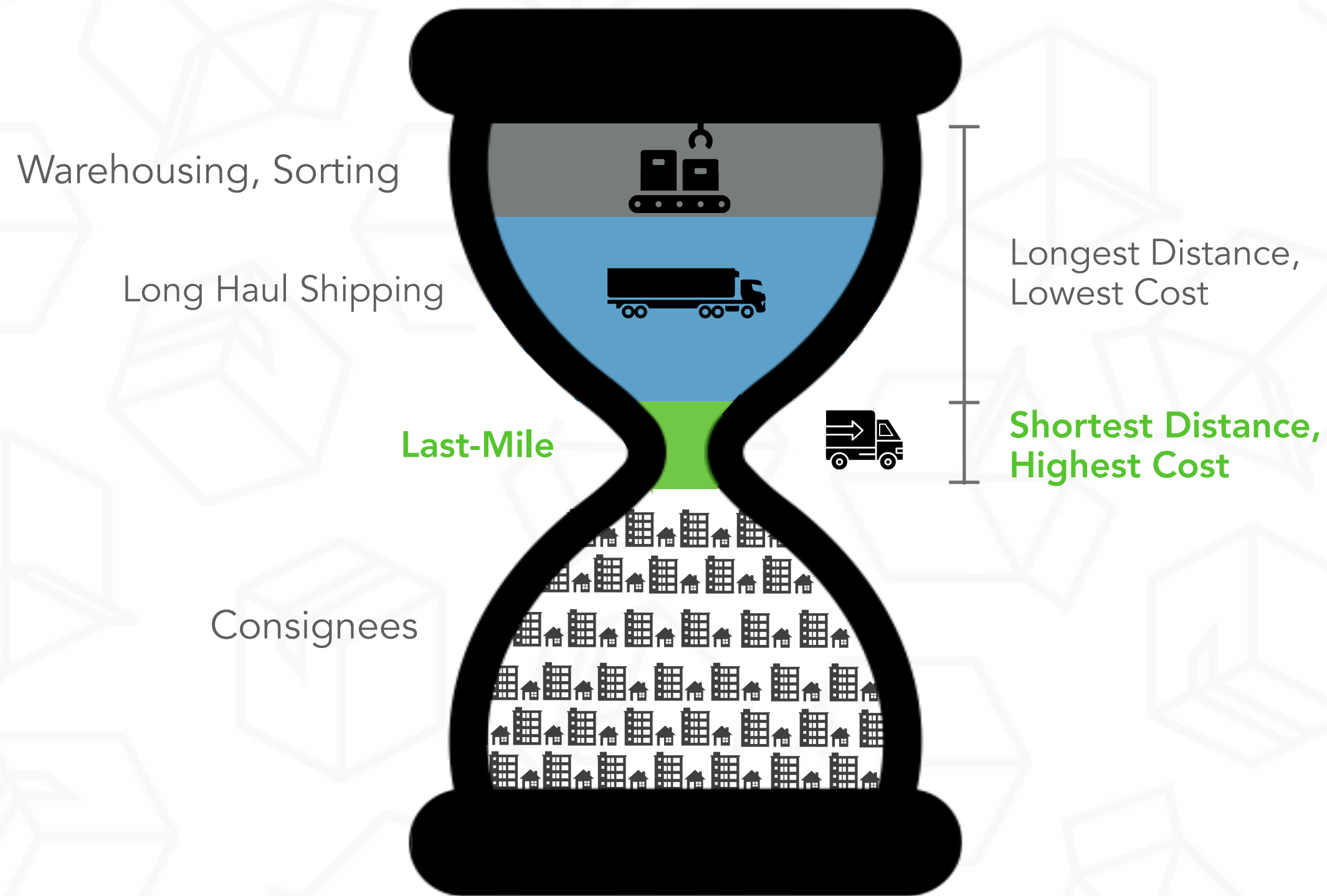
↑ leverages latent storage space/HR of qualifying community-based stores; increases foot traffic + sales for PUDOpoint Counter operators ~ **30%**

↓ consolidates parcels up to **50:1**; with corresponding reduction in delivery vehicle traffic, commute times, and CO2 emissions

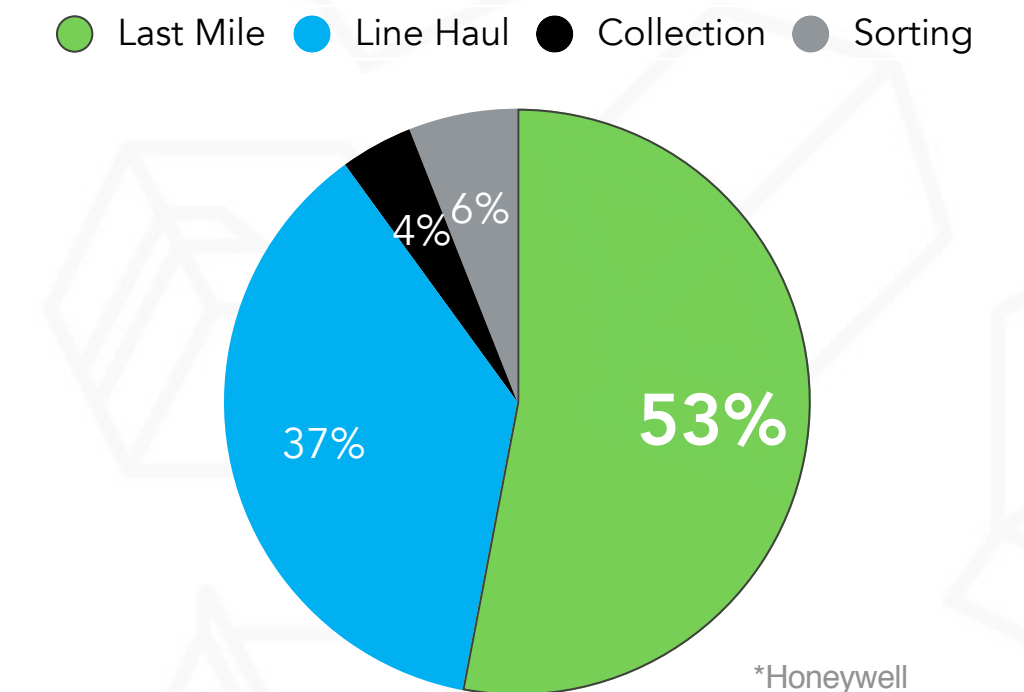


What is Last-Mile Gridlock?

Understanding the crisis, highlights the opportunity



- E-commerce grew unimaginably faster than parcel delivery and return logistics could anticipate or manage.
- The **old logistics** model was developed for letter mail and B2B couriers whose branded parcel pick-up and drop-off counters are closed to other carriers.
- The explosive growth of parcel volume, undeliverable parcels, parcel returns, and parcel theft within the so-called 'last-mile' has created unsustainably high-costs and paralyzing gridlock.
- The last-mile consumes 53%* share of total delivery costs by journey part.



What Causes Last-Mile Gridlock?

E-commerce giants sell 'more' and 'faster' but closed logistics cannot deliver on the promise. Why?

Failed-first-attempt deliveries

- **+35% of the time, nobody is home**** (failed-first-attempts, or FFAs).
- second attempt deliveries are costly for couriers; diversion to regional hubs for customer pick-up are costly for couriers, and inconvenient for customers.
- 46% of dwellings are apartment style†*, often inaccessible or courier-unfriendly.
- 70% of households are dual income†*; **consumers are mobile, on the go.**
- increasingly, businesses and institutions refuse personal deliveries by courier.

unattended parcel theft

- unattended parcel theft - also known as 'porch piracy' is a **\$6B year crime†**.
- 50% of FFA deliveries are doorstep-dropped by carriers**.
- homes are being watched, identities compromised.
- **36% of Americans have been victims of porch piracy *†**.
- 20% of homeowners lose an average of 2.6 parcels annually to theft†.
- 54% of consumers are fearful of e-commerce packages being stolen ***
- 52% of consumers want alternate parcel delivery and return solution††.



Parcel returns

- due to skyrocketing volume (\$550B)* and seasonal nature of e-commerce returns, the cost of free returns can be **higher than annual gross revenue††**, with most online retailers losing a third of revenue to return costs ††.
- in the US alone, e-commerce returns create 5B lbs of landfill and 15M tonnes of CO2 emissions, annually††.



Resolving Last-Mile Gridlock

Converting costly B2C deliveries to cost-effective B2B deliveries shortens the last mile

Pre-E-commerce

Closed, Non-Networked Distribution

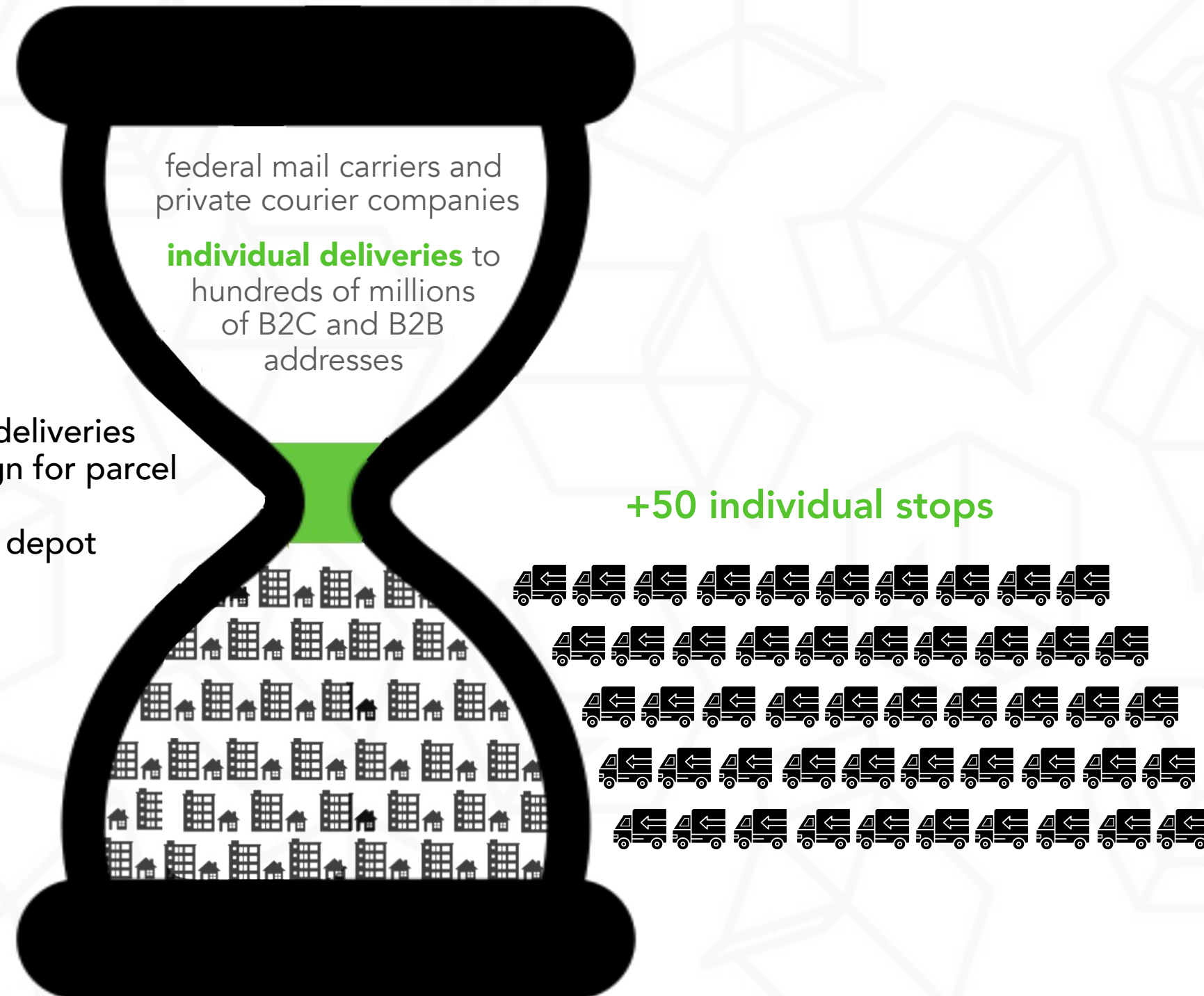
designed for residential mail & business documents/parcels

federal mail carriers and private courier companies

individual deliveries to hundreds of millions of B2C and B2B addresses

- +35% failed first attempt deliveries
- Often nobody home to sign for parcel
- High risk of porch piracy
- FFA packages returned to depot
- Limited delivery window

+50 individual stops



Designed for E-commerce

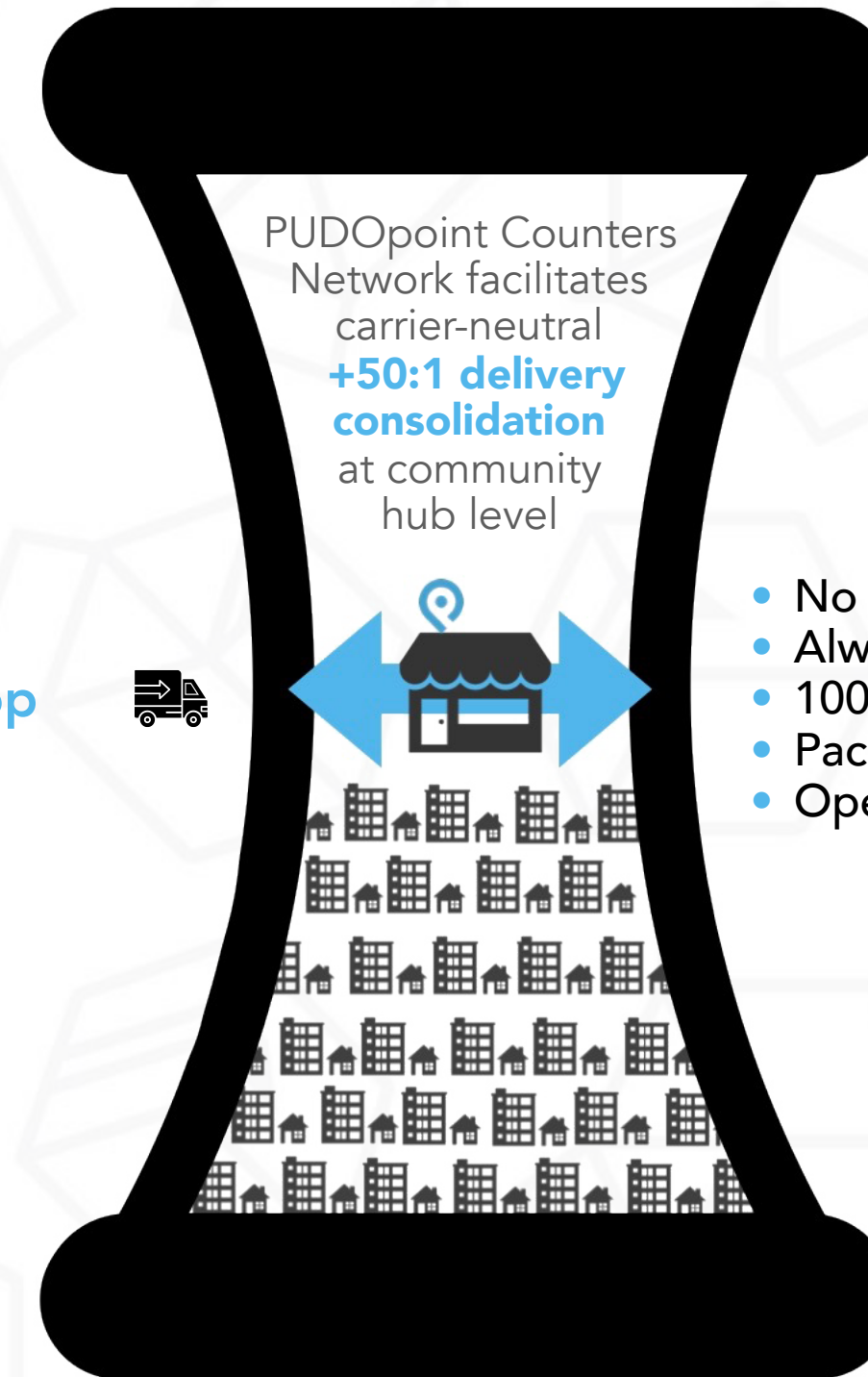
Open, Consolidated Distribution

designed for parcel delivery and return

PUDOpoint Counters Network facilitates carrier-neutral **+50:1 delivery consolidation** at community hub level

- No failed first attempt deliveries
- Always someone to sign for parcel
- 100% elimination of porch piracy
- Packages held for pick-up
- Open late, early and on weekends

1 stop



Only PUDO Ticks All Of The Boxes

Which ecosystem players really resolve last-mile issues contributing to gridlock?

GRIDLOCK RESOLVING SOLUTIONS

	PUDO	Postal Delivery	Postal Counter	Courier Service	Courier Depot	Remote Entry	Lockers	Uber Model	Indie Drivers	Drones
Ensure someone to accept delivery all day every day	✓									
Ensure access by any courier or delivery service	✓									
Ensure hassle-free returns	✓									
Ensure that missed deliveries are held for pick-up	✓		✓		✓		✓			
Ensure parcels not stolen from consignee address	✓		✓		✓	✓	✓			
Ensure access by any retailer or marketplace	✓	✓	✓	✓	✓					
Ensure early/late parcel pick-up & return	✓						✓			
Ensure weekend parcel pick-up & return	✓						✓			
Ensure residential address anonymity & privacy	✓		✓		✓		✓			
Ensure secure storage of goods subject to spoilage	✓		✓							
Ensure age & identity confirmation on receipt	✓	✓	✓	✓	✓			✓	✓	
Ensure SMS or email alerts re parcel pick-up status	✓			✓	✓		✓			
Ensure lowest cost delivery method	✓									
Ensure best-price delivery/pick-up via consolidation	✓									
Ensure multiple retailer consolidation pricing	✓									
Ensure possibility of value-added service at pick-up	✓									

Unable to navigate last-mile gridlock, major players are reaching out to PUDO for its coast-to-coast open network solution



Strong Fundamentals

A monetizable solution to a systemic problem of global proportions is a very good idea

problem



Crisis level gridlock throughout the e-commerce ecosystem, searching for simple time & money saving solution for consumers & logistics

people



100+ years of logistics expertise, intelligence, & disruptive innovation working together with all stakeholders

solution



Create the only asset-light carrier-neutral, infinitely scalable logistics network solution in North America. Problem solved

revenue



Generate fees from all players in the ecosystem, exponentially as the Network expands vertically and laterally

Consider the potential commercial and network value of North America's largest carrier-agnostic, open for business, membership-based coast-to-coast Counter Network?



Solution Driven Revenue

Resolving last-mile gridlock for all stakeholders results in scalable, exponential revenue

Millions of **redirected** residential deliveries when nobody is home

+

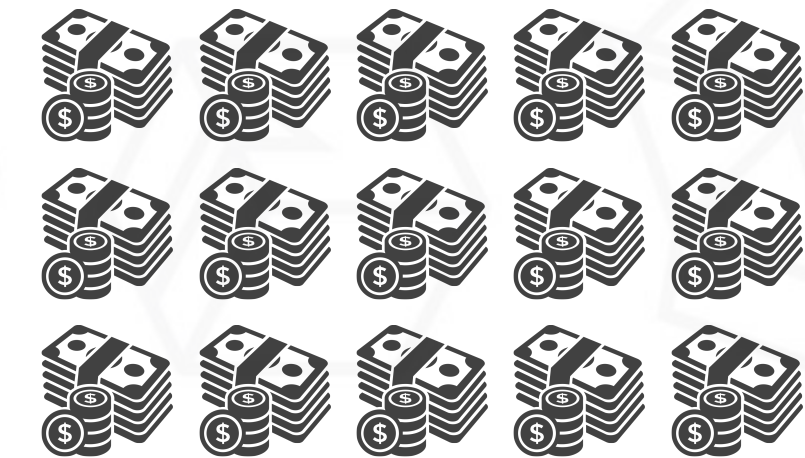
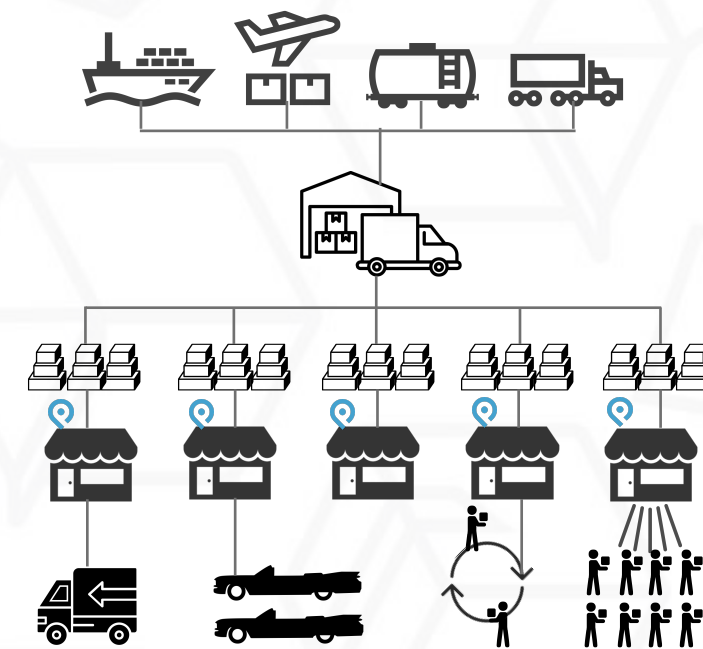
Millions of parcel **returns** to retailers and 3PLs

x

Mini hub **networked** co-locations for carriers

=

Solution driven **revenue \$\$** on every package in the Network




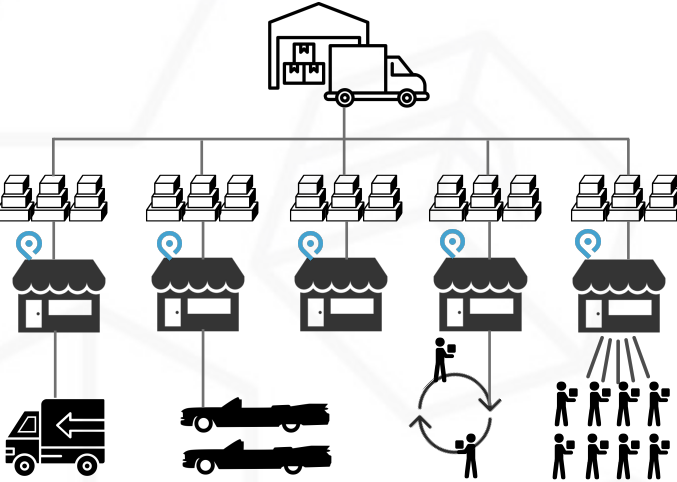



- Couriers and 3PLs pay PUDO to **access North American Network** of PUDOpoint Counters
- Retailers pay PUDO for **managing returns** within the Network
- Consumers pay PUDO to **pick-up + drop-off** at PUDOpoint Counters
- Revenues and Network scale quickly, easily and cost-effectively



Revenue Streams

Core revenue streams integrate and grow in tandem with key verticals over time and with Network expansion

<p>Failed First Attempts</p> <p>CORE STREAM</p>	<p>Returns</p> <p>CORE STREAM</p>	<p>Direct to PUDO</p> <p>CORE STREAM</p>	<p>Partnered Distribution & In-Market Exchanges</p> <p>INTEGRATED VERTICAL</p>	<p>New Normal Network</p> <p>SUMMARY ASSET</p>
<p>Largest and escalating cause of last-mile gridlock in North America. 35% of the time, consignees are not home to receive parcel delivery.</p> <p>Couriers like Purolator are willing to pay PUDO on a per-occasion basis, for access to its Network of 'second stop' parcel pick-up addresses located near to consignees' original delivery addresses — on occasions when consignees are not at home to receive delivery on the first attempt.</p> <p>Perpetually increasing revenue over time. High volume, low revenue initially to build base.</p> 	<p>Global retailers like BooHoo, and 3PLs willing to pay to use PUDOpoints to stage consignee returns to distribution points.</p> <p>Leveraging network to return gently used merchandise to North American charities on a pay-per-parcel model.</p> <p>Returns core to Euro expansion.</p> <p>The same trucks that deliver to PUDOpoints also pick-up returns for backhaul, in a circuitous route.</p> <p>Perpetually increasing revenue over time. High revenue with volume growth over time.</p> 	<p>Direct-to-PUDO membership continues to grow with Network and as 'click & collect' option becomes ubiquitous in online check-outs.</p> <p>As giants like Amazon, and global SaaS partners integrate with PUDO, their downstream clients and members integrate into the PUDO Network.</p> <p>M&A opportunities with member-based retail, SaaS, logistics companies will extend Network.</p> <p>Integration of Kinek's (PUDO borderpoint division) membership, to add D2P volume and revenue.</p> 	<p>PUDOpoint Counters act as community mini hubs for 3PL regional warehouses. Delivery to thousands of Counters instead of millions of homes. Local courier, re-directs, consignee pick-up.</p> <p>Multi-level / home-based marketers use PUDOpoints as community hubs, consolidating regional deliveries for pick-up by reps.</p> <p>Single transaction returns happen at PUDOpoint community mini hubs.</p> 	<p>If PUDO reaches its estimated critical mass of carrier and affiliate-neutral locations situated within two miles of where 80% of the North American population lives, works and plays, the realized Network and technology could comprise the largest plug-and-play distribution, consolidation and retail opportunity on the continent.</p> <p>With scalability on demand, and virtually no depreciating assets or fixed capital costs, the possibilities for adding high-margin revenue streams could be substantial.</p> <p>We expect to realize ~ 18,000 Counters by 2023.</p> 



How PUDO Makes Money

Causes and chaos within e-commerce gridlock create major revenue generating opportunities

	NOBODY HOME	RETURNS	NETWORK DIRECTED	MEMBER DIRECTED
Trigger	Courier cannot deliver parcel and they cannot leave it unattended, so they re-direct the shipment to a PUDOpoint near the consumer address	Consumer receives a return merchandise authorization (RMA) from retailer; then in retailer's returns portal selects a PUDOpoint for parcel drop-off	PUDOpoint is chosen: <ul style="list-style-type: none"> • by consumer at check-out, or • by Networked software as a hand-off point for forwarding 	Direct to PUDO PUDO consumer members choose a PUDOpoint as their ' ship to ' home-away-from-home address, on any retail check-out
PUDO Solution	PUDO receives the parcel at their PUDOpoint counter and gets paid to hold it for pick-up	PUDO get paid to receive the parcel and arrange for its transportation to a regional cross dock for sorting Cross dock sorts the parcel and arranges shipping back to retailer or distribution center	PUDO gets paid to arrange for parcel transportation from the distribution center to the chosen PUDOpoint, and to hold the parcel for pick-up	PUDO receives the parcel at their PUDOpoint counter and gets paid to hold it for pick-up
Result	Consumer picks-up the parcel from the PUDOpoint counter at their convenience 😊	The parcel returns to the supply chain for re-direct, re-stocking, re-sale or recycling 😊	Consumer or other couriers picks-up the parcel from the PUDOpoint at their convenience 😊	Consumer picks-up the parcel from the PUDOpoint counter at their convenience 😊
Revenue	paid by courier / 3PL	paid by retailer / SaaS	paid by retailer / 3PL	paid by member



Milestones and The Future

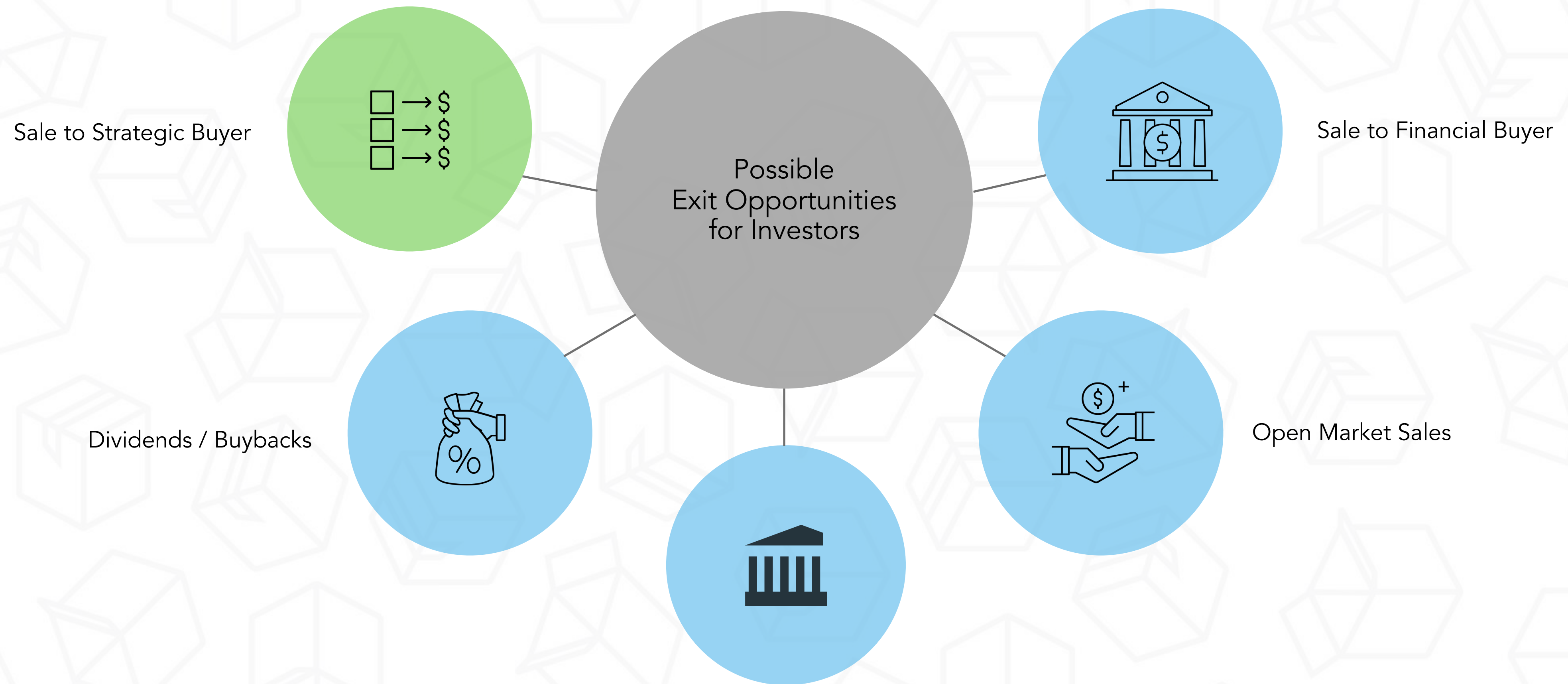
Five years in development. Scaling now

Transitioning 2015-2017 Acquire, develop, test, adjust to rapidly evolving e-commerce landscape and consumer shopping habits.	Optimization 2018/2019 IT integration Strategic contracts/global partners Network expansion plans	US Expansion 2020 Critical mass of locations in the US, connecting to Canadian Network and European ecosystem	Growth 2021/2023 Aggressive organic growth & strategic M&A to establish lead brand position & market share in North America
<p>2015</p> <ul style="list-style-type: none"> • PUDO formed through RTO (rev merger) <ul style="list-style-type: none"> • CSE: PDO, OTC: PDPTF • Contracts with Canada's largest network of carriers; Transforce group • Network growth Canadian PUDOpoints <p>2016</p> <ul style="list-style-type: none"> • Acquired Kinek – 225K member-based US northern border point company • Piloted and signed agreements with six US regional couriers to facilitate US expansion <p>2017</p> <ul style="list-style-type: none"> • Fortified and restructured team • Revised sales & marketing strategy to focus on force multipliers • Finalized transportation agreements to offer cost-effective end-to-end solutions that expand sales opportunities 	<p>2018</p> <ul style="list-style-type: none"> • Nextgen integration capabilities added to PUDOpoint software to support new service offerings • Executed agreements with global leaders in shipping & returns systems – validate business model • Expansion of Canadian PUDOpoint Counters Network <p>2019</p> <ul style="list-style-type: none"> • Complete Onboard of Landmark Global and Apple Express customers, who handle parcels for Amazon, Zara and other large online pure plays • Conclude Pilot, & expand service with Purolator, Canada's Largest courier • Expand Returns Service offerings to include larger retailers with new software to enhance efficiencies - 30% cheaper than incumbents with solid margins • US -14-state pilot with Amazon initiated 	<p>2020</p> <ul style="list-style-type: none"> • Build out PUDOpoint Counters in 10-15 key US markets • Together with Amazon, build on the successful joint PUDOpoint Counters Amazon Hub partnership, activating multiple new locations on volume • Re-brand as an official joint Amazon Hub Partner open to other couriers/players within the e-commerce ecosystem. Launch new website. • Start receiving failed-first-attempt deliveries from networked partner couriers in the US • Commenced receiving and processing overseas returns • Optimize: <ul style="list-style-type: none"> • PUDO technology software, App • Automation • Sales & marketing 	<p>2021</p> <ul style="list-style-type: none"> • Further expand PUDOpoint Counters Network to 25% capacity by year-end • Increase pace of expansion to more than 100 locations per week in markets where parcel volumes warrant investment • Grow lucrative direct-to-PUDO revenue stream by promoting 'click and collect' option at check-out • Launch PUDO App, enabling new revenue stream opportunities <p>2022/23</p> <ul style="list-style-type: none"> • Expand PUDOpoint Network to 50% capacity by year-end • Follow PUDOpoint Counters-enabled value-add revenue opportunities: <ul style="list-style-type: none"> • outgoing shipping stations. • distribution and retail network for non-traditional vendors



Exit / Investment Realization

Potential Opportunities and Scenarios



Uplisting to Nasdaq/NYSE | Secondary Public Offering



Positioned for Success

Networked parcel delivery & return is inevitable in North America and PUDO is first mover

- ✓ PUDO is a generic term, already entrenched in Europe, comprising tens of thousands of locations and millions of consumer, retailer, fulfillment and courier members across 13 countries.
- ✓ In Europe 34% of online orders are consumer-directed to pick-up/return points. This 'click & collect' option is ubiquitous in online checkouts.*
- ✓ In North America currently, counter networks are courier-owned closed systems, preventing them from connecting innovative solutions and transportation partners like those proven in Europe.
- ✓ The PUDO Network provides an open, carrier-neutral ecosystem; an asset-light virtual consolidation of logistics within and to/from North America. As first-mover, PUDO is already disrupting the e-commerce and traditional delivery/return ecosystems. **Proven in Canada and the US; ready to provide seamless, scalable Network connectivity with e-commerce in Europe and overseas.**
- ✓ Critically, PUDO can expedite and reduce the costs of international deliveries and returns: 57% of online shoppers surveyed in 24 countries, had shopped from an overseas website in the last six months.†
- ✓ **PUDO is already partnered with and expanding services for Amazon and Purolator, plus global leaders in;**
 - Cross-border logistics and freight forwarding
 - Returns management
 - E-commerce fulfillment
 - Direct-to-consumer signature-required goods distribution

The pandemic has created a whole new population of online shoppers who plan on continuing to purchase online**.

During the month of May, 2020, online retail spending was up 112% YoY***.

The hundreds of millions more e-commerce packages entering last-mile gridlock from here on in, will need somewhere to land safely.



OTC: PDPTF
CSE: PDO



To learn more about PUDO Inc and the PUDOpoint Counters | Amazon Hub Counter Network
visit

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