



SMART + SIMPLE TRADE-IN.

Sure, Phobio has excellent software and the lowest adjustment rates in the industry, etc.
But what are some of the things that **truly** put Phobio above its competitors?

Here are 4



**BEST PRICING ON
THE MOST MODELS**



**MARKET-LEADING ANALYTICS
AND REPORTING TOOLS**



**INSANELY
GREAT SERVICE**



**FREE DATA-ERASE SERVICE
FOR POINT-OF-SALE**



WHAT IS THE REAL TRADE-IN PRICE?

The devil is always in the details. In trade-in pricing, these details include:
How devices are rated upon inspection and then **How the prices to you are adjusted.**

Let's compare how the SAME set of phones are priced and adjusted differently...

PHOBIO

Phobio's inspection criteria for "Working" condition devices is far less rigorous than the other guys.

They require that a "Working" device must be completely free of any superficial damage, batteries must be included, and all hardware and software features (including Bluetooth and test-calls) must be completely functional.

So with the other guys, 80% of what you submit as a "Working" device is downgraded upon inspection.

WORKING
\$100

Perfect
(like new)

WORKING
\$100

Scratches on
the Screen

WORKING
\$100

Speaker
Doesn't Work

WORKING
\$100

Carrier
Locked

DAMAGED
\$65

Has a
Cracked Screen

DEAD
\$40

Completely
Cut In-Half

TOTAL \$505

THE OTHER GUYS

Phobio's prices are always competitive, though they may not always be the absolute top price for every product every time.

Phobio offers pricing on **4 times more** unique handsets and gadgets than our next closest competitor. That's over 1500 gadgets!

Phobio's prices for "Damaged" and "Dead" devices **is always way above** anything offered by the other guys.

WORKING
\$110

DAMAGED
\$50

DAMAGED
\$50

DEAD
\$0

DAMAGED
\$30

DEAD
\$0

\$240 TOTAL



phobio®



MARKET-LEADING ANALYTICS AND REPORTING TOOLS

From the bold strokes to the fine details, there's a lot of information you need to keep track of how your trade-ins are performing:

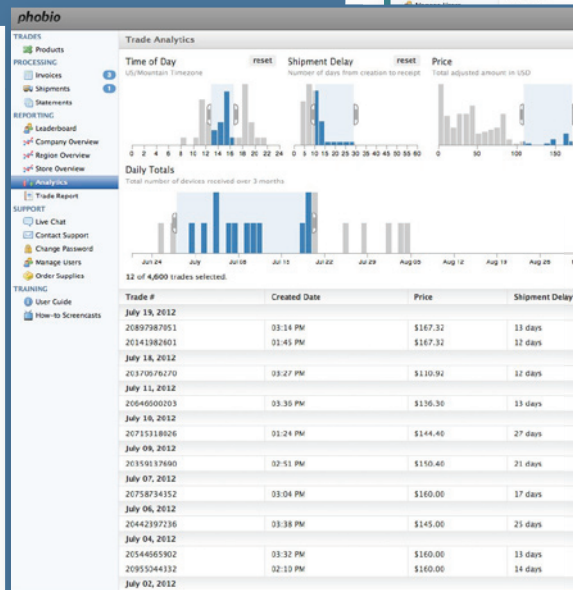
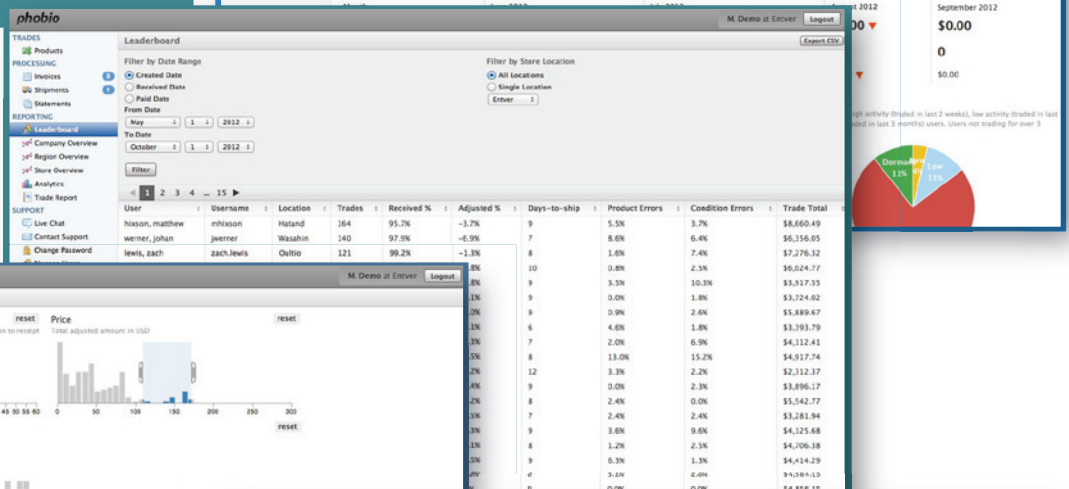
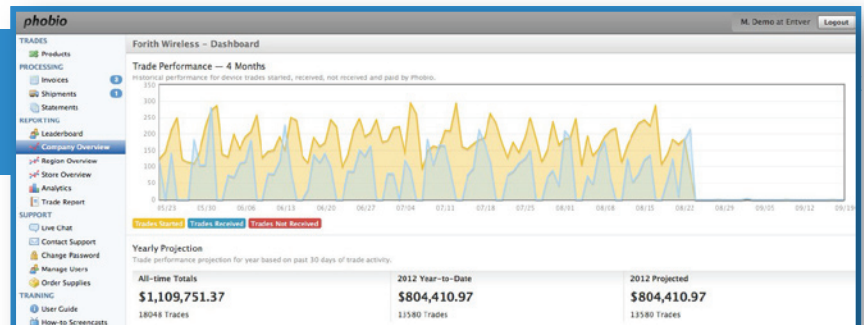
Who's leading the pack? What is being traded-in? Where can we improve?

Phobio puts all that data right at your fingertips so the right people have the right information at the right time.

Overviews give you the latest stats on how you are performing over time on company, region, and store level.

The **Leaderboard** allows you to inspect trade-in details and performance down to the individual user-level.

Simple drag-and-drop tools in **Analytics** allow you to create most any report you want to run.



Break down performance on any and all trade-in activity across your company through **Trade Report**.

Trade Report

Filter by Date Range: Created Date, Processed Date, Paid Date. Filter by Store Location: All Locations, Specific Region, Some Locations, Region, Enter.

Trade #	Model	Status	Started	Received	Paid	Reported Condition	Quote	Adjusted Condition	Payment
20108512937	Samsung SCH-A927 Flight II	Inspected	2012-07-20	2012-07-25	-	Dead	\$1.50	Dead	\$1.30
20241220779	Samsung SCH-A927 Focus	Inspected	2012-07-20	2012-07-25	-	Damaged	\$17.76	Damaged	\$17.76
20882917436	Samsung Intensity II	Inspected	2012-07-20	2012-07-25	-	Working	\$2.82	Working	\$2.82
20853222953	HTC Inspire 4G	Inspected	2012-07-20	2012-07-25	-	Dead	\$19.83	Dead	\$19.83
2018566767	Samsung SCH-A847 Rugby II	Inspected	2012-07-20	2012-07-25	-	Working	\$2.82	Working	\$2.82
20316056532	BlackBerry 8110 Pearl	Inspected	2012-07-20	2012-07-25	-	Damaged	\$2.63	Damaged	\$2.63
20921402200	HTC Inspire 4G	Inspected	2012-07-18	2012-07-25	-	Working	\$63.92	Working	\$63.92
20834925662	Samsung SCH-I897	Inspected	2012-07-18	2012-07-25	-	Working	\$41.36	Working	\$41.36
20900201882	Samsung SCH-A817 Solstice II	Inspected	2012-07-18	2012-07-25	-	Working	\$4.70	Working	\$4.70
20343363634	BlackBerry 9810 Torch	Inspected	2012-07-18	2012-07-25	-	Working	\$110.92	Working	\$110.92
20773412133	Motorola ATRIX 4G	Inspected	2012-07-18	2012-07-25	-	Working	\$18.96	Working	\$18.96
20935514310	Apple iPhone 3GS RCB	Inspected	2012-07-17	2012-07-25	-	Working	\$65.80	Working	\$65.80
20930152474	HTC Freestyle	Inspected	2012-07-16	2012-07-25	-	Damaged	\$8.74	Damaged	\$8.74
20180566406	Samsung SCH-I897	Inspected	2012-07-16	2012-07-25	-	Damaged	\$15.22	Damaged	\$15.22
20305004259	Apple iPhone 4 16GB	Inspected	2012-07-16	2012-07-25	-	Working	\$175.78	Working	\$175.78
20992049369	Samsung SCH-T959	Inspected	2012-07-16	2012-07-25	-	Working	\$47.00	Working	\$47.00
20638446061	Apple iPhone 3GS 16GB	Inspected	2012-07-16	2012-07-25	-	Damaged	\$44.74	Damaged	\$44.74

Oh, and did we mention you can export all your reports into Excel?



INSANELY GREAT SERVICE

Help is always just a click away for you and your Sales Representatives. Our support team is available 24/7 via **live chat, email and phone** to help your team through any questions they have about assessing a customer's device, using the service, or any other needs they have providing trade-ins to their customers.

Our Accounts Team Members keep tabs not only with you and your company leadership, but with your store managers and sales representatives to make sure we know what works, what needs work, and what new opportunities we have together. It's a lot of legwork, but we know it makes a difference.

And believe it or not, some of the best tools and service options available through Phobio were suggestions from our partners. We listen to what you need, and figure out the best way to make it happen with elegant software and lean operations.

It's all part of what we consider "insanely great service." **But just how insane is it?** Check out our SLA's below:

SUPPORT RESPONSE



Live Chat response within 30 seconds (*industry standard = 3 min*)

Support Ticket 1st Response within 2 hours (*industry standard = 23 hrs*)

MARKETING AND SALES



In-Store Collateral available to your stores free of charge

New In-Collateral Creative Available 3 times per year

ACCOUNT STRATEGY AND STORE-LEVEL SUPPORT



Status Review Meeting with your company leads every 30 days

Check-in/status discussion with each Store Manager every 60 days

GLOBAL LOCALIZATION OPTIONS



Phobio's software is available in the currencies and languages for American English, British English, Canadian French, German, Italian, and simplified Chinese



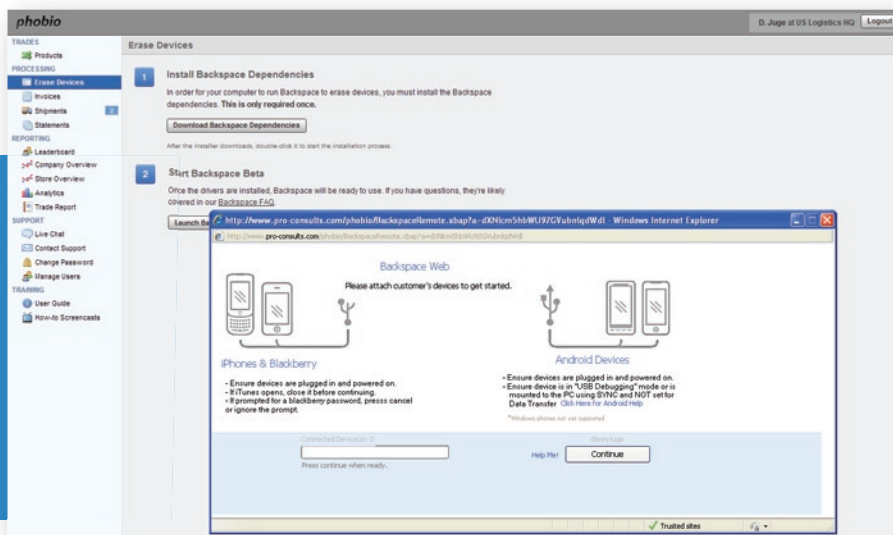
DATA LIABILITY - ERASED BY BACKSPACE

Protect your customers and your company from exposure of personal customer data on mobile phone trade-ins or returns.

Phobio's Backspace is a web-based application that allows you to securely wipe personal data from customer devices and restore them to Factory Settings in accordance with Manufacturer Specifications.

Gadget trade-ins are a fantastic closing tool, but you want to be sure your customers' personal information is removed from the device the moment it is put in your hands.

Phobio's Backspace is a web-based application that allows you to securely wipe personal data from customer devices and restore them to Factory Settings in accordance with Manufacturer Specifications.



PHOBIO BACKSPACE PROTECTS...

YOUR CUSTOMER

- secure that their data is wiped and their privacy is ensured
- a "Death Certificate" is printed to confirm their old device erasure

YOUR SALES REP

- reduce "buyer's lament" after a trade-in transaction
- fast process - 30 seconds on average to wipe a device

YOUR COMPANY

- stores and staff are safely unexposed to customer data
- safe for store managers to store devices until time for shipment



DATA
LIABILITY
— HAS BEEN —
ERASED

