Pitney Bowes Forms a New Data Practice to Drive Digital Transformation Initiatives

STAMFORD, Conn., March 09, 2017 - Pitney Bowes Inc. (PBI: NYSE), a global technology company that provides innovative products and solutions to power commerce, today introduced a new data practice to help businesses accelerate their digital transformation initiatives. This new cross-company practice is designed to help organizations utilize data and analytics to deliver a superior customer experience, support product and service innovation, and optimize business processes. Data-driven customer insights are key to serving the needs, and securing the business of, today's hyper-connected customers. By 2020, IDC predicts data analytics will double, and that data-related monetization efforts will result in companies investing in the data assets they collect by 100-fold or more. [1]

Pitney Bowes has been an established leader in the address validation and data quality markets for over 30 years, and sees the increased opportunity to help businesses, both large and small, to better integrate and enrich data with location-based information to better understand and engage with customers. The company offers a comprehensive and unique portfolio of business and location data including geocoding, world boundaries, streets, demographics and points of interest with over 400 data products featuring global coverage around the world.

Through this new practice, Pitney Bowes will work with clients to solve the emerging challenges posed by the volume and velocity of data and the applications necessary for better insights. Dan Adams, the former CEO of Maponics and now the Vice President of Product Management of Data for Pitney Bowes, will set the corporate strategy to deliver the value of cross-company data assets to clients as they face the challenges of digital transformation. He will work with an extended team to expose the company's portfolio of data assets to internal and external development, innovation and applications teams. Olga Lagunova, the Chief Data and Analytics Officer for Pitney Bowes, will lead the research and development of new data products across all of the company's businesses. Pitney Bowes acquired Maponics, a leading provider of premium quality, geospatial boundary and contextual data to further complement and expand its overall capabilities.

"Our objective is to support our client's desire to increase the value of location-based data and deliver competitive differentiation," said Dan Adams. "Data has been at the core of our business for several decades. We have access to billions of unique and proprietary data points, and we have the ability to transform them into actionable insights."

In addition to its significant data assets, Pitney Bowes has enhanced its products and solutions with Big Data, IoT, and Machine Learning capabilities. This innovation has already manifested itself in two industry awards, including "Best Business Transformation" award for its SmartLink™ solution from the IOT Solutions World Congress in 2016, and the "Industrial Internet Innovator of the Year" for Clarity™ at GE Minds + Machines in 2015. These advanced data and analytics capabilities are also powering the Pitney Bowes Commerce Cloud, launched in 2016.

"Our unique data assets—combined with our capabilities within Big Data, Spatial Analytics, and Machine Learning—is powering our own digital transformation," said Olga Lagunova. "We are using this knowledge to help our clients go through similar transformations and to provide business outcomes that help improve their own customer experience."

Pitney Bowes offers targeted, location-based and industry-specific business data for several industries including telecommunications, real estate, insurance, and mobile Ad-Tech. These precise data sets enable businesses to make more informed decisions, manage risk, better engage customers, and grow revenue.

Driving Competitive Advantage with Business Partners

Pitney Bowes is working with a network of Regional Systems Integrators (RSIs) to bring the company's data solutions to an increasing number of use cases and applications. Currently, Pitney Bowes is working with more than 50 RSIs to develop personalized client solutions across various industries.

"Pitney Bowes Software Solutions provide a great complement to our analytics offerings, and enrich our models for predictive analytics and machine learning for customer analytics problems that we are trying to tackle," said Supreet Singh, EVP Pegasus Knowledge Solutions. "The expansive data sets allow us to consider new applications as we innovate new client use cases and solutions."

"We see great potential to drive machine learning and AI capabilities leveraging the detailed industry data sets from Pitney Bowes," said Timothy Kreytak, Chief Executive Officer at Ironside Group. "Our data science practice is built on

helping clients to organize, enrich, report and predict outcomes with data. We are committed to helping customers make better business decisions, and Pitney Bowes supports us to do just that."

To learn more about the comprehensive data offerings by Pitney Bowes, please visit us online at http://www.pitneybowes.com/us/data.

About Pitney Bowes

Pitney Bowes (NYSE:PBI) is a global technology company powering billions of transactions – physical and digital – in the connected and borderless world of commerce. Clients around the world, including 90 percent of the Fortune 500, rely on products, solutions, services and data from Pitney Bowes in the areas of customer information management, location intelligence, customer engagement, shipping, mailing, and global ecommerce. And with the innovative Pitney Bowes Commerce Cloud, clients can access the broad range of Pitney Bowes solutions, analytics, and APIs to drive commerce. For additional information visit Pitney Bowes, the Craftsmen of Commerce, at www.pitneybowes.com.

[1] IDC, **IDC FutureScape: Worldwide Big Data and Analytics 2016 Predictions**, 259835, November 2015