

## ABOUT POPSOCKETS

PopSockets was founded in 2010 by former philosophy professor, David Barnett, who launched the company out of his garage four years later in Boulder, CO. Today, the company has sold over 165 million grips and has offices around the world. Products include the original PopGrip® and an entire swappable ecosystem of products, such as the PopMirror and PopThirst, all designed to increase the functionality of devices we use daily. In 2018, PopSockets premiered their Poptivism program—a charitable give-back platform—and the brand has donated over 3 million dollars in money and product to various nonprofits since the launch. Learn more at PopSockets.com.

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#### **CONTACT US**

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JOIN OUR EMAIL LIST: www.popsockets.com

FOLLOW: @PopSockets

## OURSIORY

In 2014, David Barnett 🤝 —a philosophy professor in Boulder, Colorado 🤟 —glued two huge, ugly buttons 📵 📵 on the back of his phone to solve the age-old problem of the tangled earbud cord. Sixty prototypes later, the PopSockets grip was born—an expandable, collapsible grip and stand for your phone that could still be used to tame the tangle. The business has grown from David's garage to having offices in Boulder, San Francisco, Singapore, Hong Kong, and Helsinki.

To date, we have sold over 165 million PopSockets grips globally. (CONFIDENTIAL PROPERTY OF POPSOCKETS LLC. DO NOT DISTRIBUTE MITHIDITY PRIOR WHITTEN APPROVAL

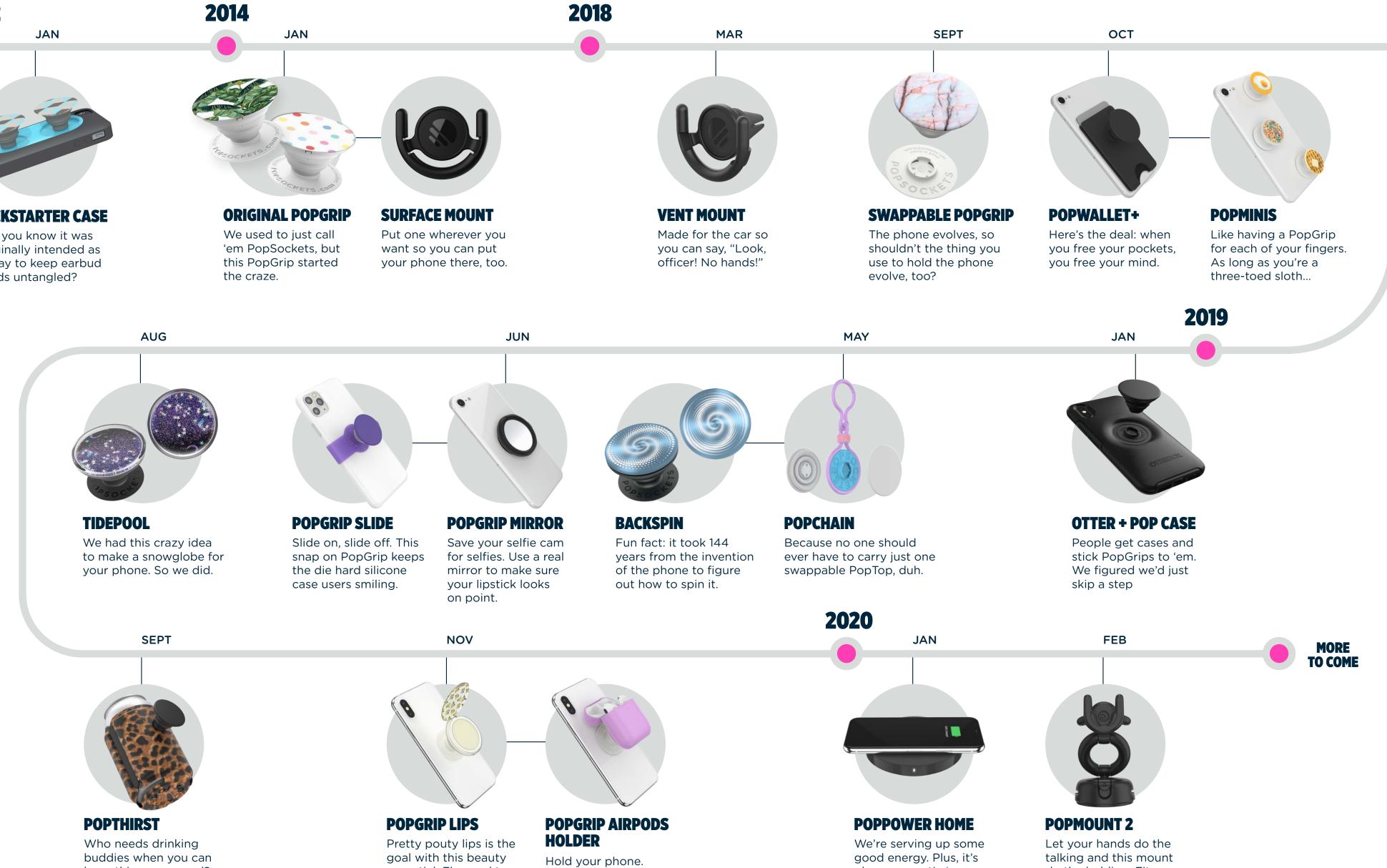
It took McDonald's 17 years to sell its first 100 million burgers.

PopSockets has sold more than 165 million grips in its first 5 years.



#### 2012 2014 JAN JAN **ORIGINAL POPGRIP KICKSTARTER CASE** We used to just call Did you know it was 'em PopSockets, but originally intended as this PopGrip started a way to keep earbud cords untangled? the craze. AUG **TIDEPOOL POPGRIP SLIDE** We had this crazy idea Slide on, slide off. This to make a snowglobe for snap on PopGrip keeps your phone. So we did. the die hard silicone case users smiling. **SEPT** NOV

keep this guy around?



do the holding. Fits

that's the point.

every PopGrip 'cause

phone agnostic 'cause

we love 'em all.

Hold your pods.

'Nuff said.

essential. Flavored too,

'cause why not?

## AWARDS & ACCOLADES

2018



#2 on Inc. 5000's fastest growing companies in the U.S.



Ernst&Young Entrepreneur of the Year, David Barnett



Best of CES, NPD Award, PopSockets

2019



Time Magazine, Best Inventions of 2019, special mention,



PRWeek Purpose Awards, Honorable Mention, Poptivism



Built in Colorado: Best Companies to Work For, Winner



Colorado Biz: Colorado's Best Companies to Work For, Winner



PRESS

To date, PopSockets

has generated more

impressions globally -

than 15B media

2.1B impressions

between Nov. 2019

and Feb. 2020 alone.

FOOD&WINE Your Favorite Phone Accessory Now Holds a Can or Coffee Cur The Washington Post

> Fox News 71,909,710 Monthly Unique Page Views

The PopThirst is basically a koozie that y drink snuggles inside of, but it's affixed was PopGrip that juts out from the stylish slee make holding your drink — the thing people OUT THE been doing for millennia - arguably eas



### 17,677,195 Monthly Unique Views

This is such a simple thing, but my PopGrip on my phone makes such a difference. I love to watch movies and download Netflix shows, and with the PopGrip I can just prop my phone up on the tray table. My new case doesn't have one yet, and the last time I traveled I regretted not buying a new one.

#### THE WALL STREET JOURNAL.





allure

GIZMODO

Away This Season

**USA** Today 866,791

Esquire

Teen Vogue

3,208,611

Monthly Circulation

VOCLE

Shop 23 Genius Gadgets for Back to School (Or

BY LEANS, SATENSTEIN

EDITED BY MADELINE PASI

Whether you're going back to school or returning to the office after

blissful vacation, a tech refresh is always a smart idea. And don't

hink it's all about clanky or confusing pieces, either; there are

plenty of sleek and chic options out there. For instance, if you're

ooking to get your life in order, keep track of the basics with a

standout Marc Jacobs smart-watch, or discover a new way to wake

up with Philips's glowing alarm clock. Those of us who can't survive

a subway ride without music should consider Master & Dynamic's

Bluetooth carphones-and while you're at it, snag a portable charger

by Samoang so you're never low-energy

**People** 

Vogue

**THE VERGE** 

HYPEBAE



**Palace Arcade** PopGrip

1807 808 Bring the fun of Police Arcole to yo

25 Gifts That Are Perfect for the Chic

**teen**\\0GU

19 Cute Back-To-School Supplies That Sho

Cool 4 school.

Seltze

Coffee

**PopSugar** 

16,630,274

Monthly Unique Page Views

PapSackets reinvents m













9,424,892 Monthly Unique Page Views

#### **Good Housekeeping**

Your favorite phone accessory now has a wallet version. This pretty marbled design can hold up to three credit cards or six GLAMOUR iness cards, depending on the thickness.





**Printed Magazine** 

1,462,688

Featured in a "make it

Monthly Circulation





3,190,605 Monthly Circulation

#### Today.com 9,590,792

Monthly Unique Page Views

BAZAAK

The 27 Best Tech Gifts for Women This Holiday Season

REALSIMPLE

**Entertainment** 









22,948,890 de collection," mist duite l'exemptors, adricalai perspects site for fluition, heavily east fromi-Monthly Unique Page Views to designs are featured on Poplindaris' Trapia ods for cellular devices that make meeting, in

BUSINESS in pastel sprinkles? 23 thoughtful corporate gifts yo.

## Food Network

60+ Cool Tech Gifts That Will Blow Anyone

Who doesn't love a PopGrip? Especially when it's covered

Harper's Bazaar

12,042,519 Monthly Unique Page Views

Mashable 16,439,659 Monthly Unique Page Views

P@PSOCKETS \*\*\*



**teen**VOGUE

Inverse

5,249,014

Super handy. Easy to install and remove. And very

useful. PopGrips come in a bazillion colors and styles or you can design your own.

Once you have a PopGrip installed on your phone,

buy some mounts so you can stick your phone to

convenient places. Or add a wallet so you have

a credit card or ID with you wherever you go.

(Because you know you won't forget your phone.)

Newsday

Monthly Unique Page Views

Acting as a stand or an extra grip for a

cellphone, PopSockets new collection

showcases designs like pink donuts

and the solar system. These new

PopSockets have 3D designs

and are made from metal

and colorful enamel.

1,083,903

WWD

PopSockets With a Pop of Style



will actually like

# So what's the secret sauce.









#### **ABOUT POPTIVISM**

PopSockets is committed to doing good. As a young company, we are proud to have donated more than \$3 million in money and products, and 700 hours of volunteer service over the past three years. In 2018, PopSockets launched our signature giving program: **Poptivism**.

Poptivism is designed with a single purpose: to make the world better. The program is completely customer-empowered. By simply purchasing a Poptivism PopGrip, fans of PopSockets can become activists for their favorite cause. In the U.S., anyone can submit a graphic and choose the cause they wish to support. We sell your Poptivism grip online and your chosen nonprofit receives 50% of every sale. Poptivism products support more than 350 charities around the world. This program is available in the US and Europe.

The program is completely customerempowered. Poptivists, like yourself, have designed more than 5,000 PopGrips. In the U.S., anyone can submit a graphic and choose the cause they wish to support. We sell your Poptivism grip online and your chosen nonprofit receives 50% of every sale.

With more than \$1 million Poptivism dollars donated in 2019, the impact is growing.

For more information contact poptivism@popsockets.com

#### **POPTIVISM FACTS**

- 50% of every Poptivism product sale is donated to charity
- Customer empowered program— Poptivists submit designs and/or purchase products
- 350 charity partners around the world
- Poptivism products available in the US and Europe
- •\$3 million in cumulative cash and product donated over 3 years

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