



Don't keep it.
Swap it.

cellomat

Circle economy of smartphone

The Used Smartphone Market

cellomat

AI-SaaS-cloud solution and kiosks, it offers the unique ability to swap a used phone with a **newer one** or get **refund on the spot!!**

<https://youtu.be/yIHPByiJQWI>



The Used Smartphones Market

1.3 billion new phones are selling every year

In 2020, 130 million Used Smartphones phones sold (only **10%**)

Worldwide Market for Used Smartphones Forecast to Grow to 332.9 Million Units with a Market Value of \$67 Billion in 2023, According to IDC

Worldwide Used Smartphone Shipments (shipments in millions of units)

Region	2018 Shipments	2018 Market Share	2023 Shipments*	2023 Market Share*	2018-2023 CAGR*
North America	39.0	22.2%	87.2	26.2%	17.4%
Rest of World	136.8	77.8%	245.7	73.8%	12.4%
Total	175.8	100.0%	332.9	100.0%	13.6%

Source: IDC, *Worldwide Used Smartphone Forecast, 2019-2023*, Dec 2019.

The Challenge

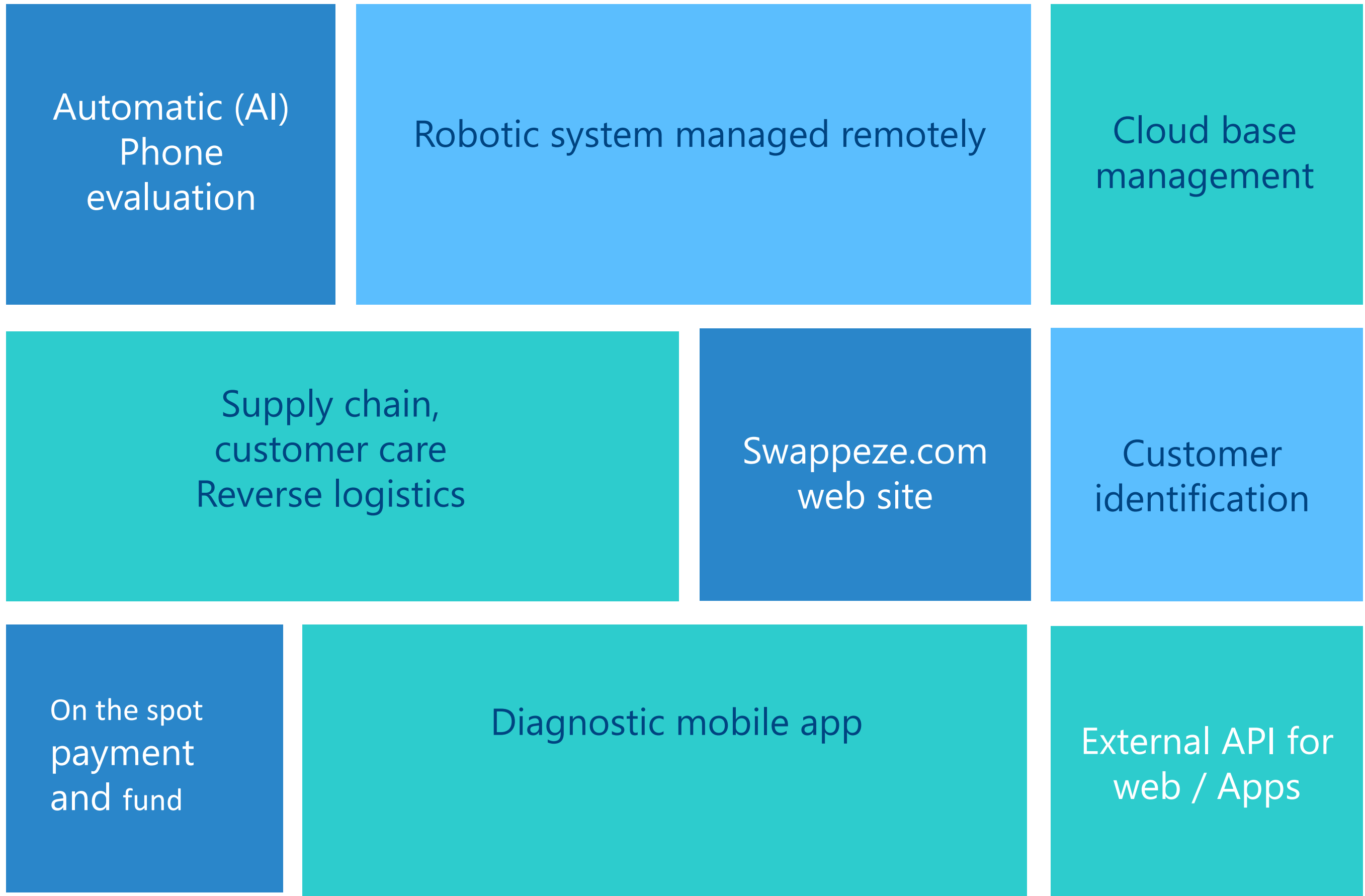
Turn consumers into suppliers

Buying phone directly from the consumer renewed and back to the market or sell to wholesale



The Technology

AI-SaaS-cloud solution and kiosks



Cellomat Solution Services

Automated retail solution for all mobile life cycle services



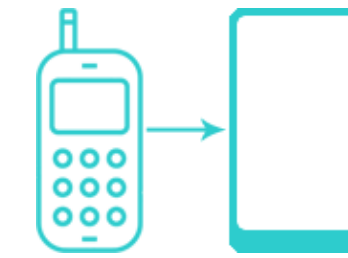
Buying phone from consumer

Evaluate user's phone, offer a price, and instant payment on the spot



Selling refurbished phone to consumer

Suggest a variety of refurbished phones in a "like new" state with warranty



Full trade-up transaction: Buy & Sell on the spot

Buy a used phone and offer a refurbished.



Click and Collect

Click and collect solution for ecommerce sites



Repair & Replacement

Drop a phone for repair, get a replacement and pickup once fixed



Combined online and offline trade-up solution

Swappeze site enables starting trade-up operation on the web

Go To Market Strategy

Partnership with retail chains that have a wide footprint and massive daily shopper traffic.

Developing our brand Swappeze in collaboration with an existing brand

PHONE Sell&Go

SO FUNKTIONIERT'S DAS SAGEN... WARUM SOLLTEST DU? **STANDORTE** f @

SMARTPHONE REIN GUTSCHEIN RAUS!

SATURN
Du kannst mehr!

OPERATED BY
cellomat

Finde den PHONE Sell & Go in der SATURN Filiale deiner Nähe.

Don't keep it.
Swap it.

Swappeze

by cellomat

A circular economy solution
to the trade-up market of
cell phones

IT HAS NEVER BEEN EASIER!

The Pain Point for Retail Consumer Electronics

The market: Retail consumer electronics

Currently : Retailers provide a trade-in service only as part of selling a new phone (trade-up).
Evaluating and pricing of the traded-in phone is done by human representor on the spot.
The phones are sold to a 3rd party that re-evaluates it.

The Pain point: Retailers are loosing money as a result of bad evaluation

Why? Because human make mistakes

The discount for buying a new phone is wrong due to bad evaluation and at the end is not covered by the 3rd party payment

Retailers take the financial risk

MediaMarktSaturn Results

The Biggest Consumer Electronic Retail Chain in the EU
Daily traffic 5K-10K in every store
900 stores in 14 countries in Europa

Location: 6 stores in Berlin

Joint brand: PHONE Sell&Go

Services: Recycle & Buyback

Fund: Saturn Gift Card

Duration: 18 months

Monthly marketing budget: 0 €

Extending the agreement for 1 year
Using Cellomat retail Capabilities



The Pain Point for the end Customer



Complex process

Today, upgrade a phone to a refurbished phone requires two separate **time-consuming transactions**:

Sell & Buy. Available only

online and takes a few days



Consumer Risks

The most important issue for consumers is to be 100% of the time with phone. Thus, need to buy before selling → **Financial risk**



The COVID 19 impact

Increased health awareness is driving customers to adopt **touchless shopping experiences** which requires no physical human interaction, such as cashier less stores, contactless or digital payment, etc.

Swapping a phone was never easier

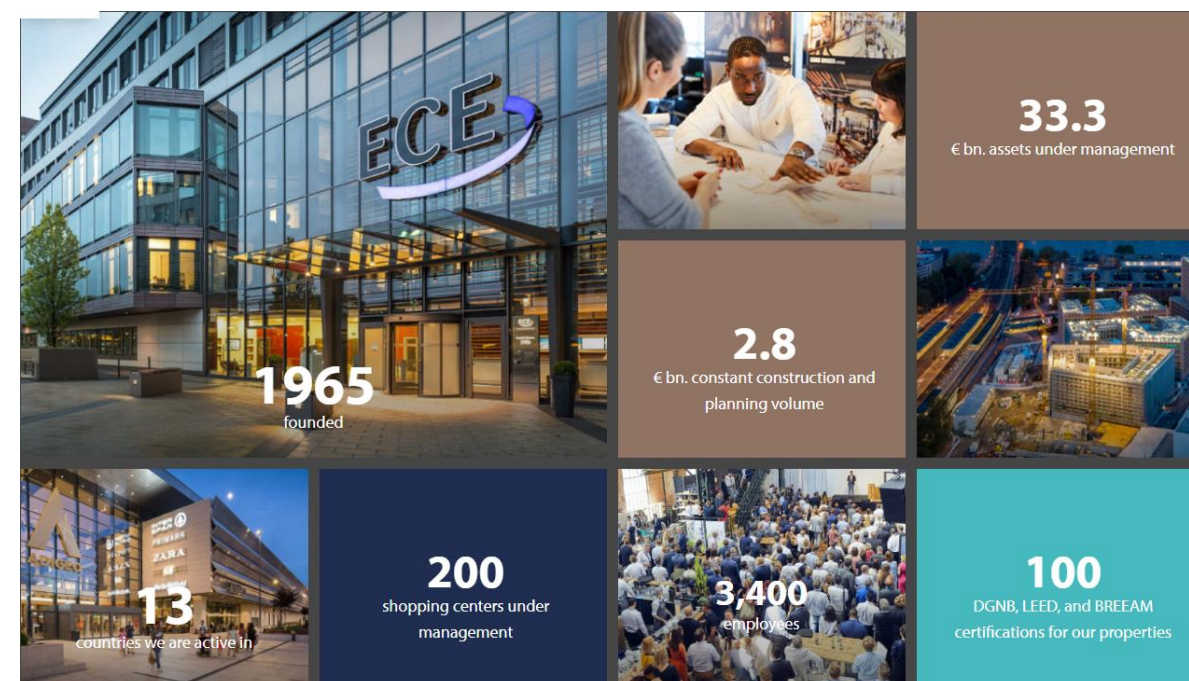
Swappeze-Our B2C brand

Swappeze offers the unique ability to swap a used phone with a newer one on the spot

www.swappeze.com

Agreement with ECE shopping malls with 200 locations

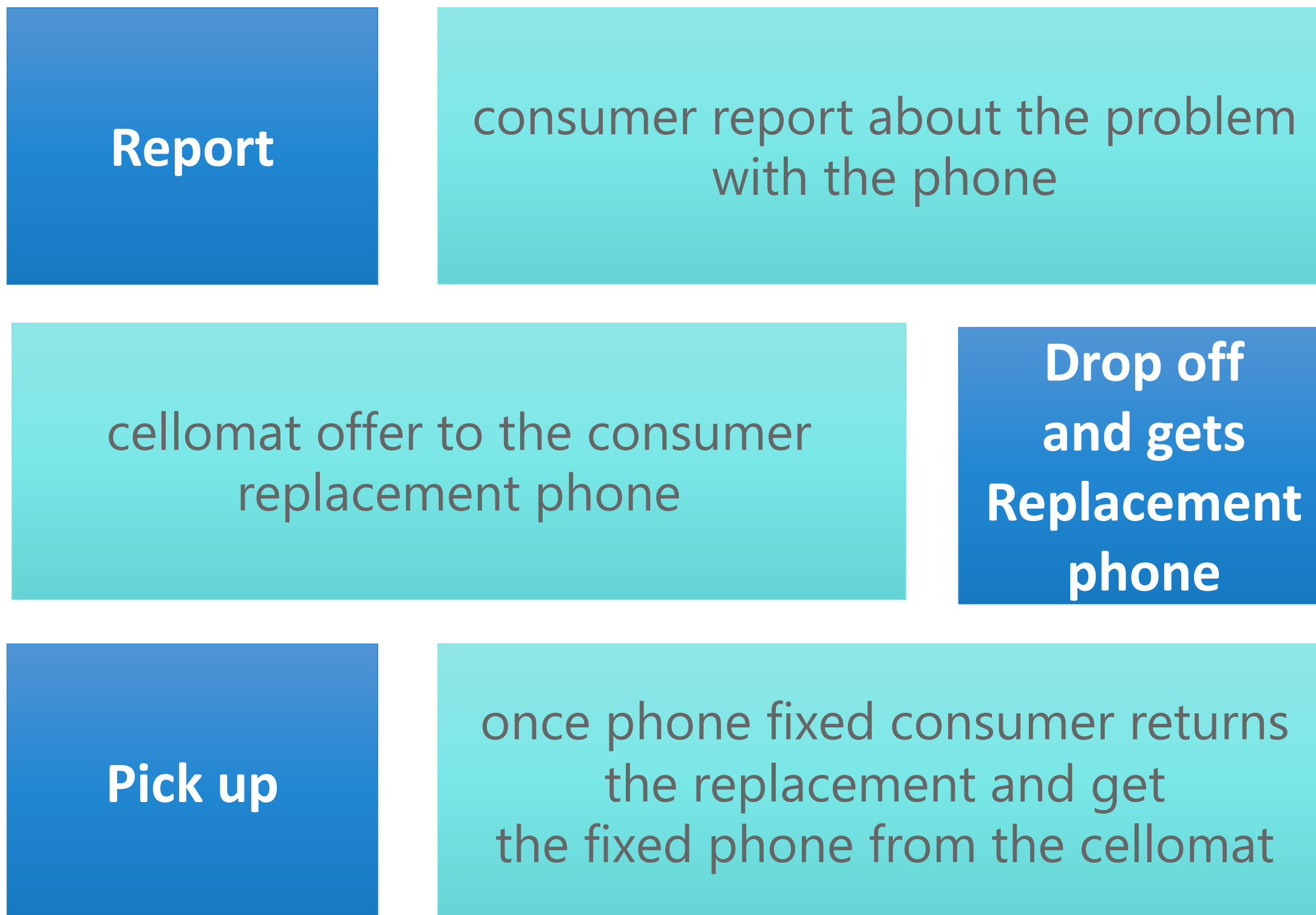
Negotiating with DM the biggest drug store chain n Germany -550 location



Cellomat – Technology for mobile lifecycle Services for Samsung

24-7 services for repair and replacement

the flow:



all the process without any human interaction

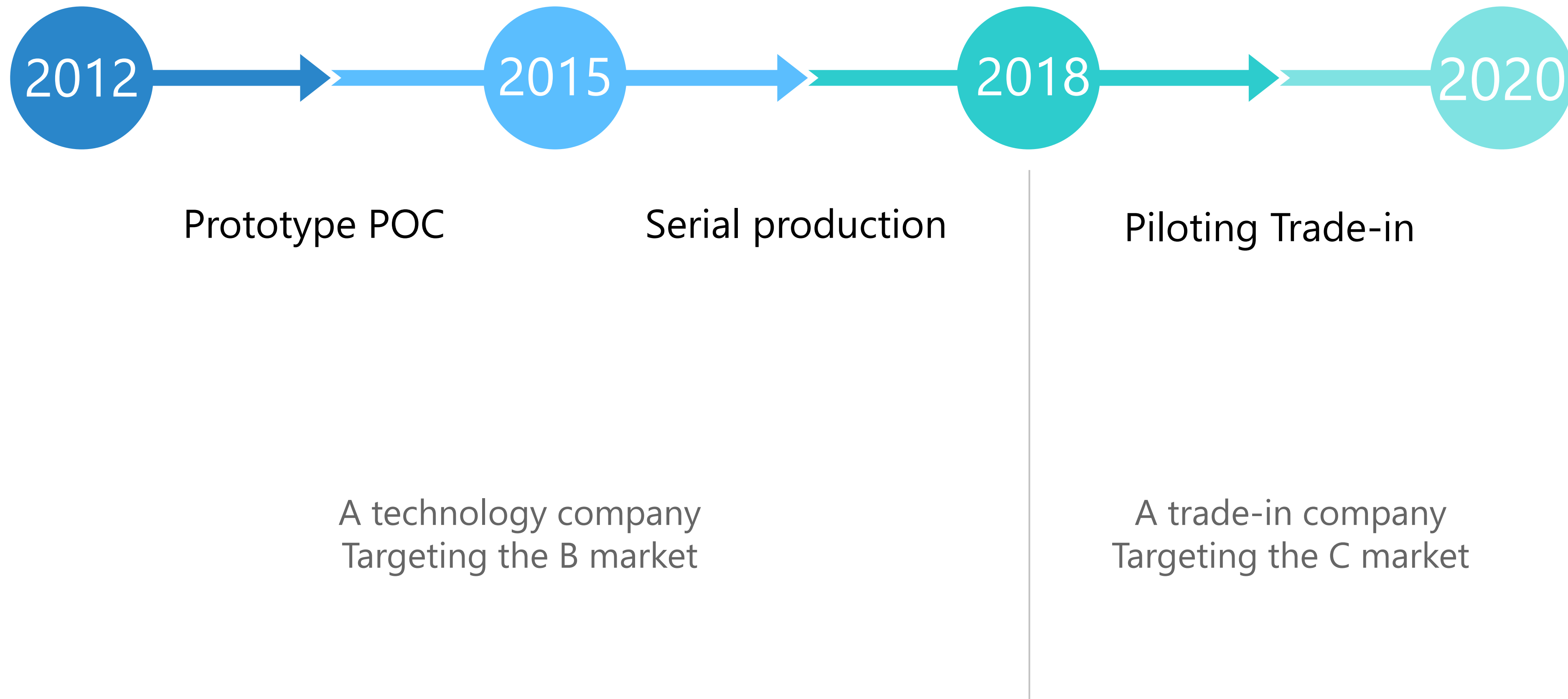




Who we are?

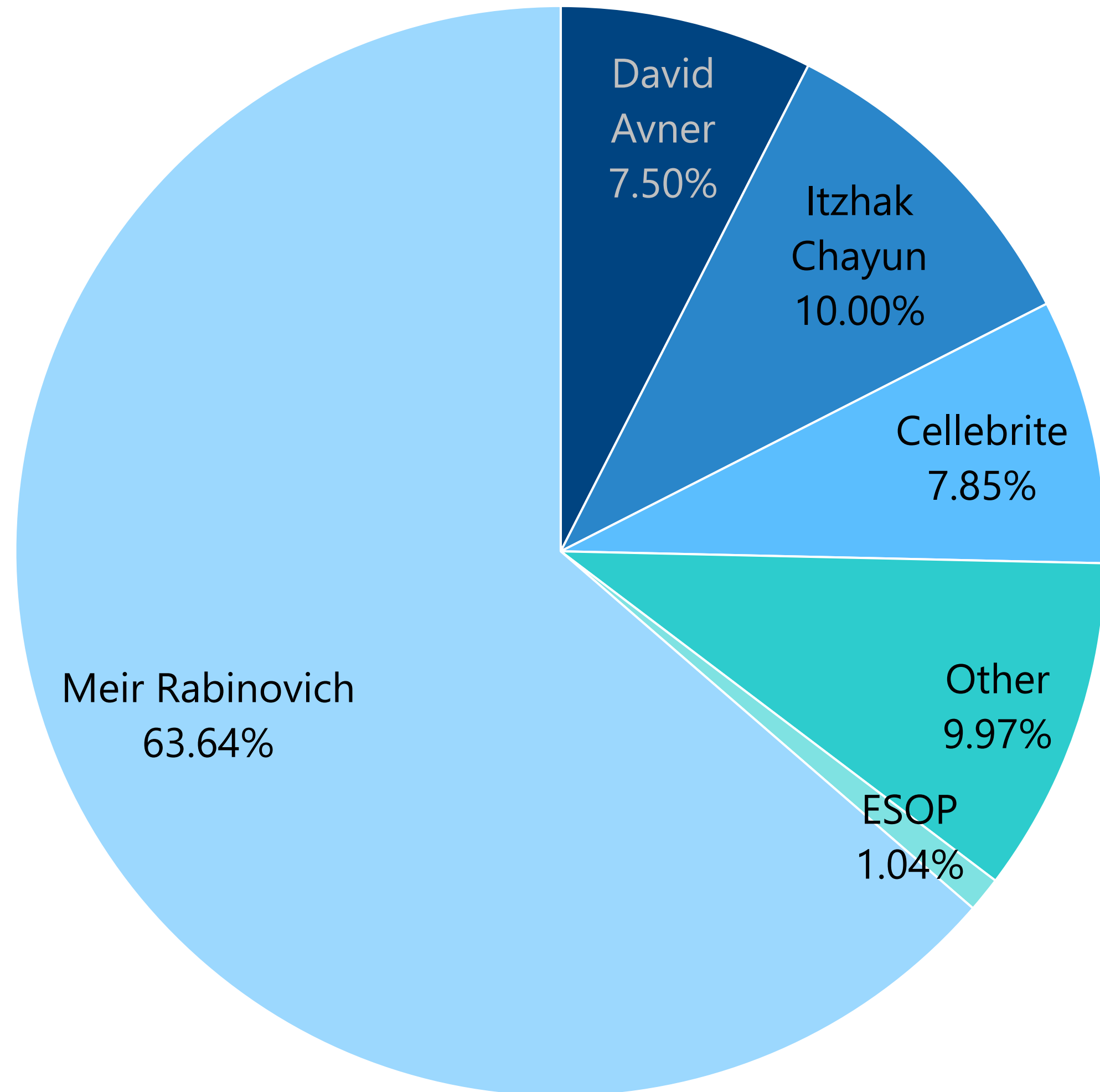
Company timeline

Milestones in the company life



Share Holdings

Fully diluted



- Meir Rabinovich** Former CEO and founder of SCR (sold to Alflex for \$250M). A partner in Rimonim venture capital
- David Avner** Cellomat's Chairman, Director of Bank Hapoalim, Former CEO of Partner Israel, Former director of Bank Leumi,
- Itzhak Chayun** Cellomat's CEO and Founder. More than 20 years experience in the global cellular market
- Cellebrite** A digital Intelligence solutions company based in Israel .the company invested 2.25M4
- ESOP** Including: Mali Hadar – Cellomat's VP R&D and Product. 10 years as senior R&D management in leading cellular market companies

Cellomat in the Media

References and PRs on Cellomat



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Florian Gietl • 2nd
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Handy rein, Gutschein raus: In drei Berliner Saturn-Märkten können Kunden ab sofort ihre ausgedienten Handys ganz einfach an Sell-and-Go-Automaten gegen Saturn-Geschenkkarten eintauschen. Für das sechsmonatige Pilotprojekt ...see more

See translation

Mobile phone, voucher out: In three Berlin Saturn markets, customers can now easily exchange their disused mobile phones at sell-and-go vending machines for Saturn gift cards. For the six-month pilot project, we are relying on Cellomat's vending machine systems. The startup from Israel specializes in automating lifecycle services for mobile devices and is a participant in the startup program Retailtech Hub-powered by MediaMarktSaturn & Plug and Play.

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[CELLOMAT: AUSGEDIENTE SMARTPHONES UMTAUSCHEN ODER BARES ERHALTEN](#)
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SATURN

23.01.2019
Exchange your old smartphone for a shopping voucher at Saturn in Berlin

- Reverse vending machines from Sell&Go estimate the residual value of mobile phones and swap them for Saturn gift cards
- Collaboration with startup Cellomat
- Pilot project to run for six months

Ingolstadt, 23.01.2019: Great – you finally received that long-awaited new smartphone for Christmas! But what are you going to do with your old mobile phone? People tend to chuck them into that special drawer reserved for tech we no longer need. But with spring cleaning on the agenda, it's high time to get rid of them! And now, at the three Saturn stores in Berlin – Alexanderplatz, Europa-Center and Schlossstrasse – old cell phones can be easily exchanged for Saturn gift cards using reverse vending machines.



[Saturn-Automat exchanges Alt-Smartphone for voucher](#)
[Together with the startup Cellomat, Saturn launches a pilot project: an automaton picks up used smartphones.](#)

Thank you!

