Corporate Social Responsibility

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“Creating A Better Everyday”

- Reimagining Retail
- Innovation
- Overall Satisfaction
- Community Impact
- ecoATM

[Image of ecoATM machine with a cartoon character]
Business Model

- Efficient for customers
- Positive impact on environment and community
- Redeveloping the industry

How?

- Evaluates condition of device
- Cash or donation rewards
- 75% refurbished, 25% recycled

End Goal

- Safe disposal of e-waste
- Environmental, economic & social benefits
- Shared profits
Current Issues

- Cell phone theft
- Kiosk errors
- Politics
Environmental Benefits

ecoATM has recycled TWIN MILLION phones and electronic devices

That's giving back to the environment in some surprising ways:

- 1,544 pounds of silver enough to create 32,560 American Eagle silver dollar coins made of .9995 pounds of silver.
- 76,000 pounds of copper enough to create a second Liberty statue of 62,000 pounds of copper and still have extra.
- 500,000 pounds of precious metals.

ecoATM Environmental Impact Report – YTD (Nov’10)

Based on EPA Calculator

<table>
<thead>
<tr>
<th>YTD Total</th>
<th>YTD Total</th>
<th>YTD Total</th>
<th>YTD Total</th>
<th>YTD Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>121463 Tons</td>
<td>19705 Kg</td>
<td>1949 Gallons</td>
<td>87 Houses</td>
<td>13 Autos</td>
</tr>
<tr>
<td>1 ecoATM Annually = 25,681 Tons</td>
<td>1 ecoATM Annually = 4,309 Kg</td>
<td>1 ecoATM Annually = 426 Gallons</td>
<td>1 ecoATM Annually = 21 Households</td>
<td>1 ecoATM Annually = 3 Autos</td>
</tr>
<tr>
<td>Tons of Toxic Mining Waste Avoided By Recycling Precious Metals</td>
<td>Metric Tons of Greenhouse Gases Saved By Phones &amp; Bricks</td>
<td>Equivalent Gallons of Oil (Energy) Saved By Reuse vs. Mg New Phones</td>
<td>Equivalent Houses Removed from Grid (Energy Saved) By Reuse vs. Mg New Phones</td>
<td>Equivalent Autos Removed from Road (Greenhouse Gases) By Reuse vs. Mg New Phones</td>
</tr>
</tbody>
</table>

Total Trees Planted by ecoATM via Trees For The Future in Haiti
Economic Benefits

- Increase disposable income
- Capital investment and welfare development
- Refurbished electronic devices
Social Benefits

- Industry leader
- Vast demographic market
- Non-profit relationships
Recommendations

“Our approach to CSR reflects our belief that Outerwall is part of an interdependent ecosystem that includes our retailers, suppliers, customers, employees and communities we serve.

We understand our actions impact others, and we’re dedicated to keeping our impact positive.”

J. Scott Di Valerio
Chief Executive Officer
“An ethical marketplace where buyers and sellers can trust each other.”
Payment System

- Convenience meets security
- Proof of residency for cash
- Printed check for security
Recycling Rewards

- All collected electronics create value
- Donate phones for emergency services
- Electronic accessories
- Incentives to donate
Financial Implications

- Better Business Bureau
- Check payment method
- Rewards program
Conclusion

Current Issues
- Cell Phone Theft
- Kiosk Errors
- Baltimore Ban

Corporate Social Responsibility
- Environmental
- Economic
- Social

Recommendations
- Better Business Bureau
- Payment Systems
- Recycling Rewards
Thank You

Questions?
Appendix

I. Company Background
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