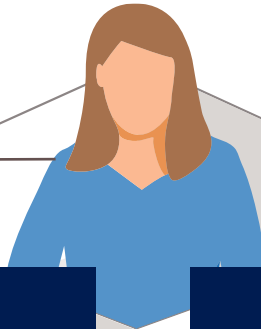




Moving Reverse Logistics Forward

E-commerce is not always a one-way street. As online purchases grow, so do returns. Our partnership with Optoro streamlines the returns process to maximize value of returned products, eliminate unnecessary shipping, and reduce waste. Here's how this strategic alliance is transforming retail reverse logistics.

Consumers return unwanted items to retailers through mail or in person.

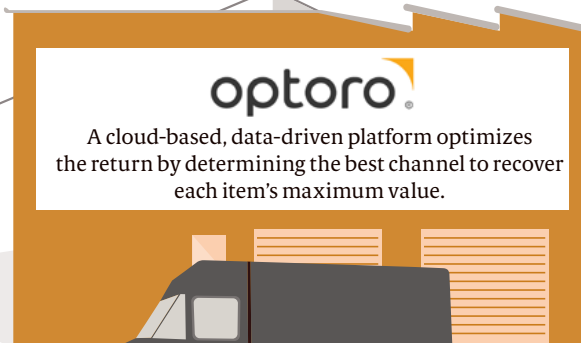


ONLINE RETURNS

IN-STORE RETURNS

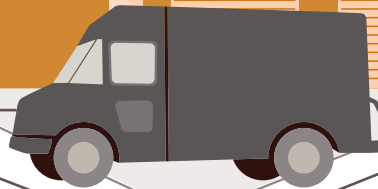


Retailers send returns to an Optoro or client facility through UPS.



A cloud-based, data-driven platform optimizes the return by determining the best channel to recover each item's maximum value.

UPS provides Optoro with logistics solutions, expertise, and infrastructure to get returned items from consumers.



RETURN TO STOCK

RETURN TO VENDOR

SECONDARY D2C & B2B CHANNELS

RECYCLE / DONATE

DESTROY / DISPOSE



Unopened products go to retailers for restock.

High-quality goods are sent back to vendor.

Blinq and BULQ platforms sell returned goods at discounted prices.

Items not fit for resale are recycled or donated.

As a last resort, items are disposed of — but far fewer than with traditional returns systems.