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OVERVIEW

Every day, Americans throw out hundreds of thousands of consumer electronics. The solution? Gazelle - an online service that offers an easy, simple and fast way for people to upgrade to the latest high-end smartphones, laptops, tablets or mp3 players by trading in their used gadgets for cash. Gazelle is all about rewarding people for smart consumption by making the latest technology more accessible to everyone and giving the products consumers no longer need a longer life. With this concept, Gazelle pioneered reCommerce -- buying and reselling of consumer electronics -- and set the standard for the industry.

Consider that today less than 3% of consumer electronics are reCommerced (source: Google consumer survey, May 2012.) With rapid adoption under way, the worldwide market for reCommerce is expected to be \$100 billion by 2014 (source: Apple analysts and internal data, May 2012.)

By using Gazelle, consumers no longer have to deal with the hassles and risks of selling electronic gadgets on their own. Gazelle is as easy as 1,2,3: Get an offer online, send in your item (shipping is free) and get paid right away. Gazelle has removed all the barriers including concerns about shipping, data removal, payment, responsible recycling and other inconveniences of peer-to-peer sales. The average consumer that trades in their electronic device with Gazelle receives more than \$125 in cash.

Gazelle Fast Facts

- In 2006, **Israel Ganot** (pronounced "Ga - note") co-founded **Gazelle**
- **Gazelle.com** launched in **July 2008**
- Gazelle has facilitated **more than 900,000** gadget trade-ins
- **25%** of Gazelle customers are already **repeat customers**
- A consumer that trades in their electronic device with Gazelle receives on average **\$125** in cash
- Gazelle is one of the fastest growing companies in the U.S. **#35 on the 2011 Inc. 500** (#24 in 2010); #4 in Inc.'s Consumer Products & Services; #3 in Boston
- 2011 Gazelle revenues were **\$35 MM**, with **65%** y/y revenue growth
- Gazelle has raised **\$46 MM** in private funding

- Gazelle expects to be a **\$100 MM+** company in the next 2-4 years
- Gazelle has paid out more than **\$40 MM** in cash for consumer electronics
- The company is headquartered in **Boston's Innovation District**
- Gazelle employs approximately **60 people**

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