Cingular
Retail Collection Program

HOBI International, Inc.
Presentation Overview

- Program Objectives
- Program Specifics
- Communication Methodology
- Forward Logistics
- Reverse Logistics
- Reuse
- Recycling
Cingular Overview

• Cingular Wireless is the largest wireless company in the United States, with more than 50 million subscribers

• Year 2004 pro forma annual revenue was more than $32 billion

• Vision:
  – To be the most highly regarded wireless company in the world, with a driving focus around best-in-class sales and service.
Program Objectives

• Maximize Participation
  – Ease of Use
  – Thorough Communication
  – Retail and Customer Focused

• Collect all hazardous/recyclable material

• Self Funding
Program Specifics

• Concurrently Designed Program
  – Design Team included retail, marketing, distribution, legal, EHS, and recycling organization

• Internally and externally generated recyclable/surplus material included in program

• Single box collection
Program Specifics

- Participating sites prequalified for participation in the program
- Phones, batteries, and accessories placed in same box, batteries individually bagged
- Box size chosen to insure safe handling and shipping
Communication

• All communication is web based
• Program communicated to public at retail and sales level
• Forward and reverse logistics information communicated via email
Forward Logistics

- Program information communicated via internal website
- Marketing material distributed via standard marketing channels
- Supply requests communicated via email.
- Supplies such as tape, bags, boxes are sent to collection site upon request
Reverse Logistics

- Collection information communicated via internal website
- Pickup requests communicated via email.
- Email communication based on standardized format
- Pickup logistics determined on case by case basis
Reuse

• Phones and accessories are sorted for resalable items
• Phones and accessories are visually inspected, tested, and cleaned prior to sale
• Sale of reusable items generates funds necessary to cover all program costs
Recycling

- 60% of material received by weight is not resalable
- Non-resalable items include phones, accessories, and batteries
- All non-resalable items are sorted by type for processing
Recycling

• Phones are demanufactured for PM recovery, component recovery, and plastic recovery
• Accessories are sorted for PM recovery and copper
• Batteries are sorted by chemistry and sent to a third party processor