



phobio[®]

BUILDING THE
WIN/WIN
ECONOMY

SAFETRADE

PREMIER TRADE-IN PROGRAM

PROVIDING 100% VALUE & SECURITY

BUILDING THE WIN/WIN ECONOMY

The WIN/WIN approach...

We strive towards a common goal with our partners: a Win/Win relationship where the most value is created and shared. Phobio's products and services are all built with this WIN/WIN approach in mind to create more value and resolve the needs of our partners. It is by listening to our partners, that we improve our existing services and identify new opportunities.

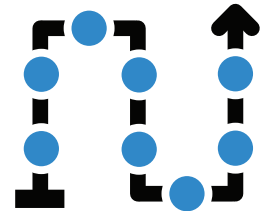
We lead the industry in with the simplest software, highest attachment rates, greatest trade-in values, and lowest adjustments because **we listen to our partners — not our competitors.**

The results are a trade-in program with a continual track record in our industry of:

- Lowest Adjustment/Discrepancy Rates
- Highest Attachment Rates
- Competitive pricing on over 3000 devices
- Highest prices for non-optimal devices
- Most robust analytics and reporting capabilities
- Comprehensive OEM Lock Solution

More Control = More Opportunity

Outsourcing might seem like a good option for any company looking to run an easier trade-in program, but Phobio has always known that direct control over our technology and process is the best way to find and exploit every opportunity for efficiency and innovation. It's not any one thing that we do, but the combination of the many small things we do at every step of the way that create more value and substantially more revenue for you.



- All of our technology is developed in-house.
- Our support agents are all Phobio staff.
- Our process for device handling and inspection is developed and refined in our flagship facility located at our corporate headquarters.
- We own and manage our international dispensation channels.

Phobio has a proven history of innovation, and it is this high level of control combined with a culture of collaboration that allows us to innovate and implement well.

**We set out to create the most value for retailers,
and innovated a hundred ways to do it.**

PHOBIO GIVES YOU 100%

The control we have over the entire trade-in process allows us to create more value and provide these simple guarantees:

- **Our pricing is better than the carriers.**
Our trade-in values are always competitive and give you the advantage
- **We guarantee no adjustments.**
100% Full Payment of Trade-In Value + 100% of your Commissions
- **Our service and support are unmatched.**
24/7 Live Support + Actionable Reporting + Store Visits + Multi-Point Account Management

You are guaranteed no financial adjustments on received devices so long as:

- the natural adjustment rate for your company remains **less than twice** Phobio's national average (currently 80% of Phobio's partners qualify)
- you must use **Safetrade** available on RQ4.17+

Your Account Management Team's mission is to ensure you maintain a low natural adjustment rate, and you are provided:

- Customized Online Training for your company (15-20 minutes training time)
- Weekly automated email reports on your adjustment rate and performance trends to identify emergent problems

Phobio makes it easy for you to get paid 100% of the device value + 100% commission 100% of the time.

No adjustments. No discrepancies. No differentials. No Risk. No worries.

**Phobio is the only trade-in provider offering
100% payment and zero adjustments.**

HIGH VALUE + LOW ADJUSTMENTS

More Value. More Accuracy. More easy.

Phobio has the simplest and most objective product pricing available. This makes the process easy for your Sales Associates to correctly assess a device at the point of sale within seconds.

WORKING



or



DAMAGED

PHOBIO		COMPETITORS
WORKING \$100	Perfect (like new)	WORKING \$105
WORKING \$100	Scratches on the Screen	DAMAGED \$17
WORKING \$100	Speaker Doesn't Work	DAMAGED \$17
DAMAGED \$65	Completely Cut In-Half	DEAD \$0
TOTAL \$365		\$139 TOTAL

Our competitors typically have 3 or more device condition options (increasing the potential for adjustments), and only 10-15% of devices received actually qualify for their "top tier" condition prices.

Phobio's working price covers over 70% of the devices traded in through our program worldwide.

We do this because associates in your stores working to close a sale will always want to offer the highest price possible, so it only makes sense to ensure this price is also the largest category.

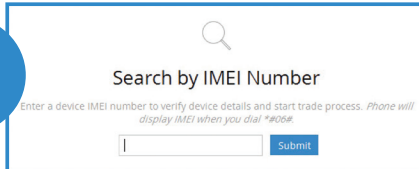
Give the most value to your customer with the **highest accuracy rate** in the industry.

SIMPLE SOFTWARE

Safetrade™ is lean software tailor-made for you.

Built with the wireless retail sales experience in mind, our software walks the user intuitively through the steps...

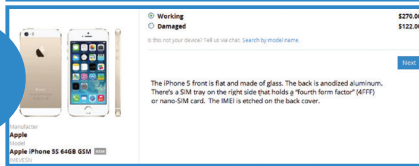
1.



IMEI SEARCH

Device model is determined automatically via IMEI (reducing errors)
IMEI is checked against the Lost/Stolen Blacklists (GSM, LTE)

2.

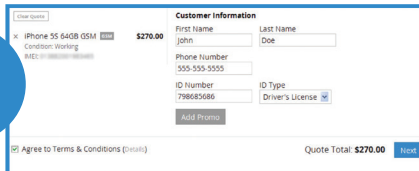


SELECT CONDITION

Is it a Working or Damaged device?

Product descriptions help the Sales Representative know what to look for and how.

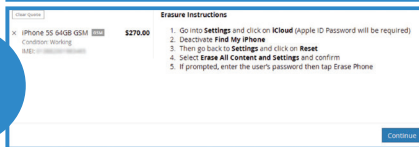
3.



CUSTOMER INFO

Basic customer information is collected for your records.

4.



DATA ERASURE

Device-specific instructions are provided to ensure the device is unlocked and customer data is erased.

5.



CONFIRM & PRINT

The trade-in value has been added to the customer's bill of sale, increasing their spending power, and the device is ready for shipment to Phobio with its trade-in printout.

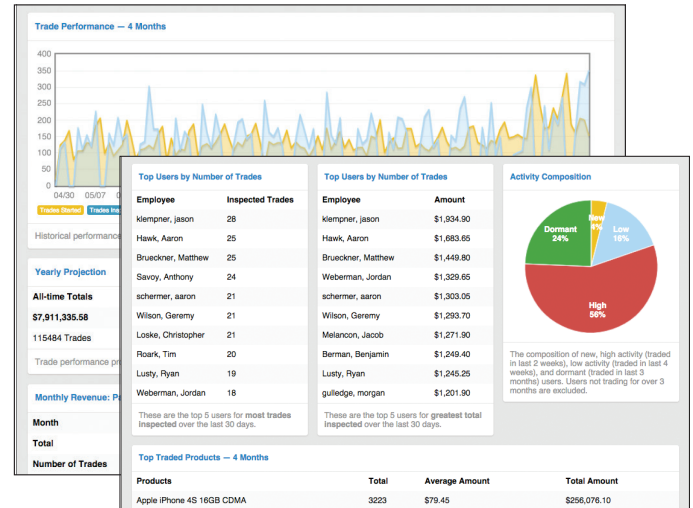
Accuracy and security are built-in,
making **excellence easy.**

ACTIONABLE ANALYTICS

Industry-leading 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. Phobio puts all that data right at your fingertips so the **right people** have the **right information** at the **right time** to ensure your trade-in program is running flawlessly.

- transparent reconciliation means easier payment tracking
- custom reports help track problem areas
- robust analytics allow you to communicate to your reps better



Custom Automated Email Reports

Even better than having all the data right at your fingertips is having the right information sent to you at the right time.

Insights straight to your inbox →

Custom email reports on any aspect of your trade-in performance can be created and scheduled for monthly, weekly or daily email to any list of emails you require.

The email report shows data for the past week. It includes a table with columns: Market, Number of Trades, Total Value, Average Trade-in Value, and Total Holdback Collected.

Market	Number of Trades	Total Value	Average Trade-in Value	Total Holdback Collected
OR-Orlando	141	\$12,235.00	\$86.78	\$684.45
KY-Kentucky	160	\$12,152.00	\$75.95	\$916.25
NE-New England	144	\$11,418.00	\$79.29	\$317.05
CF-Central Florida	117	\$10,077.00	\$86.13	\$236.00
VA-Virginia	108	\$9,800.00	\$90.74	\$334.65
CT-Coastal Texas	90	\$8,388.00	\$93.20	\$490.95
LN-Upstate New York	85	\$7,901.00	\$92.95	\$319.95
EP-Eastern Pennsylvania	83	\$7,778.00	\$93.71	\$311.50
GC-Gulf Coast	75	\$7,380.00	\$98.40	\$236.40
SG-South Georgia	76	\$6,061.00	\$79.75	\$391.95
SF-South Florida	75	\$5,960.00	\$79.47	\$279.60
MD-Maryland	67	\$5,429.00	\$81.03	\$225.10

Having the right information when you need it and how you want it **makes a big difference.**

MORE MARKETING KUNG FU

Phobio's core business is to drive more sales for our retailers, and we provide innovative complementary solutions to increase customer interest. In short, we've got better mousetraps. Among them...

How much is your phone worth?

Get an Instant Quote for your Phone


Type in the name of your device for an instant quote. Then, bring your device into any mybullfrog.com location for store credit towards a new device.

Device Name

powered by **phobio**

Bring your device into any mybullfrog.com location to receive immediate credit.

Find a Store Near You

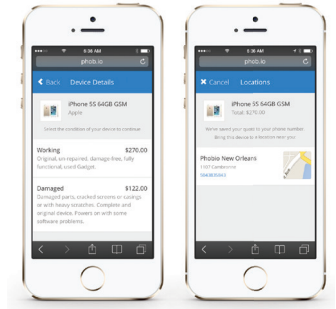


Quick Quote Web Widgets

Add a complete "Trade-In Quick Quote Widget" to your website or mobile application allowing your customers to see the trade-in value of their devices to redeem at your stores.

Customer Trade-in Quotes via Mobile

Your customer texts TRADE to your company's Mobile Quote number, and instantly receives a link to a webpage which automatically detects the model of their device, presents the trade-in value, and shows them your nearest locations to redeem the value for their trade-in.



POP Merchandising

Phobio offers a quarterly refresh of merchandising materials for your stores including:

- Posters
- Table Tents
- Point-of-Purchase incentives
- HD digital stills and short animations

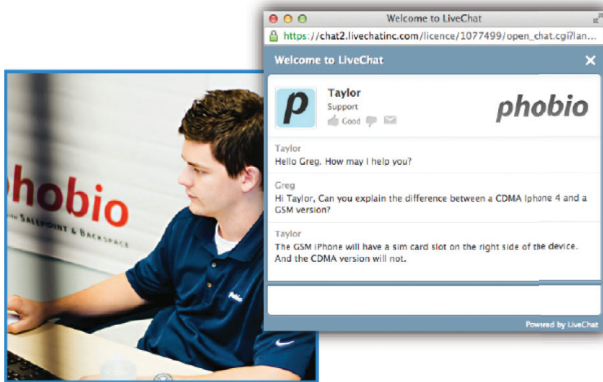
We help you **win the contest** for your customer's attention.

INSANELY GREAT SERVICE

Real 24/7 Support

Help is always just a click away to help your team.

- **Available 24/7 via Email & Live Chat**
- **Integrated in RQ**
- **Support Agents are Phobio employees**



Amazing Support SLAs

- **Live Chat response** within **30 seconds** (industry standard = 3 min)
- **Support Ticket response** within **2 hours** (industry standard = 23 hrs)
- **Status Review Meetings** monthly
- **Store Manager Check-ins** every 60 days
- **In-Store Vists** and **On-Site Training**

Online Training

The best software in the world cannot replace good training. It is important for your team to know how to use Phobio's tools and features and how to assess devices correctly.

Each company is provided a unique training URL:

- **customized for each individual company**
- **takes 10-15 minutes to complete**
- **includes walkthroughs, tests, and quizzes**
- **segmented into different modules for Store Managers and Sales Representatives**



On-site and online, our insanely great service yields **awesome results.**

PHOBIO MEASURES UP

30%

average
attachment rate

\$70

average extra
spending power per
customer

1.3

additional accessories
sold per transaction

our values for damaged
devices are typically

300% more

than our
competitors' values

competitive pricing
on over

3000

devices

under 2%

adjustment rate in
over 1,000 locations

our top "Working"
price covers

70%

of all devices traded-in

18 seconds

average live chat
response time

Head-to-head Comparison

Based on Phobio and leading competitor data for Q2 2014

Phobio

Our Leading Competitor

\$700

average dollars per door
via trade-in

\$300

average dollars per door
via trade-in

2%

average adjustment rate

15%

average adjustment rate

Our innovative trade-in solutions
consistently deliver unparalleled results.

WE CREATE MORE VALUE

But don't just take our word for it...

"Perhaps their singular core competency is their operational integrity. Their reporting is transparent, accurate, and very detailed. They proactively identify unusual trade patterns as well as employees that are performing trades incorrectly. They are able to track each trade, each employee, each location, etc."

– **Tyler Gardiner, Director of Product Marketing, Spring Mobile**

"The trade-in program is a slam dunk. The customer saves money on their new device and it's profitable for us to boot. I try to phobio every single phone and thats really the secret, go for it every time."

– **Nathan Madsen, Manager, Z Wireless**

"Phobio has a great understanding of the competitive marketplace and does an excellent job of providing us aggressive pricing, good marketing and training material, as well as flexibility with our program structure. The program has been a great addition to our business, and most importantly, an excellent option for our customers."

– **Jason Robertson, Director Help Center & Programs, MyBullfrog.com**

"Phobio has been excellent to work with. They have listened to suggestions to make salespoint even easier and responded to my suggestions. Online tracking and reports are easily accessible... I especially like the detail in trade adjustments..clear explanations with pictures to improve the accuracy of future trades."

– **Lara Alexander, Assistant/Inventory Department, MyBullfrog.com**

**Our retail partners are
our greatest advocates.**

SWITCHING TO PHOBIO

Smart & Simple

Becoming a partner with Phobio is quick, simple and straightforward—just as it should be. Drop us a line at sales@phobio.com, and we can have you doing trade-ins through Safetrade™ within a week.



DISCOVERY	Your Phobio Account Management team schedules a launch meeting with you to learn about your company, your structure, and your goals so we can set up your account and trade-in features to best fit your needs. After answering a few simple questions, your Phobio Account Manager will be empowered to begin working for you.
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PLANNING	Your Phobio Account Manager coordinate the switch with your iQmetrix Account Manager and sends you the Launch Plan with milestones and dates to share internally.
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Online Training	You will receive a unique URL for your company's customized online training. Staff training takes about 15 minutes to complete and guides your team through our simple software and trade-in process. Manager-specific training shows how easy it is to create shipments to Phobio and access performance reports.
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Supplies & Collateral	Phobio sends trade-in shipping supplies to all of your locations, as well as marketing collateral such as posters, table-tents and price-cards which help promote the value of trade-in to your customers.
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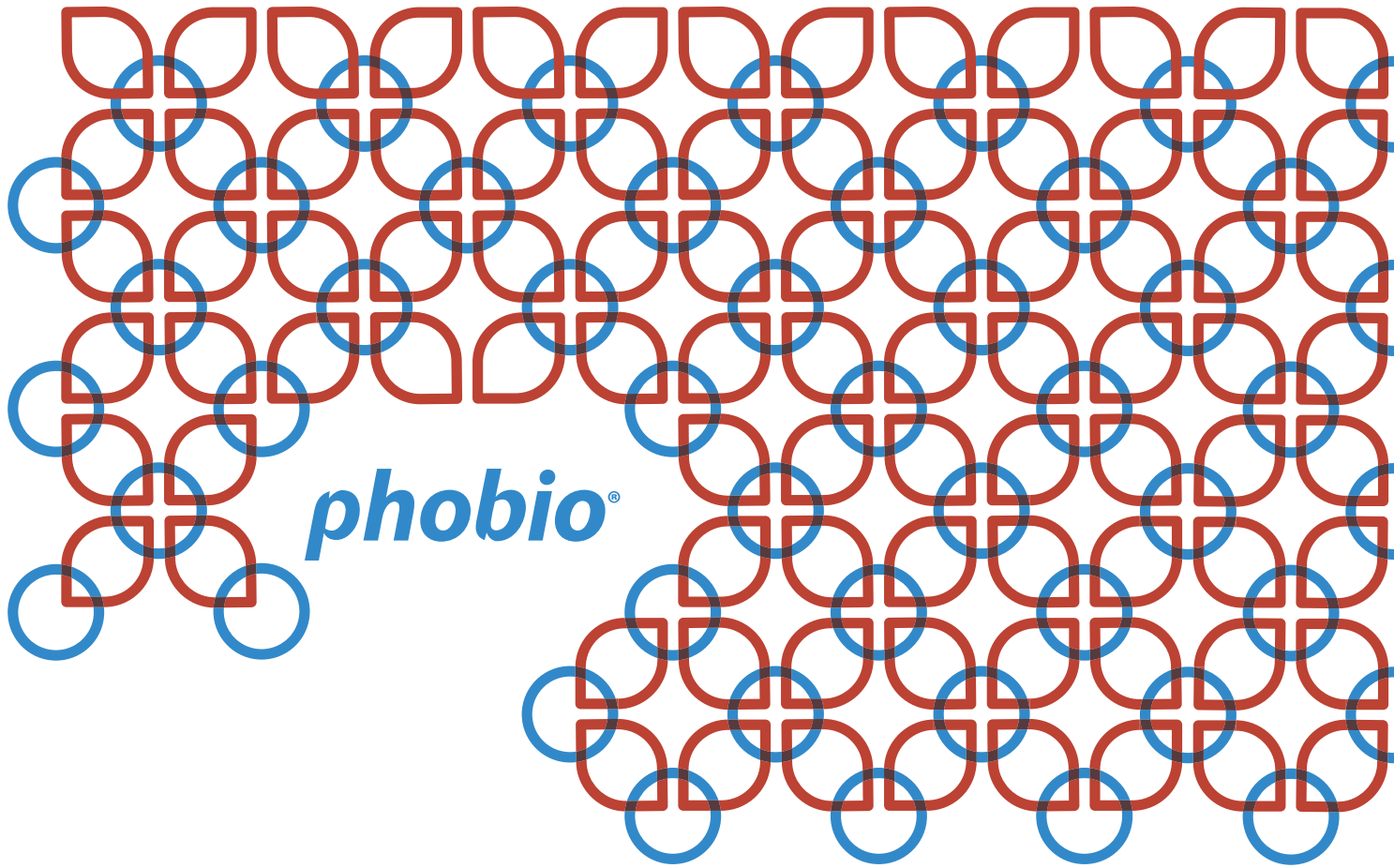
Automated Reports	Your Phobio Account Manager sets up customized performance reports for you to view the metrics you want when you want them..
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LAUNCH	Your team is now ready to start doing trade-ins and Phobio's 24/7 Support Team will be ready to assist them with any questions that might arise.
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SUPPORT	It is the duty of your Phobio Account Manager to keep a watchful eye on your company's trade-in performance, identify opportunities, and proactively provide solutions that ensure your Phobio trade-ins reach maximum potential .
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**Switching to Phobio is simple,
and we do not require contracts of service exclusivity.**

**We don't lock you into a contract.
We keep your business by **earning** it every day.**



phobio®

HOW WE ROLL

