



ERECYCLINGCORPS CORPORATE FACT SHEET

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Overview

eRecyclingCorps (ERC) is transforming the global wireless marketplace with an instant, in-store credit platform that helps carriers, retailers, distributors and consumers realize opportunity and savings from renewed wireless devices. With a point-of-sale trade-in platform implementing large-scale programs for carriers and major retailers, ERC is establishing a vital market ecosystem for renewed mobile technology around the world. Founded by telecom and retail industry veterans, ERC defines industry best practices rewarding, renewing and reusing wireless devices and materials. ERC has grown to completing more than 2.5 million wireless device trades per year worldwide.

Business Solution to a Global Problem

In the U.S. 130 million mobile devices are retired each year and a small percentage of those are resold or recycled. The average US consumer changes their handset every 12 – 18 months. ERC aligns all business interests so that everyone benefits, from the carrier all the way down to the consumer. ERC has created a business solution to the global problem of the environmental and technological divide. We make valuable renewed mobile technology affordable to consumers, especially in the developing world, by helping carriers profitably reduce their e-waste transforming it into a working asset.

Instant, In-Store Credit

eRecyclingCorps is the first company to work with carriers to specifically attack the problem of effectively recycling and reusing mobile devices. Almost 60% of U.S. phones are bought at carrier retail outlets, so integrating directly into the carrier point of sale system is the only way to have a substantial and positive impact on mobile e-waste. ERC enables carriers and retailers to offer consumers what they want most – instant in-store credit for retired devices. ERC creates financial incentives all along the value chain, effectively driving point-of-sale collection.

Rewarding – Renewing – Reusing

ERC is the only company using instant in-store credit as a point-of-sale incentive in carrier stores to effectively reward consumers, renew mobile devices and redistribute renewed technology for consumer sales around the world. The result is an unbroken chain of value that defines an important new global market for renewed mobile technology.

- **Consumers** – Enjoy instant, in-store credit for retired mobile devices
- **Carriers** – Manage wireless e-waste as an asset, offsetting the cost of subsidies and increasing customer retention while creating new global markets for renewed mobile devices

- **Mobile Users Worldwide** – Access valuable wireless services through more affordable mobile devices

Proven Partners

ERC already counts Sprint and Verizon among its many customers, and continues to win carriers with its novel “instant in-store credit” offering. The Sprint Buyback Program offers credit that can be awarded instantly in more than 3,000 Sprint stores nationwide to customers whose devices qualify. As with Sprint, the Verizon Wireless Retail Trade-In Program allows customers from any wireless carrier to get instant credit at participating Verizon Wireless stores in exchange for wireless devices they no longer use. Starting with a trial in the summer of 2011, the program expanded regionally in October 2011 with deployment nationwide planned.

Experienced Team

eRecyclingCorps was founded in 2009 by a group of seasoned wireless and retail executives, including former CEO of RadioShack and current ERC CEO, David Edmondson, and Ron LeMay, former CEO of Sprint PCS and current Managing Director of OpenAir Equity Partners. The company is venture backed and has received funding from Kleiner Perkins Caufield & Byers, OPENAIR Equity Partners, SJF Ventures and TAP Advisors. Company headquarters are in Irving, TX. For more information visit www.erecyclingcorps.com.

Press Contacts

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