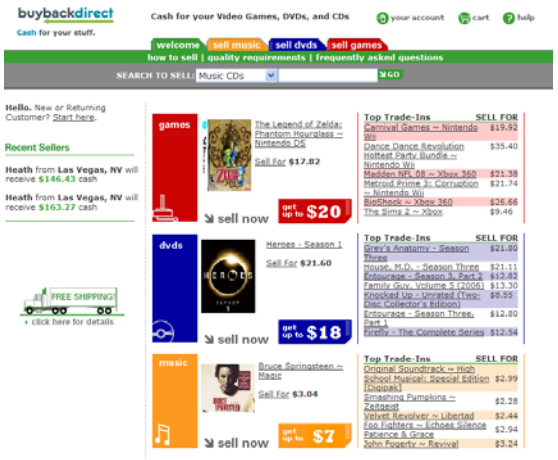
buybak.com™

Process and Benefit Diagram – Brick & Mortar Retailers/Multi-Channel

Consumer/households sell no longer wanted personal inventory.

Consumers and the over 100M households that have over $3000 dollars of product that could be resold, but isn't.
(AC Nielson/eBay, Spring '07)

Consumers who sell product successfully would shop (spend those new found dollars) in-store or online those retailers who provide this consumer benefit.



Consumers generally do not sell through auctions or online marketplaces, but they will if they can sell in bulk, simply and efficiently.

Consumers are paid by merchants/retailers via cash (offline), check, Paypal or online/offline credit.

Online Marketplaces | **Brick & Mortar Retail**

Through our own efforts and efforts of our third party technology providers we assist in providing an offline/online multi-channel sales distribution solution (partial list above).

Retailers receive product and check for quality and quantity

Retailers

Acquired product can be sold in-store or online through multi-channels and marketplaces at predictable and higher margins.

Retailers who sell online and/or offline can acquire consumers no-longer wanted personal inventory through "BuyBak" sites. This product is a practically unlimited supply of resalable product.