

The background of the cover is a collage of industrial machinery, specifically printing presses. The images are arranged in a series of overlapping, diagonal rectangular panels. The machinery includes rollers, gears, and various adjustment knobs. The colors of the machinery range from metallic greys and blacks to vibrant blues, greens, and oranges, suggesting different parts or stages of the printing process.

2018 **IMPACT REPORT**

Powering Purpose, Partnership and Performance

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LETTER FROM THE PRESIDENT

“2019 will see the formation of new employee engagement opportunities, training workshops and community outreach efforts.”



It was a powerhouse ending to 2018 and a very productive year, as we worked through a number of stretch goals that we had set in the early days of 2018.

Thanks to our collective efforts, we have some exciting revenue-generating opportunities in the pipeline; new equipment that has increased our capacity and more efficient workflows that have scaled our production schedules. A few months in and 2019 is proving to be no different. This year marks our 35-year anniversary and today we stand stronger as we work aggressively to expand into the vertical markets that we excel in while growing a more robust portfolio of fully integrated services.

Every year, we demonstrate significant growth and profitability to our bottom line and as a result we receive a number of accolades. In 2018, we were recognized as a “Business of the Year” finalist by the *South Florida Business Journal* for the second consecutive year; we rose from 85 to 69 on *Printing Impressions’* Top 400 list; and we were featured as a newcomer to the 2019 *South Florida Business Journal* “Power Leaders” list - to name a few. All of this has laid the foundation for new growth and for one of our biggest investments yet – our move to Weston that will grow our corporate footprint to more than 225,000 square feet – an additional 100,000 square feet. Our state-of-the-art facility is in a premier location with

industry-leading amenities that ensure data security and redundancy via a robust Business Continuity + Disaster Recovery Plan like never before.

This is an exciting time for us as a company and a critical time to start setting the stage for the events that will lead up to the move. There is also exciting news on the People front, as we work hard to celebrate our associates for being on the frontlines of our business each and every day. 2019 will see the formation of new employee engagement opportunities, training workshops and community outreach efforts. Each of these is part of a series of initiatives that were identified at our annual off-site executive retreat as an opportunity to invest in our teams both professionally and personally.

The momentum is strong, and we are working hard to ensure that this is a place where our associates enjoy coming to work; giving back to the communities in which we work and live and building a brand that empowers our clients. We have a steady timeline with solid goals ahead and through our commitment to continuous improvement, we look forward to sharing our future achievements with you.

Sincerely,

Ismael Diaz
President, Postal Center International

OUR LEADERSHIP

POSITIONING OURSELVES FOR NEW GROWTH

As a company, we are driven to excel and deliver high-caliber services, teams and performance across the organization. Postal Center International (PCI) seamlessly powers and connects enterprise clients to premier solutions with a single point of contact and accountability across our family of brands. As the power behind the powerhouse, we serve as a full-service print, mail and marketing partner, acting as an avenue to a full suite of services that delivers success across consumer segments and industry verticals.

We combine the expertise of each of our companies with the scale required to drive our clients' business forward, creating leading strategies and powerful ideas that keep their brands efficient and relevant. Together, our family of brands is purpose-driven, performance-focused and principles-led and our collective work is punctuated by continuous disruption, rapid technological innovations and a relentless focus on our clients – always.

Ismael Diaz
President

Stephen M. Gussman
Executive Vice President

Dennis R. Garcia
Chief Financial Officer

Chris Diaz
Vice President, Operations

Brian McGrath
Chief Information Officer

Henry Herrera
Executive Director, Operations

Laina M. Kawass
Executive Director, Sales + Marketing

Ana C. Cifuentes
Executive Assistant



From L to R: A Powerhouse Team - Ana C. Cifuentes, Brian McGrath, Chris Diaz, Stephen M. Gussman, Ismael Diaz, Dennis R. Garcia, Henry Herrera and Laina M. Kawass

MAKING OUR MARK

We continue to receive recognition from our industry, communities and clients and as much as we love them, we love more what they say about us. Each of the accolades we receive validates that we are listening and engaging on what matters most to our stakeholders. They show growth, innovation and collaboration as we aspire to be the best partners in our workplace, marketplace and communities in which we work and live.

Community

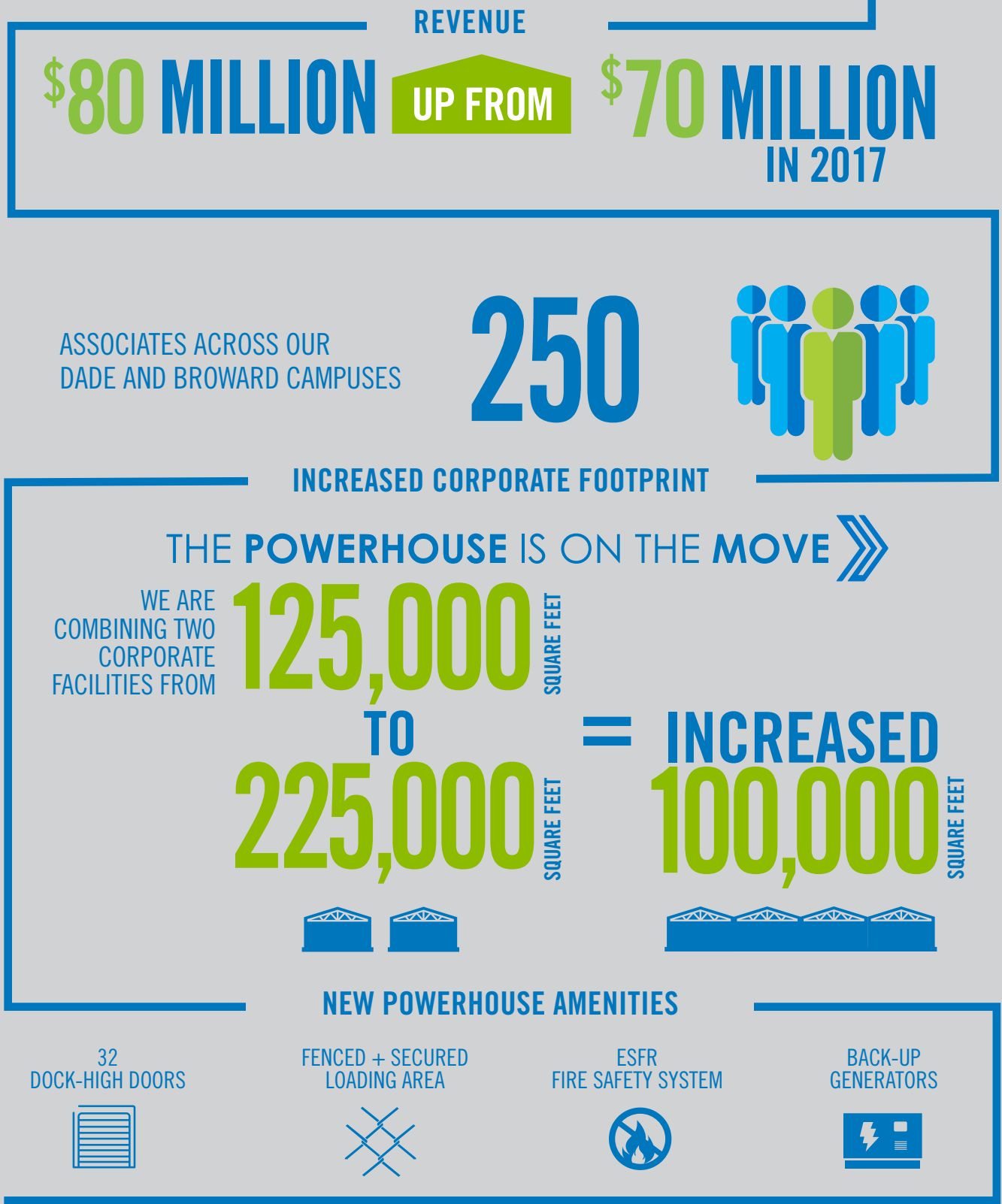
- President Ismael Diaz named Top 250 Power Leaders in South Florida by the *South Florida Business Journal*
- Named “Business of the Year” finalist by the *South Florida Business Journal* - two years in a row
- Named #1 “Top Commercial Printer” by the *South Florida Business Journal*
- Named #8 “Top Fastest Growing Company” by the *South Florida Business Journal*
- Named #55 for the “Top 100 Private Companies” by the *South Florida Business Journal*
- Past recipient of the Coral Gables Chamber “Hearts on Fire” Diamond Award

Industry

- Ranked #69, up from 85, on the *Printing Impressions* Top 400 list, honoring leading printing companies in the U.S. and Canada
- Continually receive numerous creative design and print awards from the Printing Association of Florida (PAF)
- Past award recipient of the AGDA “Award of Distinction” for both creative design and print from the American Graphic Design and Advertising Association



KEY FACTS OUR FAMILY OF BRANDS AT A GLANCE



OUR CERTIFICATIONS

Our commitment to regulatory compliance enhances our revenue, reputation and relationships across the marketplace. It underscores our ability to enrich client engagement, navigate risk and optimize efficiency while generating revenue growth. Our certifications include:

- Certified Minority Business Enterprise registered at the local, state and national levels
- SOC 2, Type II certified with security practices, policies and procedures to protect confidentiality of data
- HITRUST CSF® to manage risk, improve security posture and meet compliance requirements
- HIPAA compliant with safeguards throughout the workflow processes
- Triple Certified Sustainable Printer, backed by globally recognized authorities: Forest Stewardship Council (FSC), Sustainable Forestry Initiative (SFI) and Programme for the Endorsement of Forest Certification (PEFC)
- G7 certified for achieving visual similarity across all print processes
- USPS certified with an In-house Detached Mail Unit (DMU) and local clerk to inspect mail daily and ensure that it meets all USPS presort mailing requirements
- FDR Compliance Standards for providing oversight of our systems, practices and procedures; ensuring root cause analysis is conducted for any deficiencies; and implementing corrective actions to prevent recurrence of non-compliance



BUSINESS UNIT OVERVIEW

Our focus on purpose, partnership and performance is strengthened by a multi-year growth strategy that we are aggressively working to achieve, and exceed. Over the past three years, we have transformed our business from a state-of-the-art transactional printer to a full-service marketing communications company that delivers strong performance year over year. How we operate and approach leadership and teamwork throughout our organizations is rooted in our founders' entrepreneurial spirit of partnership, collaboration, integrity and respect. We continue to ask questions and challenge ourselves for the lead while remaining laser focused on new growth, increased client services, enhanced equipment and software, deeper regulatory compliance and far-reaching community partnerships to meet our goals.

We have built a local presence, a strong brand and deep client relationships within

the South Florida market, partnering with many of the leading global brands based right here. Acquisitions are also critical to growing our business as we continue to look at new and innovative ways to meet our clients' growing needs. As we develop our plans, we look toward like-minded companies that have a distinctive position within a compelling segment that can vertically integrate with our existing business. A robust book of business and strong prospect for growth are also critical components that factor into our decision.

PRESSING FORWARD

We have a legacy of operating vigor, lean manufacturing processes, on-time delivery, print on demand customization and paperless strategies. As such we continue to invest in the equipment and tools that will allow us to increase capacity and improve productivity while delivering deeper competitive advantages. To strengthen our Transaction Print business, the Heidelberg CX 102 has

We added the Screen Truepress Jet520NX to our arsenal of equipment to deliver on our value mission of providing the highest quality product at the lowest rates.



been added to our arsenal of print equipment to deliver exceptional results on an extensive range of substrates. The press offers the highest quality on a commercially-printed sheet, which can only be accomplished through a new state-of-the-art plate setter that accommodates the highest quality plate-making needs. The press allows us to now combine sustainability with outstanding quality, offering our clients a wide range of surface finishing options with decreasing dry times, which means enhanced and unmatched turnaround times.

The Screen Truepress Jet520NX was also added to deliver on our value proposition of providing the highest quality product at the lowest possible price. Touted as the next generation full-color inkjet printing, the press is changing the look and feel of our clients' monthly statements, invoices, policies and other documents, allowing for more flexibility and expandability than any other high-speed, full-color variable inkjet system currently on the market. The press supports magnetic ink for MICR and UV visible ink. It secures authenticity of physical printing and adds special attributes without the need for any extra processes. This, in line with the new Criterion and Apex sorters that were also purchased, provide a complete, end-to-end solution for our clients.

The two new sorters meet the high-speed mail processing needs of clients with two-tier bins that are ideal for processing a wide range of mail types from postcards to flats, as well as a variety of processes from simple barcode sorting to complex database lookups and image processing. These, along with our complete line of sorters, can now process more than three million pieces of mail each day.

FUELING THE BUSINESS FOR ENHANCED GROWTH

In addition to equipment upgrades, we have placed a heightened focus on our Fulfillment division, which provides seamless integration post production. The business unit has been re-tooled to better accommodate the needs of our business and those of our clients, providing our clients with complete visibility to their inventory via 24/7, SOC2, Type II and HITRUST CSF® secure access for best-in-class fulfillment and distribution needs. The operation was reorganized to improve scalability, quality, cost and redundancy, as well as to support a faster, more effective order fulfillment process. New technologies are also being leveraged for enhanced integration and streamlined execution, as well as to introduce barcoding to improve performance and productivity. These efforts will deliver on speed, quality, integrity and enhanced visibility of our clients' inventory like never before. The optimized approach will better support:

- Unlimited number of SKUs
- Varied inventory requiring secure, humidity controlled and ambient temperature storage capacity
- Seasonal shifts in volume accommodated by a seasoned team of in-house fulfillment specialists
- Enhanced, user-intuitive client experience via an online portal that expedites order processing

EMPOWERING OUR POWERHOUSE BRAND

OUR COMMITMENT TO OUR TEAM

We pride ourselves on being more than a place to work. We work hard to create an environment where our associates feel empowered to be brand champions, client ambassadors and community-minded individuals. We place a high importance on listening, learning and engaging to ensure that every associate is proud of who we are and how we serve our clients.

Our associates are the cornerstone of our business and we are building a diverse team that embodies integrity respect and collaboration. We volunteer for organizations that matter and make a difference in the community and we encourage personal growth and create opportunities for professional development.

To fully support and engage our associates, we have built our organization around our Mission, Vision and Values. They are woven into our business plan; they are reinforced in our training and development programs, and they drive everything we do. In 2018, we launched the company's first-ever intranet site dedicated to our associates and the information they need to stay informed and do their work. Easy log-in, fast loading and streamlined communications, calendars and collaboration at their fingertips make it a one-stop shop for news, messages from our leadership team and applications they need.

Underpinning our commitment to excellence are initiatives designed to support the development of our associates' skills and capabilities. Throughout the year, we hosted a series of workshops to provide them with the latest industry news, trends and substrates to help them develop new skills and incorporate new information in their everyday jobs as they partner with our clients as print, mail and marketing consultants.

Bi-annual Associate + Client Surveys have continued to help us keep a finger on the pulse of what is happening and how we can better serve these key stakeholder groups. The insights gathered help shape who we are as a company and how we must move forward to actively listen, learn and engage. And as we shift to a more performance-based culture, we have formalized an annual review process that assesses performance and provides feedback to make us stronger, more productive colleagues, client partners and company.

Recognizing our associates for their successes and achievements is key to our culture. We are committed to showcasing and sharing their achievements through various recognition programs including the Get On Board program and the annual Founder's Award and other on-the-spot recognition opportunities to recognize excellence at various levels throughout the organization.



FUELING OUR eco-POWERHOUSE

OUR COMMITMENT TO SUSTAINABILITY

The heightened debate regarding the role of business in sustainability has highlighted many of the challenges and expectations among all businesses. In our industry, our most notable challenges are in the areas of energy, waste, water consumption and emissions and we are committed to taking steps that will minimize our environmental impact without compromising our operational standards.

Our environmental management policies are guided by a disciplined and systematic approach to ensure adherence, accuracy and accountability. To ensure compliance, we continuously train and audit our teams. We also continue to take the necessary steps to reduce waste, conserve energy and streamline the transportation of materials. We also promote environmentally friendly practices among our clients, conducting print and mail audits to help minimize their footprint and their eco-imprint. Recycling is a part of our daily business – from inks and toner cartridges to scrap metals and cardboard to shrink-wrap and printing plates. Reusing and recycling materials has reduced waste, and just as important, it has reduced the environmental effects of our business.

OUR COMMITMENT TO ENVIRONMENTAL STEWARDSHIP

As an organization, we are deeply committed to and appreciate that the better job we do at being environmentally responsible today, the better our business will be in the future. As one of the first printing companies in South Florida to become a Triple Certified sustainable printer, we continue to take steps that will minimize our environmental impact in the areas of print, mail and marketing.

Our teams are continually working through ways to make changes that will be positive on the environment without compromising operational standards. From equipment and paper selection, to inks and cleaning solvents and our company-wide recycling program, our associates are engaged in helping us be an environmentally conscious organization that makes the right decision for our clients and our communities. Beyond this, we serve as consultants to our clients, conducting print and paper audits that help minimize their environmental impact and their print, mail and marketing spend.





“As our family of brands continues to grow, so does our community footprint. Our focus is rooted in our entrepreneurial spirit and those local programs and organizations that are near and dear to our hearts and those of our respective families.”

POWERING OUR COMMUNITIES

OUR COMMITMENT TO CORPORATE CITIZENSHIP

Our passion for people goes beyond supporting our associates. Through our community outreach programs, we focus on supporting initiatives and organizations that share our vision of creating a positive impact in the communities in which we work and live.

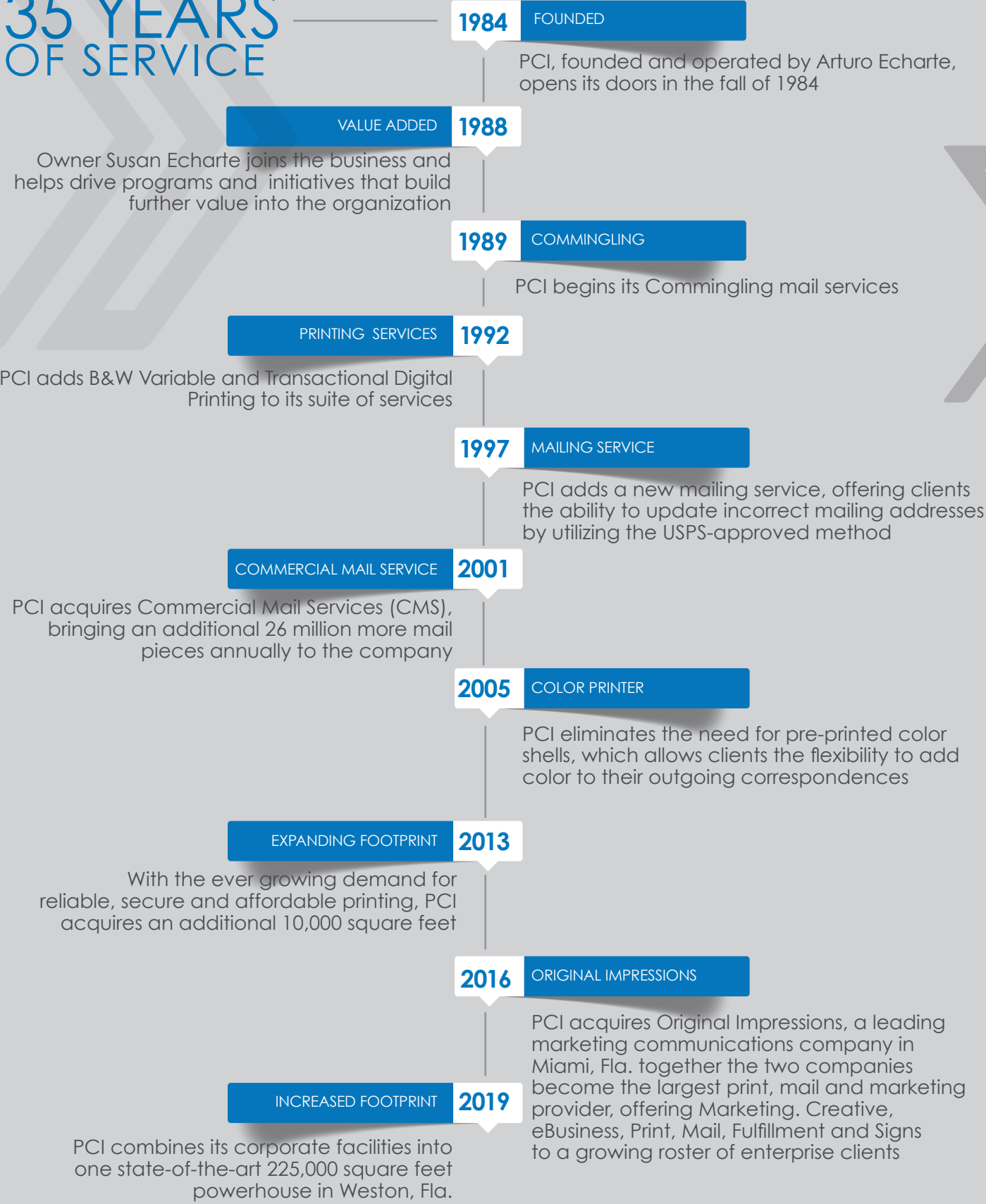
We closed out the summer with our Annual Backpack Drive, benefiting Second Chance Youth Outreach. The program supports the inner-city youth of today with the programs and resources they need for a second chance for their families. Backpacks and school supplies, along with a personal note are awarded each year to participating students from K-12.

Our holiday toy drive also benefited a Second Chance Youth Outreach. Branded ornaments were designed and printed to go along with our 2018 holiday theme “Bring It On,” and filled our tree with joy. Each ornament represented a child in our community, and for every ornament an associate took, they provided a new unwrapped gift. As a result of our efforts, 110 children were awarded with gifts this past holiday season.

Additionally, throughout the month of December, we gave back to the Chapman Partnership for the Homeless, an organization that helps provide a comprehensive support program while securing stable housing for Miami’s homeless community. Together, we collected a variety of traditional holiday canned foods and unopened toiletries for families.



PIONEERING 35 YEARS OF SERVICE



2019 marks 35 years of service to our clients, to each other and to our communities. From humble beginnings, a single batch of mail and a simple client-focused philosophy, we transformed a sense of purpose, partnership and performance into the leading single-source provider of print, mail + marketing solutions for our clients. And while we are proud of the financial success that we have accomplished with multi-year record performance, we are also proud of our corporate culture that allows us to make a difference in the workplace, marketplace and community at large.

We stand excited, and united, to power through the next 35 years.



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IMPRESSIONS®

A POSTAL CENTER INTERNATIONAL COMPANY

Postal Center International

3406 SW 26 Terrace, Fort Lauderdale, FL 33312
P 954.321.5644 | F 954.797.8697 | T 800.430.7241
surfpci.com

Original Impressions

12900 SW 89 Court, Miami, FL 33176
P 305.233.1322 | F 305.251.1190 | T 888.853.8644
originalimpressions.com

Follow The Leader: #PowerhouseOfSolutions |    

Postal Center International's (PCI) family of brands is proud to support industry-leading sustainability efforts and help you select the paper that's right for your organization. Here we used:

Cover

Mako Silk Cover 100lb | FSC® certified
4 Color Process + Soft Touch Aqueous + Spot UV

Inside

Mako Silk Text 80lb | FSC® certified
4 Color Process + Dull Aqueous + Spot Gloss Varnish



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