Pitney Bowes Software and Data Marketplace Now Offering Data for Purchase Online

STAMFORD, Conn., September 11, 2018 - Pitney Bowes Inc. (NYSE: PBI), a global technology company that provides commerce solutions in the areas of ecommerce, shipping, mailing, and data, today announced the Company will now offer licenses to over 1,500 geography-specific data sets for purchase online through the Pitney Bowes Software and Data Marketplace. The new offering is yet another proof point in the Company's strategy to simplify commerce for customers, and invest in its growth businesses, such as Data licensing.

The Software and Data Marketplace was built by and for data users. It is designed as a self-service resource for users to seamlessly access over a thousand industry-leading datasets with relevance across industries, such as Retail, Insurance, AdTech, Real Estate and Financial Services. Registered users can explore and search the Pitney Bowes data catalog, instantly download sample data, and visualize and layer data on a map to ensure the data meets their needs.

Now, with the addition of this new purchase capability, users can not only transact online, but can easily download purchases through digital files. Software Development Kits (SDK) are available for each data set download to ensure users receive their products and updates automatically.

"When we launched our Data business almost two years ago, we saw an opportunity to apply nearly a hundred years of experience processing names and addresses for the betterment of business professionals," says Bob Guidotti, EVP and President, Pitney Bowes Software. "Our clients and partners validated this belief, who found that vetting and contracting data suppliers is time consuming and difficult – and that's only the beginning of the challenges professionals face when sourcing data. Intake, quality control, modifying and ingesting data, applying updates, assuring interoperability, and providing controlled access to internal data users is tedious, requires expertise, and is expensive. The Software and Data Marketplace will ease that pain for users, while also providing a new revenue stream for Pitney Bowes that will allow us to continuously invest in this growth business. It's a win-win for everyone."

Datasets now available for purchase include Addressing, World Streets, World Boundaries, World Points of Interest, Property Attributes, World Demographics, and GeoEnrichment. Users can customize their purchase preferences with the ability to select data for specific regions, identify preferred file formats and select the license service terms that best meet their organizational needs.

The Software and Data Marketplace will continue to evolve over time, adding more learning resources, expanded data content and products, more data samples, enhanced map visualization functionality, and additional payment options.

To learn more about the Software & Data Marketplace, and to register for an account, please visit us online at: https://www.pitneybowes.com/us/data/sdm.html.

About Pitney Bowes

Pitney Bowes (NYSE:PBI) is a global technology company providing commerce solutions that power billions of transactions. Clients around the world, including 90 percent of the Fortune 500, rely on the accuracy and precision delivered by Pitney Bowes solutions, analytics, and APIs in the areas of ecommerce fulfillment, shipping and returns; cross-border ecommerce; presort services; office mailing and shipping; location data; and software. For nearly 100 years Pitney Bowes has been innovating and delivering technologies that remove the complexity of getting commerce transactions precisely right. For additional information visit Pitney Bowes, the Craftsmen of Commerce, at www.pitneybowes.com.