



MAKING WAVES

AUGUST 13TH, 2024

Dennis P. LeStrange, President and CEO

*Helping you get business done in
postal and parcel automation*

BlueCrest. A History of Expansion

Delivering a full spectrum of postal and parcel solutions.



ACQUIRED 2018

DMT – the global leader in enterprise print, mail and customer communications solutions.



ACQUIRED 2020

Postal and presort software solutions that deliver low postage, reduced return mail, and increased efficiency.



ACQUIRED 2021

The industry's leading provider of automation for postal, parcel and eCommerce fulfillment.



ACQUIRED 2022

Innovative mailing and shipping solutions that reduce manual labor, improve mailing accuracy, and maximize postage discounts.

FIVE EPIC YEARS

BlueCrest founded

- Acquired by Platinum Equity
- Restructured
- Leadership team assembled

2018 2019

Growth through disruption

- Navigated Covid-19
- Direct Mail Dealer Channels
- VBM Equipment all-time high
- Acquired BCC Software
- Introduced Infinity 2.0 meter

2019 2020

Innovating Culture and Tech

- Card attaching launch
- Launched I-CARE Culture
- Acquired Fluence Automation and Windowbook
- Branding refresh

2021 2022

Emerging Markets

- Rapid growth of eCommerce business
- New corporate web site
- Launch of OttoMate Cobot
- Launch of BlueCrest Strata

2022 2023

Grow and Innovate

- Market share expansion in postal automation
- Add equipment technology
- Expand software offering
- Grow parcel sortation business

2024+

1700+
EMPLOYEES



~6500
INSTALLED BASE

~1000+
SERVICE PERSONNEL



20+ YEARS
AVERAGE CUSTOMER
RELATIONSHIP

EQUIPMENT

SOFTWARE

SERVICES

MAIL PRODUCTION

Offering the world's most comprehensive set of solutions for production print and mail operations in both the transactional and direct mail environments.



PARCEL AUTOMATION

Industry-leading automated package sorting technology featuring barcode reading software and innovative high-speed liner-less labeling technology.



BLUECREST

From Data Through Delivery

POSTAL OPTIMIZATION

Hardware and software solutions to optimize the mailing and presort process. Designed to help print and mail production facilities lower postage costs and increase service standards.



VOTE-BY-MAIL

Secure, automated, end-to-end vote-by-mail processing solutions backed by a Professional Service team to provide critical on-site support during peak election times.

GRAPHICS

Leading provider of finishing equipment for the offset and digital graphic arts industries.

USPS – A CORNERSTONE OF AMERICAN SOCIETY



The **United States Postal Service** stands as a cornerstone of American society, providing an essential service that transcends mere delivery of mail and packages.

As a lifeline for **communication**, **commerce**, and **connection**, the USPS plays an irreplaceable role in the daily lives of millions of Americans.

From delivering **critical medications** to rural areas, facilitating **eCommerce** transactions for small businesses, to ensuring **correspondence** between loved ones, the USPS fosters a sense of unity and belonging in our vast and diverse nation.

Beyond its logistical function, the USPS upholds the **democratic values** of accessibility and **inclusivity** by providing affordable and reliable mail services to every corner of the country, regardless of geographical location or socioeconomic status.

DELIVERING FOR AMERICA

Designed to achieve financial stability and service excellence by making a series of capital investments



UNIVERSAL SERVICE OBLIGATION REQUIREMENT

- Creates an unsustainable business model
- Inadequate ratepayer funding
- Result is mailers fund the entire system

FINANCIAL CONSTRAINTS

- Costs are outrunning revenue
- \$87B in losses since 2005
- \$160B projected 10-yr loss
- Limited capital for investment, vehicles

CORE BUSINESS DECLINE

- Restrictions in traditional mail
- Shipper insourcing

OPERATIONS

- Fewer letters & flats, underutilized equipment
- Facilities not designed for package processing

The numbers speak for themselves...

The infographic is divided into six colored rectangular sections, each containing a statistic and an image. The top row has three sections: a blue section on the left, a dark blue section in the middle, and a dark blue section on the right. The bottom row has three sections: a white section on the left, a white section in the middle, and an orange section on the right. The images show industrial mail sorting equipment and a person using a tablet displaying a software interface.

Statistic	Image Description
5,000+ mail inserters installed globally	Close-up of a mail inserter machine.
60 BILLION+ names and addresses processed annually with our software	Four mail sorting machines in a row.
24 BILLION+ printer impressions in 2022	Hands holding a tablet displaying a software dashboard.
1,400+ sorters installed globally	Hands holding a tablet displaying a software dashboard.
15 BILLION+ processed mail piece data points by BlueCrest Clarity SaaS Platform	Hands holding a tablet displaying a software dashboard.

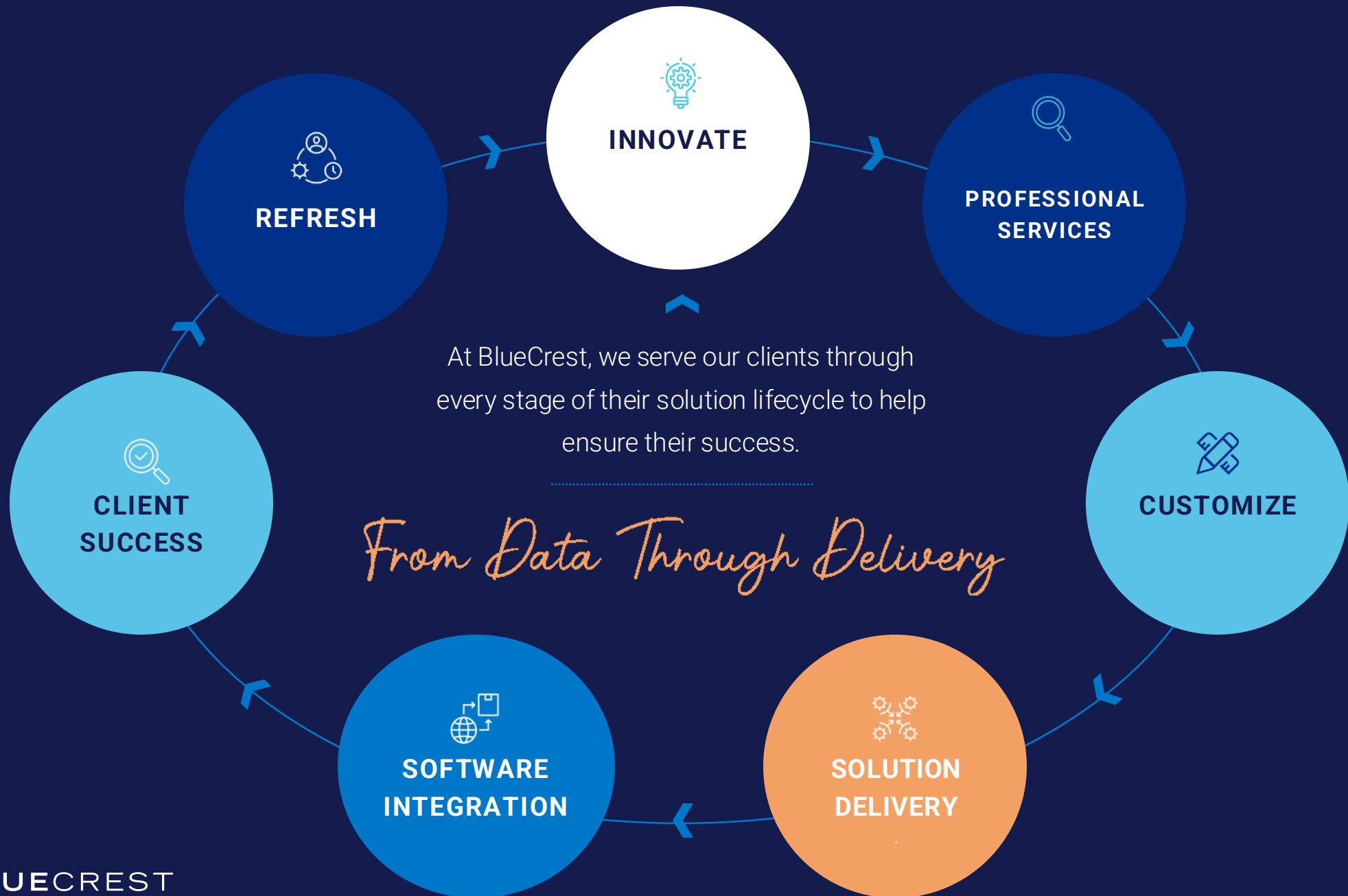
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printer impressions in 2022

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15 BILLION+
processed mail piece data points by BlueCrest Clarity SaaS Platform



HOW WE DELIVER

Innovating the way forward

We develop automated functions in the work cell that optimize costs, reduce headcount for mailers, and address labor challenges.

We modernize products by migrating to cloud-based platforms that provide a more secure environment.

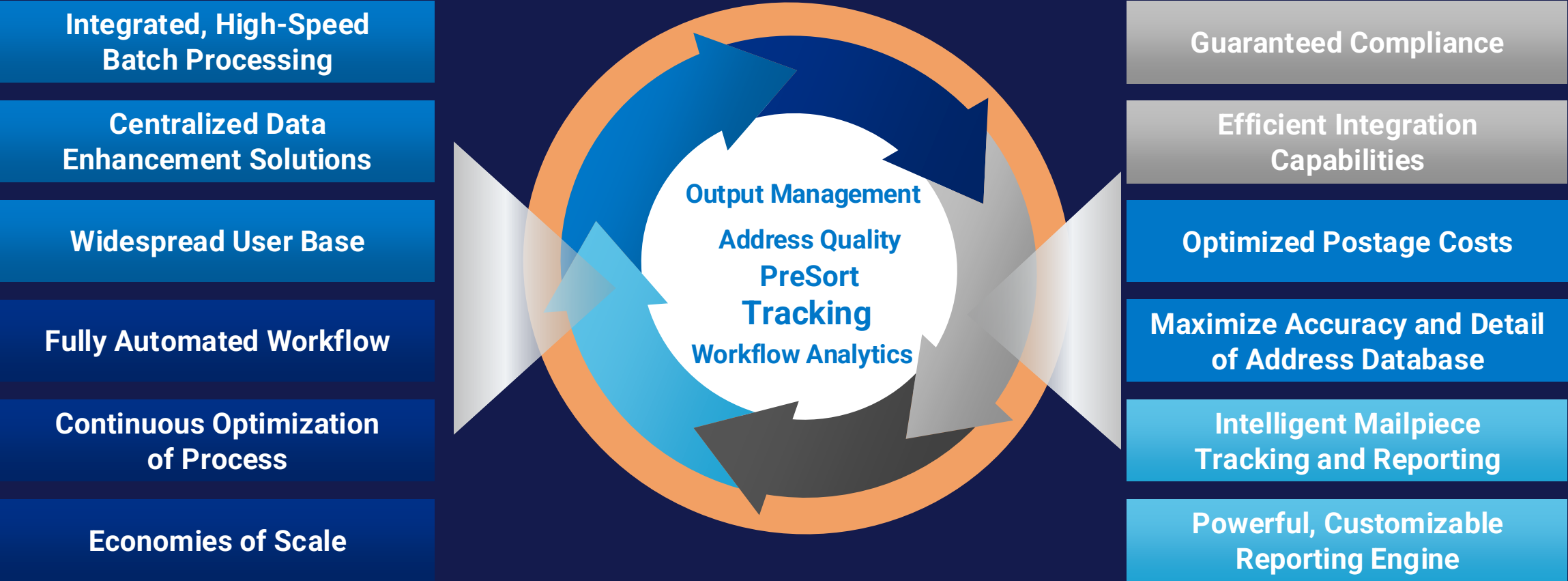
We re-prioritized our parcel product offering to drive a new parcel strategy that builds on proven e-commerce fulfillment solutions.

We expanded our solutions in the presort market through acquisitions and product innovations.



**LISTENING AND
UNDERSTANDING IS OUR
APPROACH**

CONTINUED INNOVATIONS IN POSTAL SOFTWARE



THE BLUECREST-BCC SOFTWARE/USPS RELATIONSHIP ...

- 70% of all USPS mail goes through one of BlueCrest/BCC Software solutions.
- We support PMG DeJoy and the Delivering for America Plan (DFA).
- Don't underestimate the expanse and difficulty of the DFA transformation.
- Innovation is the way to capitalize on this opportunity
 - BlueCrest and BCC Software are working closely together
 - BlueCrest and BCC Software are committed to the cloud through the Strata platform
- BlueCrest and BCC are committed to the mailing space and see continued opportunity

THANK YOU





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