



**FOR MAILING TECHNOLOGY CUSTOMERS,  
THE SOLUTION IS SIMPLE**

Scot Stern, CEO, Neopost

For most businesses, the mailing of letters and parcels is an integral part of day-to-day activities. Invoices and payments must be sent and received. Important packages must not only be delivered accurately, but must meet both carrier requirements and postal regulations. For many businesses, keeping the mail flowing and productivity high comes down to utilizing today's most advanced mailing technology, products and services – solutions that may be technologically complex, but are remarkably simple to use and make peoples' jobs a lot easier.

This simplicity is important, because the mailing industry by its very nature is complex, full of ever-changing yet stringent regulations, standards and rules. The simple act of sending mail has transformed into a confusing and time-consuming process. It is the charge of companies like Neopost to reverse this situation, and return us all to a simpler time when the mailing of a letter or parcel did not require an advanced degree.

At Neopost, we have conducted extensive research in order to determine what our customers need, desire and/or expect from today's mailing providers. The results have not varied; most customers are looking for the same basic ingredients:

- Products that are easy to use
- Pricing that is easy to understand
- Customer service that is easy to reach
- Technical support that is easy to work with

In short, customers are looking for a company with whom doing business is simple, and a company that offers products that simplify business.

Neopost has always been customer-centric, and our product innovations have been driven by our knowledge of customer needs and problems. We have been at the forefront of many of the technological advancements that have changed the mailing industry over the last 70 years. From the first electronic postage meter to the first folder/inserters with automated setting adjustments, Neopost's innovations have been geared around simplifying and streamlining mailing processes.

Our innovations have not slowed down in recent years – far from it. In fact, today, for the first time in the US Market, Neopost offers customers a complete line of easy-to-use digital inkjet mailing machines.

All of these systems are fully compliant with the specifications of the USPS' Information Based Indicia Program (IBIP). The newest addition to this family is the IJ Dynamic Scale. Featuring an automatic self-aligning feeding system, the scale can quickly determine the weight of an envelope and calculate the postage while the mail piece is in motion at speeds up to 130 letters per minute. The IJ Dynamic Scale is an external modular unit that can be integrated into existing machines as well as newly purchased systems.

The IJ Dynamic Scale is one of many products offered by Neopost that are modular in design, allowing for the cost-effective addition of capabilities as new needs arise. Where our competitors' offerings are largely limited to complete systems, we offer a wide range of component-based equipment.

The technological advances in mail equipment that Neopost has made have allowed us to deliver innovative products that simplify the processing of mail throughout the organization. However, our commitment to the customer does not end with our products.

Neopost provides easy-to-understand pricing, unlike other companies that rely on various "promotional" prices which can result in confusion and hidden costs.

On the sales side of the business, we have launched Neopost University, as a means to fully train our sales people on our products, services and most importantly, the mail-related issues that our customers face every day. We are already witnessing strong gains, up to 30%, in sales performance for our recent graduates from this program.

We have also have launched several new initiatives aimed at improving all interactions with our customers, with the ultimate goal of providing them with the highest level of customer service. For example, our NeoStar Program recognizes employees that deliver outstanding service to our customers based on actual customer nominations. These employees receive company-wide recognition, a paid day off and additional special gifts.

We understand that customers need technical support that is easy to access and with fast results. That is why we have created a comprehensive package of reliable services designed to quickly address equipment questions. Neopost's services are designed to fit customers' various needs and requirements.

At Neopost, our directive is clear. Our goal is not to produce technology for the sake of producing new technology. We do not strive to build the proverbial "better mousetrap."

On the contrary, we recognize that our future success, at a time when the electronic alternatives are so intuitive and pervasive, is reliant on our ability to bring ever-increasing convenience, integration and simplicity to our products and services. We offer new, modular-based functionality that addresses very specific needs. We offer easy-to-use equipment that simplifies the mailing process. And most importantly, we listen to our customers. It's in following that pursuit that the best ideas are born.

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