

THE GLOBAL MOBILITY OPPORTUNITY

April 2019



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WHAT IS MOBILITY?

MOBILITY:

- Buy Back or Trade
- Repair
- Refurbishment
- Certified Pre-Owned (CPO) sales

SMARTPHONE REMARKETING REASONS

- Trade deals offered by major carriers
- Consumer takeback and recycling programs
- Increased phone insurance
- Demand in developing countries
- Growing efforts by the EPA (Environmental Protection Agency) to reduce electronic waste



TRENDING STATS

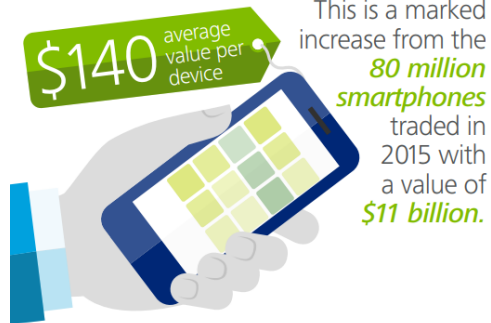
- Experts expect the used device market to continue growing. According to **Persistence Marketing Research**, global revenue in this sector is on the path to reach 38.9 billion dollars in 2025, up from 19.7 billion in 2017.
- Deloitte predicts that at least 10% of smartphones purchased in 2016 will still be in use in 2020, by second or third owners. The research also indicates half will be traded in for upgrades and the other half sold privately.

SMART PHONE DATA POINTS

Used smartphones:
the \$17 billion market you may never have heard of

Deloitte Global predicts that in 2016 consumers will sell outright or trade-in approximately

120 million
used smartphones generating *more than*
\$17 billion



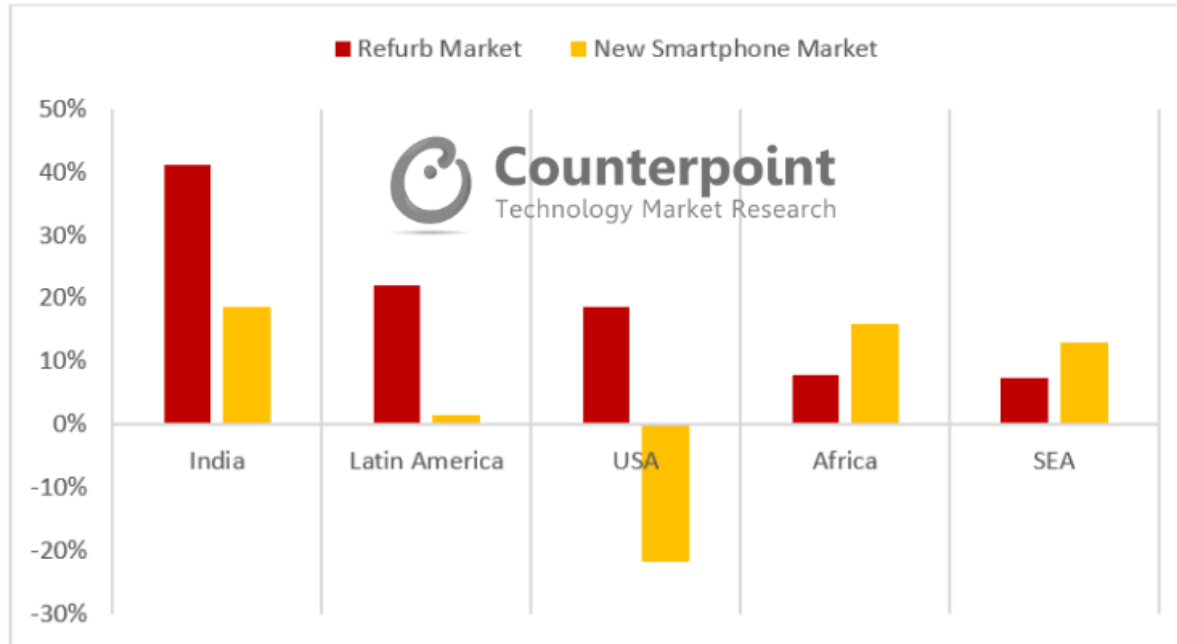
We predict that used smartphones will represent about *seven percent of the total smartphone sales by units in 2016*. Up from five percent in 2015.

Why would you sell a smartphone?



(Deloitte Israel, 2019)

SMART PHONE DATA POINTS



BUY BACK

Device sourcing from:

- Enterprise clients
- Auction sites
- Consumers
- Wholesale Mobility sellers
- Carriers
- Insurance companies

REPAIRS



How it's done:

- Diagnostics determine internal problems such as software, viruses, battery cycle counts, proximity sensor performance, camera performance, etc.
- Data wiping ensures protection of the former owners personal information
- Refurbishment: in some cases, phones can be refurbished to like-new condition for resale

REFURBISHMENT



How it's done:

- Insurance companies need CPO devices for customers when the device is beyond repair, lost or stolen
- Carriers offer CPO in stores as an alternative for consumers
- SMB customers look at CPO alternatives to the high cost lease-to-own monthly carrier plans
- Enterprise and government clients are considering CPO options

GLOBAL DEMAND



- Due to high cost, carriers in many parts of the world have limited availability to new devices
- Customers typically prefer the newest, state-of-the-art phones, but economics make it prohibitive to sell them on a brand new basis
- Most parts of the world don't have Apple or Samsung stores
- In African countries, the Middle East, Southeast Asia, and other places, Blackberry devices are sought out and customers will stand in line to buy them

GLOBAL DEMAND



Questions?