Outerwall Inc. Vision

Outerwall’s **vision** is to be a **leader** in the Automated Retail industry by delivering **innovative** products and services and delighting consumers, retailers, investors and employees.
Company Snapshot

- Founded as Coinstar in 1991
- Name changed to Outerwall in July 2013 – the company behind Redbox, Coinstar and ecoATM
- $600.4 million year-to-date consolidated revenue*
- **Employees (12/31/13):** Approximately 2,900 employees, including more than 1,950 field service employees throughout the U.S. and internationally
- **Kiosks and Locations (3/31/14):**
  - Redbox: 44,100 kiosks at 36,400 locations
  - Coinstar & Coinstar Exchange: 21,000 kiosks at 20,300 locations
  - New Ventures: 940 kiosks
- **Geographies:**
  - Redbox: U.S., Canada
  - Coinstar: U.S., Canada, Puerto Rico, Ireland and the U.K.
  - Coinstar Exchange: U.S.
  - ecoATM: U.S.

*as of Mar. 31, 2014
Outerwall Milestones

- **Redbox**
  - Approximately 44,100* Redbox kiosks nationwide*
  - Within 5 minute drive of 70% of the U.S. population**
  - July 2013: Redbox reached 3 billion DVD rentals

- **Coinstar**
  - Approximately 21,000 kiosks*
  - Within 5 miles of 91% of the U.S. population***
  - U.S., Canada, Puerto Rico, Ireland, and the U.K.

- **ecoATM**
  - Approximately 900* kiosks installed, primarily in the mall channel
  - 2013: Reached 1 million recycled devices
  - 2012: Tech Crunchies Award for Best Clean Tech Startup

*as of Mar. 31, 2014  
**Redbox analysis, Dec. 2013  
***Coinstar Internal GIS Analysis (Q4 2013)
2013 Report – Our Third

2013 Outerwall Corporate Social Responsibility Report
3% - 28% volunteered

1% of profits donated

22% reduction

20% down
New kiosk design

29% down
Corporate Responsibility Vision

From license to operate to license to lead

Current State
- CSR Report
- 1% Philanthropy, Matched Giving, Community Involvement,
- Volunteerism, Community/Board Involvement
- Carbon accounting and reduction goals

Infrastructure Building
- 2011-2012
- Building a CSR Program

Building Reputational Momentum
- 2013
- Establishing Company’s Positive CR Reputation

Business and Brand Integration
- 2014 - 2015
- Portfolio of products, services, programs, ideas that are pro-environment and society

World Class Reputation
- 2016+
- Respected Reputation as a CR Leader with Stakeholders

Future State
- Environmental sustainability, Community and D&I considerations integrated into goals, decision making and business planning