



Your guide to
**wireless buyback
and recycling**

Invaluable one day, worthless the next?

We love our mobile phones. They connect us to our world through email, the Web and social media. They snap photos and shoot video. And they run powerful business applications that make us more productive and efficient. In many ways, we can't work without them.

But what happens to these invaluable tools when it's time for new technology? Often, a startling transformation occurs: in just one day, a device which was so critical is simply cast aside as "obsolete" and "worthless." And this happens to thousands of phones everyday.



Taking on a new corporate responsibility

Each year, more than a billion wireless phones are retired worldwide. Yet surprisingly, only 10% of these phones are recycled. What happens to the rest? Many are crammed into desk drawers, stored in closets or simply thrown away.

This represents a growing issue for organizations today. First of all, about 50% of retired phones have a resale value. Every organization should have a plan to recoup this revenue and add it to their telecom budget.

Retired phones retain sensitive data. They're loaded with contact information, business data and important correspondence. Organizations need a policy in place to make sure they are not vulnerable to security breaches.

Wireless phones also contain toxic materials. If they are not properly disposed, they can pollute groundwater, damage the environment and endanger our communities.

e-Cycle: Your wireless buyback and recycling partner

Faced with all these realities, today's organizations have a new responsibility to get smart about how they retire their obsolete wireless devices.

e-Cycle is the global leader in wireless buyback and recycling. We partner with organizations of all sizes to provide a structured, secure and profitable solution to an increasingly important issue.

We can help your organization in several meaningful ways:

- Recover financial value from obsolete devices
- Protect sensitive data from unintended exposure
- Develop a green initiative to contain electronic waste

e-Cycle is the partner you need to turn old technology into new revenue, to protect your corporate reputation and to expand your role in safeguarding the environment.

Did you know the typical **smartphone** can be redeemed for **\$50** or more?



AND THAT CAN QUICKLY ADD UP TO REAL MONEY.

No one who buys a new car would park their old one in the garage if it had a resale value. Yet every day, organizations fail to trade in their used wireless phones, and they stand to lose thousands of dollars.

Organizations dedicate significant dollars to acquire the right devices, accessories and service plans. Today, there's a way they can recoup a significant amount of their ongoing investment in wireless technology. When it's time to renew their service contract, the devices they're about to retire often retain resale value.

Across an organization, this can total substantial revenue, which can be reinvested in new wireless technology.

Through our buyback program, e-Cycle purchases wireless devices that are on our price list and in working condition. Values are based on a monthly report of the most current secondary market prices. Each year, we buy back hundreds of thousands of devices, giving organizations a significant payback on their used wireless equipment.

"e-Cycle has given us a new line of revenue to invest in our telecom budget. As our workforce increasingly depends on mobile devices to boost their productivity, a recurring buyback program is exactly what we need to keep pace with technology innovation."

Marathon Petroleum Company

Are you leaving money on the table?

Most organizations retire their wireless phones within 18 months. At that stage, these devices can retain a significant percentage of their retail value. Every organization should have an official buyback plan to ensure the greatest return on their telecom investment.



The confidential data on a **single wireless phone** presents a **security risk**.



NOW MULTIPLY THAT ACROSS YOUR ORGANIZATION.

Like laptops, today's wireless devices are filled with confidential personal and professional information. Passwords, settings, emails, photos, text messages and contacts are all stored on the device and can present a potential security risk if this information is not removed.

Wireless phones that are not properly retired may expose confidential data when they are resold on the secondary market. Despite this, many organizations do little to protect themselves from these threats – even when they may have hundreds or thousands of devices at large.

“At AstraZeneca, we partner with e-Cycle to help recycle our obsolete wireless devices. This helps us to meet our environmental responsibility goals, reduce our carbon footprint as well as meet our rugged security requirements for data integrity.”

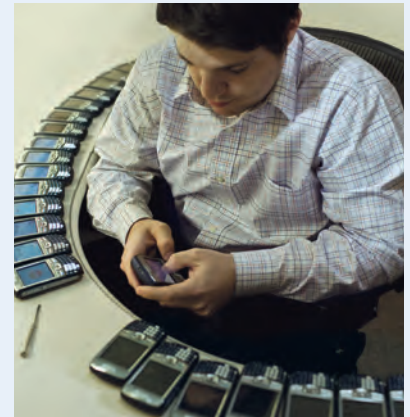
AstraZeneca

e-Cycle provides the industry's most thorough and secure process for removing corporate and personal data from your wireless equipment. For every phone we purchase, we manually remove all private information and restore each device to its factory settings. Our quality assurance team rechecks every device to ensure the data has been completely cleared.

At e-Cycle, we understand that data security is an absolute necessity for your organization. And we maintain the highest standards so your data never falls into the wrong hands.

Are your cell phones really clean?

The average smartphone contains 80 megabytes of data. Often, sensitive information remains even after the user has attempted to delete all data from the device. Making sure all of it is removed requires a rigorous process and specially trained technicians.



— **One wireless phone** in a landfill can contaminate **the very water we drink.**



HOW ARE YOU PROTECTING THE ENVIRONMENT?

Inside every wireless device are enough toxic substances to pollute 40,000 gallons of water. In fact, smartphones and cell phones, along with other electronic waste, comprise 70% of toxic waste in landfills. These materials can harm the local environment and present health risks.

With more than 140 million devices being retired each year, organizations have a serious obligation to make sure their wireless technology is being recycled responsibly. It's the right thing to do for the environment and for our local communities. And with a growing list of state and federal regulations, it's quickly becoming a legal responsibility.

"The threat of electronic waste is a real concern and one that we take very seriously. Fortunately, we can turn to e-Cycle to help us address this critical aspect of corporate responsibility."

Mercy Medical Center

e-Cycle recycles obsolete phones, batteries, chargers and other accessories through an EPA-registered recycling facility. We make sure the devices are properly disposed of so your organization knows it's protecting the environment. Since 2004, we have recycled 1.4 million wireless phones and kept hundreds of thousands of pounds of electronic waste out of landfills.

With e-Cycle, you gain a green solution that doesn't cost you anything. We'll work with your organization to collect and recycle what often adds up to several years worth of retired phones. And we'll help you put a program in place to address this issue every day.

Staying on top of compliance

With electronic waste presenting a growing problem, organizations need to put policies in place that specifically address wireless recycling. This is a vital sustainability concern and has been the focus of increasing environmental regulations.



You do the easy part. e-Cycle does the rest.

When it's time to dispose of wireless devices, organizations need a policy in place so they can protect their investments. With e-Cycle, you can establish a program for collecting employees' end-of-life phones along with other wireless accessories. Once you have gathered this equipment, e-Cycle does the rest.

How our program works

Our process is simple, and it doesn't cost you anything. We'll even send you prepaid shipping labels for every shipment over 30 phones.

Recycle: Our specialists evaluate all equipment to assess its resale value. Phones that have outlived their market value, as well as accessories, are sorted out to be recycled. The battery is removed and sent to an EPA-registered facility to ensure its toxic materials do not end up in a landfill. The core technology, including the motherboard and all wiring, is shredded and melted down so precious metals can be reused.

Recover: Customers receive a check for the full amount of all phones that retain their resale value, are on our price list and are in working condition. We use the latest market pricing to determine the value of your equipment and send an inventory report, detailing make, model, value and condition.

Protect: Resalable phones are put through a comprehensive data removal process to ensure that all private information is permanently deleted. We also test every phone for active lines, and recycle any that are still in service to protect against unintended fees. After restoring factory settings, our quality assurance team rechecks every device to make sure the data has been completely cleared.

The e-Cycle process



Clients ship their phones to e-Cycle

e-Cycle tests and evaluates each device

Recycle obsolete equipment

Dispose toxic materials in an EPA-registered facility

Salvage valuable materials

Environmental responsibility



Delete private data

Conduct data removal

Restore factory settings

Test for quality assurance

Data security



Buy back devices

Assign resale value based on current market pricing

Submit client payment

Asset recovery



A passion for business and the environment

Our story

e-Cycle was founded in 2005 by Chris and Tonia Irion, two veterans of the technology industry who are committed to helping organizations invest their telecom budgets wisely, while protecting the environment. Their goal was to help organizations take a more responsible, secure and cost-effective approach to wireless recycling. Other programs have begun to address these issues for consumers, but at e-Cycle, we believe that the most pressing need lies with large and mid-size organizations. They have the most to gain from recovering their investments in wireless technology and the most to lose from not protecting sensitive corporate data. And they have a major responsibility to ensure their wireless equipment does not harmfully impact the local environment. Our customers take this responsibility seriously and so do we.

With the use of wireless phones exploding, Chris and Tonia Irion are leading an effort to ensure that every organization recognizes and fulfills an emerging mandate – to retire their devices in the most profitable, environmentally responsible and secure way possible.



Our commitment

From the beginning, e-Cycle was designed to meet the specific wireless recycling challenges that today's organizations face. We have quickly become the market share leader of the Fortune 1000, serving organizations in the government, education, healthcare, professional services and other market sectors. As these organizations better understand the potential risks and rewards that wireless recycling holds, e-Cycle has proven itself to be a strong partner to thousands of organizations.

Since its inception, e-Cycle has been committed to making a major impact on the environment through wireless recycling. Today that dream is a reality: we've recycled or resold more than 4 million phones from more than 5,000 organizations. We've helped keep thousands of tons of electronic waste out of landfills, salvage precious metals for reuse and prevent unnecessary energy emissions. And through our buyback program, we have put more than \$10 million back into our customers' telecom budgets.

"Today, every organization needs to have an official plan to recycle their wireless devices. There's simply too much at stake regarding the environment and data security, and too much to lose financially. e-Cycle provides everything we need to manage this important issue. They're a true partner to our business."

Pepperidge Farm

Your partner for the long haul



The right approach

Today's organizations are being challenged to address the growing concern over wireless recycling. To do this effectively, they need a comprehensive policy that reflects the gravity of these issues and a serious, ongoing program to put that policy into action. Most of all, they need a partner they can trust.

At e-Cycle, we understand that you are busy managing your organization. We want to partner with you today and well into the future, so you can keep your focus on your business, where it belongs. Many of the world's largest organizations rely on e-Cycle to handle their wireless recycling and buyback needs, and you can do the same.

So give us a call – we're ready to work with you.



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