Is This The End of Mobile As We Know It?

Biju Nair
President & CEO, HYLAK, Inc.

MWC· Americas
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HYLA’s Mission

1. Help Activate Pre-Owned Mobile Device Market Across Channels
2. Maximize Value of Pre-owned Mobile Devices
3. Improve the Experience of Upgrading to New and Collecting Pre-owned Device

Minimize the Environmental Impact of Repurposing Old Devices
Accelerate the Path of Connecting the Unconnected
Today Our Platform Includes Five Modular Lines of Business

**DEVICE COLLECTION**
Omni Channel Device Trade-in, Turn-In, Diagnostics, Recycling and Reclamation Platforms

**DEVICE PROCESSING**
Customized & Intelligent Mobile Device Logistics, Triage and Processing

**DEVICE IQ**
Technology & Analytics for Better Decisions

**DEVICE PROTECTION/DIAGNOSTICS**
Mobile device protection that’s built to fit modern consumer needs

**DEVICE VALUE RECOVERY**
Intelligent Asset Value Recovery
We serve many of the largest, most innovative players in the wireless industry

<table>
<thead>
<tr>
<th>Portfolio of Premier Customers</th>
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</thead>
<tbody>
<tr>
<td><strong>Premier Customer Base</strong></td>
</tr>
<tr>
<td>AT&amp;T</td>
</tr>
<tr>
<td><strong>Highly Entrenched Relationships</strong></td>
</tr>
<tr>
<td>Embedded directly into customers’ internal systems and daily workflows</td>
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<tr>
<td>Fully aligned with customers’ mission to increase trade-in volumes, reduce churn, drive new, profitable revenue and improve insurance penetration</td>
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<tr>
<td>The go-to industry source for secondary market pricing analytics</td>
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<tr>
<td>HYLAs dependable service model and demonstrable ROI have made it a trusted partner and led to long-tenured relationships with its customers</td>
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<table>
<thead>
<tr>
<th>4.2 / 5 Customer Satisfaction Score</th>
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<tbody>
<tr>
<td>6 years Average Tenure of Top 5 Customers</td>
</tr>
<tr>
<td>56M Devices Collected &amp; Repurposed</td>
</tr>
<tr>
<td>$6B In the Pockets of Consumers to Trade-in Devices</td>
</tr>
<tr>
<td>~$300B Average Enterprise Value of Top 10 Customers</td>
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</tbody>
</table>
DIGITAL AROUND THE WORLD IN 2019
THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Unique</th>
<th>Internet</th>
<th>Active Social Media</th>
<th>Mobile Social Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>7.676B</td>
<td>5.112B</td>
<td>4.388B</td>
<td>3.484B</td>
<td>3.256B</td>
</tr>
<tr>
<td>Urbanisation</td>
<td>56%</td>
<td></td>
<td></td>
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<tr>
<td>Mobile Users penetration</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Internet Users penetration</td>
<td></td>
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<tr>
<td>Social Media Users penetration</td>
<td></td>
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</tbody>
</table>

Mobile Devices Sold Around the World

Global Smartphone Shipments Forecast

Billions

Source: BI Intelligence Estimates

BI INTELLIGENCE
Other Forms of Connected Devices

**WEARABLES SOLD**

- Millions
- 2010: 0.001
- 2020E: 200
- 2025E: 1000

**CONNECTED DEVICES**

- Billions
- 2010: 5
- 2020E: 26
- 2025E: 48

**Worldwide Wearables Forecast, 2018Q4**

- Shipments Millions
- 2016: 50
- 2017: 100
- 2018: 150
- 2021: 300
- 2022: 350
- 2023: 400

- ASP (USD)
- 2018Q4: $166
- 2023: $156

**Unit Sales - Cumulative (millions)**

- iPad, AirPods, iPhone, Apple Watch, iPod
- Number of Quarters Following Launch

Source: IDC 2019

Source: AboveAlwan.com, Company Reports
What About Revenue?

“Car is just a cellphone on wheels”, Ralph Dela Vega, Ex CEO of AT&T Mobility
The Reality Around the World

- India has 1.1B mobile subscribers; but close to 500M are feature phones
- Strong push to convert them to Smartphone users

Source: GSMA Intelligence 2019
US Household Income Spend

Average American Household Spends $53,708 (73% of Total Income)

- 2.5% of its income is spent on Phone
- Phone is an enabler for most of its other spend
The Role of Mobile in Everyday Life
Internet Usage Is Strong & Most of It Is on Mobile
Impact of 5G Technology

Higher Speeds • Lower Latency • Greater Capacity

Consumers
• Smart Homes
• Connected Cars
• On-Demand Content
• Video Gaming
• AR/VR

Industry
• Industrial IoT
• Remote Machinery
• Connected Healthcare
• Robots
• Smart Grid Automation

Communities
• Smart Cities
• Intelligent Transportation
• Public Safety
• Video Surveillance
• Education
Mobile devices will continue to play a significant role in their current format & usage pattern

Other devices will continue to grow and potentially many devices will augment/replace specific functionalities of mobile

Smartphone adoption is growing in the emerging economies, where mobile will play a key role in digital inclusion & economic growth

5G will positively effect our lives and work, initially in the developed economies; will also create use cases for other devices

Mobile phone’s future is alive and well for the near future