



The patent-pending ecoATM Automated eCycling Station is a retail solution that automates buy-back, recycling and trade-in of used consumer electronics starting first with mobile phones and later expanding to other CE categories. The self-serve ecoATM uses a combination of visual inspection technology, and electrical inspection technology to automatically inspect used devices, erase personal data, establish a precise condition, connect the consumer to the secondary market (via a pre-auction system where ecoATM sells everything before we buy it), and provide immediate payment to the consumer, then bins the device inside. ecoATM's are serviced by 3rd party logistics companies such as UPS, who route the devices to our buyers who then refurbish them and sell them into secondary markets in the US and offshore. These channels are starved and will absorb more than ecoATM could ever collect. ecoATM's value proposition to host retailers is that we deliver revenue lift, increased foot-traffic, a trade-in promotion vehicle, eWaste compliance / reporting, and eco-branding.

Solving the eWaste problem on a broad scale requires incentives for, and the collaboration of the OEM's that make the devices, the retailers that sell them and the consumers that buy and retire them. With \$25B in latent consumer assets available to mine and use as the incentive for all stakeholders in the chain, ecoATM is dramatically altering the current life-cycle of consumer electronics much the way 1970's redemption value laws on bottles and cans dramatically changed their life-cycle. Given the enormous underserved worldwide demand for used mobile phones and other electronics, ecoATM's patent-pending technologies and automated self-service system offer the ultimate solution to the difficult problem of recycling electronics: an automated kiosk that provides efficient, ubiquitous, incentivized, profitable-for-all collection system which meets the complex needs of both retailers and consumers. Collectively, the ecoATM team has founded a dozen previous start-ups resulting in 3 IPOs and 5 positive M&As totaling \$2B+ in exits. The team includes pioneers from the kiosk space, the mobile phone space, and the secondary market space and has 100+ years in combined technology start-up experience and more than a dozen patent apps.

