



Engineering the flow of communication™

THE MARKET

The physical or digital documents and mail that flow throughout the work world are primarily mission-critical business communications that help sustain the economy. These communications take many forms — billing statements, e-mails with attached reports, faxed contracts, and medical records updated with test results, to name only a few. They may flow exclusively through electronic channels, travel more traditionally via the physical mail system, or both.

No matter what form communications take, senders and receivers want them to be accurate, timely, and secure. The demand for business information and the need for businesses to communicate and build relationships with their customers have never been greater. Pitney Bowes has the technology and services that enable accurate, timely, and secure communications that build internal efficiency and customer loyalty for businesses of all sizes.

For more than 80 years, Pitney Bowes has earned a reputation as a global leader in the mail and document management industry with a full range of innovative products and services that help its customers cut costs, streamline operations, uncover revenue opportunities, and add maximum value to their mail and document processes.

ACHIEVEMENTS

The strengths behind Pitney Bowes work-enhancing products and services are technology and people. Proprietary state-of-the-art encryption technology and other patented processes enable Pitney Bowes

to offer safe, secure Internet-based financial transactions and information transmissions. Credited with more than 3,400 patents worldwide, Pitney Bowes remains among the top 200 firms receiving U.S. patents each year.

The company has received numerous customer service, preferred supplier, and design awards as well as recognition for best practices related to diversity and the environment. In 2004, Pitney Bowes was featured in Fortune magazine's 50 Best Companies for Minorities.

Today, more than 35,000 employees support Pitney Bowes mail and document solutions for more than 2 million customers in more than 120 countries around the world.

HISTORY

Founded in 1920 by the remarkable Arthur Pitney and Walter Bowes, Pitney Bowes opened for business with a seemingly simple, yet significant invention: the world's first U.S. Postal Department-approved postage meter.

A tradition of innovation enabled the company to continually optimize its offerings to make mailing faster, easier, more cost-effective, and safer, providing both small- and large-sized business customers all over the world with highly advanced mailing systems that offer postal discounts as well as the ability to track and trace, all without a trip to the post office.

The company entered the new millennium as a leading mail and document solutions provider, making history with attention to the customer, excellence in product and service design and

development, and quick recognition of and response to changing market needs.

Key developments in the Pitney Bowes success story include:

- April 23, 1920 — The Universal Stamping Machine Company and American Postage Company merged to form the Pitney Bowes Postage Meter Company.
- 1922–23 — The government collected \$4,339,070 in postage from the first commercial installations of 400 meters, and Pitney Bowes products began to be sold outside the United States.
- 1940s — Company income topped \$4 million with the new "R" line meters capable of printing variable amounts of postage, and employees numbered 1,243. Pitney Bowes received four Army-Navy "E" awards for war production excellence for 28 different products.
- 1950s and 1960s — The demand for meters grew rapidly, particularly the "DM" desk model C. New products included folders, Tickometers, and an electric mail opener.
- 1970s and 1980s — Pitney Bowes had nearly 800,000 postage meters producing more than \$1 billion in revenue and introduced electronic POSTAGE BY PHONE® technology as well as full lines of facsimile, copier/printers, and other computerized document and mail inserters, folders, and related products. The U.S. Postal Service collected \$8 billion through postage meter resets, representing 49 percent of their total postage revenue. Pitney Bowes Management Services was created to provide mailroom management and other outsourcing services.
- 1990s — Pitney Bowes introduced solutions that manage the secure production, routing, multi-channel delivery, and tracking of documents and Intellilink™ technology, the next generation of advanced mailing systems that capture important customer data. Pitney Bowes celebrated its millionth customer of POSTAGE BY PHONE® technology.
- 2001 — During the anthrax threats that followed the terrorist attacks of September 11, Pitney Bowes shared its expertise through a mail security campaign to address the immediate needs of customers and the public. The company divested its copier and fax business to focus on its core strengths in mailing and document management.
- 2002 — Pitney Bowes launched Intellilink™ technology globally.
- 2004 — Pitney Bowes acquired Group 1 Software Inc., an industry leader in software that enhances mailing efficiency, data quality, and customer communications. According to Michael J. Critelli, chairman and CEO of Pitney Bowes, "Group 1 has

a broad range of address management, document generation, and delivery and marketing campaign management software applications that complement our existing mailing software business and products and will expand our mail stream participation by adding 3,000 high- and mid-volume mailing customers worldwide."

THE PRODUCT

Mailing Systems Equipment. The Intellilink™ technology-based series of mailing systems offers the highest-quality mail processing with data-capture capability and track and trace features at speeds to suit customer requirements. For lower-volume customers in the small business and home business sector, the PersonalPost™ meter is an economical choice.

Mid- to large-sized businesses can enhance their mailing operations with additional mailing system components that print personalized documents and matching envelopes, add preprinted sheets, accumulate and fold this material, add a business reply card, insert the completed mail piece, and seal the envelope.

Pitney Bowes also offers equipment for high-volume document producers and mailers who require collating multiple pages of statements, folding and inserting them into envelopes, adding enclosures, addressing the envelopes and sorting them for processing, in conjunction with meters that weigh and affix postage — all at unparalleled high speeds.

Pitney Bowes POSTAGE BY PHONE® system processes billions of dollars in postal funds with remote meter resetting capability, enabling customer efficiencies and convenience.

Software Products. Pitney Bowes delivers advanced solutions for both physical and digital document processing, from creation through delivery and receipt. Pitney Bowes research has led to the development of software programs that can, for example, correct addresses and show comparative carrier rates for shipping packages, make post-processing changes and enhancements to documents before they reach print operations, and provide multi-channel delivery and electronic bill presentment and payment options.

Pitney Bowes has solutions for ordering and online fulfillment logistics that provide advanced multi-carrier shipping and transportation management, integrating data throughout the supply chain and expediting the receipt of accountable mail and packages. Also, shipping management software enables businesses to optimize small-package carrier selection, track delivery status, audit carrier performance and security, and keep every shipment "in sight" throughout the delivery process. Pitney Bowes database and marketing software programs work together to help small and large businesses do personalized marketing.

Outsourcing and Professional Services. Pitney Bowes provides outsourcing services that allow customers to focus on their core business by staffing and running other companies' mailrooms

COULD A POWDERED DOUGHNUT SHUT DOWN YOUR BUSINESS?

One piece of suspect mail can bring your business to a grinding halt. But Pitney Bowes can protect you. We're the leader in mail security solutions. By combining over 80 years of experience with standard setting technology we can help keep your people, and your business, safe. To find out more about this, or any of our other innovative solutions, visit [pb.com/security](http://pb.com/security) or call 1 888 DDC FLOW.

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BtoB magazine — scoring highest in its industry category.

RECENT DEVELOPMENTS

An aggressive acquisition strategy has furthered the company's global reach in Europe, Africa, the Middle East, Latin America, Canada, and the Asia-Pacific region. Ongoing technological development enables Pitney Bowes to penetrate adjacent industries that provide growth outside the company's core business areas.

In 2004, in addition to its acquisition of Group 1 Software Inc., Pitney Bowes entered into a partnership with eBay.com — the World's Online Marketplace — to offer customers the world's first completely browser-based online postage solution. The application, which is based on Pitney Bowes Internet postage technology, enables customers to select a shipping option, print the shipping label, and pay for the postage via their PayPal account, thereby delivering maximum customer convenience and postal revenue security.

BRAND VALUES

Pitney Bowes has a heritage and values that are founded on its innovative spirit and commitment to provide its customers

with real-world solutions that drive the critical business flow of communication. Throughout its history, the company has built a strong leadership position by anticipating, recognizing, and preparing for its customers' changing needs. In the global market where businesses now compete, companies turn to Pitney Bowes for its market leadership, expert solutions and services, and consistent commitment to the success of its customers.

Pitney Bowes also shares its expertise with customers in mail and document process redesign and improvement. Pitney Bowes research helps customers achieve the highest level of security through patented technology and first-class services.

Financial Services. Pitney Bowes offers a variety of financing options that help customers manage cash flow, costs, and productivity and acquire essential business tools and resources more affordably. Customers can take advantage of credit accounts that enable fast, reliable, high-value Internet transactions, postage credit lines and general credit and payment management services, equipment leasing, and small business lending and credit services.

PROMOTION

Pitney Bowes extended its highly successful Engineering the flow of communication™ advertising and integrated marketing campaign in 2004. With wry humor in print, outdoor, and online advertisements, the campaign redefined the company image and launched the Pitney Bowes brand at the cutting edge of the document and communication industry evolution. The Pitney Bowes Web site, [www.pb.com](http://www.pb.com), also underwent a redesign and has been ranked one of the NetMarketing 100 best Web sites by

WE STARTED IN THE MAILROOM. NOW WE'RE PRACTICALLY RUNNING THE PLACE.

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THINGS YOU DIDN'T KNOW ABOUT PITNEY BOWES

- The U.S. Postal Service receives more than \$15 billion each year — 61 percent of its annual metered postage revenue — from 1.4 million Pitney Bowes mailing systems.
- Pitney Bowes products enable the processing, folding, and inserting of 100 million pages of financial credit card statements each month.
- Pitney Bowes manages facilities that produce 1.7 million copies each hour. That's more than 28,000 every minute.
- More than 6.25 million pieces of mail per day are processed by Pitney Bowes.
- Pitney Bowes Financial Services' Purchase Power® — a revolving line of credit — helps more than 300,000 companies finance postage costs.
- Pitney Bowes invests in programs that support literacy, education, and diversity as well as employee giving and volunteering efforts in communities worldwide.