



# Mall Kiosk Presentation





# The Story

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## The Story

We started as 2 guys wanting to make the best screen protector anyone had ever seen, and manufacture it here in the US. Back in 2007 we began manufacturing and selling Clear-Coat on our website, and backed it up with our Lifetime Guarantee. We realized there were 2 problems, however. First, everyone hates putting screen protectors on - you get bubbles, dust, or it just isn't aligned right. Second, when things go wrong, customers have nowhere to turn.

In 2009, we opened our first mall location to solve both of these problems. We wanted to give the customer the best possible experience with our products, and by professionally installing them and being there to replace it at any time, we could do exactly that.

Fast forward a few years, and you can now find our products in over 250 mall locations spanning 33 countries thanks to our Mall Kiosk Program, where customers can count on a professional installation, knowledgeable staff, and customer-focused service.

A handwritten signature in black ink, appearing to read "Eric Griffin".

-Eric Griffin, Co-Founder



# Our Vision



**Our Vision** is to challenge the status quo of the mall kiosk industry, by selling high-quality products, and backing them with customer-focused support with over 1,000 kiosks spanning 50 countries by 2022.



# Mission, Core Values

## MO Tagline:

Be part of our outfit

## Core Values: SMILE

Service to the highest degree

Make innovative, WOW products

Integrity in everything you do

Leave every customer with a smile

Everyone is a customer

## MO Mission:

To inspire people by sharing our entrepreneurial spirit through innovative products.





# The Future of Specialty Retail

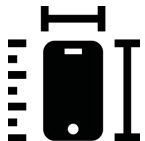
The landscape of specialty retail is quickly shifting. As online shopping becomes cheaper, faster, and more convenient, the value that shopping malls offer is quickly shifting to customer **experience**, professional and personal **service**, and custom-made **products**. We offer:



**Professional Installation**



**USA Made Backed by a Lifetime Guarantee**



**Custom-Made Products On Demand**



## Professional Installation

We professionally install all of our products for the customer, providing the best possible experience not available online or in big-box retailers. Our personal approach gives the customer value they can not get anywhere else.





# Lifetime Guarantee

We only make products we can stand behind. If we can't promise to replace it for the life of your phone, we aren't interested in making it. After all, what good is a product if it doesn't have a guarantee?





USA Made

Our first product was launched with quality US manufacturing in mind, and this value is still a part of every decision we make. Our products are designed, sourced, manufactured and shipped in the USA, from our HQ in Philadelphia, PA.







# Custom Made On Demand

Our award-winning RapidCut system eliminates inventory, enabling our kiosks to produce any one of our 11,000+ products on demand at the time of sale.



Always ahead of the competition with instant-access to new models



Never a missed sale or frustrated customer with guaranteed inventory



Improved cashflow with zero overstock and only paying for what is sold





Watch the Demo Video

Product Lines



We have several focused product lines available for sale, to appeal to all demographics.



## Product Lines

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**Clear-Coat**<sup>TM</sup>

Our unique Clear-Coat product lines protect not just the screen, but the entire device including back, sides and front for invisible, bulk-free protection.

# Clear-Coat™ Original





# Original

Proudly protecting millions of devices worldwide. Our flagship 360° Full Body and Screen Protectors and keep it slim, light, and protected.



HD Clarity



Military Grade Strength



360° Full Body Protection



# Clear-Coat™

## Matte



# Matte

Our Matte Screen Protector let you work in bright environments without battling the sun, and match the natural finish of your device so you'll hardly notice it's there.



360° Full Body Protection



Anti-Glare and Anti-Reflection



Fingerprint and smudge free

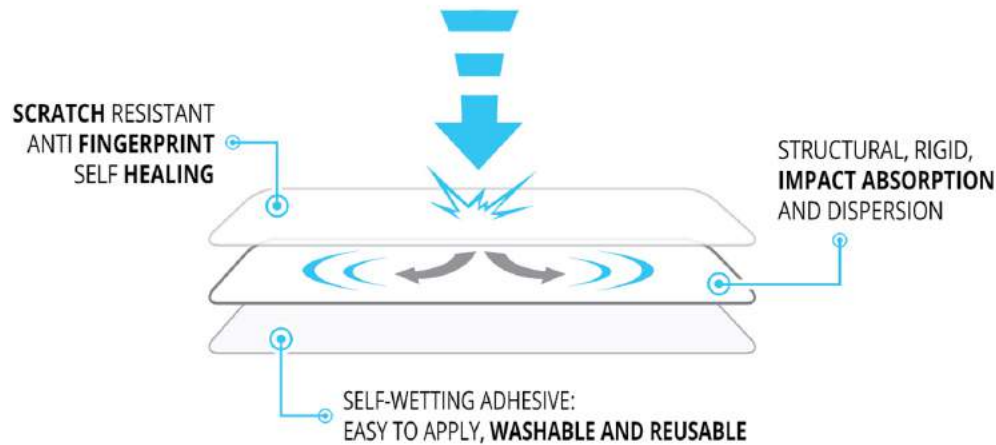


**Clear-Coat™** FUSION™



# FUSION™

It took 3 years of R&D to create the most advanced screen protector in the world - and the result is Clear-Coat Fusion with patented TriACTIVE™ Impact technology.





# FUSION™

## BUMPER

Drop tested again & again, Fusion Bumper's TriACTIVE tech and Corner Cushions™ protect your phone and screen overtime - no matter how you drop it.





## Product Lines

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# Style Skins™

Thin skins that add style & protection without adding bulk



*Style* Skins™  
**REAL FEEL™**

# REAL FEEL™

Luxury thin skins that add texture, style and protection without the bulk.



Black Leather



Grey Leather



Brown Leather



Zebrawood



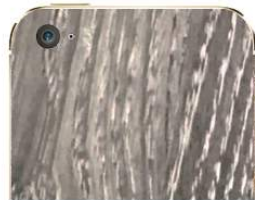
Classic Black Carbon



Gunmetal Carbon



Black Alligator Leather



Weathered Grey Wood



Metallic Wenge



Blue Metallic Carbon



*Style* Skins™  
DRESS CODE™

**DRESS CODE**™

Fun skins that add a splash of color, glitter, style and protection without the bulk.



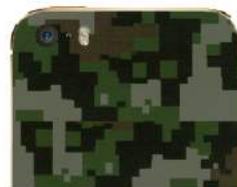
Pink Glisten



Pink SuperChrome



Blue SuperChrome



Camo



Turquoise Glisten



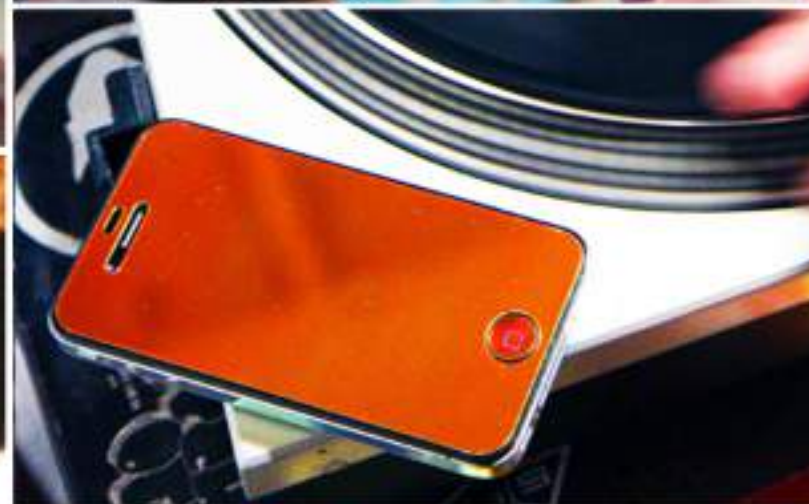
Gold Glisten



Black Embers



# Style Skins™ AURORA™



Be Part of Our Outfit™

[www.moutfitters.com](http://www.moutfitters.com)

[See this product on the web](#)





Style Skins™

# AURORA™

World's first color-shifting skin. See your iPhone shimmer like never before with the Aurora effect.



As featured on:



# Kiosk/RMU Design

salmoraghi & viganò





# Kiosk Design

Our kiosk design focuses on our 2 core product lines, Clear-Coat and Style Skins, with clear areas for hands-on demonstration and product literature.

Kiosks can be built to any size, and are built to suit.

[Download an example specification for our 10'x10' kiosk](#)

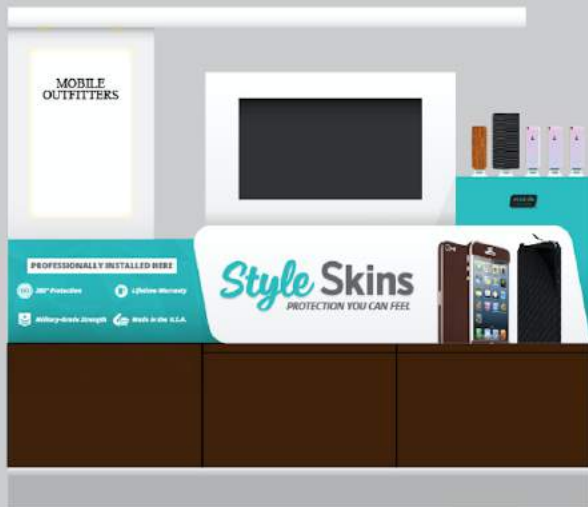




# Kiosk Design

RMU's come in all shapes and sizes. Our in-house designers will build a design that conforms to your mall's requirements, while keeping our corporate look and feel that provides customer's with the best possible user experience for our product lines.

[See a gallery of some of our kiosks and RMUs around the world](#)



LEFT



END CAP



RIGHT



# Team: Founders



## **Eric Griffin, Co-Founder**

Eric co-founded Mobile Outfitters with Dennis in 2007, and has loved technology since his first Mac Classic when he was 8 years old.

Eric is also a board member of the Philadelphia chapter of Entrepreneurs' Organization, a non-profit network exclusively for entrepreneurs, co-founder of GSW Apartments, a real estate development and property management company, and co-founder of PAW5, a puzzle feeder and environmental enrichment company for dogs. In his spare time he enjoys running, biking, gardening, cooking, and coffee.



## **Dennis O'Donnell, Co-Founder**

Dennis has been with Mobile Outfitters since 2007, when he and Eric founded the company. Dennis has a deep interest in the dynamics of small business, and the ability for great product design and material science to solve everyday problems. He lives in Philadelphia where he can be found running, hiking, or voiding the warranty on something in his house.



# Team: Back Office



**Nick Weeks**  
Operations



**Vanessa Jenkins**  
Key Account Rep



**Mike Bissell**  
Sales Exec



**Mike Borni**  
Int'l Sales Exec



**Karen Rose**  
Customer Service



**Adam Cieniawa**  
Design



**David Lineman**  
Partner Success Manager



**Kerri Smyth**  
Production Manager



# Company Facts

Our kiosk owners have a 95% success rate when they open a mall kiosk using our proprietary RapidCut on-demand system.

Millions sold - every 30 seconds, someone buys our product

7+ years experience in Specialty Leasing

250+ kiosks spanning 33 countries

Protected by 3 US patents





# Transition from Clear-Coat

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## **Clear-Coat is now Mobile Outfitters!**

We started as 2 guys wanting to make the best screen protector anyone had ever seen, and manufacture it here in the US. Back in 2007 we began manufacturing and selling Clear-Coat on our website, and backed it up with our Lifetime Guarantee. In 2009, we opened our first mall location because we wanted to give you, our customer, the best possible experience with our products, and by professionally installing them and being there to replace it at any time, we could do exactly that.

Fast forward a few years and we now make even more products you've come to love, and they are sold in 250+ mall locations spanning 33 countries thanks to our Mall Kiosk Program, where you can count on a professional installation, knowledgeable staff, and customer-focused service.

A lot has changed since 2007, but our core values have not. We have bigger goals, a larger mission, and need a new home for all our ideas. We hope you like our new name as much as we do, and that you Be Part of Our Outfit.

*Mobile Outfitters*

-The Mobile Outfitters Team





**Thank you!**