

ICT Recycling Brand

MINTIT Company Profile V.2024

MINTIT

01

Intro

Brand Story

02

Why MINTIT

Core Values

03

MINTIT Way

Environmental &
Social Values

04

About MINTIT

Company Overview

INTRO

In Korea, which has a phone penetration rate of 100%, an estimated 70 million phones have been put away and forgotten after use.

01

The Simplest Way to Recycle Your Phones.

Most people store their old phones in a drawer tangled with other electronic devices, not in a trash bin. Because people worry about personal data breaches when they throw it away.

The fact that only a portion of smartphones discarded by consumers is recycled and reused shows increased E-waste.

So, we thought, Is there a simplest way to recycle smartphones?

MINTIT helps anyone to participate in activities to save resources and protect the environment by offering the simplest and safest way to recycle their old smartphones.

MINTIT, as a leader, will try to solve environmental and social issues raised by E-waste.

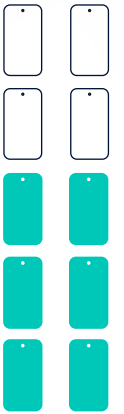
MINTIT is there for the recycling of your used phones. Did you know used phones have great value?

Of all the electronic waste in the world,
10% is phones.



World Economic Forum(WEF)

The used phone market in Korea
is worth **KRW 2 trillion**,
approximately 10 million phones.



International Data Corporation(IDC),
a global provider of market intelligence

MINTIT addresses current issues in the phone market with innovative technology and solutions.

Issues in the used phone market

- Personal information exposure
- Lack of trust in trade partners
- Insufficient information on the value of used phones



MINTIT's unique technologies for the phone market

- Data security technology
- Contactless ATMs
- AI diagnosis & machine learning technology

MINTIT, platform that is revolutionizing
the used phone market

Mint + IT

Mint-condition used phones

Information Technology



Why MINTIT

We are creating a circular economy culture through used phones.



02

Core Values

Trust

AI-Enabled Assessment & Appraisal

Using AI machine learning technology to assess the external condition of phones, the MINTIT ATM provides real-time appraisal that increases the transparency of the used phone market.

Convenience

Contactless ATM service

By installing approximately 6,600 points of service around Korea, MINTIT is simplifying the process of used phone sales, which is currently complex and opaque, and provide a convenient, contactless platform for used phone trade.

Safety

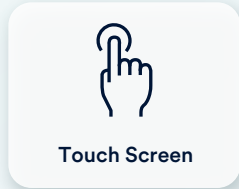
Complete Data Deletion

MINTIT protects the privacy of users and enhances trust through the use of an ADISA-certified data deletion app and Korea's first patented data deletion technology.

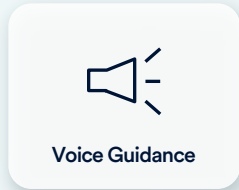
Voice-guide, and with a touchscreen Anyone Can Use the MINTIT ATM

MINTIT created the *untact used phone trade culture through using automated teller machines equipped with the unmanned appraisal technology and convenient user interface and user experience.

Easy for Everyone



Touch Screen



Voice Guidance

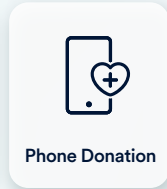
MINTIT ATMs Key Features



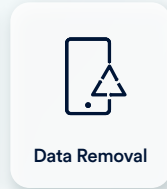
Price inquiry



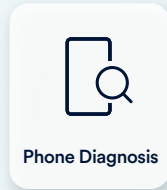
Selling Phones



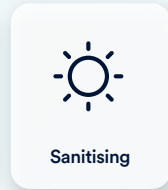
Phone Donation



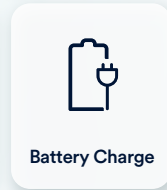
Data Removal



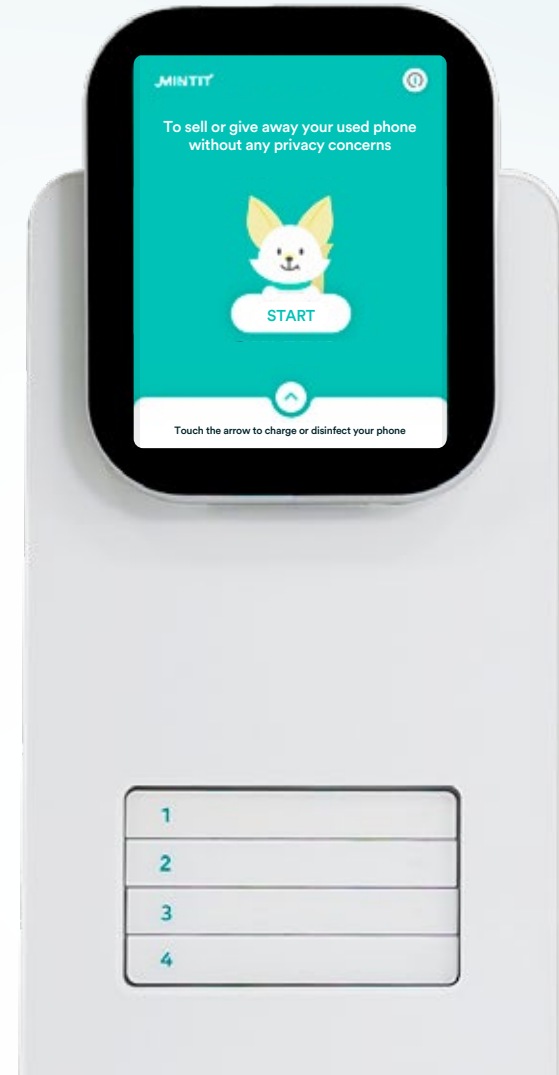
Phone Diagnosis



Sanitising



Battery Charge



Meet the nearby MINTIT ATMs Anywhere, Anytime

We are expanding ATM channels in telecom retail stores, hypermarkets, mass merchandisers, and post offices so that customers can conveniently use it anywhere, anytime.

6,600

Number of MINTIT ATMs in Korea



MINTIT App in the palm of your hand

Use the MINTIT app to appraise your used phone and find out how much it's worth, and then follow the steps to sell your used phone such as finding a MINTIT ATM and taking advantage of promotions.



Powered by Vision AI Learned from 240,000 Images

The MINTIT ATM uses more than 10 deep learning models to provide reliable appraisals for used phones.



Recognition of phone parts
Segmentation Model

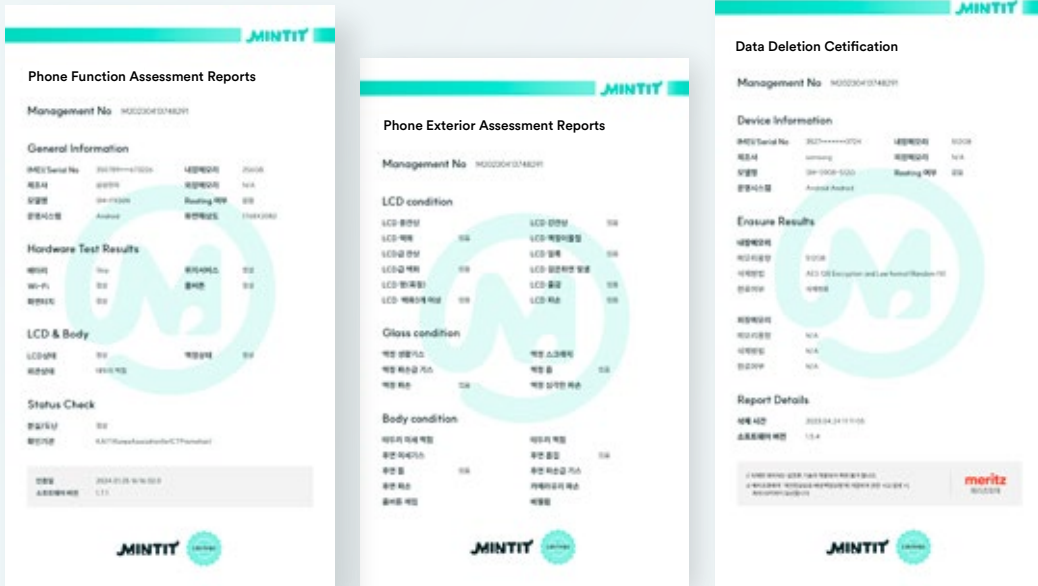
Identification of damaged parts
Segmentation & Classification Model

Final rating
Rule-Based Algorithm

By providing visual references for damaged parts of an assessed phone, the MINTIT ATM clearly explains why a used phone has been given a particular rating.

Phone function/exterior assessment reports with MINTIT Data deletion certificates with MINTIT Safe

MINTIT provides an objective assessment of the functions and exterior of your phone, and helps you sell your phone without the risk of your personal information ending up in the wrong hands.

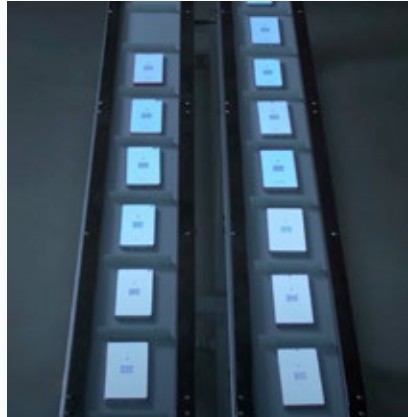


MINTIT's recycling center, an automated state-of-the-art facility

Capable of processing 2 million phones a year through automated testing, sorting, and forwarding, MINTIT's phone recycling center is the largest of its kind in Korea.

MINTIT
Recycling Process

[01]



AI-enabled Exterior Test

[02]



Precision Functional Test

[03]



Complete Data Deletion

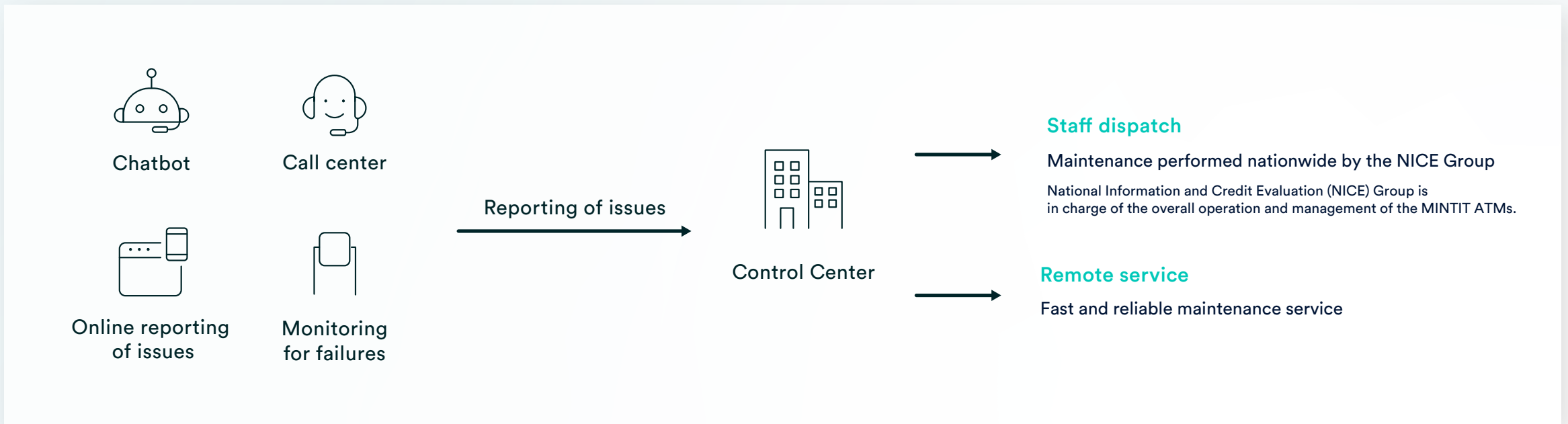
[04]



Automated Packaging

Real-time customer service online and in person for 100% customer satisfaction

Issues are immediately identified and addressed through real-time monitoring by the MINTIT Control Center, by phone or chat, or by dispatched staff. MINTIT and its partners operate a nationwide maintenance network that keeps the MINTIT ATMs in the condition required to ensure reliability and accuracy of service.



With MINTIT's groundbreaking use of API transactions, you get paid instantly

Once you sell your phone with MINTIT, the payment is issued to your bank account immediately (using API transactions, a first in the used phone market). The entire process from seller identification to pricing takes only about three minutes.



Data deletion technology for service beyond safety that offers the ultimate peace of mind

MINTIT uses advanced technology to ensure the 100% deletion of your personal information in a manner that prevents its recovery. By completely eliminating the possibility of your data ending up in the wrong hands, MINTIT provides a safe way to trade in your used phone.

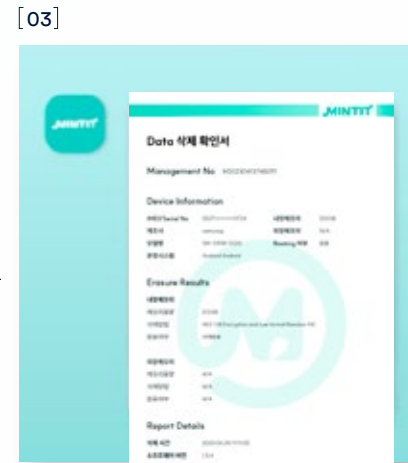
MINTIT Data Removal Process



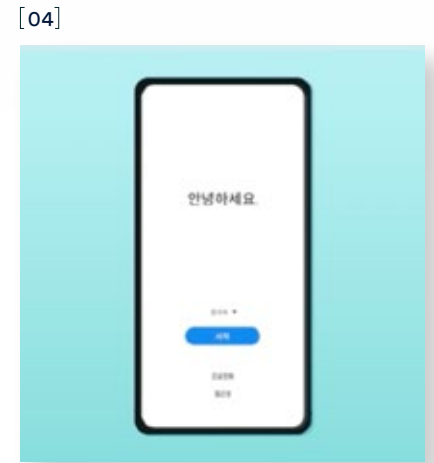
Place your phone in the ATM



Delete data (random overwrite)



Data deletion certificate



Blank phone

MINTIT Safe is an ADISA-certified personal information deletion solution.

MINTIT Safe is the first Korean-developed personal information deletion technology to be certified by the ADISA Research Centre. With MINTIT Safe, you can rest assured that any personal and sensitive information left on your used phone will not end up in the wrong hands. Every used phone sold with MINTIT is completely protected against privacy risks.

Certified by

ADISA Research Centre (UK)

Certified

The ability of the MINTIT Safe app to completely and permanently delete data from mobile devices(Android phones, iPhones) and PCs

Companies handling customer assets and information that earn the ADISA certification have proven that they follow the most rigorous of security and data processing standards. ADISA certification is issued to entities that meet the ADISA Research Centre's stringent requirements. Companies that have earned this certification can be trusted to handle your assets and information reliably and safely.



World-leading patented solutions

MINTIT holds multiple patents for its contactless used electronic device trade business model and other innovative technologies, leading innovation in Korea and abroad.

Patent status <small>As of June, 2024</small>			Patented technologies
Domestic	Pending	36	Technology for recognition and functional analysis of phones
	Acquired	15	Technology for phone exterior analysis using AI
International	Pending as per Patent Cooperation Treaty	21	Technology to delete personal information from electronic devices <small>ADISA-certified, the first Korean-developed</small>
	Pending in individual countries	35	Technology for an unmanned used electronic device purchase system <small>The only one of its kind in Korea</small>
	Acquired in individual countries	3	Technology for purchasing a used phone within 5 min and issuing the payment within 30 min

MINTIT Way

Empathizing with actions that lead social value



Environmental & Social Values

Social value created by MINTIT

KRW **84,975,078,717** ↑

80.7 billion

Materials saved

4.2 billion

Emissions reduced

3,290,000

Pollution reduced

As of Feb. 2024

MINTIT creates social values with customers

MINTIT contributes to creating a better society through resource circulation and donations.

100% of the appraised value of used phones is donated to children without adequate access to IT.

Phones donated through MINTIT

20,108

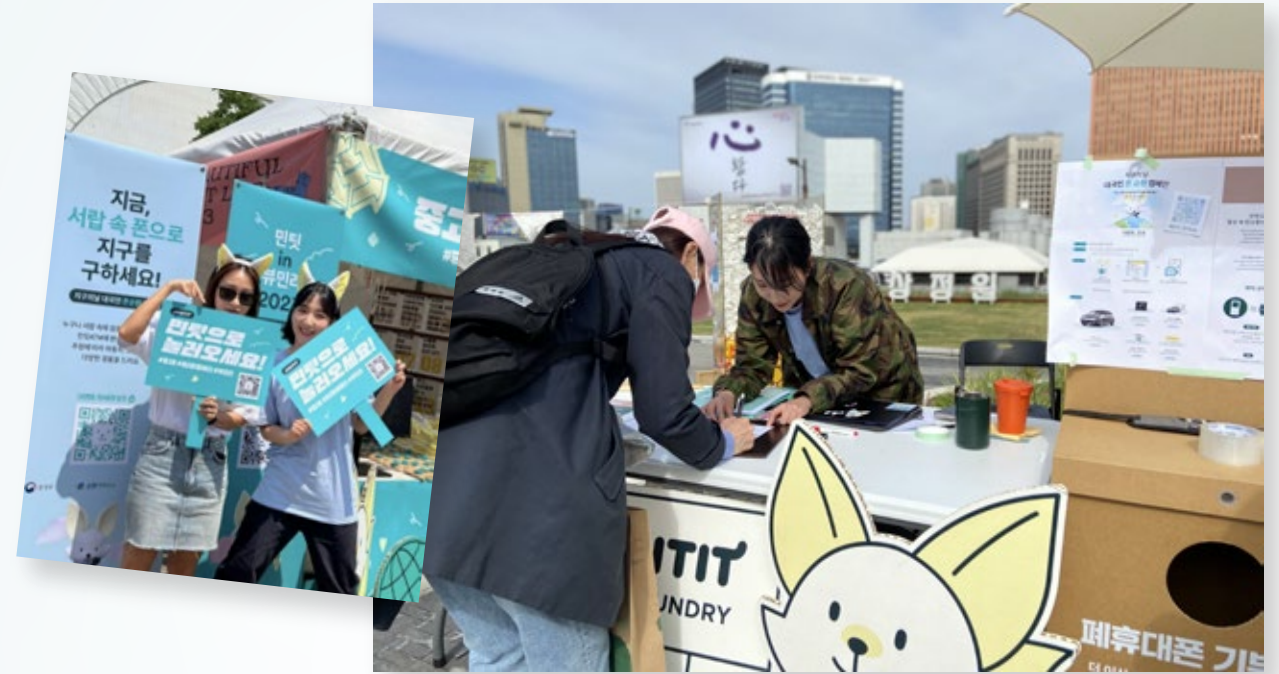
As of Feb. 2024

ICT Recycling Campaign, MINTIT's used phone collection campaign

MINTIT, a partner of the Korean government in the recycling of used phones, runs used phone collection campaigns to promote awareness of the importance of resources and to get the public participating in the "net-zero action points" system.

Earth Day Campaign (every April)

Used phones for net-zero points (ongoing)



Freaky Fox Crew, A Web 3.0 environmental community

MINTIT runs Freaky Fox Crew, a Web 3.0 environmental community.

MINTIT is striving to create a culture that enables everyone to participate in resource circulation through the use of technology. To this end, MINTIT has formed Freaky Fox Crew, a platform that uses blockchain technology to transparently record environmental activities and issue rewards.

With Freaky Fox Crew, anyone can take part in protecting the environment, have fun doing it, and enjoy the benefits.

freakyfoxcrew.com



MINTIT creates social values with customers

Every April 5 (Arbor Day in Korea), the MINTIT and Han River Social Cooperative get together at Yeouido Saetgang Ecological Park to plant trees in MINTIT Forest and do a clean-up of the area around the park.



MINTIT's ICT Dream Tree Project with Save the Children

MINTIT makes donations to underprivileged children to help with IT device purchases and education.

100% of the appraised value of used phones is donated to children without adequate access to IT.

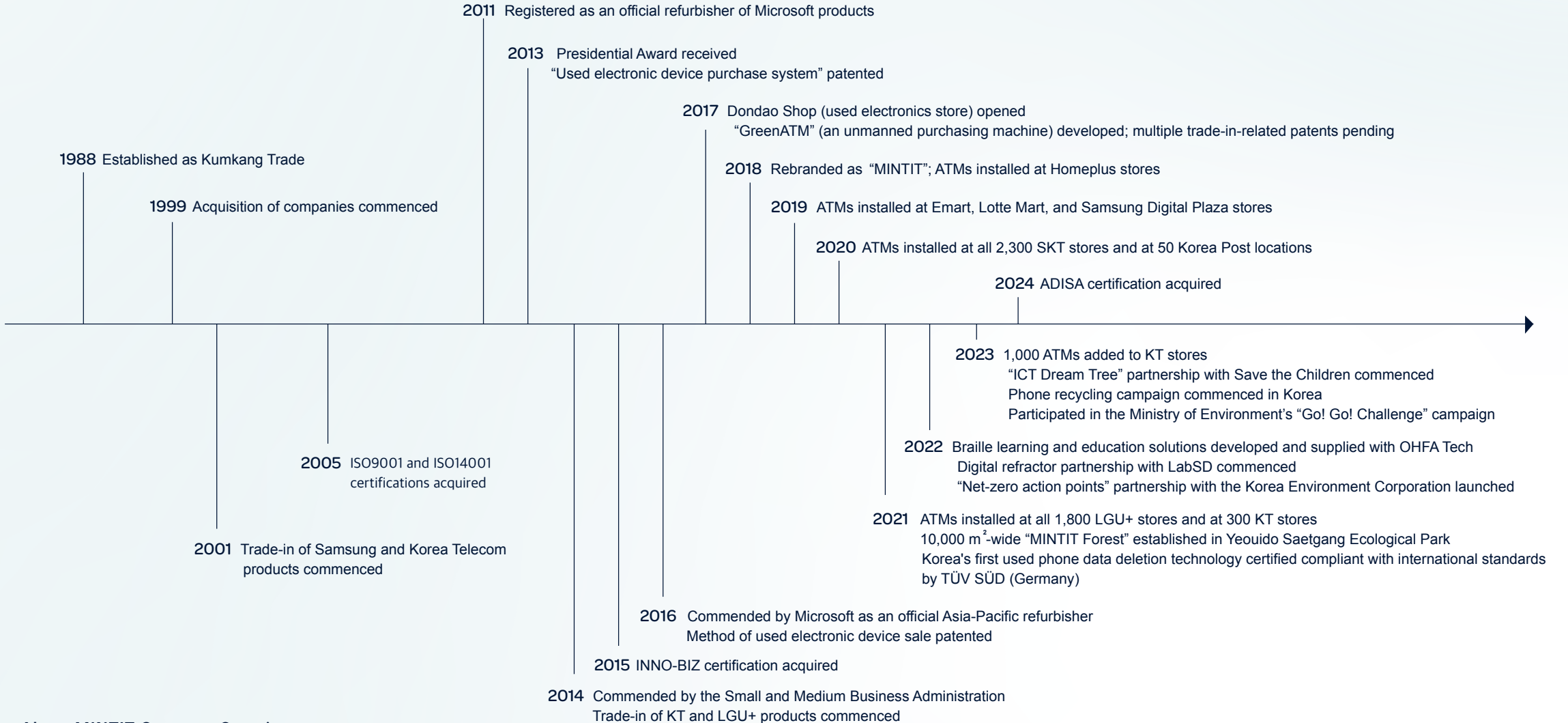




About MINTIT

MINTIT continues to innovate toward the goal of ICT resource circularity.

MINTIT Milestones



MINTIT Partners

MINTIT is a trusted partner of communications companies, big supermarkets, major retail brands, Korea Post, and more.



MINTIT