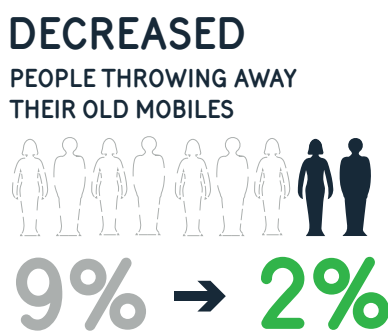




15 YEARS OF MOBILE RECYCLING IN AUSTRALIA



23M
OLD MOBILES STORED
IN HOMES UNUSED

≈
ONE OLD
MOBILE
FOR EVERY
PERSON

TOP 3 REASONS AUSTRALIAN'S HOLD ONTO THEIR OLD MOBILES

- #1 KEEP A SPARE FOR BACKUP
- #2 MAY NEED IT, STILL WORKS OR HAS INFO ON IT
- #3 GOING TO RECYCLE IT



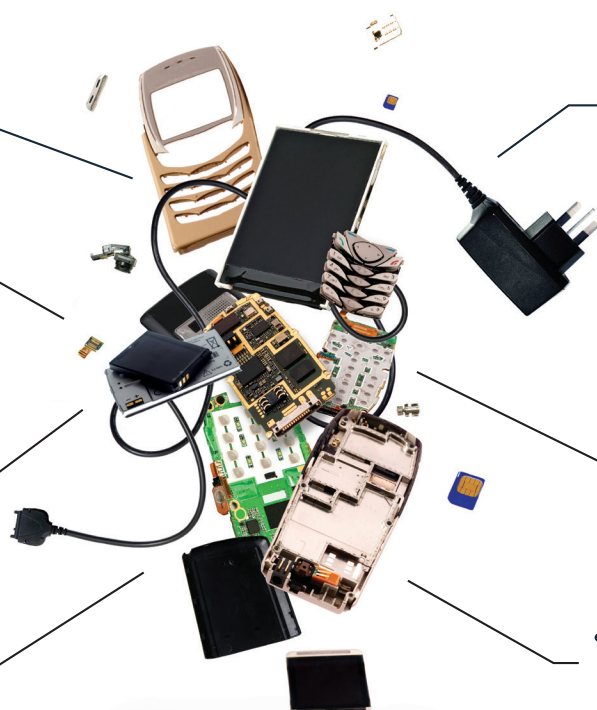
2011-12 COLLECTED
117 TONNES
OF MOBILE PHONE COMPONENTS

7.6 TONNES
plastic

110 kgs
cadmium

24 TONNES
steel

5.7 TONNES
copper



300 kgs
lead

78 kgs
precious metals

1.6 TONNES
aluminium

REPLACING THE NEED TO MINE

1,165 TONNES
OF PRECIOUS METALS

ENVIRONMENTAL BENEFIT =

PLANTING OVER
5,600 TREES

WE PROMISE
TO KEEP YOUR OLD MOBILES
OUT OF LANDFILL

YOU PROMISE
TO RECYCLE
THEM WITH US



4,000
DROP OFF POINTS
AROUND AUSTRALIA
OR POST IN



FREE MAILING
SATCHELS AT
AUSPOST

NOTHING RESOLD | ALL DATA IS DESTROYED

mobilemuster.com.au or 1300 730 070

All data from the Australian Mobile Telecommunications Association (AMTA) 2011-12 Annual Report and an independent online survey conducted in December 2011 by IPSOS on behalf of AMTA of 650 mobile phone users aged 16 years or older randomly elected from all State across Australia

MobileMuster is the official product stewardship program of the mobile phone industry.

NOKIA
CONNECTING PEOPLE

SAMSUNG
TURN ON TOMORROW

MOTOROLA

htc

HUAWEI

ZTE中兴

FORCE

T

yes OPTUS

vodafone

Virgin mobile

Managed by the Australian Mobile Telecommunications Association

