

GSMA Services Showcase Live

9TH NOVEMBER 2022

Every tech problem made painless

likewise.



Our Purpose

Technology has transformed the way we live

We enjoy continuous connectivity

We have become reliant on our devices

Even short tech interruption cause significant disruption



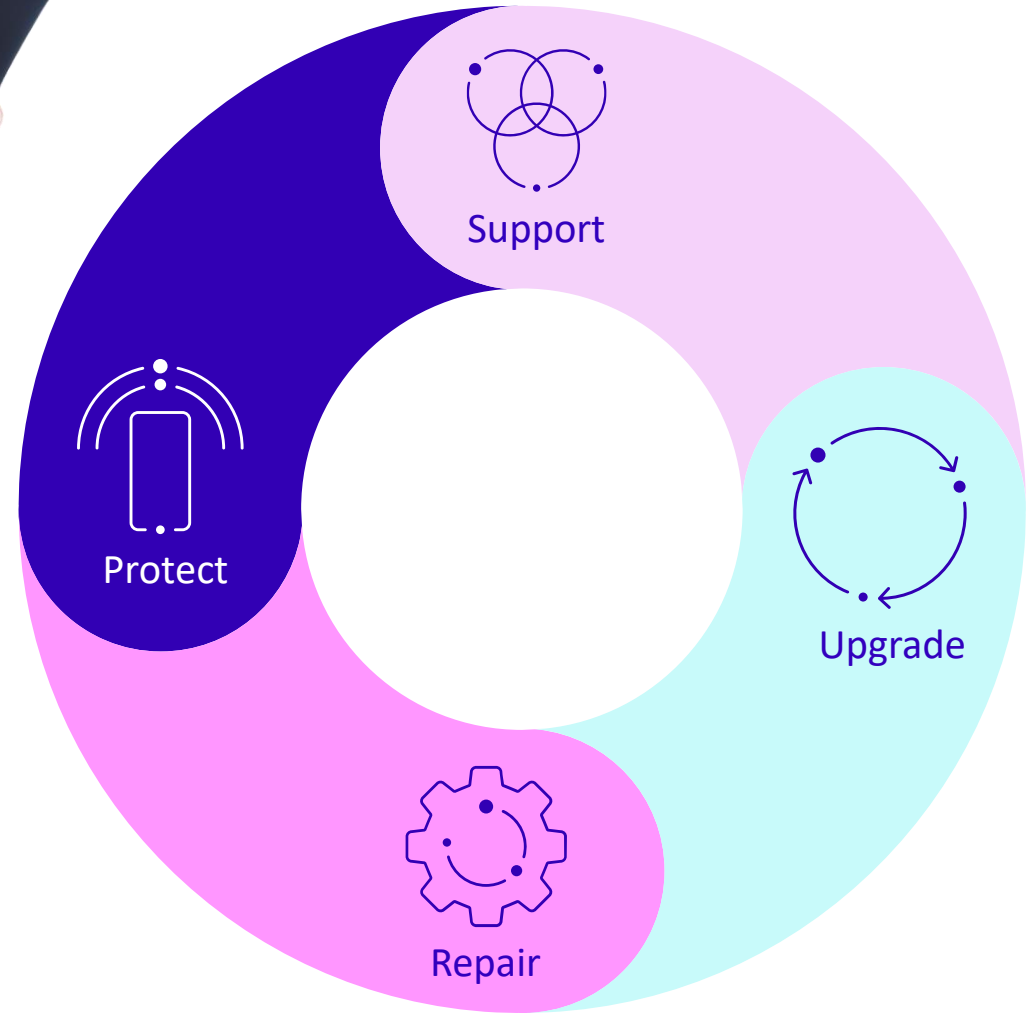
We exist to make every tech problem painless

Protect • Repair • Upgrade • Support

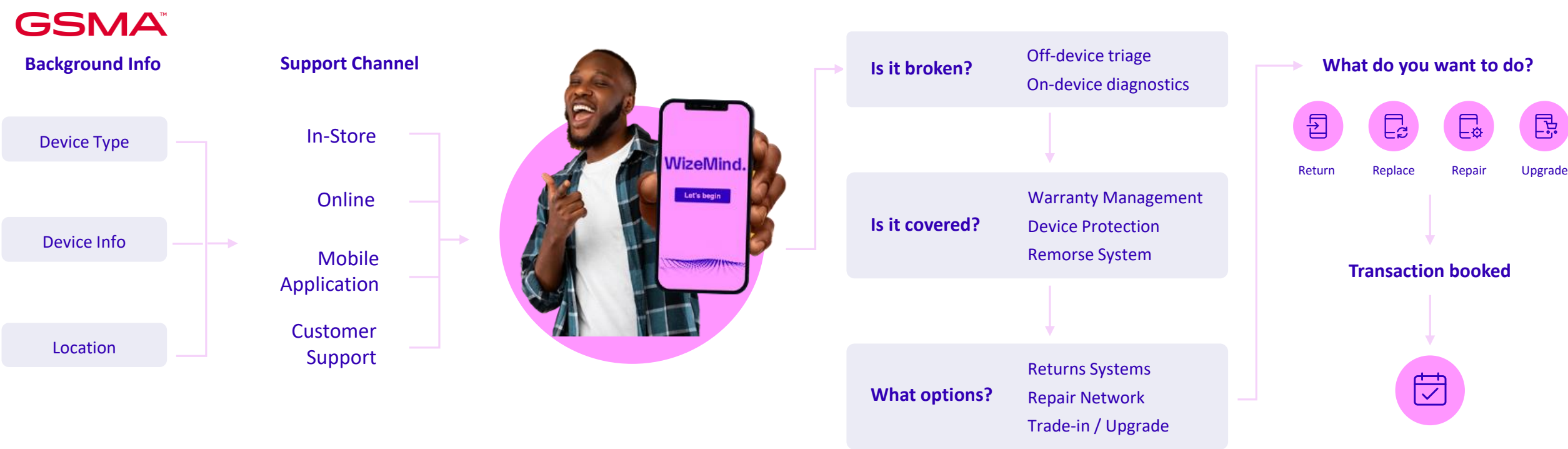


With one complete service solution

Protect • Repair • Upgrade • Support



We use real-time data & consumer input to give people the service they need, when they need it



Single resolution platform

Single system maximizing one-contact resolution and speed of resolution.

Remote diagnostics

Incorporates remote triage and all verification of all coverage options.

Location-based options

Incorporates location data and integrated coverage verification checking before offering solutions.

Best next solution

Holistic view of the customer, with best options identified and all options presented.

Omnichannel

Providing consistent experience across all channels and driving self-serve support.

We depend on smartphones...

>4 Billion
independent
smartphone
users globally

>1.2 Billion
new device
sales every
year since
2014

The price of
smartphones has
increased by
>490%
over the last
20 years

The average
person spends
>4.8 hours
on their phone
everyday

Device residual
values are
increasing

Consumers are
holding onto
devices for
longer: **>3.2yrs**
on average

...but breakage is somewhat inevitable

In the US Alone.....

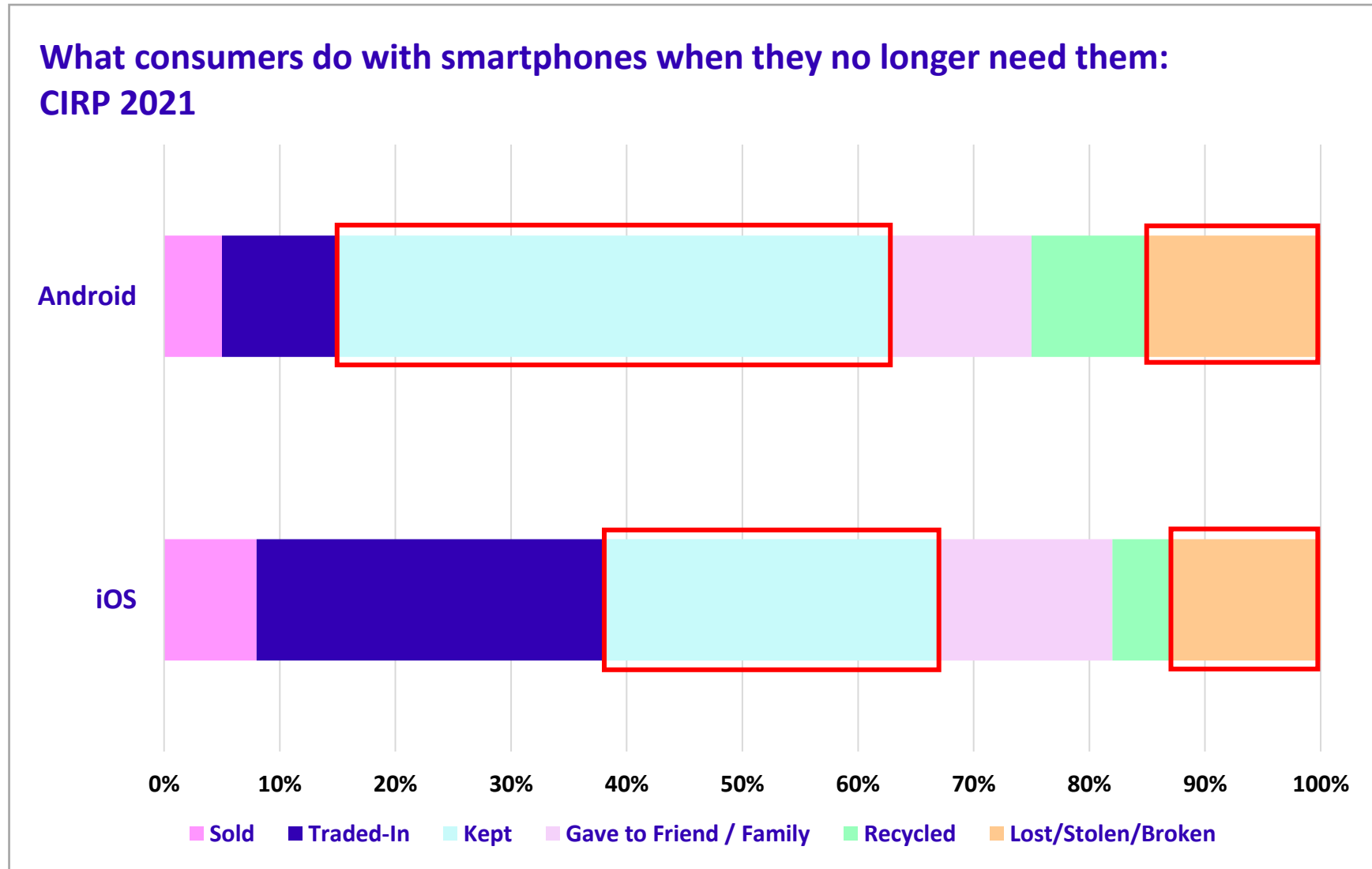
**2 smartphone
screens are
cracked every
second.**

**95 million
smartphones are
damaged each
year by drops.**

Est. \$29.8bn Total Equipment
Value

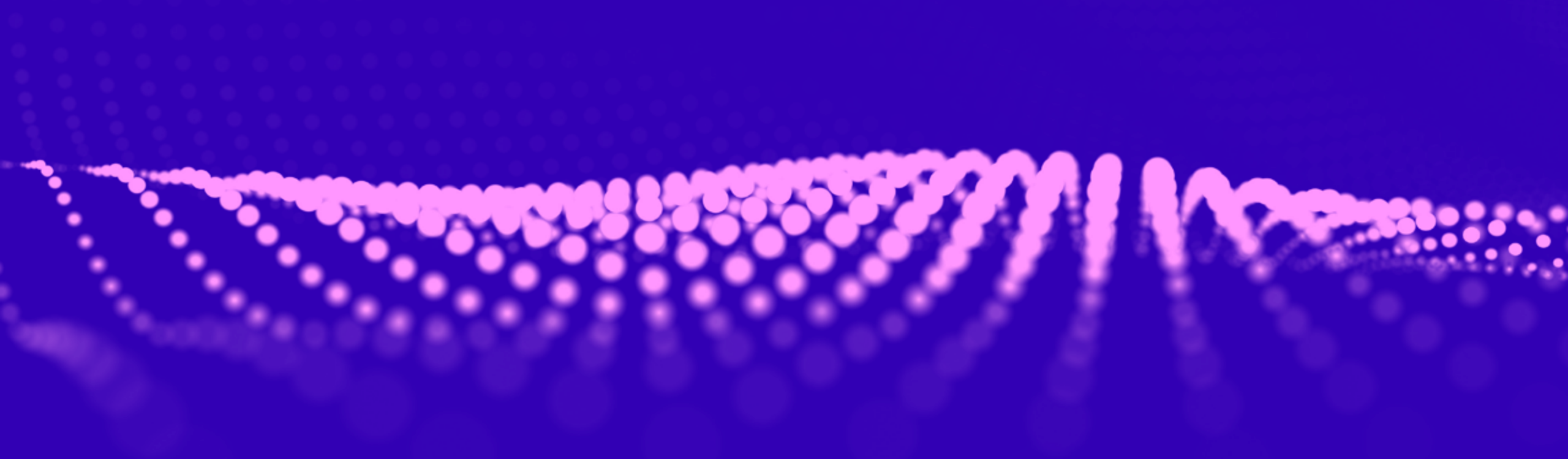
**It's thought that
72% of people
own a broken
smartphone.**

...and device lifecycles are inefficient



Thank you

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likewize.