



Company Overview

www.endicia.com

800.576.3279

2014

agenda

who we are

what we do

who we are

Our mission

To deliver value by creating breakthrough shipping technologies and services that help global businesses, small and big, reach their customers, and thrive.

Innovation-driven Market Leader

The Back Story

- Technology firm **founded in 1987** by Stanford engineers
- **Strategic** technology investment for Newell Rubbermaid in 2007
- Over **200 partners**, 200 employees
- **14 years** as USPS®-approved PC postage software partner
- Customers have printed >\$11B in cumulative postage

The First Company to...

- Prototype PC Postage for the USPS (1991)
- Integrate parcel insurance, international customs forms, APO/FPO forms
- Offer electronic refunds
- Provide electronic delivery & signature confirmation
- Support USPS regional rate & critical mail solutions

Sources: US Postal Service™ data, 2005-2014; Endicia financial data, 2005-2014.

Our customers sent
490 million
tracked packages in 2013

Our customers printed

\$2.2 billion

of postage in 2013

and accounted for

**67% of all PC
Postage volume**

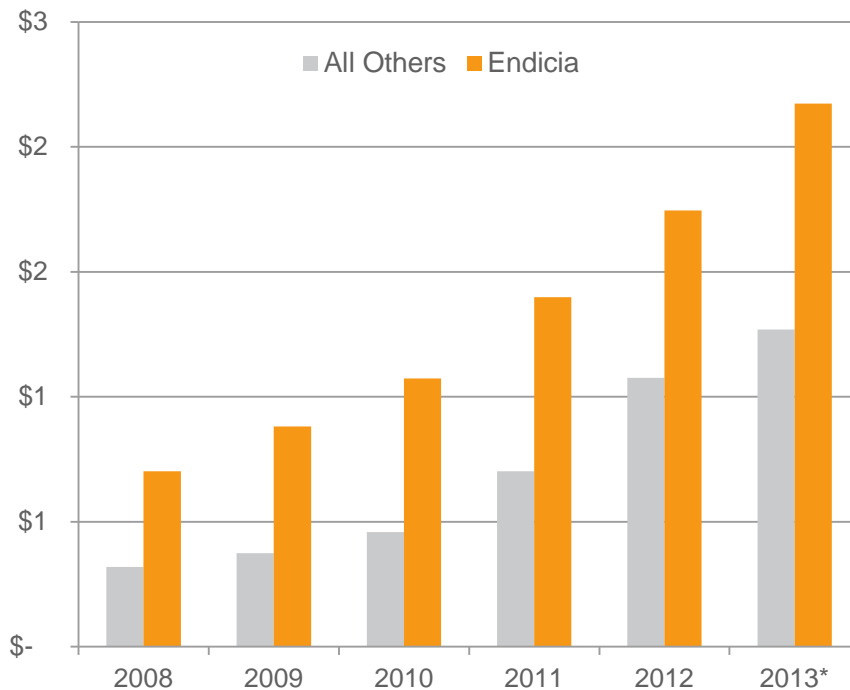
Sources: US Postal Service data, 2005-2014; Endicia financial data, 2005-2014



Leading the PC Postage Market

Total Postage Printed

in Billions, US\$



Huge Volumes in 2013

- Drove 35% of USPS FY2013 parcel growth
- Responsible for:
 - 15% of all USPS Priority Mail
 - 6% of all USPS Priority Mail Express
 - 20% of **all** USPS int'l parcels

Sources: US Postal Service data, 2005-2014; Endicia financial data, 2005-2014.

Newell Rubbermaid is a
\$6 billion company.

Newell Rubbermaid: Brands That Matter™

Shared Infrastructure & Resources: Security, Networks, Support

Tools



Commercial



Writing & Specialty



Home



Baby & Parenting



We Adapt to You: Over 250 Partners

E-commerce



Multi-carrier shipping



Order mgmt & fulfillment



ERP & CRM



WMS, TMS, other



USPS Workshare & Sales Partners



RR DONNELLEY



what we do

Key Endicia Shipping Markets

Like Our Customers, Our Software is Not “One Size Fits All”



Passion Purveyor

Profile

- 1-20 packages/day
- SOHO, SMB

Shipping Needs

- Basic USPS shipping
- Simplification of shipping complexities

Service Needs

- Quick to get started
- Access to best USPS rates

Benefits Sought

- Ease of use
- Time savings
- Cost reduction



Online Professional Seller

- 20-250+ packages/day
- ~2-20 employees
- USPS shippers

- Pick & pack
- Batch print

- Easy file & database access
- Ecommerce platform integration

- Systems integration
- Cost reduction
- Efficiency



Professional Warehouse Shipper

- 250-500+ packages/day
- Use free private carrier software

- Multi-feature
- Rate comparisons

- Coexist with UPS, FedEx
- WMS integration

- High speed, high volume
- Cost reduction
- Choice

At the Core:

Software for All-in-one Shipping Labels

P	US POSTAGE AND FEES PAID * SAMPLE * Mailed from ZIP 94306 Regional Rate Box A, Priority Mail Commercial Base Price
	 **VOID - DO NOT MAIL** TEST SAMPLE 071V00722664
PRIORITY MAIL 2-DAY™	
Endicia 385 Sherman Ave Palo Alto, CA 94306-1864	C033 0023
	
SHIP TO: NEWELL RUBBERMAID 3 GLENLAKE PKWY NE ATLANTA GA 30328-3447	

USPS TRACKING #



9405 5102 0083 0930 2103 49

- ← Prepaid labels
Hidden postage amounts
- ← All USPS mail classes
- ← Customizable labels
- ← Verified addresses
- ← Electronic delivery & signature confirmation

Supporting All USPS Products

Endicia only!

P	US POSTAGE AND FEES PAID * SAMPLE * Mailed from ZIP 94306 Regional Rate Box A, Priority Mail Commercial Base Price
	TEST SAMPLE 071V00722664 "VOID - DO NOT MAIL"
PRIORITY MAIL 2-DAY™	
Endicia 385 Sherman Ave Palo Alto, CA 94306-1864	
SHIP TO: NEWELL RUBBERMAID 3 GLENLAKE PKWY NE ATLANTA GA 30328-3447	
USPS TRACKING # 9405 5102 0088 2874 6101 50	

F	\$3.14 US POSTAGE * SAMPLE * Mailed from ZIP 94306 12 oz First-Class Package Rate Commercial Base Price
	endicia.com 071V00591199 "VOID - DO NOT MAIL"
USPS FIRST-CLASS PKG	
DYMO Endicia 385 Sherman Ave Palo Alto, CA 94306-1864	
SHIP TO: USPS Headquarters 475 L'Enfant Plz SW Ste 4000Nb Washington, DC 20260-4000	
USPS CERTIFIED MAIL 9407 1102 0082 8100 7046 06	

P	US POSTAGE AND FEES PAID * SAMPLE * Mailed from ZIP 94306 1 lb Priority Mail Rate Zone 8 Commercial Base Price
	endicia.com 071V00591199 "VOID - DO NOT MAIL"
USPS PRIORITY MAIL®	
DYMO Endicia 385 Sherman Ave Palo Alto, CA 94306-1864	
OPEN AND DISTRIBUTE AT: SCF WASHINGTON MD 207	
MAIL CLASS ENCLOSED: STANDARD MAIL LETTERS	
USPS SCAN ON ARRIVAL 9412 3102 0088 1100 7035 49	

USPS TRACKING # 9405 5102 0079 3100 8111 21	\$4.25 US POSTAGE * SAMPLE * Mailed from ZIP 94301 Critical Mail Flat Rate Commercial Plus Pricing
ELECTRONIC RATE APPROVED # 200793 CRITICAL MAIL™ FLAT	
DYMO Endicia 385 Sherman Ave Palo Alto, CA 94306-1864	
US Postal Service 42 Church St Volutown, CT 06384-9998	

E	\$9.32 US POSTAGE * SAMPLE * Mailed from ZIP 94306 2 lbs Parcel Select Rate Zone 8 Commercial Base Price
	endicia.com 071V00591199 "VOID - DO NOT MAIL"
USPS PARCEL SELECT	
DYMO Endicia 385 Sherman Ave Palo Alto, CA 94306-1864	
SHIP TO: USPS Headquarters 475 L'Enfant Plz SW Ste 4000Nb Washington, DC 20260-4000	
USPS TRACKING # 9461 2102 0088 3100 7208 15	

E	US POSTAGE AND FEES PAID * SAMPLE * Mailed from ZIP 94306 15 lbs Media Mail Rate Commercial Base Price
	endicia.com 071V00591199 "VOID - DO NOT MAIL"
USPS MEDIA MAIL	
DYMO Endicia 385 Sherman Ave Palo Alto, CA 94306-1864	
SHIP TO: USPS Headquarters 475 L'Enfant Plz SW Ste 4000Nb Washington, DC 20260-4000	
USPS TRACKING # 9449 0102 0079 3101 5567 16	

E	US POSTAGE AND FEES PAID * SAMPLE * Mailed from ZIP 94306 Flat Rate Box, PM Express Commercial Base Price
	endicia.com 071V00722664 "VOID - DO NOT MAIL"
PRIORITY MAIL EXPRESS 1-DAY™	
ENDICIA 385 SHERMAN AVE PALO ALTO, CA 94306-1864	
NO SUNDAY OR HOLIDAY DELIVERY WAIVER OF SIGNATURE	
SHIP TO: NEWELL RUBBERMAID 3 GLENLAKE PKWY NE ATLANTA GA 30328-3447	
USPS TRACKING # 9470 1102 0088 3891 1476 49	
POSTAL USE ONLY Date In: Mo. Day Year Time In: <input type="checkbox"/> AM <input type="checkbox"/> PM Day of Delivery: <input type="checkbox"/> Next <input type="checkbox"/> Second <input type="checkbox"/> 12 Noon <input type="checkbox"/> 3 PM Return Receipt <input type="checkbox"/> COD <input type="checkbox"/> Additional Insurance <input type="checkbox"/>	

E	US POSTAGE AND FEES PAID * SAMPLE * Mailed from ZIP 94306 1 lb PM Express Rate Zone 8 Commercial Base Price
	endicia.com 071V00722664 "VOID - DO NOT MAIL"
PRIORITY MAIL EXPRESS™	
FROM: (Required) ENDICIA 385 SHERMAN AVE PALO ALTO, CA 94306-1864	
HOLD FOR PICKUP	
HOLD FOR: (Contact Required) Name & Address of Recipient (ID Purposes Only) USPS HEADQUARTERS POSTMASTER GENERAL CHIEF EXECUTIVE OFCR 475 LENFANT PLZ SW STE 4000NB WASHINGTON DC 20260-0010	
PICKUP LOCATION	
At Post Office: LENFANT PLAZA Street Address: 470 LENFANT PLZ SW STE 604 City: WASHINGTON State: DC ZIP + 4: 20004-9005	
ZIP - PRIORITY MAIL EXPRESS 9405 5102 0079 3794 4579 19	
POSTAL USE ONLY Date In: Month Day Year Time In: <input type="checkbox"/> AM <input type="checkbox"/> PM Pickup Availability Date: / / <input type="checkbox"/> 10 AM <input type="checkbox"/> 12 Noon <input type="checkbox"/> 3 PM Return Receipt <input type="checkbox"/> COD <input type="checkbox"/> Additional Insurance <input type="checkbox"/>	



Endicia's Pay-on-Use Returns

Endicia only!

Creates a positive, hassle-free returns experience

- Returns impact repeat business:
 - 95% of shoppers will repeat business after a positive returns experience
 - 85% of shoppers will **not** repeat business if the returns process is inconvenient
- Shippers can include a return label in the original package or email a return label on-demand

Save time and money while reducing risk

- Pay-on-Use return labels are not pre-paid
 - Shippers don't pay for unnecessary postage
 - Shippers don't need to monitor and request refunds for unused labels
- Takes advantage of low USPS rates & mail class options from within the Endicia platform



- Postage is deducted when a label is scanned in the mail stream
- Unused labels never incur charges, eliminating refunds

Endicia's Auto-Refund Service



Endicia only!

What is it?

- Endicia's Auto-Refund Service (ARS) is a unique solution providing customers with a convenient and automated way to request refunds for unused postage
- This innovative service is only available to Endicia customers!

How it Works

- Label identification
 - Notification is sent whenever labels eligible for refunds in the past 25-29 days are identified (IMpb labels generated by Endicia)
- Automated authorization
 - Customers can view all eligible labels identified by ARS; they are automatically submitted to USPS
- Refund processing
 - Notification when USPS authorizes refunds
 - Authorized refunds are automatically deposited into postage balance

Marketplace Integrations

Introducing seamless and direct integrations with the Amazon Marketplace and eBay store

Customers can:

- Connect Amazon and/or eBay stores to their Endicia client
- Import and view order information
- Print shipping labels, including eBay GSP labels
- Automatically post-back tracking information to Amazon and/or eBay
- Combine up to three orders into one shipment
- Manually mark orders as shipped with no label print

APO/FPO Labels & Customs Forms

Save Time & Increase Efficiency

Eliminate manual steps & inaccuracies

- Per-country customs' data available
- Forms are filled out online
- Defaults are saved for future use

		USPS TRACKING # 		\$0.00 * SAMPLE * Mailed from ZIP 94306 1 lb Priority Mail Rate Zone 8 Commercial Base Price		US POSTAGE 	
PRIORITY MAIL MILITARY™ ENDICIA 385 SHERMAN AVE PALO ALTO, CA 94306-1864 (650) 321-2640		License Number: 123456 Certificate Number: 987654 Invoice Number: A1234 Importer's Phone/Fax/Email: 123-456-7890, g.joe@army.mil		9405 5102 0079 3794 4579 19 Customs Declaration and Dispatch Note CP72 IMPORTANT: This item/parcel may be opened officially.		**VOID - DO NOT MAIL** endicia.com 071V00722664	
GI JOE APO CMR 420 BOX 485 APO AE 09063-0005		Comments: Support our troops!		If non-deliverable: Return to sender			
Detailed Description of Contents:		Qty.	Weight lb. oz.	Value US\$	HS Tariff # Number	Country of Origin	Insured Amount (US \$):
PASTRY/CAKE/SWEET BAKED PRODUCTS, PUDDINGS, FROZE		1	0	\$0.00	190590		SDR Value
Contents: Gift		Total	1 0	\$0.00			Mailing Office Date Stamp 
Sender's Customs Reference:		Importer's Customs Reference:		AES/ITN/Exemption:			
I certify that the particulars given in this customs declaration are correct. This item does not contain any undeclared dangerous articles, or articles prohibited by legislation or by postal or customs regulations. I have met all applicable export filing requirements under the federal law and regulations.							
Sender's signature: Joe Shipper				Date: 09/30/2013			

PS Form 2976-A

8.5"x11" sheet

1 - Customs Declaration

				\$0.00 * SAMPLE * Mailed from ZIP 94306 1 lb Priority Mail Rate Zone 8 Commercial Base Price		US POSTAGE 	
USPS TRACKING # 		9405 5102 0088 3865 1930 58		endicia.com 071V00722664			
PRIORITY MAIL MILITARY™ ENDICIA 385 SHERMAN AVE PALO ALTO, CA 94306-1864 (650) 321-2640		Customs Declaration CN22 Important: This item/parcel may be opened officially. AES/ITN/Exemption		Contents: Merchandise			
CAPTAIN AMERICA CMR 480 BOX 835 APO AE 09128-0009		I certify the particulars given in this customs declaration are correct. This item does not contain any dangerous article, or articles prohibited by legislation or by postal or customs regulations. I have met all applicable export filing requirements under the federal law and regulations.		Sender's signature: Endicia		Date: 8/22/2013	
Detailed Description of Contents		Qty	Weight Lb. oz.	Value US\$	HS Tariff # Number	Country of Origin	Mailing Office Date Stamp
T-Shirt		1	0	\$10.00		US	
Total:		1	0	\$10.00			PS Form 2976

6"x4" thermal label

Cut trips to the Post Office

USPS will pick up if you have forms that include electronic signature and round date stamp

APIs: Integrate & Customize



Our APIs allow partners and customers to integrate Endicia capabilities into existing systems including online, multi-site and multi-carrier environments.

Web Services Include:

- Request a shipping label
- Buy postage
- Change a pass phrase
- Calculate postage & fees
- Account status
- Request a refund
- Account signup
- Package status
- Request transaction lists
- SCAN form
- Carrier pickup request
- Address validation

Mailing Capabilities

- Buy and print postage from your desktop
- Save on USPS postage rates & services
- Be accurate: address verification
- Build brands: mailpiece customization
- Manage spending: postage reports
- Purchase consumables: label sheets & rolls

Custom postage



Windows,
Mac &
online

The screenshot shows the Endicia postage calculator interface. It has tabs for 'Stamps' and 'Shipping Labels'. The 'Stamps' tab is active. The interface is divided into three main sections: 1. 'Select stamps type' with a dropdown for 'Endicia printable postage sheet' and a note about 'Dymo stamps roll'. 2. 'Determine postage value' with a 'Mail piece' dropdown set to 'Large envelope' and a 'Weight' section with 'Scale' and 'Weight' inputs. Below this is a 'Postage value' table with options: 'First class domestic' (\$0.45), 'First class international (Mexico & Canada)' (\$0.9), 'First class international (Other countries)' (\$1.9), and 'Make your own' (0.01). To the right of the table is a grid of postage values. 3. 'Review order and print' with a table showing 'Set', 'Type', 'Number of stamps', and 'Cost'.

Supplies



We Are Endicia

Innovative

- Products and services developed from consumer and market insights
- Business models that reflect and anticipate market interests

Dependable

- Easy to do business with: industry-highest customer satisfaction and loyalty
- Systems available 24x7, when you need them

Responsive

- Strong teams to help you thrive: Field & Inside Sales, Account Managers, Field Engineers, Tech Support
- High-performing services that scale: print a single label or a hundred thousand

Leaders

- Enabling 67% of the annual PC Postage market
- First to market with new features and services
- Trusted partner of the US Postal Service®

Contact Us

Website	Phone	Social	Blog
endicia.com	Sales: 800-576-3279 x140	facebook.com/ endicia	online-shipping- blog.endicia.com
endicia.com/ support/live-chat	Support: 800-576-3279	twitter.com/ endicia	
endicia.com/ support/faqs		linkedin.com/ company/endicia	

thanks!