



BRIGHTSTAR COMPANY BACKGROUNDER

Company Overview

Brightstar is the world's largest specialized wireless distributor and a leading global services company, serving mobile device manufacturers, wireless operators and retailers.

Brightstar offers customized solutions to manage every critical step in the mobile device lifecycle, including: value added distribution, supply chain optimization, handset protection and insurance, buy-back and trade-in solutions and multi-channel retail solutions.

- Local presence on six continents and operations in 50 countries and territories (2011)
- Ranked #70 on Forbes 2011 List of America's Largest Private Companies
- The largest Hispanic-owned business in the United States
- Celebrating its 15th anniversary this year

Brightstar at a Glance

- Privately held company
- Annual revenues exceeded US\$5.9 billion for the period ended June 30, 2012
- More than 4,100 employees worldwide
- Global Headquarters in Miami, Florida, USA
- Operations centers and/or sales offices in four geographic regions:
 - **U.S. & Canada**
 - **Latin America**
 - **Asia Pacific, Middle East and Africa (APAC/MEA)**
 - **Europe**
- Customers include the world's leading mobile device manufacturers, mobile network operators, consumer electronics retailers and enterprises. Key customers include:
 - **Manufacturers:** Samsung, Apple, RIM, HTC, LG, Motorola, Nokia and Sony
 - **Operators:** Verizon, AT&T, Telefonica, Telstra, America Movil, Cricket, Iusacell and Movilnet
 - **Retailers:** Best Buy, Walmart and Wireless Advocates
 - **Enterprises:** PC Connection

Leadership Team

Marcelo Claire	Chairman and Chief Executive Officer
Dennis J. Strand	Executive Vice President, Chief Financial Officer and Director
Rafael M. de Guzman III	Vice President of Strategy and Director
Oscar J. Fumagali	Chief Treasury Officer and Director



Products and Services

We offer customized solutions to optimize and manage critical steps in the mobile device lifecycle, including:

- **Value-Added Distribution** – *product distribution* of handsets, tablets and accessories from manufacturer locations to the point of sale; *manufacturing and assembly* of mobile devices; *channel development and management*, where we assist a manufacturer to establish their brand in a new market; *marketing*; and *product development*.
- **Supply Chain Optimization** – we provide supply chain services to manufacturers, operators and retailers. Our services include: *device portfolio management* in which we advise customers on which devices to stock; *strategic sourcing and business intelligence*, such as product demand and pricing trends; *forward logistics and fulfillment*, in which we manage the entire distribution process; *inventory ownership and management*; *reverse logistics*; and *test, repair & manufacturing*
- **Handset Protection and Insurance** – these services, provided to operators and retailers, are becoming increasingly important due to the proliferation of smartphones. Our services include: *device insurance*, covering subscribers from loss, theft, damage and malfunction, after the manufacturer's warranty expires; *handset warranty programs*, covering subscribers from damage and malfunction, after the manufacturer's warranty expires; *mobile security*, to help consumers protect personal data as well as to combat handset malware, spyware and viruses.
- **Buy-Back & Trade-In Solutions** – these critical services are provided to manufacturers, operators, retailers and enterprises to extend the lifecycle of wireless devices. Our services include: *reverse logistics*; *test, repair and remanufacturing*; and *device trade-in, buy back & recycling* for renewed marketing of wireless devices.
- **Multi-Channel Retail Solutions (MCRS)** – provided to manufacturers, retailers, operators and enterprise. Our MCRS services meet today's retail challenge - and consumer expectation - to deliver a consistent "multi-channel" experience for buying and activating devices, whether they are purchased online, in-store or on a smart phone. Our services tie processes together across all channels, and include: white-label e-Commerce solutions, virtual inventory programs and device leasing.
- **Other Services** – we also offer additional services such as *enterprise activation*; *product development and assembly*; and *field marketing services*.

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