



Unlocking the value of  
**pre-owned** electronics through  
**recommerce & Recycling**

Pitch Deck | 2025

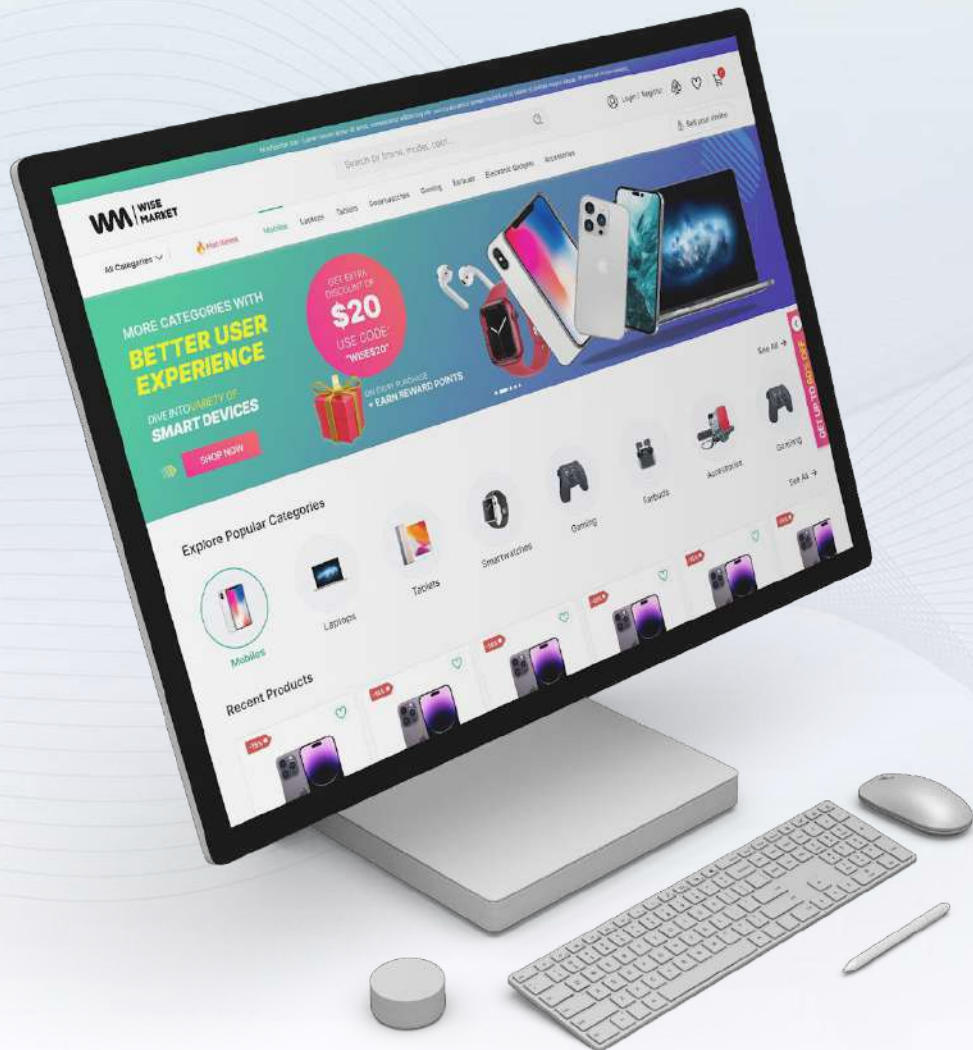


In 2021, we launched  
**Wise Market**, the  
online marketplace for  
consumer electronics  
in **Pakistan**.



**In FY 2024**

# We offer a wide range of **new** and **pre-owned** smartphones, laptops, and other tech gadgets.



**WM** | What sets us apart



Before electronics become e-waste, we are able to step in and **make use of them again.**



**Brand-new electronics**  
have become pricier for  
people in Pakistan,  
making **pre-owned**  
**devices** more favorable.



High tariffs and taxes have made consumer electronics more expensive compared to global retail prices.






All imported smartphones priced above \$500 will be subject to a 25% ad valorem tax in the next fiscal year, making them even more expensive.






The country has been experiencing high inflation of 20% to 30% over the past few years, which has reduced consumer purchasing power.

# Yet consumers face **several challenges** when selling or buying used electronics

## For buyers

- ❑ Hidden damages and unreliable repairs 
- ❑ No exchange or return options 
- ❑ Getting scammed 

## For sellers

- ❑ Not receiving fair offers 
- ❑ Unsuccessful personal data erasure 
- ❑ Lengthy process to sell and cash the device 

**We make using,  
buying, and  
selling pre-owned  
devices **hassle-free.****



### **Buyback**

Purchasing consumers' used devices with fair prices enables them to make good money guaranteed.



### **Repair**

Offering electronics repair both as a service to consumers and for purchased devices to resell.



### **Resale**

Selling pre-owned devices to consumers with quality assurance and money-back guarantee.



# We're not just stopping here

Now Electronic became  
E-waste, we are able to step  
in and **make use of them  
again.**





**The rapid rise in electronic waste (e-waste)** poses serious **threats to human health, animals, and the environment** due to improper disposal. Toxic materials like lead and mercury **contaminate soil, water, and air**, while valuable resources like gold and copper are wasted.



### | Hazards of Improper E-Waste Disposal

- **Health Risks:** Toxic chemicals like lead, mercury, and cadmium from e-waste cause cancer, respiratory issues, and neurological damage in humans.
- **Animal Harm:** Animals ingest or absorb toxins, leading to poisoning, reproductive issues, and ecosystem imbalance.
- **Soil Contamination:** Heavy metals seep into the soil, reducing fertility and entering the food chain.
- **Water Pollution:** Toxic substances leach into groundwater, affecting drinking water and aquatic life.
- **Air Pollution:** Burning e-waste releases harmful fumes, contributing to air quality degradation and climate change.

# What's the market is missing?

- **Lack of Awareness:** Many individuals and businesses are unaware of proper e-waste disposal methods.
- **Inadequate Infrastructure:** Limited recycling facilities and collection systems in countries like Pakistan.
- **Growing E-Waste Volume:** Rapid tech advancements lead to higher e-waste generation, but recycling capacity lags behind.
- **Economic Loss:** Valuable materials like gold, silver, and copper are lost instead of being recovered.



How we have done  
this **hassle-free.**



## **Tier 1 Partner Apple & Samsung**

We are tier one partner from last 8 years of Apple and Samsung's BuyBack & E-waste



## **BuyBack**

Our buyback model is live in Australia from the past 8 years with a huge success ratio



## **E-Waste**

Managing and reducing E-waste in Australia from the past 8 years



# Wise Market's **Buyback & Recycle** Program – **The Solution**

- **Wise Buyback** is an innovative business model aimed at addressing the growing issue of **electronic waste (e-waste)** while providing value to consumers by offering a structured mobile phone buyback and recycling program.

Pakistan has **around 170 million** mobile phone users, including **130 million smartphone** users and **40 million feature phone** users

- **Safe Recycling:** Using state-of-the-art facilities, Wise Market recycles e-waste responsibly, preventing environmental and health hazards.
- **Resource Recovery:** Valuable materials like gold, silver, and copper are extracted and reused, promoting a circular economy.
- **Awareness & Education:** Wise Market educates consumers and businesses on the importance of proper e-waste disposal.
- **Corporate Partnerships:** Collaborating with tech companies to implement sustainable take-back programs



# Why Wise Market's Program **Works!**

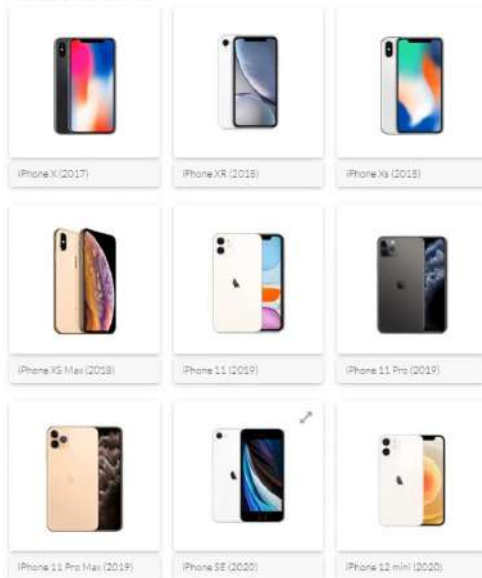


- **Cost-Effective:** Affordable recycling solutions for individuals and businesses.
- **Environmentally Safe:** Zero harmful practices – no burning, dumping, or unsafe handling.
- **Scalable:** Designed to meet the growing e-waste challenge in Pakistan and beyond.
- **Profitable for Customers:** Buyback programs offer financial incentives for returning old devices.
- **Resource Recovery and Circular Economy**
- **Reducing Environmental Pollution**
- **Human Health and Safety**
- **Economic Opportunities and Job Creation**
- **Sustainable Product Design and Manufacturing**
- **Global Environmental Justice**

# Customer journey to sell their devices with ease

Choose your device from a variety of products.

Choose your iPhone model\*



Provide information on the device's current condition.

**Display\***  
We usually avoid buying iPhones with display problems

☐ Spots / Dead pixels or visible lines on the display

☐ No Spots / Dead pixels or lines on the Display

**What is the battery health?\***  
Go to Settings / Battery / Battery Health

☐ 80% or Above

☐ 80% or Above

☐ Less than 80%

**Any Repairs\***

☐ Touch screen was replaced

☐ Display was replaced

☐ Camera was replaced

☐ Speaker/Ear piece was replaced

☐ Battery was replaced

☐ Battery was replaced by REGEN

☐ Motherboard/Logic board was repaired

☐ Something else was repaired

☐ Nothing is replaced/repared

Get an instant quote for cash or earn the credits to trade-in.

**Do you have original box and accessories?\***  
Choose 'Only Phone' if accessories are not original.

☐ Complete (Box & Cable)

☐ Only Box is available

☐ Only Cable is available

☐ Accessories, not included

**Payment Method**  
Get up to 10% extra value when you choose Store Credit!

**Would you prefer Cash or Store Credit? \***  
If you don't want to use your store credit for purchases, you may cash it out after 7 days.

☐ I'll take Cash

☒ I would prefer Store Credit

Schedule a free pickup or a visit to a collection center.

**Last name\***

**Please enter your WhatsApp number\***


**Do you live in Lahore?\***  
Our pick up services are currently limited to Lahore.

☐ YES ☐ NO

**How would you want us to buy your phone?\***

☒ I'll bring/send it to your office

**Please sign \***  
By signing, you confirm that you are the lawful owner of this device.





## Wise Market's **Buyback & Recycle** Program – **User Journey**

- **After the above steps of BuyBack** - Phones will be refurbished in a dedicated factory and resold in the market.
- **Non-repairable phones** will be recycled for valuable components. Refurbished phones will be sold via auctions, wholesale, and retail.
- **Revenue generation** through resale, recycling, and partnerships with key stakeholders



# The marketplace and the recommerce program synergize.



# What's the market Opportunity!

- The **refurbishment and recycling of electronic waste (e-waste)** in Western countries is a rapidly **growing market** with significant economic potential. The process involves the **recovery of valuable materials** from discarded electronics, such as metals (**gold, silver, copper**), plastics, and other components, as well as the refurbishment of devices for resale. This market is driven by **increasing e-waste generation** due to rapid technological advancement, consumer demand for the latest gadgets, and the growing awareness of the environmental and economic benefits of **e-waste recycling**. Many countries have signed up for the **WEEE (Waste Electrical and Electronic Equipment)** directive, which mandates the collection, recycling, and proper disposal of e-waste.



Used & Refurb Phones	\$73.5 Millions
Second Hand Phone Market 2024 Data	\$81.85 Billion
Forecasted Second Hand Phone Market	\$100 Billion
Approximate Annual Growth	7.8%



# Financial Estimations (Phase 1)

50 collection centers across Pakistan

Item	Value in Rupees	Value In USD	Description
Cost per Collection Center	3,000,000	10,714	Cost to establish one collection center
Total Cost for Collection Centers	150,000,000	535,714	Total cost for all collection centers

Costs associated with refurbishment factory

Item	Value in Rupees	Value In USD	Description
Refurbishment Factory Cost	150,000,000	535,714	Initial investment required for the factory
Capital for Buyback	500,000,000	1,785,714	Estimated capital needed for phone buybacks

<b>Total Initial Investment (Phase 1)</b>	<b>800,000,000</b>	<b>2,857,143</b>	<b>Total of all capital investments Phase 1</b>
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# Financial Estimations (Phase 2)

50 collection centers across Pakistan

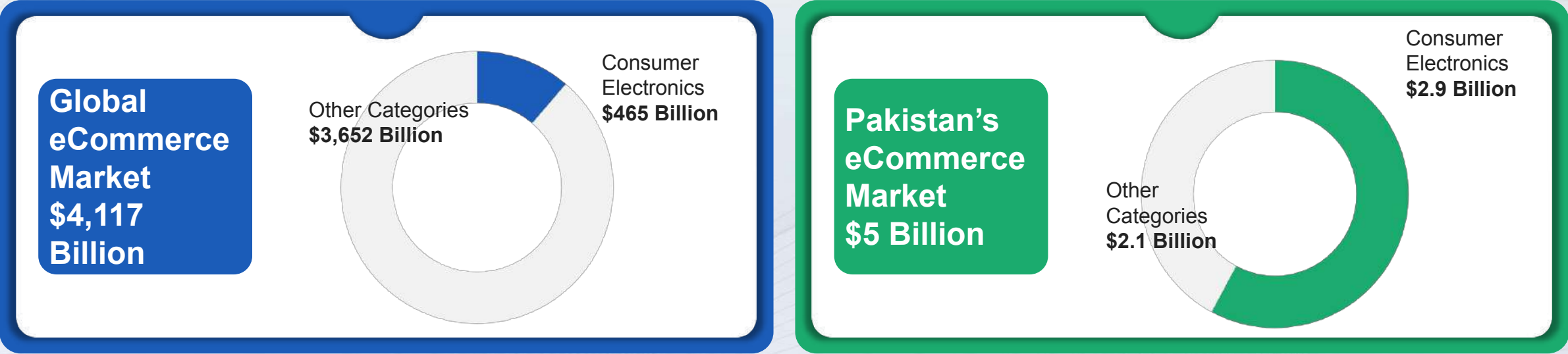
Item	Value in Rupees	Value In USD	Description
Cost per Collection Center	3,000,000	10,714	Cost to establish one collection center
Total Cost for Collection Centers	150,000,000	535,714	Total cost for all collection centers

Costs associated with recycle factory

Item	Value in Rupees	Value In USD	Description
Recycle Factory Cost	150,000,000	535,714	Investment required for the factory Extension
Capital for Buyback	500,000,000	1,785,714	Estimated capital needed for phone buybacks

<b>Total Initial Investment (Phase 2)</b>	<b>800,000,000</b>	<b>2,857,143</b>	<b>Total of all capital investments Phase 1</b>
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# We are expanding our market share in Pakistan with new business lines.



Revenue  
2023

Market Share  
2023

Forecasted Revenue  
2026

Forecasted Share  
2026

**WM** | WISE  
MARKET

\$5M

0.2%

\$67M

2%

**Daraz**

\$125M

4%

NA

NA

Source: Statista [\[1\]](#), [\[2\]](#), [\[3\]](#) | Daraz Group Financial Statement | Wise Market Financials



# We plan to establish collection centers in every major city across the country to offer:



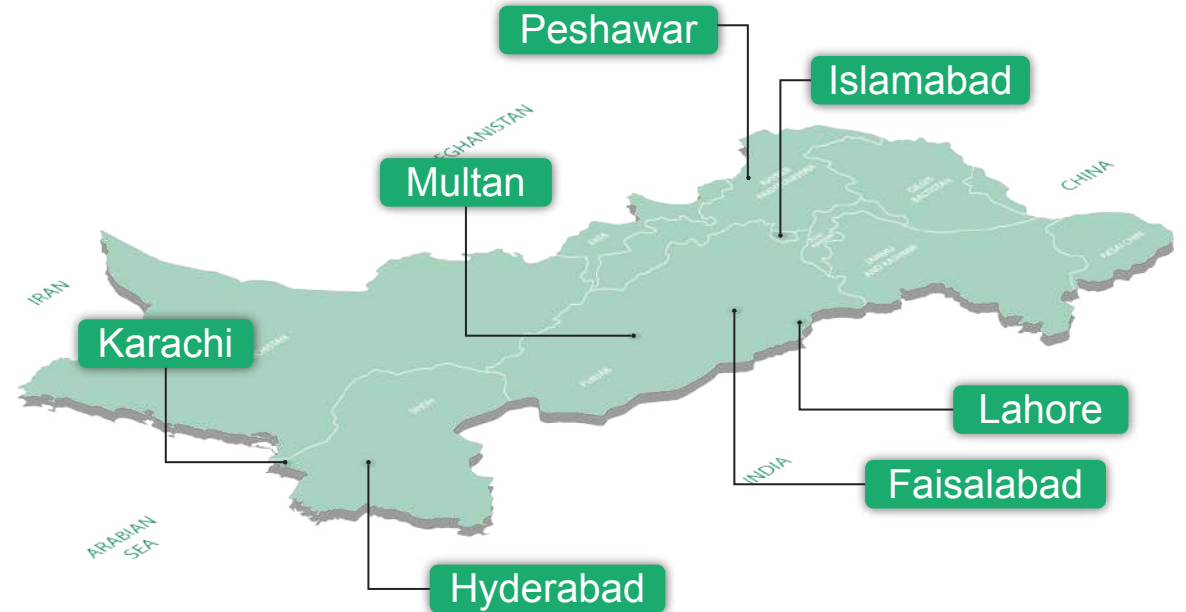
Personal data erasure using the most certified solutions.







Assess device's condition for optimal use.



Offer our repair services for damaged products.



# We are the only e-commerce platform offering buyback & E-waste in Pakistan.

	 WISE MARKET	 Priceeye	 Daraz	 TELEMART
Offering pre-owned consumer electronics	✓	☐	✓	✓
Buyback program for individual sellers	✓	☐	☐	☐
Nationwide delivery	✓	✓	✓	✓
Check warranty return on pre-owned devices	✓	☐	✓	☐
Auction	✓	☐	☐	☐

# The right mix of passion and experience



**Hamza Majeed**  
CEO &  
Founder

Hamza has 17+ years of experience as a managing director and CEO in various companies, leading teams in the global trade of electronic components, reverse logistics, e-waste reduction, and e-commerce platforms.



**Ahmad Yasir**  
Head Marketing  
& Operation

Ahmad has 15+ years of experience in various companies as Head of Marketing and Business Development. He also holds a BSc in IT and an MBA in Business Marketing.



**Umar Malik**  
Chief Technology  
Officer

Umar is a Full Stack Software Engineer and CTO with 14+ years of experience in the business and IT/Tech industry. He has successfully led major projects in cybersecurity, automotive, real estate, accounting, and e-commerce.



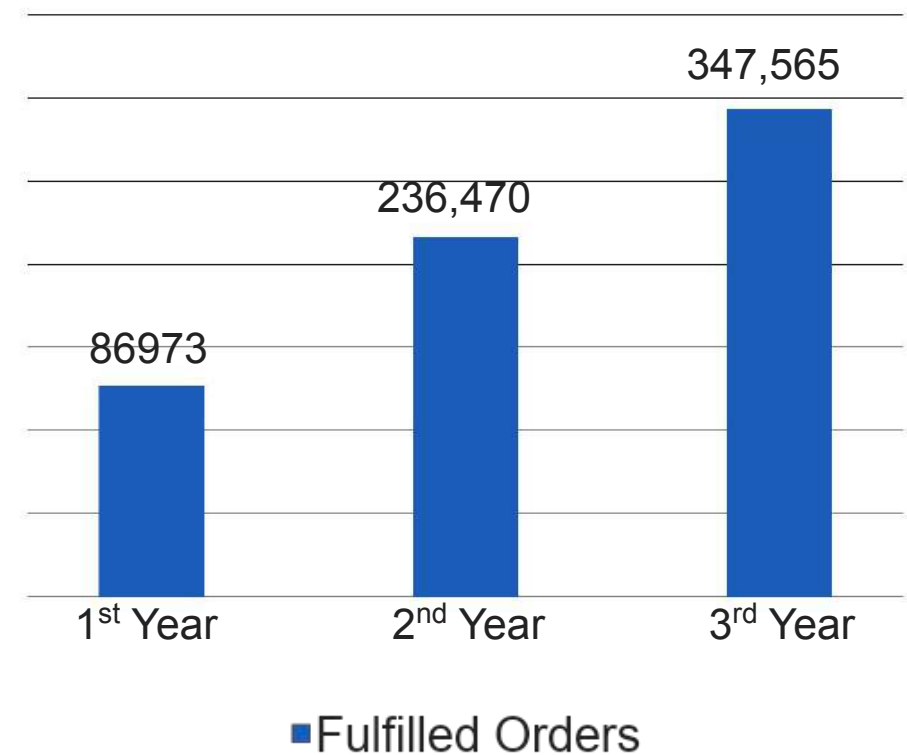
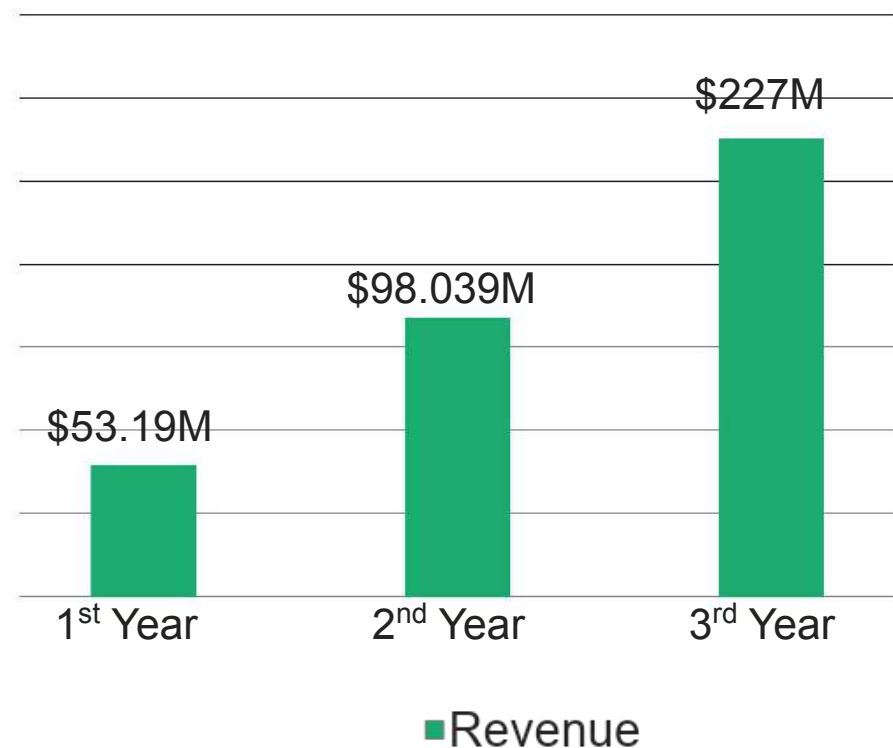
**Ahmed Zubair**  
Digital Marketing  
Head

Ahmed has 9+ years of experience in digital marketing. He currently focuses on foreign markets such as Australia, New Zealand, and the UAE. He has managed a \$2.5M quarterly budget and achieved a 30% sales increase.





# In three years, we will achieve +\$227 million in revenue.



# We seek to raise \$5M to develop our recommerce program and secure a 36-month runway period.

## Round's outcomes



Setting up collection centers in every major city in Pakistan

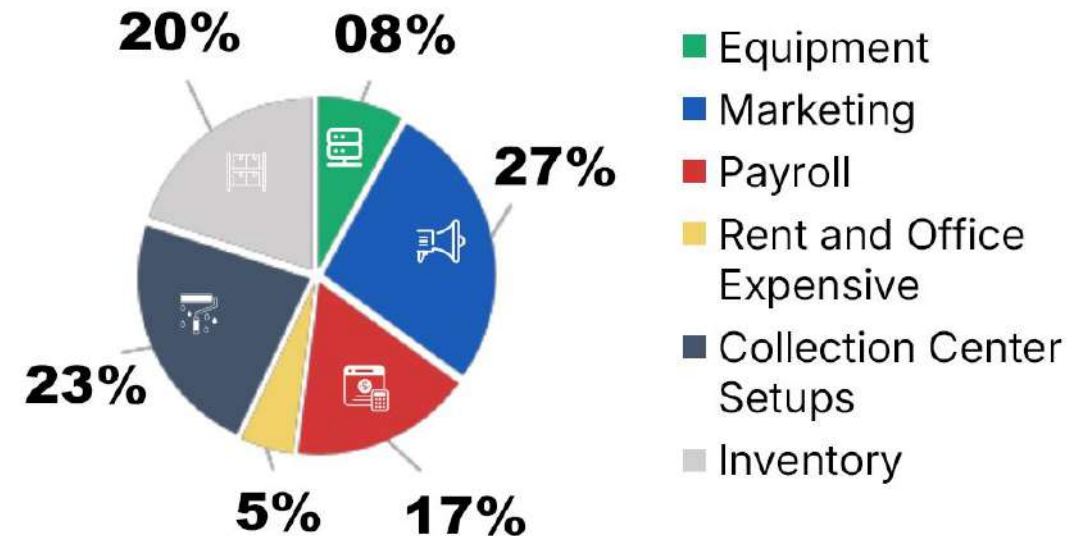


300,000+ pre-owned devices collected



Buyback contracting program and repair services launched

## Use of funds





**Join the circular  
economy**

✉ [www.wisemarket.com.pk](http://www.wisemarket.com.pk)

🌐 [investments@wisemarket.com.pk](mailto:investments@wisemarket.com.pk)

