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Lessons From a Volatile Year in ITAD



NASHVILLE, TN
MAY 9TH - 11TH

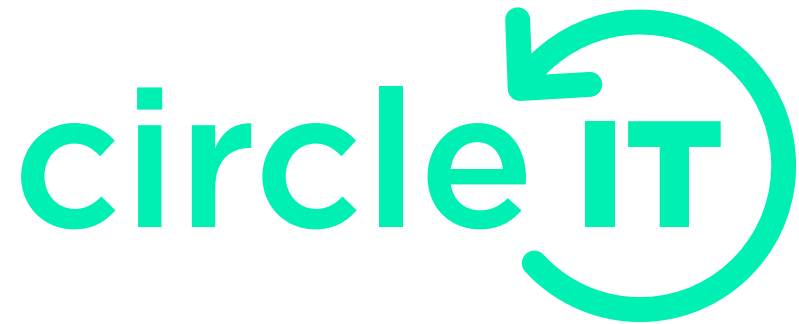
Agenda

1. Introductions & Background
2. Historical ITAD Market
3. 2022 Shifts in ITAD
4. How ITAMs/ITADs can Adapt to Changing Market
5. CircleIT Today



Will Cohen,
President, CircleIT





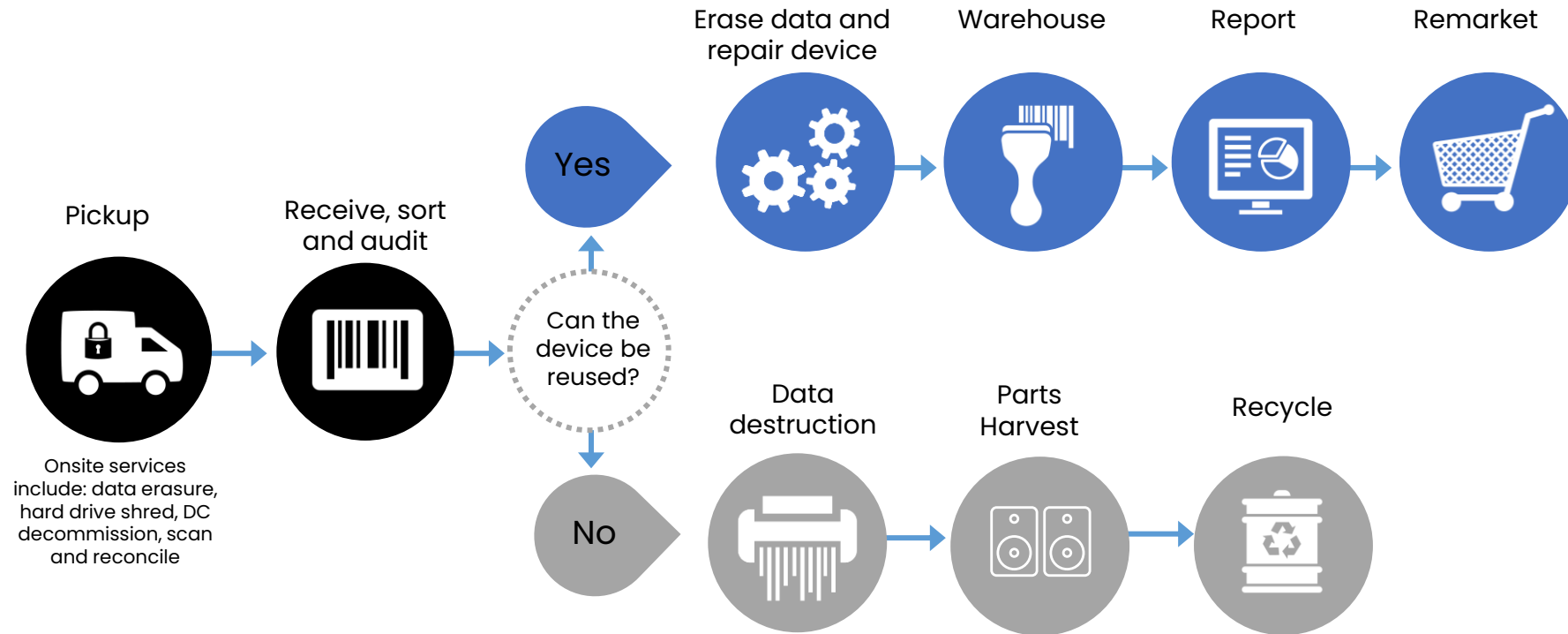
Who we are

CircleIT delivers secure and sustainable circularity for information technology devices through partnerships with individuals, businesses and governments.

As the largest B Corporation in this emerging industry, CircleIT is committed to enabling its clients to accelerate progress towards their Sustainability and ESG goals/metrics.



Historical ITAD Framework



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Simplifying the Historical ITAD Framework

Client Portal / Reporting

Transportation /
Logistics

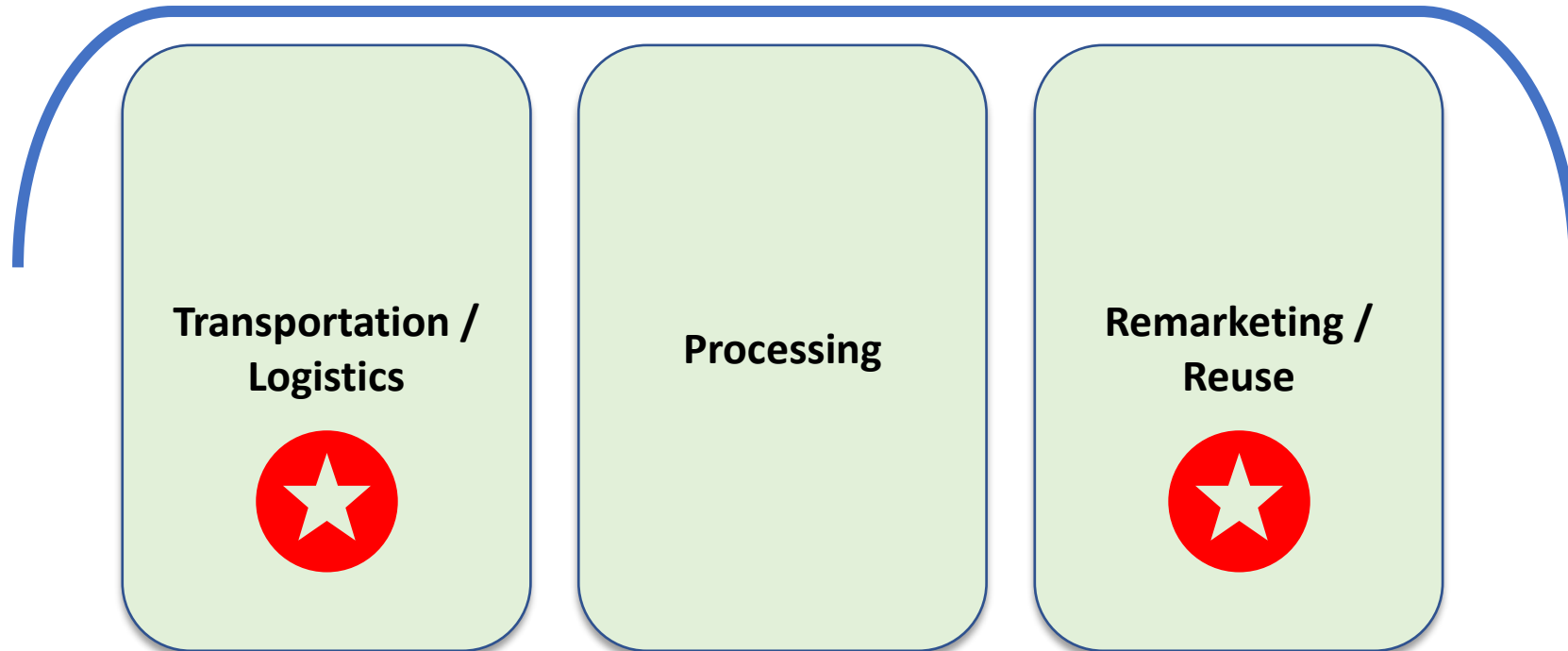
Processing

Remarketing /
Reuse



2022 Shifts in ITAD Framework

Client Portal / Reporting



Transportation Market Changes

3 Major Factors affected Transportation Market

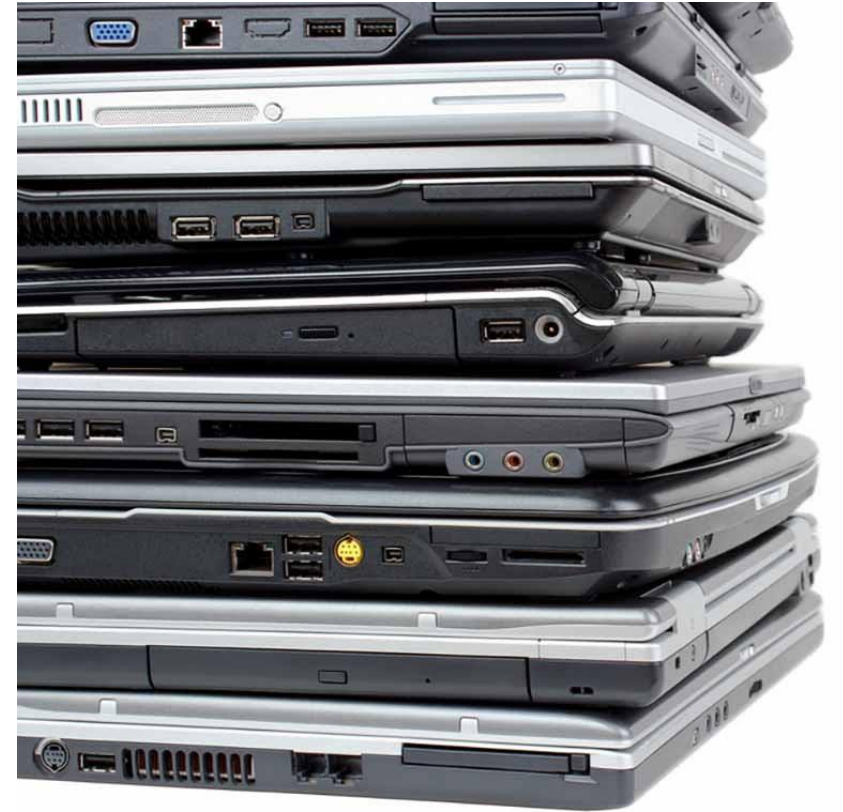
- COVID-19
 - Increased demand for consumer and commercial goods
 - Delivery delays and increased costs
 - High trucking turnover / Union challenges
- Russian Invasion of Ukraine
 - Russia is one of the world's major oil exporters
 - Increased gas/oil prices
- Supply chain shipping issues
 - Insurance premiums increased significantly



Secondary Market Steep Decline

ITAD Providers saw used equipment prices skyrocket during the COVID-19 pandemic, only to plummet mid-way through 2022

- Demand decrease
 - Pent up purchasing in COVID-19 for remote work + virtual learning
 - Fear of recession
- Value decrease
 - Average Sale Prices faced steep declines
 - Laptops - ~40%
 - Personal Computer - ~30%



Combating ITAD Market Shifts

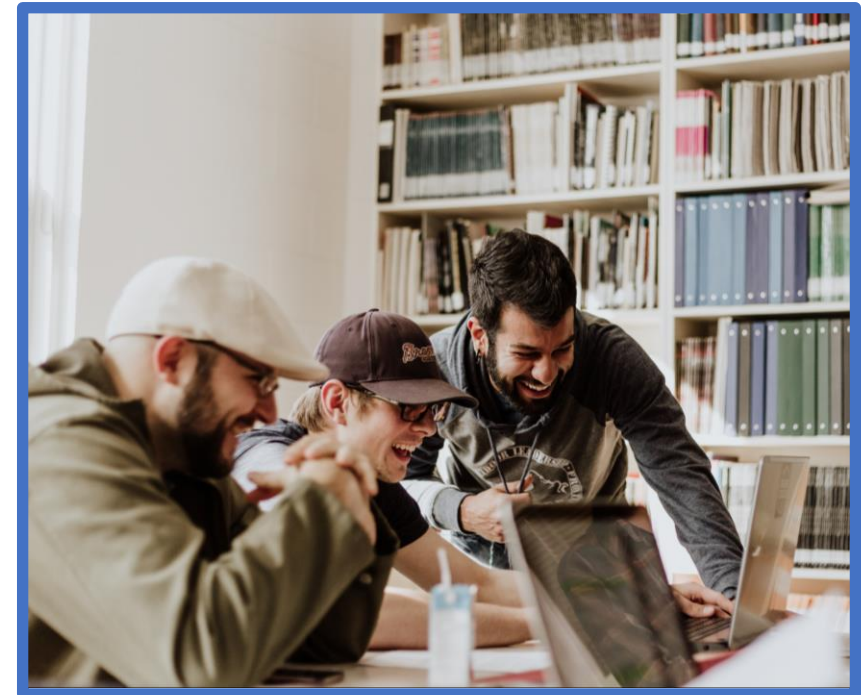
ITAD Providers and ITAMs can take measures to combat market challenges

ITADs

- Shifting from traditional global wholesale markets to online retail markets
- Parts and component reuse
- Sustainable services and infrastructures

ITAMs

- Strategic management of end-of-life inventory
- Lifecycle service integration into ITAD
- Encouraging ITAD partners to extract more “value” through reuse and ESG



Continuous ITAD Evolution of Providing Value



\$ to clients



Resell or Recycle



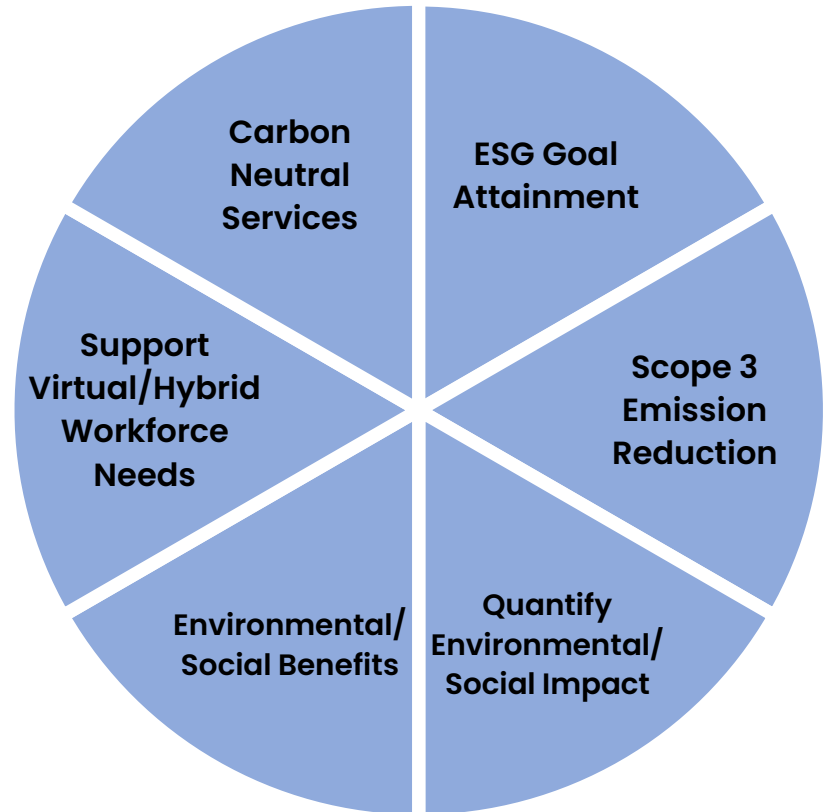
Asset Reporting / Reconciliation



Taking Responsibility for Risk



Compliance/Regulations: RIOS, R2, NAID AAA Certification, ISOs, ASCDI Ethics



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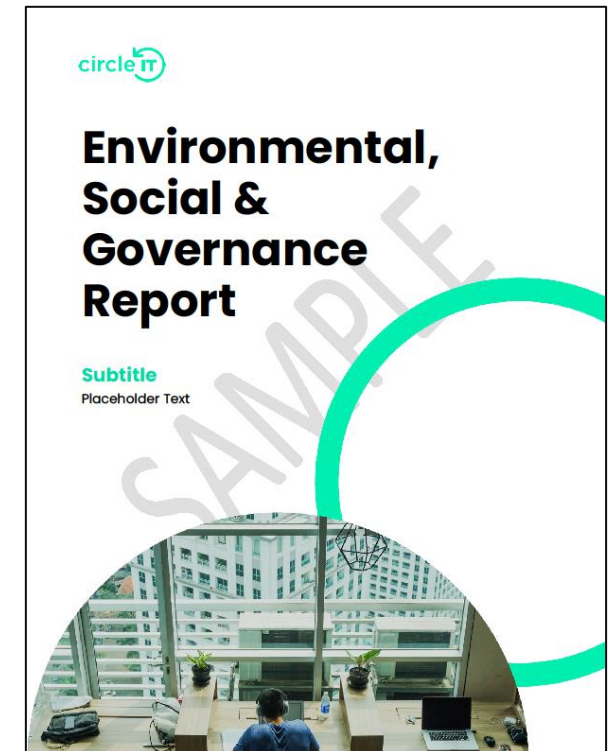
ESG Continues to Build Momentum

“Sustainability is no longer about doing less harm. Its about doing more good.”

Jochen Zeitz and Richard Branson, Founders of B Team



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Thank you.

Will Cohen

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