

CASETiFY



Not For Publication

MISSION

We empower people to express their individuality, creativity and personal style through tech accessories.

We view phone cases as blank canvases for self-expression, and there's a case for everyone.

CASETiFY is the highest grossing tech accessory brand in the world, and we're on track to be the #1 lifestyle brand.



NOT JUST **THE WORLD'S MOST CUSTOMIZABLE** CASE BRAND, CASETiFY IS
NOW ALSO **THE WORLD'S MOST PROTECTIVE** PHONE CASE BRAND

Over the last five years, CASETiFY has spent millions of dollars on R&D to answer a critical question: How do we grow the feature list for our best-in-class cases, taking into account what consumers already love about our cases and make an already resilient product recognized for its eye-catching designs, to also be synonymous with the ultimate in smartphone protection?

We've found the answer.

NOT JUST THE WORLD'S MOST
CUSTOMIZABLE CASE BRAND.

CASETiFY BECOMES
THE WORLD'S MOST PROTECTIVE
PHONE CASE BRAND

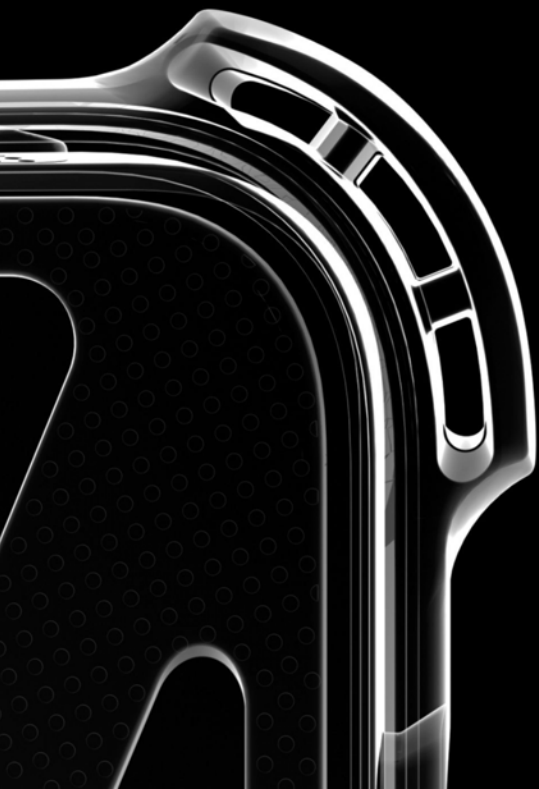
Introducing the new Bounce Case for iPhone 14

The most protective phone case available for
the mass market.





**70% of extreme structural damage
comes from corner impact.**



The Bounce Corner

- **3mm Expanded Corner** - Extending distance to impact by 3mm, providing structural support.
- **Compression Ribs with Air Cavity** - Inspired by a suspension bridge, it provides rigidity during impact through flexible contraction.
- **Result:** The Bounce Case Corner System successfully avoids **structural damage to the most vulnerable part of the phone.**



EcoShock™

The Ultimate Impact Absorption Material

- A new proprietary material
- Reinforces other vulnerable parts of the iPhone
- Made 40% out of plant-based materials

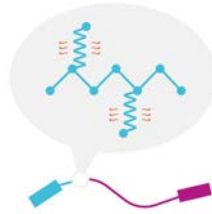
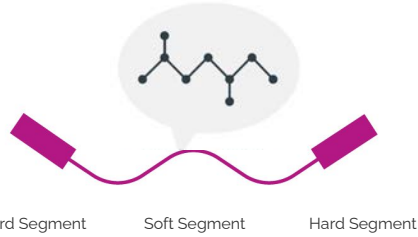
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EcoShock™

Regular Plastic

vs

EcoShock

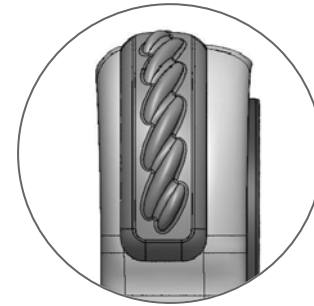


Soft Segment Molecules with Absorption Properties

At a molecular level, the soft segment molecules of ecoShock and turn the impact into heat. In contrast, soft segment molecules of regular plastic remain static, do not turn impact into heat, and concentrate it in one spot, causing fraction.

EcoShock™ Twister Design

The twister design features negative space (air pockets) which enable the impact force from drops to be more evenly distributed due to the unique "twister design" allowing impact dissipation.



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Other Product Design Features

25% Lifted Camera Ring

25% lifted camera ring
to protect the raised camera lens



1.6mm Raised Bezel

1.6mm raised bezel protects screens when
dropped frontward
Lower bezel on the bottom for easy swiping



Powered by

Over 400 million tons of plastic is thrown away every year, and less than 5% gets recycled.

Re/CASETiFY takes any case, and recycles it to make new ones, turning end-of-life, into beginning-of-life. Our push towards a more carbon neutral future, recognized by Fast Company as a 2022 World Changing Idea.



Tested To The Extreme

- The Bounce Case has been dropped **156 times consecutively on all angles.**
- Up to **6x** more than normal military grade approval.
- Up to a **drop height of 21ft.**



The Result: CASETiFY Bounce Case for iPhone 14

“The Most Protective Case Ever”

DROP PROTECTION VERIFIED



- **6 x MIL-STD 810G 516.6**
156 drops at 1.2m height
48 x corner, 72 x edge, 36 x face
- **6.5m / 21.3ft**
Drop Height for Single Drop

Lifted Camera Ring
for camera lens protection

MagSafe Ring
MagSafe charging compatible

Raised Bezel
for screen protection

DEFENSiFY antimicrobial coating
Killing 99% of bacteria



Bounce corner

Expanded bumper corners with compression ribs and air cavity which create a structural support and add rigidity when outer bumper compresses to provide the ultimate level of drop protection

Tactile Buttons

Embedded EcoShock™ material

shock absorbing plant based material in Twister Pattern for ultimate drop cushioning that achieves significant performance improvement over previous gen

Ergonomic Grip

Carefully calculated curvature designed ergonomically for a secured grip

Cross Shape EcoShock™ material

shock absorbing plant based material in signature X-shape for extra drop cushioning on the backplate to protect your phone 360

Re/CASETiFY TPU bumper






Made from upcycled phone cases to protect your phone from drops and bumps in a sustainable way












**Becoming the most protective
accessory brand...**

CASETiFY Entire Range vs Otterbox Comparison

Protective Range						
	GOOD		BETTER		BEST	
	CASETiFY	Otterbox	CASETiFY	Otterbox	CASETiFY	Otterbox
						
	IMPACT	Commuter	ULTRA IMPACT	Defender	BOUNCE	Defender XT
Drop Protection	4x MIL-STD-810G 2.5m / 8.2ft (1 drop)	3x MIL-STD-810G	5x MIL-STD-810G 3.5m / 11.5ft (1 drop)	4x MIL-STD-810G	6x MIL-STD-810G 6.5m / 21.3ft (1 drop)	5x MIL-STD-810G
MagSafe	MagSafe & Non-MagSafe	Non-MagSafe	MagSafe & Non-MagSafe	Non-MagSafe	MagSafe	MagSafe & Non-MagSafe
Dimension (13 Pro)	H152.9mm x W77.7mm x D12.5mm	H153.20mm x W79.20mm x D14.10mm	H155.8mm (152.9) x W81.4mm (77.7) x D13.2mm	H162.20 mm x W90.61 mm x D33.25 mm	H159.5mm (153.2) x W85.3mm (78.12) x D13.8mm	H157.50mm x W81.50mm x D14.30mm
Weight (13 Pro)	NMS 48.2g MS 50.0g	NMS 44.50g	NMS 49.6g MS 49.6g	MS 124.05g	MS 53.6g	MS 80.50g
MSRP (TBC)	NMS USD60 MS USD70	NMS USD39.95 -	NMS USD70 MS USD80	NMS USD64.95-69.95 -	- MS USD85	- MS USD69.95-74.95
More Protective and Lighter				More Protective and Lighter		

Bounce Case vs. Mass Market

	BEST						
	CASETiFY	UAG	Casemate	Spigen	Otterbox	SPECK	Lifeproof
							
	Bounce Case	<u>Monarch Kevlar®</u>	<u>Pelican Shield Kevlar</u>	<u>Tough Armor</u>	<u>Defender Series</u>	<u>PRESIDIO2 GRIP COMPATIBLE</u>	<u>NEXT Antimicrobial</u>
Drop Protection	6x MIL-STD-810G 6.5m / 21ft	2x MIL-STD-810G 6m / 20ft	3x MIL-STD-810G 6.4m / 21ft	1x MIL-STD-810G	NMS - 4x MIL-STD MS - 5x MIL-STD	3.96m/ 13 ft	2.0m / 6.6ft
MagSafe	MagSafe	Non-MagSafe	Non-MagSafe	MagSafe & Non-MagSafe	MagSafe & Non-MagSafe	MagSafe	Non-MagSafe
MSRP	- To Be Disclosed soon	NMS USD79.95 W/O Kevlar USD 59.95	NMS USD73.1	NMS USD39.99 MS USD49.99	NMS USD 64.95 MS USD 74.95	NMS USD 44.95 MS USD 54.95	NMS USD 64.95 -
Additional Features	Prints, Custom, DEFENSIFY	KEVLAR	Holster/Stand	N/A	antimicrobial version additional holster 50% recycled	antimicrobial	antimicrobial

Customizable Colors



Peri



Kiwi



Bubble Gum







**And New Bounce Case
Collaborations Coming Soon...**

Coming soon to the United States:

CASETiFY STUDIO

CASETiFY STUDIO

- On-the-spot customization
- Pick-Up point for online orders
- Service team to answer questions on personalization
- visually driven shopping experience
- Finding the case that connects with you personally



What is US Military Standard 810G certified?

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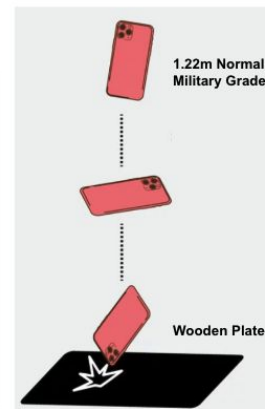
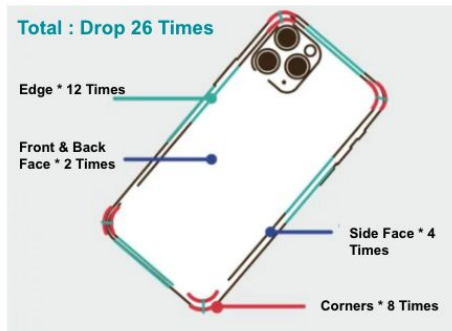
- MIL-STD-810G is a U.S. military standard that through iterations and decades has certified military equipment as field-ready with a system of tests that simulate a variety of environmental conditions, including shock, vibration, and more.
- For phone cases "drop test", it refers to MIL-STD-810G Method 516, Procedure IV "Transit Drop" - measuring how well a device can endure the impacts after being dropped from a minimum of 1.2m height with different hard-surface for 26 times.

- In summary, **MIL-STD-810G 516.6** is a drop test process by which:
 - devices are **dropped 26 times** from **a minimum of 1.22m/4ft height**
 - dropped on all faces - **8 corner drops**, **12 edge drops**, and **6 face drops** for each unit
 - distributed over 5 test units
 - under a test method-defined temperatures
 - where units are non-operational (powered off) for the drop test



*Logo not official, it's self created

Methodology: Military grade drop test



Test Passed if mobile phones function normal after drop test