

Going Big or Staying Local?

Pursuing International Growth While Effectively
Serving Your Local Client Base

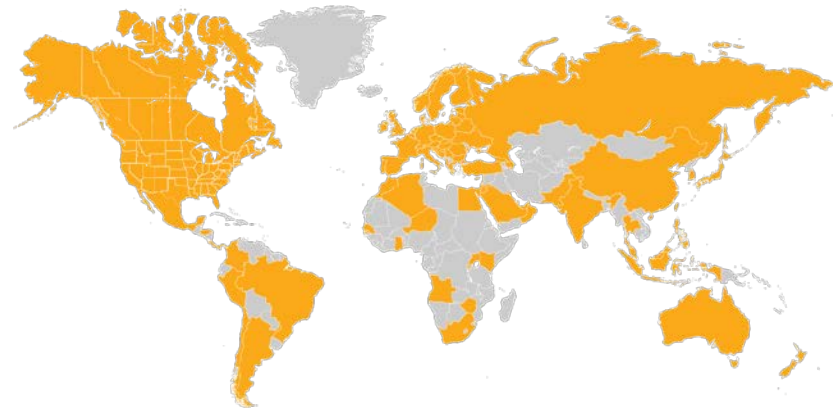
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Discussion topics

- Starting with a local/regional presence
- Expanding to a nationwide footprint
- The opportunity for international growth
- Building a partner network versus staying in-house
- Key considerations when choosing an international partner or partners
- Case study: How Dynamic entered the international market



Starting out local/regional

- Start small and grow as opportunities present themselves
- Potential customer base
 - School districts
 - Hospitals
 - Regional businesses
 - Governmental agencies
- Range and capabilities limited, but you have a local advantage to an extent



Expanding to a nationwide footprint

- Expand footprint through more locations, extended shipping or partners
- Extended shipping is easiest, but can become cost prohibitive
- Using partners for onsite data destruction and white glove services can make sense sooner





THE OPPORTUNITY FOR INTERNATIONAL GROWTH

Today's largest international growth opportunities



- Multinational corporations
- Original equipment manufacturers (OEMs) to an extent

Three options for international growth



Stay regional or nationwide



Go international – build out your physical locations



Go international – partner network

Building an international partner network



Two key questions come to mind ...

1. Do you build your own or partner with someone who has?
2. What are your standards for this network?



Partner network standards – logistics



- Onsite serialized asset tracking
- Secure transportation
- Import/export laws and taxes

Partner network standards – processing

- Match customer material to partners' capabilities
- Proper data security
- Assets of value
 - Testing
 - Processing
 - Selling quality units



Partner network standards – compliance

- Vetting and auditing
 - Standards
 - Data
 - Downstream (most time consuming – track to end of life)
 - Quality of audit
 - International requirements
 - Insurance
- Commonality of standards worldwide, even in developing countries

Partner network standards – end markets for products

- Competitive downstream markets
 - Critical to maximize value for the customer
- Hold first right of refusal on material



Areas of potential focus



Customer focused



Proper data security



Proper downstream to final tier

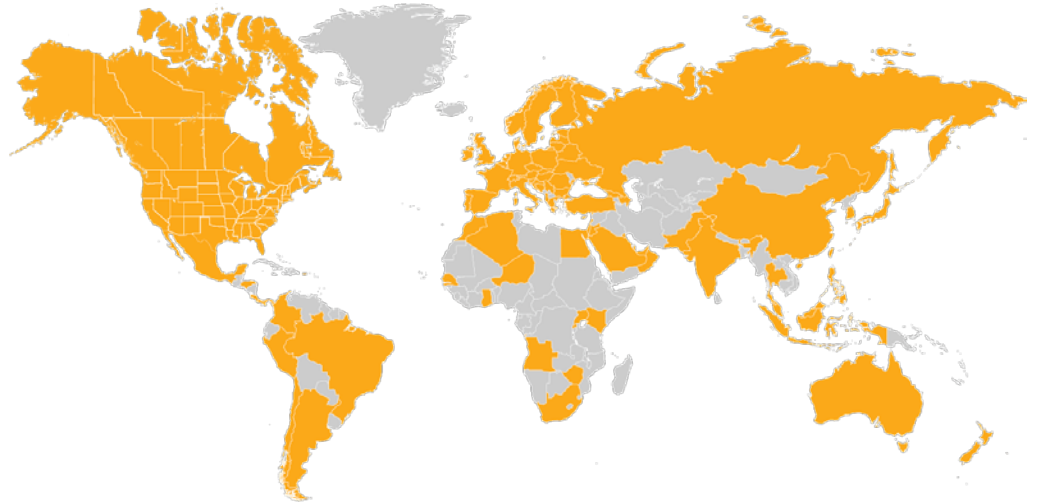


Solid resale value



Case study: How Dynamic started its global ITAD network

- Hired an industry veteran to build it
- Married with our existing compliance standards
- Hired additional staff to build and manage it



Build on a strong foundation of values and culture

INTEGRITY

Doing the right thing when no one is looking. We can sleep at night knowing our character speaks for itself.

HUMILITY

Having the inner confidence to put others in front of oneself.

SERVICE

Treat our team members and customers as we ourselves would like to be treated.

EXCELLENCE THROUGH INNOVATION

Continually striving to be better than yesterday, both personally and as an organization.

SELF-DISCIPLINE

There is no substitute for hard work and being disciplined in the activities that matter.

FUN

We do not take ourselves too seriously and enjoy our time working together.



Questions?

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