



The Future of **mobile**  
**OUTFITTERS**



**Our mission** is to create opportunity and fulfillment for others by challenging the status quo





1000+ locations across 58 countries   





# OUR PARTNERS

Retailers and entrepreneurs around the world who are ambitious,  
and growth oriented







**EVERY 7 SECONDS**  
a Mobile Outfitters product is sold!



*with excellent reviews*



[reviews.io/company-reviews/store/mobile-outfitters](https://reviews.io/company-reviews/store/mobile-outfitters)

## MO empowers salespeople to capture every sale, not just what's in stock

- **RapidCut:** 60,000 designs made on demand to cover the front, back, and sides of any device
- **Magic Installer:** Professional installation in under 30 seconds with zero training



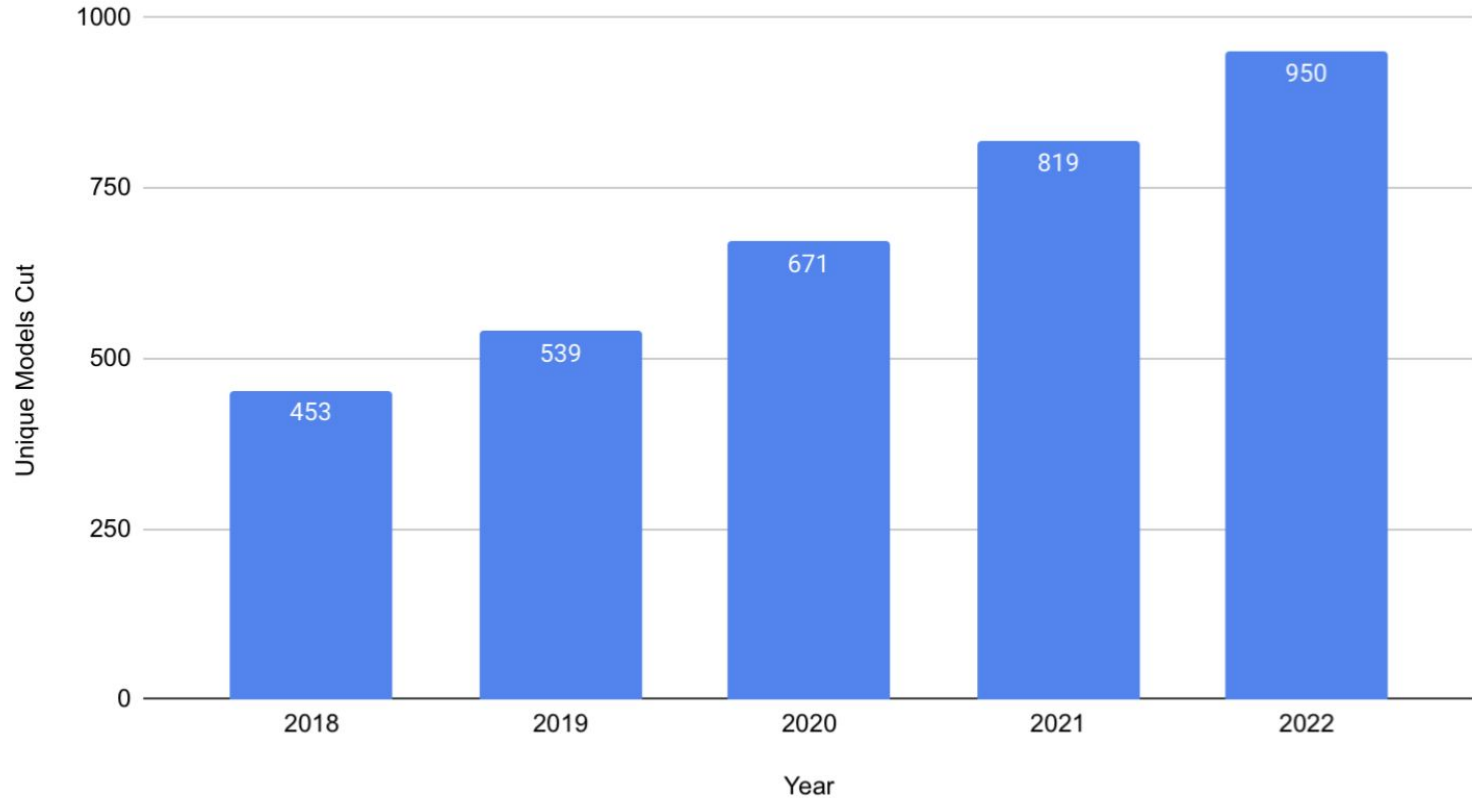


Retailers that carry protection for the top 20 devices at all times are still **missing out on 50% of potential sales**



# The Looooooong Tail of Screen Protection Sales

2017 - 2022: # of unique models cut







**+ 80%**

Gross margin  
on products

**+ 20-30%**

Increase in top  
line revenue

**+ 8-10%**

Increase in existing  
store product sales

**+ 10%**

Increase in foot traffic

## Case Study: Major telecom in EU

- An additional **20,000 people spent 3,500 hours** in-store thanks to our Lifetime Replacement Program, driving 10% increase in sales of other products.
- Increased facetime - **average customer comes in 3x per year**, offering your salespeople the opportunity to upsell other services (can I take a look at your latest phone bill?)
- You can't measure the sales you are missing - **950 models cut over a 12 month period** = the other 50% of the long tail of sales.
- **First to market** without worrying about last-minute distribution or having enough stock.

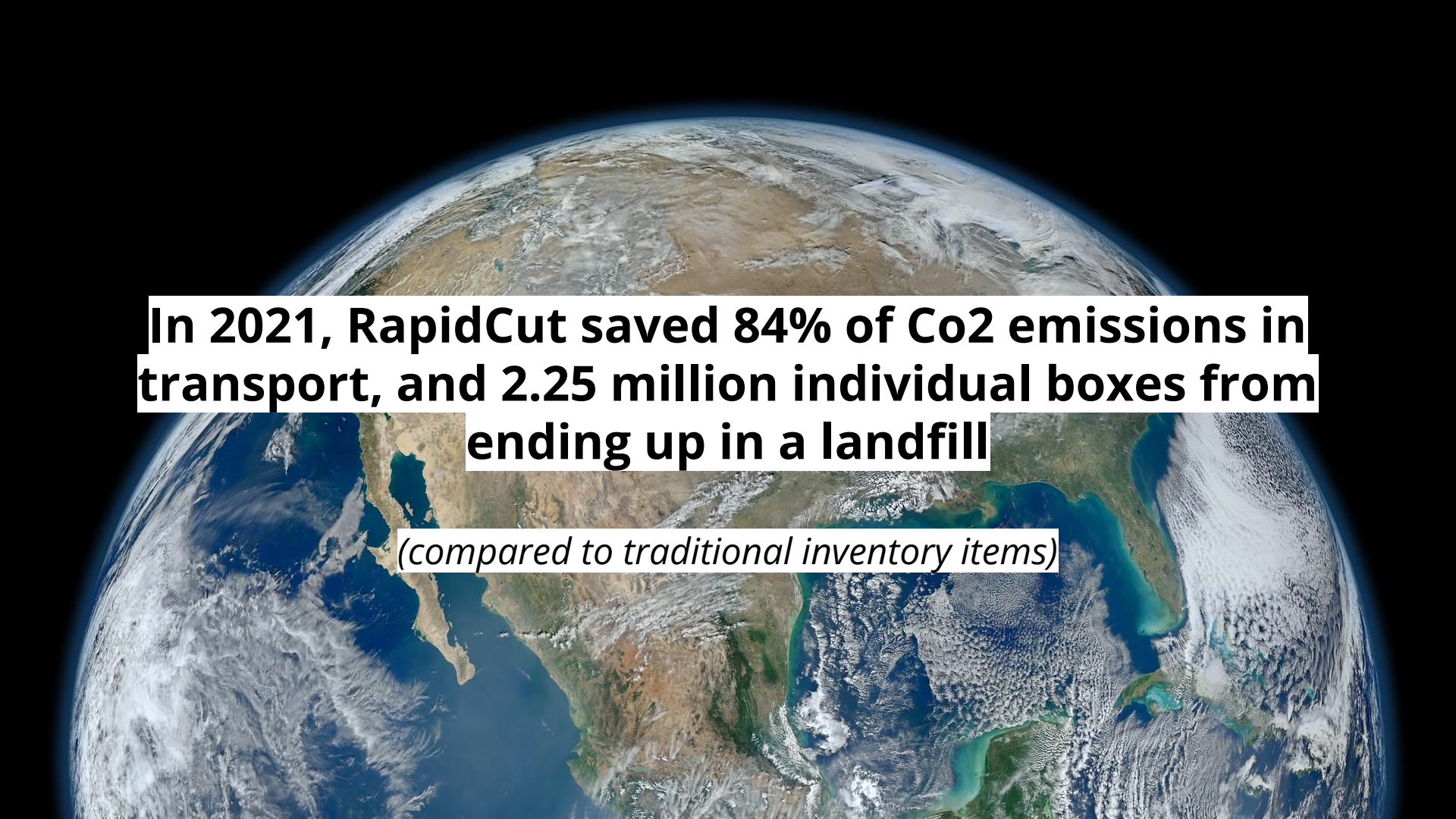


## Mobile Outfitters Saves You Money

- **Reduce Inventory.** On-Demand = huge reduced number of SKUs needed on hand
  - **One box of sheets eliminates the need for a warehouse & storage**  
(ex: 1 store sells 100 phones with 60% attachment rate)
- **Cash savings:** # of stores x # of protection SKU's x # Inventory per SKU
  - (ex: 100 stores x 50 SKUs x 5 items per SKU = 25,000 units reduced)
- **Eliminate theft & fraud.** Unprocessed film has no utility or street value
- **Eliminate obsolescence & overstock.** Material never goes bad, and works with all future models
- **Save procurement time.** No need to source products and track inventory for dozens or hundreds of models - a few SKUs does it all, past/present/future







**In 2021, RapidCut saved 84% of Co2 emissions in transport, and 2.25 million individual boxes from ending up in a landfill**

*(compared to traditional inventory items)*



# MO Proven Process

900 locations, 55 countries

**READY**

## DEVELOPMENT PLAN

Establish Success Measures,  
Pilot Plan, and Launch Plan

**KICKOFF CALLS**

**INITIAL ORDER**

**AIM**

**TRAINING**

**POC**

**LAUNCH**

**FIRE**

## CONTINUED STORE OPENINGS

In-Person Trainings


## ONGOING SUPPORT

Monthly PSM Check-In Calls

Monthly Marketing Calls

MOmentum Conference

Continuous Training



**The global smartphone  
screen protector market size  
was valued at \$50 billion  
USD in 2022**



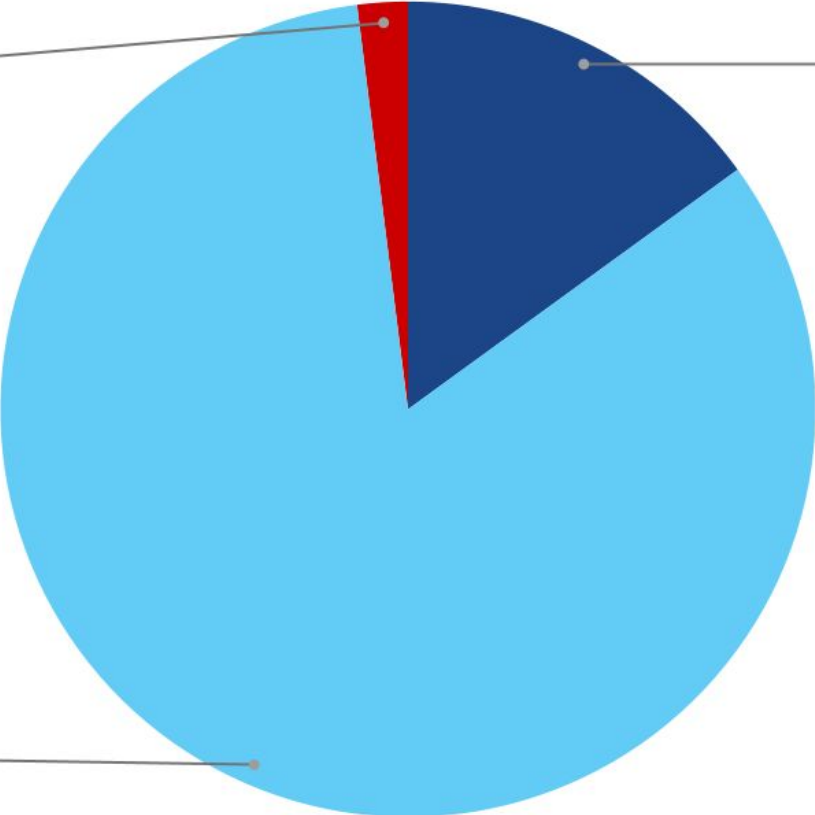
# Global Screen Protector Market Sales by Channel

Specialty Retail

2.0%

Online

15.0%

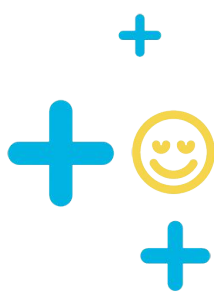


Mass Retail

83.0%

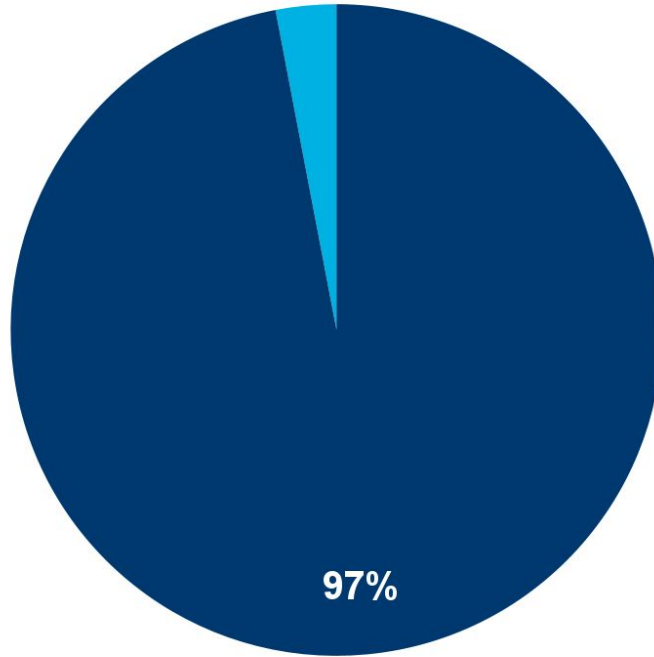


# Mass Retail

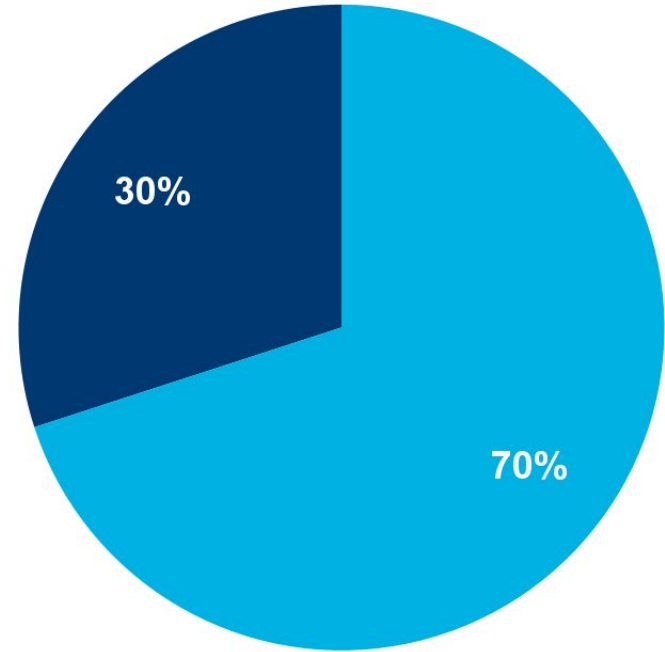


Telecom & Repair Shops:

- Screen Only
- Full Body



MO Kiosk:



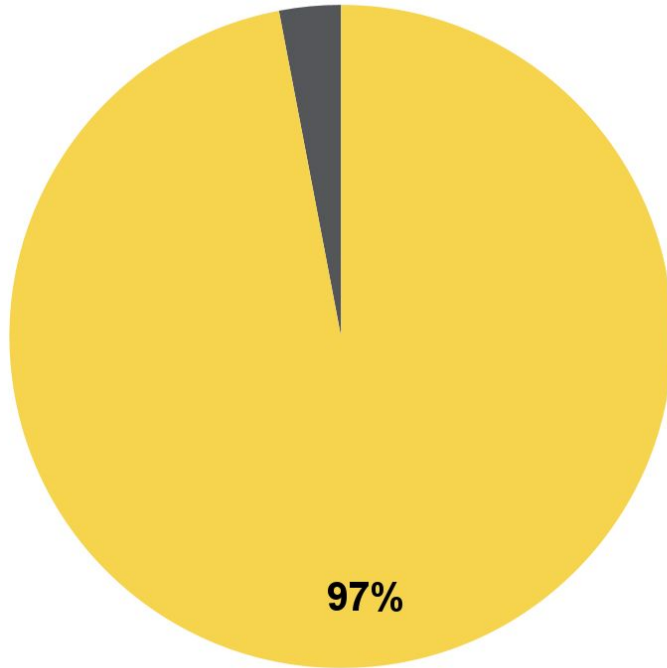


# Mass Retail



Globally:

- Phone (or smaller)
- Tablet (or larger)



*iPad #86th*

*Galaxy Tab #115th*



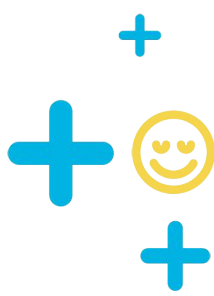
## How does mass retail work?

- Items come in, and scanned into stock
- Customers shop, unassisted
- Customers take an item to the register
- Staff completes sale, item taken out of stock
- Store orders more when quantities run low
- Warranty handled by manufacturer separately



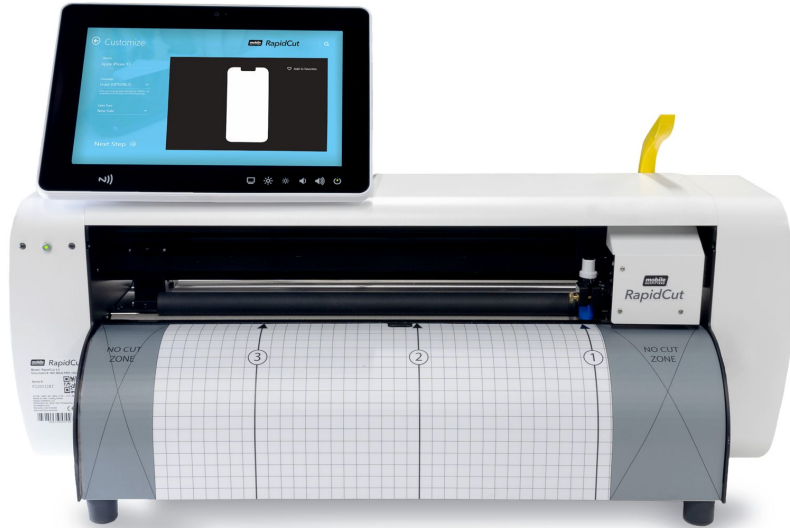
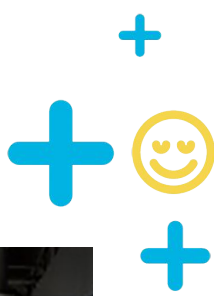


# RapidCut Mini





# RC 3.0 vs RC Mini





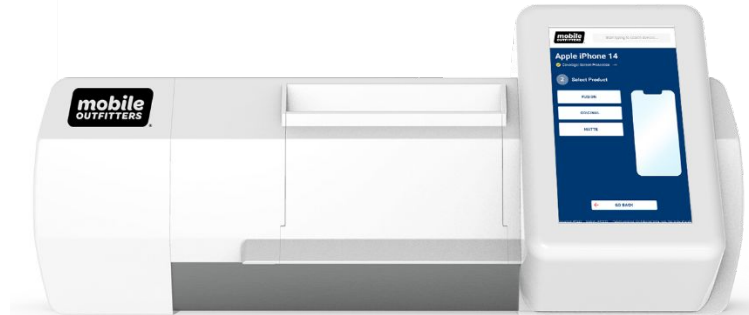


# RapidCut Mini



## The MO Difference

We want to do business the way that **YOU** want to do business.





# RapidCut Mini



Do business with us the way that **YOU** want to do business: **Inventory**

- 1 cut, 1 sheet
- 1 sheet size
- Smaller 25 unit master packs
- Barcoded individually





# RapidCut Mini



Do business with us the way that **YOU** want to do business: **Operation**

- No moving rollers, no levers, no adjustable parts
- No positioning or rotating the film
- No prior knowledge of cut types, “case cut”, or other industry terms
- 1 power cord, native to your country



# RapidCut Mini



Do business with us the way that **YOU** want to do business: **Support**

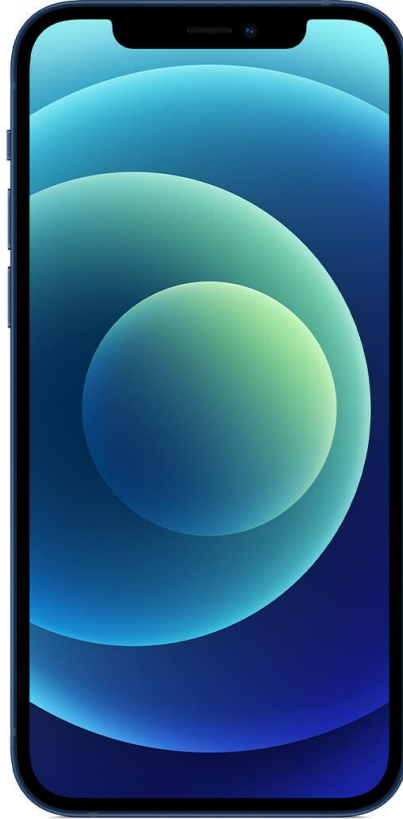
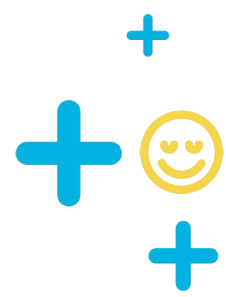
- Local, in-region, and HQ support
- Tool-free, low maintenance





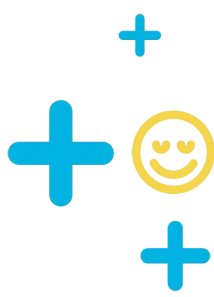


# Device Identifier





# Device Identifier



[device.moutfitters.com](https://device.moutfitters.com)



# MO Insights



- Dashboard
- Resellers
- Locations
- Products**
- Issues
- Users

MS MO Sales ▾

Filter by Date 10/01/2022 - 01/08/2023

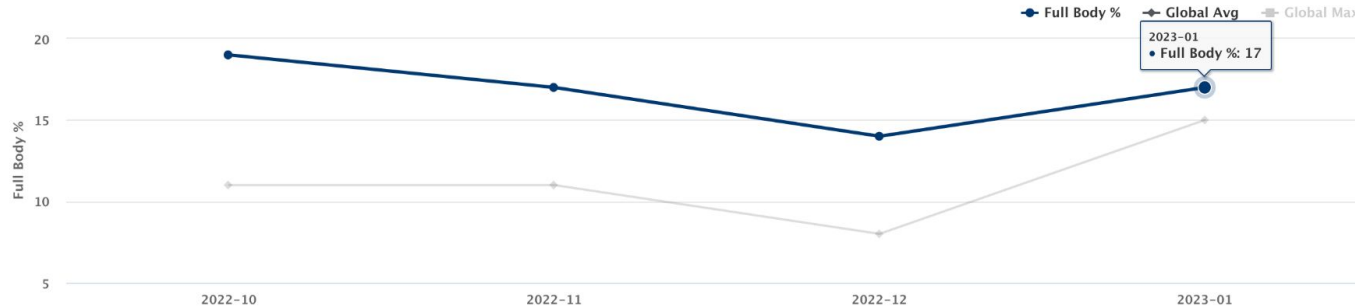
Last updated 01/08/23 at 4:08 pm

## MO Insights Products

Full Body % Rate by Month 10/01/2022 - 01/08/2023

Monthly

This graph shows your overall Full Body coverage rate by month, allowing you to compare it to the global average and the top performer.



Warranty Rate by Month 10/01/2022 - 01/08/2023

Monthly

This graph shows your overall warranty rate by month for each material type. Note: Fusion data includes both Fusion and Fusion for Curved Devices.

Original % Matte % Fusion % Style Skins % Pruvia %

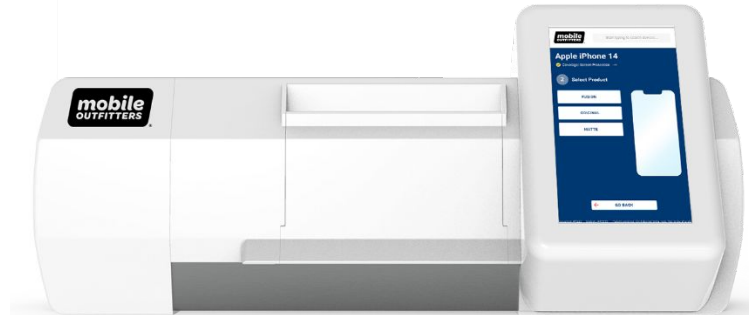


# RapidCut Mini



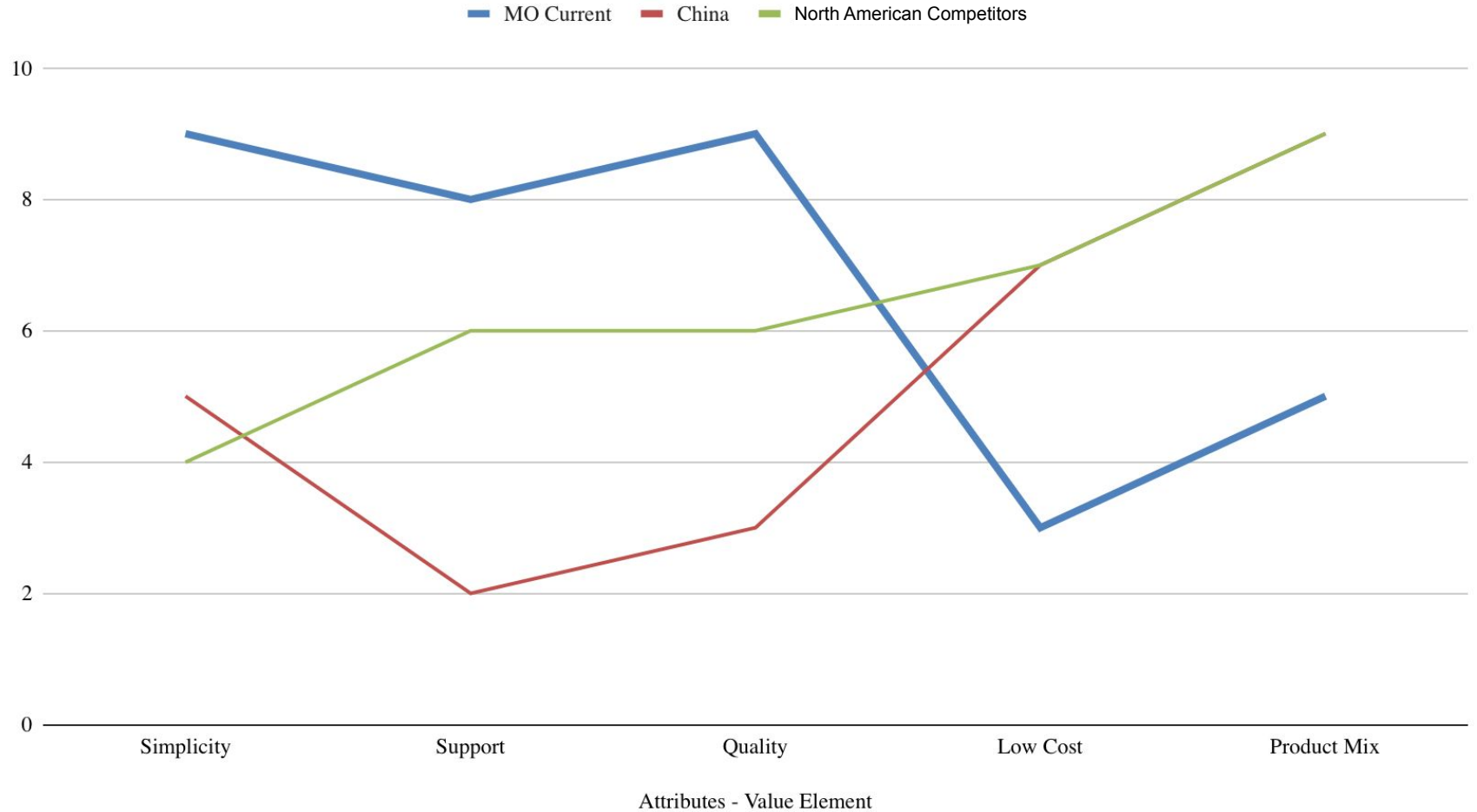
Do business with us the way that **YOU** want to do business: **Branding**

- Click of a setting to change the branding on the software
- Available to order hardware with custom branding



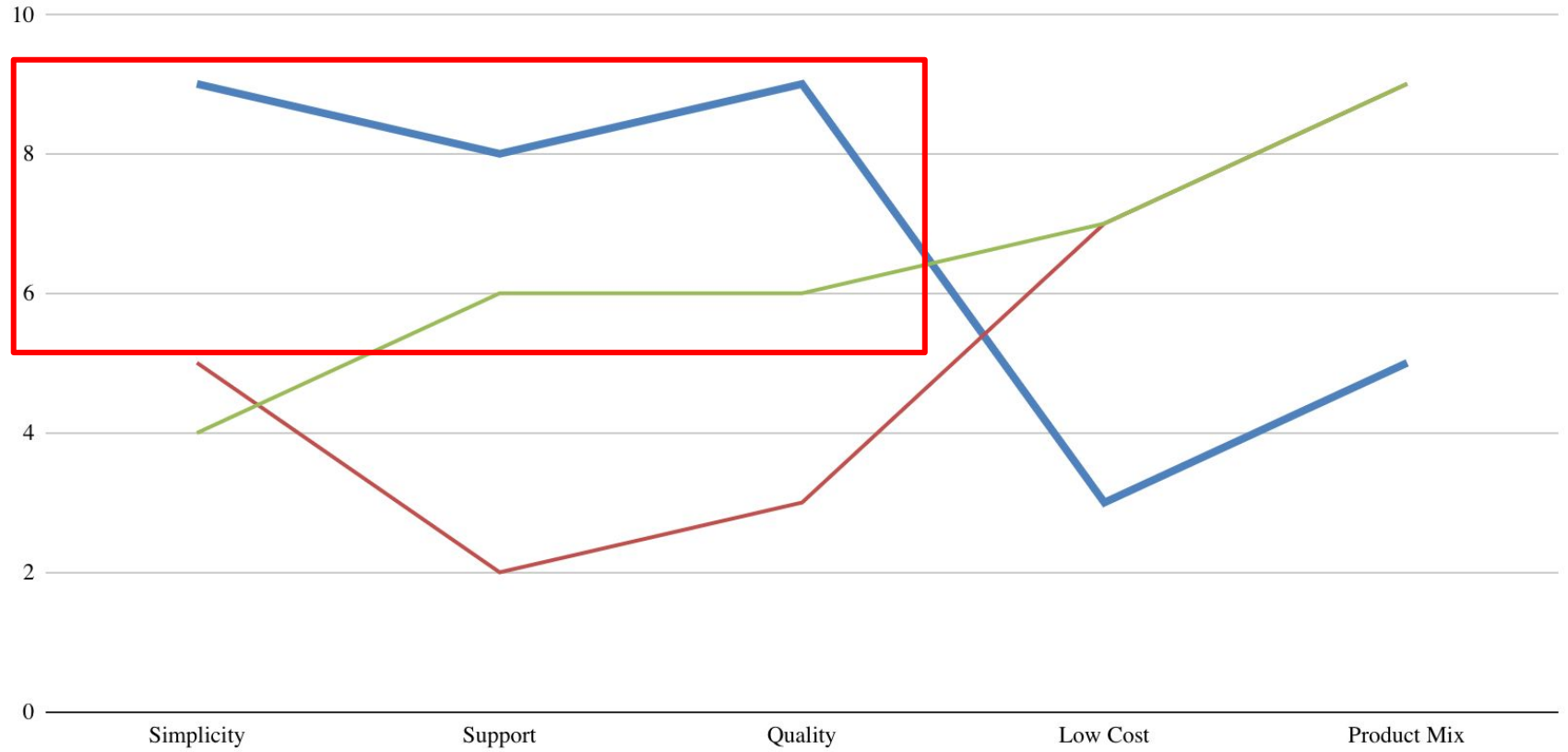


# MO 3HAG Strategy



# MO 3HAG Strategy

MO Current China North American Competitors



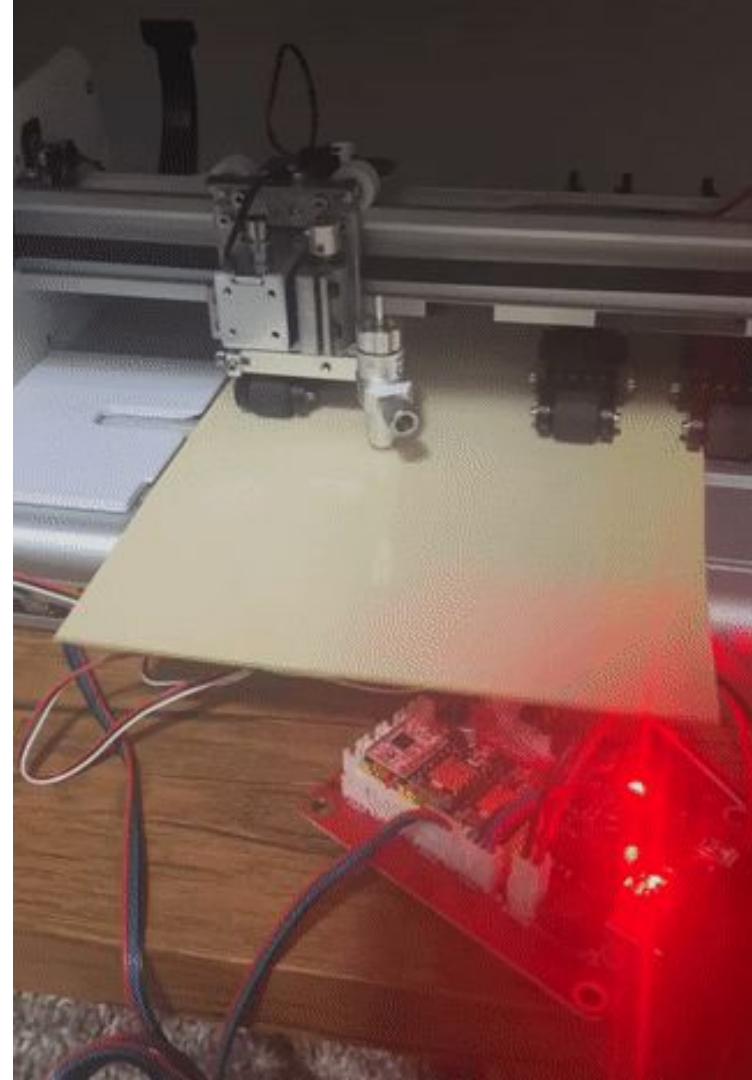
Attributes - Value Element



# RapidCut

## A truly MO product:

- We wrote the firmware
- We wrote the software
- We built the cutter hardware
- We designed the logic board





# RapidCut Mini



## Extensive quality testing:

- Tens of thousands of cuts to test cut quality durability
- Thousands of sheets to test feed mechanism durability
- Dozens of drop tests to test shipping durability
- Hundreds of hours spent on quality testing



# Installation at Scale







# World-Class Support

**Marketing:** BrandFolder, social media, weekly graphics, public contests, editable files

**Network:** WhatsApp group, bi-weekly Zooms, MOmentum

**Technical:** 24/7 support tickets, WhatsApp group

**Sales:** on-site training, lead gen, consent to sell, HubSpot





# RapidCut Mini



## DEMONSTRATION

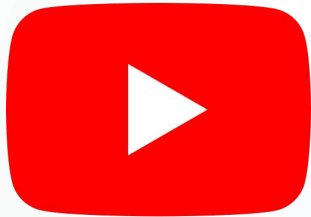




# What's Next?



*Check out us out on social:*



[mobileoutfitters](https://www.youtube.com/mobileoutfitters)



[@mobileoutfit](https://www.facebook.com/mobileoutfit)



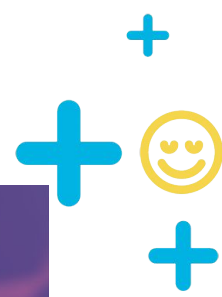
[@mobileoutfitters](https://www.tiktok.com/@mobileoutfitters)



[@mobileoutfitters](https://www.instagram.com/mobileoutfitters)



# RapidCut Mini



**RapidCut™**

Great for retailers who want to offer the greatest variety of products and offer protection for larger devices like tablets and laptops.



**RapidCut Mini™**

Perfect for retailers who want to offer on-demand protection in a small, easy-to-use system.

**MO Branding Only**

**Clear-Coat Original and Matte,  
Fusion, Style Skins**

**6+ Cuts per Sheet**

**Protects Laptops, Tablets, Phones, and Watches**

**Adjustable Sheet Position  
to Achieve Multiple Cuts**

**Custom Cut Feature**

**MO or Custom Branding (White Label Available)**

**Clear-Coat Original and Matte,  
Fusion**

**1 Cut per Sheet**

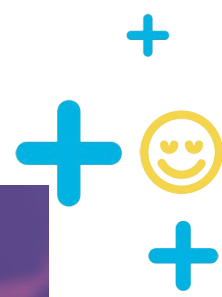
**Protects Phones, Watches, and Devices under 7"**

**Easy Sheet Feeder  
to Simplify Cutting Process**

**Pre-Designed Cuts Only**



# RapidCut Mini



**RapidCut™**

Great for retailers who want to offer the greatest variety of products and offer protection for larger devices like tablets and laptops.

**Overall Dimensions**

14.9" x 25.2" x 10.2" | 380.5 mm x 640 mm x 270.5 mm

**Weight**

36 lbs | 16.2 kg

**Touchscreen**

10.5" | 266.7 mm

**Sheet Size**

11" x 14.25" | 279 mm x 362 mm



**RapidCut Mini™**

Perfect for retailers who want to offer on-demand protection in a small, easy-to-use system.

**Overall Dimensions**

9.84" X 18.11" x 9.45" | 250 mm x 460mm x 240 mm

**Weight**

17 lbs. | 7.7 kg

**Touchscreen**

7" | 177.8 mm

**Sheet Size**

5.5" x 8.8" | 140 mm x 226 mm



# Our Products



**Original**

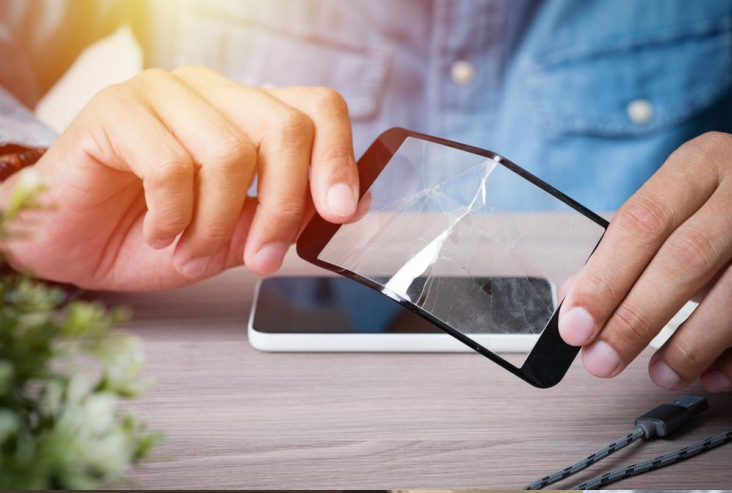


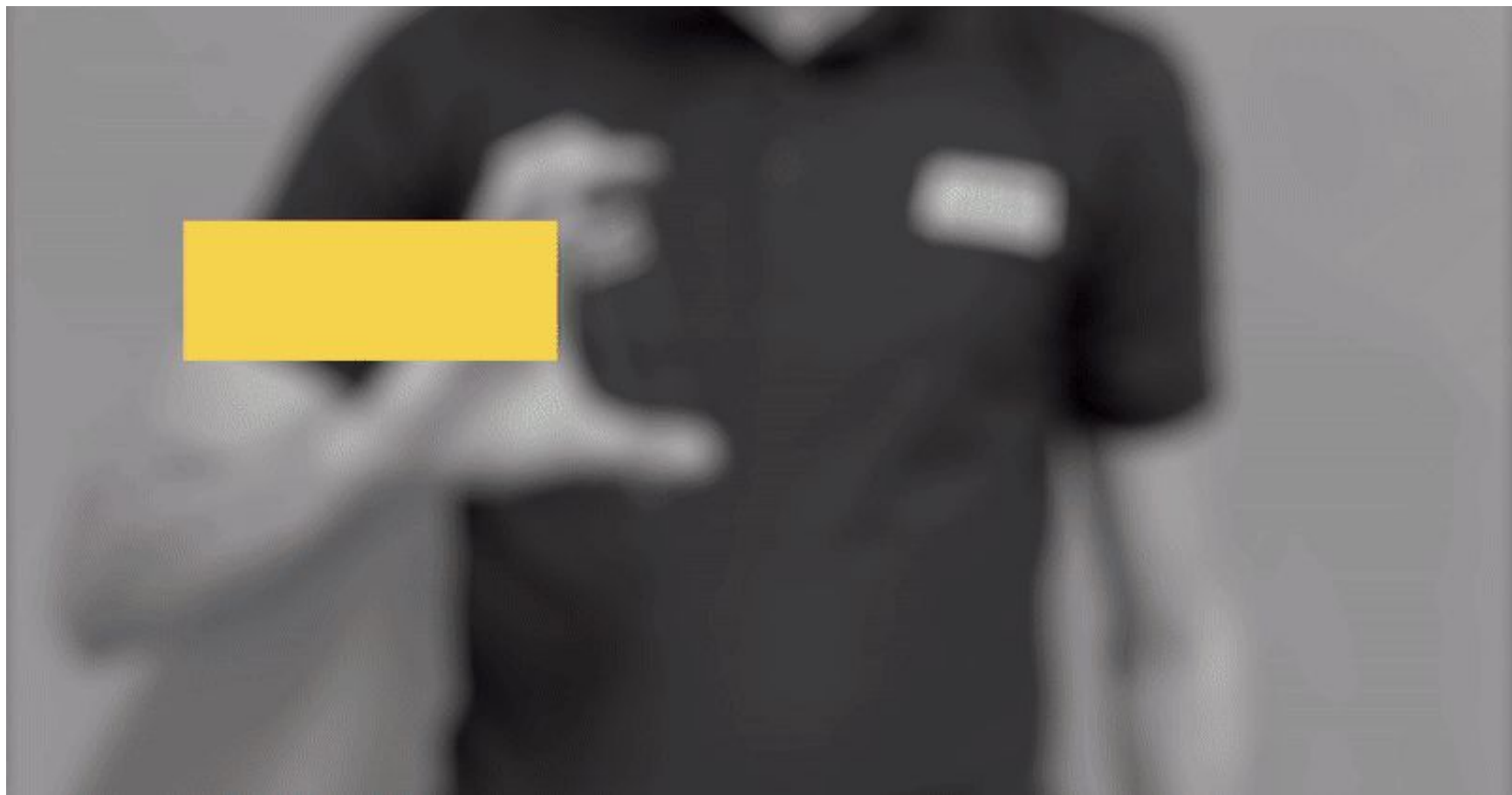
**Matte**



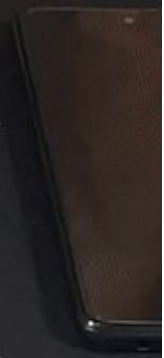
**FUSION™**







PROFESSIONAL INSTALLATION MAT



ile  
ERS



# Value Prop



- Edge-to-Edge HD Clarity Protection
- Never Chips, Cracks, or Breaks (as opposed to Tempered Glass)
- Military-Grade Strength, USA Made
- Lifetime Replacements



## Original +

- Anti-Glare + Anti-Reflection Edge-to-Edge Protection
- Fingerprint and Smudge Free

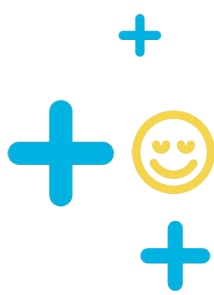


## Original +

- Patented TriACTIVE™ Impact Protection Uses 3 Layers to Absorb Impact



# RapidCut Mini



250mm  
height

460mm  
width

240mm  
depth