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Welcome

Welcome to Volume No. 4, Issue No. 3 of **Wireless Point**, the quarterly newsletter brought to you by Brightpoint, Inc. the leader in providing distribution and customized logistic services to the global wireless industry.

We are intensely focused on executing on our Europe realignment plan announced on June 30, 2008. Our other focus areas for 2008 and beyond include continuing to drive down debt by managing our balance sheet, executing on our recently announced European restructuring plan as well as other reductions in spending, continuing to align with leaders in the Smartphone space, and growing our presence in India and Latin America. I believe smartphones will account for roughly 75% of all wireless devices sold globally in the next five years. Our strategic focus areas for the next several years will revolve around distribution, customized logistics and associated activation competencies in the Smartphone arena.

Our resolute commitment to enhancing long-term shareholder value remains unchanged and we are appreciative of your continued support of the company. If you have any questions or comments, please don't hesitate to contact us.

Warm regards,

Robert Laikin
Chairman of the Board and Chief Executive Officer
Brightpoint, Inc.

Media Spotlight

BloggingStocks™

Brightpoint shines for Forbes quant

*By Steven Halpern
May 6, 2008*

"On the strength of two key acquisitions, Brightpoint (NASDAQ: CELL) has become the largest global distributor of wireless devices," says quantitative analyst Vahan Janjigian of Forbes Growth Investor.

United States

UPDATING and
REPLACING:

Brightpoint Corporate
Headquarters to
Expand

Brightpoint Reports
Second Quarter 2008
Financial Results

Brightpoint Enters Into
Agreement With
CradlePoint

For more Brightpoint
company news, please
click here.

"The acquisitions helped boost the number of wireless products handled in 2007 by 55% to 83 million. The company is also the leading provider of customized logistics services to the wireless industry.

"CELL purchases cell phones, batteries, chargers, and memory cards, and then sells them to a global network of 25,000 customers.

"The objective is to acquire distribution rights to products offering the greatest potential for growth. It sells brands made by LG Electronics, Nokia, Kyocera, Motorola, Samsung, Sony, Siemens, and Ericsson. This category produced 92% of total 2007 revenues, but it had a gross profit margin of just 4.24%.

"Market conditions have been favorable in recent years as worldwide wireless penetration grew at a brisk pace. Acquisitions helped boost Q4 2007 revenues by 140.6% year-over-year to \$1.63 billion. Adjusted net income grew 127.3% to \$25.7 million or 31 cents per share.

To read the entire article, please click here.

THE WALL STREET JOURNAL

In a Rebound, Small-Cap Is Beautiful

By Larry Light

May 31, 2008

Like springtime crocuses, small-cap stocks flourish once the harsh cold of a bear market is over. If the market indeed is on a warming trend that will last, they are worth a look.

Small stocks, often described as those below \$3.8 billion in market value, have historically outpaced issues with larger capitalizations by a decent margin during a market rebound, and that superior performance can last for several years. Since 1979, according to Ned Davis Research Inc., the small-stock Russell 2000 returned a median 19.6% in the first three months after a market bottom, versus 13.6% for the large-cap Russell 1000. After the previous bear market ended in late 2002, small issues dominated for three years.

In bad times, investors typically flock to the relative safety of large stocks. That has been the case for the past two years, and only lately has the small-cap index nudged ahead, up 4.2% in May compared with 1.6% for the Russell 1000. (Both are still down for the year.) Because small-caps are undervalued once the market turns around, they benefit disproportionately from an earnings recovery. One caveat: Small stocks are already getting costlier, partly because of their recent modest rally. The small-cap index trades at 18 times trailing earnings, while the large-cap benchmark is at 16.5 times...

That is true of Brightpoint Inc. a Plainfield, Ind., distributor of cellphones, whose stock is changing hands at 15 times earnings. "They have a 10% global market share," says Chris Guinther, manager of RidgeWorth Small Cap Growth Fund.

To read the entire article, please click here.



Brightpoint Enters Into Logistics Agreement With Affinity Mobile

By Anil Sharma

June 09, 2008

Brightpoint North America a subsidiary of Brightpoint has reached an agreement with Affinity Mobile.

Affinity Mobile provides mobile financial services to the underserved around the world. Affinity Mobile's Global Services MADE platform enables secure mobile transactions and offers turnkey managed services for customers such as mobile network operators, financial institutions, retail merchants and remittance companies in order to provide faster time to market, with reduced risk and greater profitability.

Brightpoint as per the pact would provide Affinity Mobile with a full range of integrated logistics services such as inventory management, order processing and distribution, kitting, national retail preparation and reverse logistics for their mobile products. Brightpoint is a

global player in the distribution of wireless devices and in providing customized logistic services to the wireless industry.

Brightpoint in 2007 handled approximately 83 million wireless devices globally. Brightpoint's innovative services include distribution, channel development, fulfillment, product customization, e-Business solutions, and other outsourced services that integrate seamlessly with its customers.

Brightpoint's effective and efficient platform allows its customers to benefit from quickly deployed, flexible, and cost effective solutions.

To read the entire article, please click [here](#).

MOBILE

Brightpoint goes for UK smartphone market

June 5, 2008

Brightpoint Great Britain Ltd is lining up an assault on the UK smartphone market, after its takeover of Hugh Symons Telecom (HST).

A full rebranding exercise has taken place since American distributor Brightpoint completed its £3.6m acquisition of HST's wireless distribution business last month.

Bosses at the newly formed Brightpoint GB are now targeting major growth in the company's distribution of high-end b2b devices in the UK.

It is understood that Brightpoint GB will use its smartphone software supply deals – particularly with Windows Mobile – to attract more high-end smartphone device deals.

HST (not to be confused with Hugh Symons Communications) already had deals with several manufacturers, but with Brightpoint on board bosses are now setting their sights on distributing more top-tier devices.

The company is in the running for a UK Nokia distribution contract as part of Nokia's full-scale review of distribution.

To read the entire article, please click [here](#).



Brightpoint, Kyocera Extend Partnership

June 16, 2008

Brightpoint, Inc. announced today that its subsidiary, Brightpoint North America L.P. ("Brightpoint"), has expanded its service agreement with Kyocera Wireless Corp. ("KWC"). Pursuant to the expansion, Brightpoint will provide KWC with flashing, re-work and kitting services with a range of integrated logistics services designed to enable KWC to provide its customers with a more efficient supply chain solution and reduce their customers' working-capital needs.

KWC is a leading supplier of innovative, feature-rich wireless phones and accessories for customers worldwide. The company also enjoys a leadership position in the wireless data category, with a portfolio comprising both stand-alone and embedded products. These range from best-in-class PC cards and wireless routers to embedded wireless modules that serve as the wireless "engines" for myriad vertical-market applications (e.g., asset tracking, telemetry, automated meter reading, etc.). Building on its track record for innovation, KWC is taking a leadership role in advancing emerging technologies that will shape the future of wireless communications, including WiMAX, Near Field Communications (NFC) and more.

To read the entire article, please click [here](#).



Brightpoint inks deal to use Synchronoss's Convergence Now software platform

June 20, 2008

Brightpoint, Inc. announced that it entered into an agreement whereby it will use Synchronoss's ConvergenceNow software platform for the activation of certain wireless devices.

The agreement would allow Brightpoint to add another value added service to its customized logistic services.

As per the agreement, Brightpoint would be able to add an integrated online activation service to its integrated solution for the telecommunications and consumer electronics industry that includes order capture, order management, fulfillment, and distribution of devices, mobile enhancements and content throughout North America and other areas.

To read the entire article, please [click here](#).



Brightpoint signs Verizon Wireless for carrier's indirect channel

By Phil Carson

June 25, 2008

Brightpoint Inc. said today it would distribute handsets for Verizon Wireless' indirect channel of authorized agents and national retailers.

Bob Laikin, chairman and CEO of Brightpoint, declined to discuss the value of the deal, citing a confidentiality agreement with Verizon. But he said that the deal was "large" and "filled a hole in Brightpoint's portfolio."

AT&T Mobility, the nation's largest wireless carrier, is the only major carrier in the United States that doesn't use Brightpoint for distribution and/or logistics, Laikin said.

The indirect channel will only grow as carriers inevitably back away from their commitment to subsidized handsets and bundles for their direct retail channels, Laikin suggested, repeating a theme he has consistently espoused for years.

To read the entire article, please [click here](#).



Brightpoint to distribute NavEye in Sweden

By Lars-Åke Redéen

July 7, 2008

Brightpoint AB, one of Sweden's leading distributors of consumer electronics, is to begin marketing Aqualiv's NavEye-branded safety products on the Swedish telecoms market.

"We're looking forward to the introduction and can already see a big demand for tracking and safety products developed for customers who want an increased safety for their boats, cars, waverunners etc," says Delvis Barisa, product manager for navigation at Brightpoint.

Aqualiv's NavEye range of marine safety products are based on GSM/GPS technology and are mainly used for positioning, surveillance and personal alarms. Examples of other GPS brands distributed by Brightpoint include Garmin, TomTom and Navigon.

To read the entire article, please [click here](#).



Brightpoint boosts GB, cuts back EU

July 7, 2008

Handset distributor moves out of old Hugh Symons Telecom facility as Dangaard integration on continent sees jobs cut

Brightpoint GB, formerly Hugh Symons Telecom, has moved to a new warehouse on the same industrial site it was located on previously, in Poole, Dorset.

The new warehouse is four times the size of the old space.

It has also taken on half a dozen new staff and expects to recruit 10 more, as sales increase and it taps into new channels with the scale of its US parent behind it.

The distributor is looking to sell Windows Mobile devices, traditionally business-oriented phones, into consumer channels.

It holds the sole UK distribution contract for HTC devices and its recently-launched Touch Diamond represents a very conscious courtship of the consumer market on HTC's part.

Brightpoint GB managing director Hugh Roper said: "We are about building scale. We are talking to all vendors about opportunities in the market.

"Our strength has traditionally been in data and B2B solutions, but we are now looking to open up more retail routes to market for HTC and Windows Mobile devices, just as those devices now appeal to the consumer market."

Meanwhile, Brightpoint last week confirmed it will cut 275-325 staff from its European operations and make further operational cost reductions to enable annual cost savings of \$25-\$30 million .

To read the entire article, please click [here](#).



Brightpoint Enters Agreement with Nokia to Provide E-Business

By Anshu Shrivastava

July 17, 2008

Brightpoint, Inc. today said that its subsidiary Brightpoint North America L.P. has entered into an agreement with Nokia Inc. The agreement calls on Brightpoint to operate Nokia's U.S. e-commerce web site accessible through <http://shop.nokiausa.com>.

Under the agreement, along with providing end-user fulfillment of wireless devices, accessories, Brightpoint will also offer wireless activations with service plans from various U.S. carriers.

Brightpoint officials said that the subsidiary will establish links from the Nokia web site to its systems to provide content management services, which enables Brightpoint to sell, deliver, and provide other logistics services for Nokia products and related wireless services.

Brightpoint plans to use Synchronoss's ConvergenceNow software platform as part of the solution to provide online activation of handsets for U.S. carriers.

"We are happy to provide e-commerce services to expand our long-time relationship with Nokia," said J. Mark Howell, president at Brightpoint Americas. "We look forward to these new opportunities as companies look to expand their online capabilities to deliver more handsets and content directly to consumers."

To read the entire article, visit please click [here](#).

S&P names 13 US IT companies as likely to grow

S&P puts 13 US information tech companies on 'Global Challengers 300' of likely growth stocks

July 24, 2008

NEW YORK (Associated Press) - Standard & Poor's Inc. included 13 U.S. information technology companies among 73 companies based in the United States that made its annual Global Challengers, a list released Wednesday of mid-sized companies that show the "highest growth characteristics."

The 2008 version of the annual list includes companies from 33 countries, with more companies, 76, coming from China than anywhere else, and the U.S. second. A total of 14 companies are listed from Hong Kong. Germany and Switzerland round out the top five, with 13 companies each....

Information technology companies from the U.S. that made the list include: Vasco Data Security International Inc., Technitrol Inc., Syntel Inc., Sohu.com Inc., Sigma Designs Inc., NETGEAR Inc., Euronet Worldwide Inc., Diodes Inc., Concur Technologies Inc., Comtech Telecommunications Corp., CommScope Inc., **Brightpoint Inc.** and Ansys Inc.

To read the entire article, visit please click here.



U.S. Brightpoint commences business in Turkey

July 29, 2008

United States based Brightpoint, operating in the wireless industry, announced on late Monday that it has commenced operations in the Turkish wireless market, in a statement posted to its website.

Brightpoint is looking to establish a market share in Turkey as one of the first foreign distributors within the field of value added distribution in the telecommunication sector, the company said in the statement adding that the expansion into Turkey was consistent with Brightpoint's growth strategy.

"We look forward to serving the Turkey wireless market with our world class distribution and customized logistics capabilities and expertise," Michael Koehn Milland, president of Brightpoint Europe, Middle East and Africa said in the statement.

Brightpoint, globally operating in the distribution of wireless devices and in providing customized logistic services to the wireless industry handled approximately 83 million wireless devices globally.

To read the entire article, please click here.



Brightpoint moving HQ to Indianapolis

By Cory Schouten

August 1, 2008

Wireless-device distributor Brightpoint Inc. is moving its headquarters from Plainfield to northwest Indianapolis, near where it was founded almost 20 years ago.

The company, which has about 65 headquarters employees and about 1,000 workers in Indiana, plans to share a new building with software developer Interactive Intelligence Inc. and engineering firm Woolpert Inc. along Interstate 465 north of West 71st Street. The space will allow the company to implement an expansion that calls for up to 60 new headquarters employees in the next seven years.

Brightpoint considered moving its home base to other cities, including Dallas, Tampa, Chicago and Phoenix, before settling on a move to Indianapolis, CEO Bob Laikin said in an

interview with *IBJ*. He said the firm did not request or receive incentives to stay.

The publicly traded company, which has about 3,000 employees worldwide, plans to take 37,000 square feet in the 154,000-square-foot office building in Duke Realty Corp.'s Woodland Corporate Park. The new space is about double the size of the company's current home in Plainfield.

That building, the former headquarters of Galyan's Trading Co., has been in receivership since embattled developer Christopher P. White defaulted earlier this year. Regions Financial Corp. owned the note but sold it in July to Edgewood Capital Advisors LLC of Connecticut. Edgewood hopes to sell the 100,000-square-foot building at an auction Aug. 27, said Jon Owens, a principal with the local office of Colliers Turley Martin Tucker who is handling leasing of the property.

The Brightpoint move will leave the building, one of few office complexes in Plainfield, about half empty. The only other tenant, Rolls-Royce Group, occupies 50,000 square feet and has a lease through 2010.

The new building gives Brightpoint more room to expand and is closer to home for most of the firm's headquarters employees, Laikin said. It is just a few blocks from where the company—originally known as Wholesale Cellular USA Inc.—had its first headquarters at 71st Street and Zionsville Road.

The new space also is more functional; the old Galyan's headquarters has open ceilings, is noisy and needs work on its HVAC systems.

"It's a good-looking building from the outside, but functionally for us it didn't work for a variety of reasons," Laikin said.

To read the entire article, please click [here](#).



Cover Story: Loud and clear

How Robert Laikin uses straight talk to set the tone at Brightpoint Inc.

*By Mark Scott
August 2, 2008*

Robert Laikin does not mince words when asked to explain the significant slowdown in growth that Brightpoint Inc. experienced from 1998 to 2002.

"It was my fault as the CEO," Laikin says.

The wireless device distributor had grown swiftly in the years prior, hitting \$1 billion in revenue in 1997 and \$1.5 billion in 1998. The pace of growth slowed considerably over the next few years. The industry was consolidating and markets were shifting as Brightpoint sought to find its way through the changes.

When 2004 rolled around, the company was still looking to get over the \$2 billion mark in revenue.

When everything is going great and revenue records are constantly being broken, it's easy to talk about the steps you took to help your company reach those heights. But as the CEO, you need to be just as upfront about the steps that didn't work out.

"As the CEO, you have the responsibility to be the lead communicator of your company," Laikin says. "Our customers know if they have a problem, if our people aren't doing what they promised to do, they will get to the CEO who will either fix the problem or be honest with them. 'You know what, there was a weather problem with snow and there was nothing we could do.' At least they are going to get an answer."

By looking beyond the numbers to find out both what drives his employees to succeed and what they are lacking in their efforts to do so, Laikin has good answers to give when the calls come in.

He makes it a point to stay in contact with his employees through a variety of methods both in person and electronically. When the media calls, Laikin makes time for interviews. When employees ask direct questions, he provides them with a direct answer rather than a response through his secretary.

To read the entire article, please click [here](#).

Brightpoint unit in supply pact with Nokia

Finnish handset maker will supply devices to Asia Pacific customers.

By Chad Clinton

August 5, 2008

Brightpoint Inc. disclosed Monday that its Brightpoint Singapore Pte. unit entered into an agreement with Nokia Corp. to supply mobile devices and enhancements to customers in the Asia Pacific region.

The telecom service provider said in a document filed with the Securities and Exchange Commission that Nokia will use Brightpoint Singapore's supply chain and channel expertise to market, sell and deliver wireless devices to network operators, independent agents and dealers throughout the Asia Pacific region through July 1, 2011.

To read the entire article, please click [here](#).



Brightpoint Tapped to Distribute CradlePoint Products

By Jai C.S.

August 7, 2008

Brightpoint North America L.P., a subsidiary of Brightpoint, a company that offers distribution and customized services to more than 25,000 business-to-business (B2B) customers globally, has finalized a distribution agreement with CradlePoint, to distribute and promote the company's mobile broadband products and accessories in the U.S. market.

Brightpoint's innovative services include distribution, channel development, fulfillment, product customization, e-business solutions and other outsourced services that integrate seamlessly with its customers.

Brightpoint North America provides outsourced services in the U.S. wireless telecommunications and data industry.

To read the entire article, please click [here](#).

Expert's Corner

Steen Høgh

*Senior Vice President, Central & Eastern Europe and Nordics
Brightpoint Europe*

Areas of expertise:

- Senior Sales, Marketing and Operations Management
- Wireless Technology and Products Development Management
- Cross Cultural Management and Leadership
- Strategy & Business Development Management



Industry Trends and Growth Opportunities

- Brightpoint global scale and value adding service portfolio matches Carrier and MVNO demands on their non core activities outsourcing
- Converged device growth rate exceeded by far normal handsets growth, adding

- high ASP
- Mobile software applications and services demand, grows as connectivity and efficiency are focus areas for European business environment
- CEE members entering EU shows high opportunities for a global player

Prior to Mr. Høgh joining Brightpoint in January 2007, he served as a Deputy CEO in Hungarian Carrier Pannon, part of the Telenor group. In this role, he was responsible for all commercial activities, business development and strategy for the company, as well as having a central role in group level global activities as product development and branding. Furthermore, he sat on the Board of the Telenor group R&D activities in Asia. His previous experiences include executive roles in sales, marketing, retail management and business consultancy.

Trendspotter

According to a new study from ABI Research, Mobile capital expenditures exceeded \$131 billion last year and will grow to \$163.5 billion in 2013, driven by increasing traffic and preparations for fourth-generation networks. North America and the Asia-Pacific region are estimates to be the largest mobile spenders. Mobile industry spending in the Asia-Pacific area is primarily driven by the emerging markets that are expanding current 2G network footprints and new 3G rollouts; many nations in this region have yet to release their 3G licenses. Mature markets such as Japan, Korea, Taiwan, and Hong Kong will be spending on service delivery platforms, 4G base stations and related components, IMS, and in-building wireless systems. North American spending is primarily driven by 3G upgrades to HSDPA/HSPA for the W-CDMA evolution and EVDO Rev A for the CDMA evolution, as well as activities around mobile WiMAX.

Source: ABI Research.

Feedback

It is our goal to keep you informed of Brightpoint's contributions to the wireless handset industry.

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