

Press Release

Cyculus Services Launches as Europe's First Independent Fully Automated "Device Processing as a Service" Provider, powered by Apkudo

Customers operating in the market for secondary devices can access leading end-to-end automation technology for increased speed, consistency and confidence.

Göppingen, Germany - October 21st, 2024 - Cyculus (www.cyculus.com) proudly announces its launch as the first independent, fully automated, pre-owned "Device Processing as a Service" (DPaaS) provider in Europe. This innovative service model is set to revolutionise the way pre-owned mobile devices are processed, offering unmatched precision, consistency, sustainability, and scalability. Cyculus has selected Apkudo's Circular Industry Platform to power device processing operations to address the increasing demand for high-quality secondary phones.

Device Processing as a Service (DPaaS) is a new innovative service model that fills a gap in today's fast-paced tech environment. It brings access to the most innovative and game changing technology so customers, industry-wide, can process small to large volumes of devices quickly, safely, and efficiently, - and with complete scalability.

Customers can access the very latest in AI-powered, machine learning device processing technology, from as little as 500 units per month, and can expect a fast turnaround of devices and the highest level of consistency, with the added ability to define their own bespoke processing profiles. This tailored approach ensures that each customer's unique requirements are met with precision and efficiency through Apkudo's tried, tested, and trusted technology for Apple and Android devices.

"Cyculus is committed to its core values of Innovate, Automate, Recirculate, and Apkudo is the right partner to power this promise to customers because they are defining and delivering a new standard to advance the industry," said Fergal Donovan, Cyculus CEO and Co-Founder. "Cyculus and Apkudo will establish a cutting-edge European Centre of Excellence in Germany, showcasing the latest and most advanced technologies in device processing and device enhancement."

"This strategic collaboration is exciting because Cyculus will leverage current and future Apkudo products to provide end-to-end Device Processing as a Service," said Josh Matthews, Apkudo CEO and Co-Founder. "Apkudo's combination of AI, robotics, and platform capabilities across business processes will help Cyculus and its network of customers use trusted data to inform all device decisions."

Robotic processing plays a crucial role in prolonging the lifecycle of mobile devices. By efficiently processing used phones, robotic automation can power the supply of high-quality,

affordable used devices. This reduces the demand for new devices, thereby decreasing the overall environmental footprint associated with manufacturing and disposing of mobile phones. Extending the lifecycle of devices means fewer resources are consumed, and less waste is generated, contributing to a more sustainable approach to technology consumption.

While Cyculus will initially focus on mobile devices, the service will soon extend to include tablets, wearables, IT equipment, and other products. This expansion will ensure that a wide range of electronic devices can benefit from the advanced processing capabilities offered by Cyculus and Apkudo.

Cyculus is set to go live with its first customers in Q4 2024. This milestone marks the beginning of a new era in device processing, where innovation, efficiency, and sustainability converge to create unparalleled value for customers and the environment.

About Cyculus

Cyculus is Europe's first high-volume independent robotic processor of pre-owned mobile phones, pioneering innovation in the circular economy. Our mission is to extend the life cycles of mobile devices and significantly reduce e-waste through advanced AI, machine learning, and cutting-edge technology. By automating the processing of all brands of mobile devices, we ensure high efficiency, consistency, and quality. At Cyculus, we are committed to sustainable practices that benefit both our customers and the planet, setting new industry standards in mobile device processing.

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About Apkudo

Headquartered in Baltimore, Maryland with offices around the world, Apkudo helps companies managing connected devices to maximize device value, minimize labour costs and reduce e-waste. Apkudo's Circular Industry Platform provides a full suite of decision-support and operating tools: automated testing and grading systems, device lifecycle management and resale market integration. As a result, Apkudo customers always have the answer to the question, „What should I do with this device, right now?“

Apkudo

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