

Nok ICP | Platform Clients

1. What is a Nok Platform Client?

- a. A Nok Platform Client is a client that utilizes the full Nok Platform - Reverse Logistics through Resale. In other words, this is a customer that wants to route their returns to a Nok 3PL, gain end-to-end visibility through the Nok Return Management System (RMS) and, ultimately, leverage our recommerce capabilities to sell second hand inventory.

2. Platform Client ICP

- a. Broadly, our ICP is any Consumer Electronics Brand in the below categories:
 - i. **Beauty** (i.e. Hot Tools, Blow Dryers, Infrared Masks, etc.)
 - ii. **Home Goods** (Fabric Irons, Vacuums, etc.)
 - iii. **Ear Buds** (Sleep Buds, Audio Buds, etc.).
- b. We break these categories down by asking ourselves these questions:
 - i. Do their primary market sales have a strong, niche, following?
 - ii. Is their primary market MSP above \$100/
 - iii. Is the resale market for this item strong (i.e. 50-80% of MSRP)?
 - iv. Can we refurbish the units in 3 minutes or less?

Nok ICP | Excess Inventory Clients

1. What is a Nok Excess Inventory Client?

- a. A Nok Excess Inventory Client is a client that utilizes the Resale Network to move their overstock, old versions or slow to move inventory (some clients manufacture inventory on our behalf to sell into new markets, too).

2. Platform Client ICP

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 - iii. Can we refurbish the units in 3 minutes or less?

Nok ICP | Buyer Introductions

1. Who is a Nok Buyer Partner?

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