



Simplifying the way
we **protect our stuff**





AKKO Device Protection

AKKO provides the **simplest and easiest** way to protect people's personal electronics and other items.

Did you know...

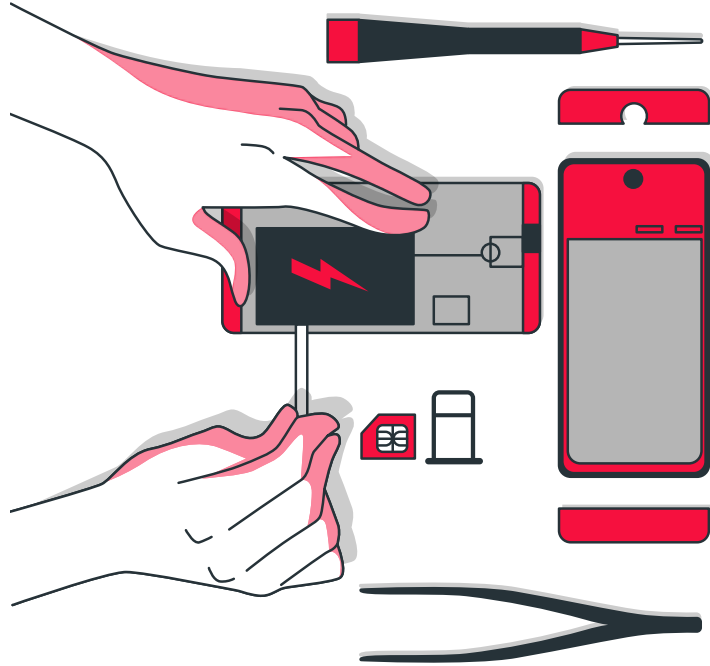
- 5,671 smartphone screens crack every hour. **That's over 50 million broken screens per year!**
- Damage caused from drops account for **95 million broken smartphones each year**
- **70 million global smartphone thefts** are reported every year



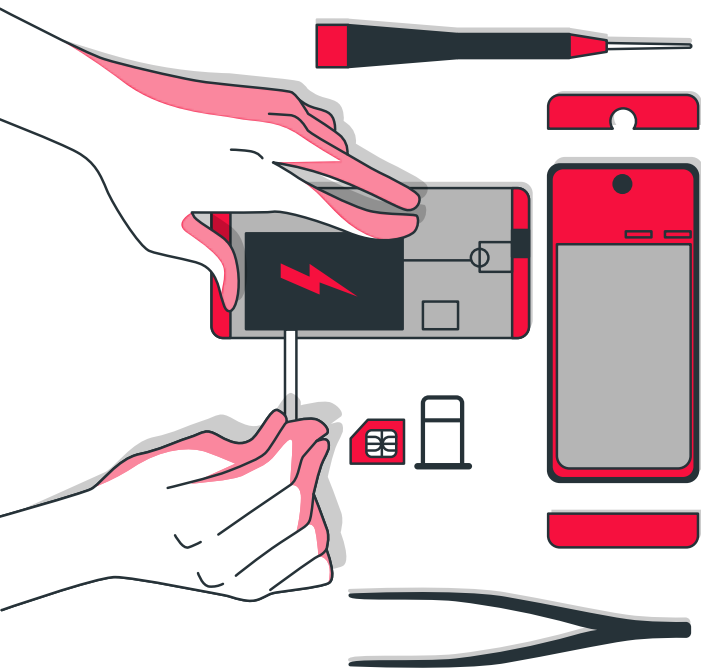
Why sell AKKO plans?

How does AKKO Help you?

- Provide a better customer experience by ensuring all devices are protected
- Eliminate difficult customer experiences when they don't have protection
- Help drive traffic to your location for repairs
- Earn \$\$\$!



Why sell AKKO plans?



AKKO Customer Benefits

- Phones are expensive!
- Accidents happen every day
- AKKO provides protection for accidental damage, liquid damage, cracked screens, loss (annual plans only) and theft.
- Quick and easy repairs or reimbursement
- **The AKKO "Everything Protected" costs less than carrier provided insurance but covers up to 25 more devices**

AKKO Plans are affordable and available for new, BYOD, and refurbished devices

Comprehensive & transparent coverage

- Any make / model, any carrier
- Used and refurbished devices eligible
- Low and transparent deductibles (max \$99)
- Unlimited claims

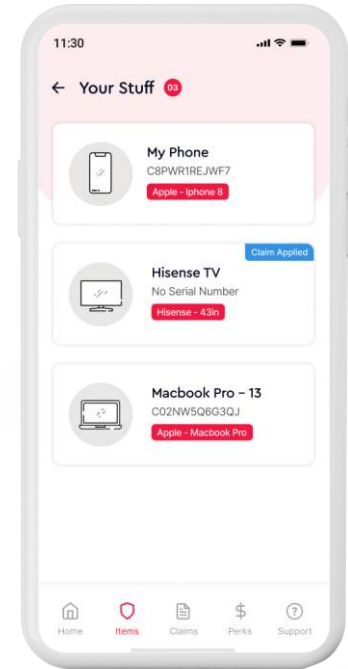
Phone-only plan \$5-12 / mo

- ✓ Protect Any Phone
- ✓ \$29 - \$99 deductibles
- ✓ Accidental Damage
- ✓ Theft



"Everything Protected" plan \$15 / mo

- 1 phone + 25 devices
- ✓ Protects other electronics
- ✓ \$29 - \$99 deductibles
- ✓ Accidental Damage
- ✓ Theft



AKKO is the only protection plan on the market allowing consumers to **cover 1 phone + 25 items**

Saving consumers ~\$350+ /year per person relative to incumbent options

	Total Monthly Costs	iPhone 13	Apple Watch	AirPods	iPad	MacBook	Samsung TV	Devices Covered
AKKO Customer	<u>\$15</u>	✓	✓	✓	✓	✓	✓	6 plus room for 20 more!
T-Mobile Customer	\$45	\$18	\$5*	\$4.83*	\$6*	\$8.25*	\$2.92**	6
Verizon Customer	\$44	\$17	\$5*	\$4.83*	\$6*	\$8.25*	\$2.92**	6
AT&T Customer	\$42	\$15	\$5*	\$4.83*	\$6*	\$8.25*	\$2.92**	6

*AppleCare+

**BestBuy Geeksquad protection

Not offered through carriers. Customer needs to work across multiple companies for protection

Easy and tech-forward claims experience

File a claim
online in 2 minutes

Claim resolved in < 48hrs,
often same day

Instead of...



Calling an
800 number



Shipping items
back and forth



Waiting weeks for
checks in the mail

11:30

← File A New Claim

Damaged Item
Select Item

Date of Loss
14-July-2021

Type of Loss
Select type of loss

Description of Incident
Enter description of incident

Previous Known Damage
Enter previous known damage

Add Photos of



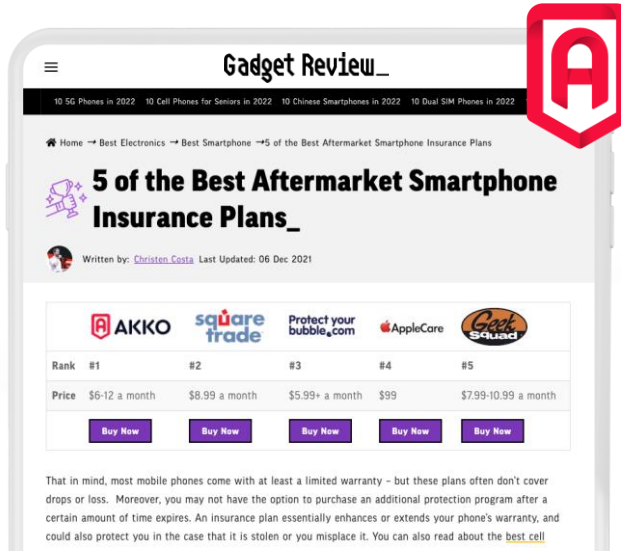
Automated
adjusting
and routing



If repairable
Local Repair



If not repairable
**Instant Electronic
Payout**



★★★★★ **Absolutely incredible experience** · December 26, 2021

Absolutely incredible experience. **Quickest email responses I've ever dealt with.** Communication was great and **customer satisfaction was beyond what I expected.** Thank you Akko!

★★★★★ **Fantastic claims process!** · November 22, 2021

Claims process was **extremely easy** and the response time was **amazingly fast.** In fact, they were waiting on me and when I finally got all the documentation to them, they had the money sent out in less than an hour. **The entire process was fantastic! Kudos to excellent claims service.**

★★★★★ **Above and Beyond My Expectations.** · December 1, 2021

I looked into this company because my service provider could not give me insurance through my plan. I am so thankful that I did so. I was not even expecting as good of service as I got with AKKO. **They replied to my emails very quickly, multiple times in the same day even. They were professional, thorough, and concise and payed for almost all of my phone repair.** Which came out to be a lot more than I was expecting.

★★★★★ **Easy & quick claims process** · December 10, 2021

I filed my claim with Akko and had a response telling me where I could take my tablet to get fixed **within a few hours.** Once my iPad was fixed I sent a copy of my receipt and received the funds for the difference that I paid after my deductible within 25 minutes!!!! **Highly recommend Akko! :)**



Selling AKKO Plans

Every customer presents an opportunity to sell AKKO

AKKO Sales Opportunities

Approach each customer in a way that is unique to their situation

Customer Scenario

You

Customer is in your store getting their iPhone's cracked screen replaced.

Ask them if they've already filed an AKKO claim. Focus on the cost to repair and how the cracked screen would only be \$29 to repair with an AKKO plan.

Customer is buying a new phone in your store. Their old one was stolen.

Explain the high replacement and repair costs. Highlight that a protection plan would help them save "\$X" on repairs or replacements.

Customer is getting their laptop fixed.

Ask if they currently have phone protection with their carrier. If so, explain both AKKO plans and compare that pricing to what they are paying now. The \$15 "Everything Protected Plan" is only \$15 and is likely less expensive than their current plan and covers much more.

Overcoming Objections

Master the monthly premium and deductibles for the phones you sell, so you can position protection during your sales process.

You

Customer

"This iPhone 11 is a great choice. As you probably know, if anything happens to your device, it can be very expensive to repair or replace. We offer an affordable protection plan that's only \$9 a month with the lowest deductibles in the industry."

"That's OK, I don't need it."

"Just so you know, the cost for us to replace a screen on this iPhone 11 is \$XXX. If you have protection, a screen replacement would only be \$29, plus you get all of the other coverages too!"

"If I break my phone, I'll just buy a new one."

"Did you know the newest iPhones can cost well over \$1000? With our protection plan, if your phone breaks and needs to get replaced, you'd only pay a \$99 deductible and get reimbursed for a replacement device or put the money towards a newer model."

"Wow. That sounds really good. Sign me up!"

Questions?

We look forward to
working with you!

Andrew.nolan@getAKKO.com

Coverage, **Simplified.**