PLATYPUS

x

IGA

Exclusive Partnership Proposal

Tasmania's First Dedicated Device and Battery Recycling Program

A Place In The Wilderness PTY LTD | ACN: 676 294 796 | ABN: 86 676 294 796

We're not the venomous type.

This document is prepared exclusively for IGA store owners and managers in Tasmania. It outlines a partnership opportunity that puts your store at the centre of Tasmania's first dedicated device and battery recycling network, at zero cost and with zero operational burden.

Coles and Woolworths have plastic battery bins. Your store gets galvanised steel. Your store gets devices and batteries. Your store gets the Platypus exclusive.

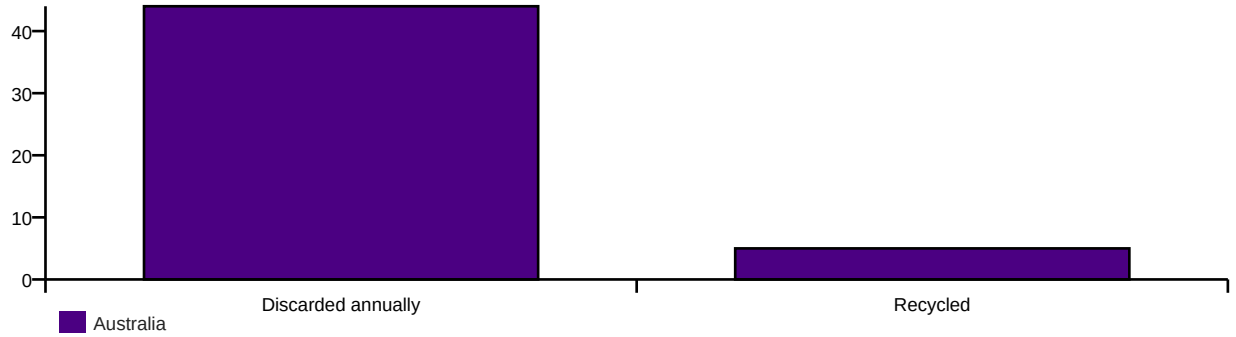
$0	0	100%	1st
Cost to your store	Staff hours required	Galvanised steel bin	In Tasmania

01 The Opportunity

Tasmania has a problem that nobody has solved yet. Millions of old mobile phones, tablets, laptops, and batteries are sitting in drawers across the state with nowhere easy, safe, or responsible to go. There is no dedicated collection point in any independent Tasmanian supermarket. Not one.

Coles and Woolworths have plastic battery bins from Ecobatt. Telstra and Optus stores have MobileMuster phone collection. But independent supermarkets like IGA have nothing. That gap is the opportunity.

Devices Discarded vs. Devices Actually Recycled, Australia (Millions/Year)



Of the 44 million devices Australians discard every year, only around 5 million are recycled. That leaves roughly 39 million, almost 9 in every 10, with nowhere responsible to go. Platypus gives your customers that missing option.

Sources: Australian Government e-waste data and industry research

The Tasmanian market is underserved and uncontested. No competitor has a presence in independent Tasmanian supermarkets. The first brand to establish that presence owns the category.

02 What is Platypus

Platypus is an Australian technology resale and refurbishment initiative. We collect used mobile phones, tablets, laptops, and batteries through secure, purpose-built galvanised steel collection bins. Every device and battery we receive is assessed and given the best possible outcome.

Devices that work

Tested, graded, and resold through the Platypus store. Someone gets a quality device at a fair price.

Devices with faults

Sold as repair or learning projects with honest testing notes. Nothing is misrepresented.

Batteries

Sorted, safely handled, and transferred to licensed recycling partners. Full compliance with Australian regulations.

03 What Goes in the Bin

One bin. Everything in together. Customers do not have to sort anything.

Mobile Phones

All makes and models. Working or not.

Laptops

Any size, any brand, any condition.

Tablets

iPads, Android tablets, and more.

Batteries

Phone, laptop, and household batteries.

04 Why This is Good for Your Store

✓ **Drives return foot traffic**

Customers who drop off a device have a reason to come back. They are already in your store thinking about technology and sustainability.

✓ **Zero cost to you**

The bin is free. Collection is free. Processing is free. There is absolutely no financial outlay from your store at any point.

✓ **Zero staff involvement**

Your staff do not touch the bin, empty it, or manage it in any way. Platypus handles everything from collection to processing.

✓ **Community credibility**

Independent stores that visibly support sustainability build stronger community loyalty than chains. This is something your store does that Coles and Woolworths do not.

✓ **Something to talk about**

The bins are bold, purple and yellow, galvanised steel, and visually striking. Customers notice them and ask about them. That is a conversation starter for your team.

✓ **Reportable impact**

We provide collection data and environmental outcome reports you can share with your community and use in any local business or community reporting.

05 The IGA Exclusive Advantage

This partnership is offered exclusively to IGA stores in Tasmania. No other supermarket group in Tasmania will carry Platypus bins while this exclusive arrangement is in place. That means your store becomes the go-to destination for responsible device and battery disposal in your community.

Only IGA Carries Platypus in Tasmania

No Coles. No Woolworths. No other chain. Your store is the exclusive destination for Platypus in your area.

Your Store Named in Our Marketing

Your IGA store will be named and promoted across Platypus social media, the Go Purple campaign, and community marketing as an official Platypus partner.

Official Platypus Partner Badge

A Platypus sustainability partner certificate and in-store badge for display. Tells customers your store stands for something.

First Access as We Expand

As Platypus grows across Tasmania and nationally, IGA exclusive partners get first right of refusal on additional bin placements before any other retailer.

06 Safety and Compliance

We understand that as a store owner you carry responsibility for what happens on your premises. Here is exactly how Platypus protects you.

Public Liability Insurance

Platypus holds public liability insurance under A Place In The Wilderness PTY LTD. You are not exposed to liability for any device or battery incident related to the Platypus bin.

Galvanised Steel Construction

Our bins are galvanised steel throughout, inside and out. In the unlikely event of a lithium battery thermal incident, the bin contains it. Plastic bins from competitors cannot make this claim.

Battery Handling Compliance

All batteries are handled in full compliance with Australian dangerous goods transport regulations. Batteries are sorted, terminals taped, individually bagged, and transferred to licensed recycling partners only.

Data Privacy

All devices are factory reset and data cleared on a best-efforts basis before resale. We recommend customers erase their own data first. Platypus does not retain personal data from devices.

Full Chain of Custody

Every device and battery is tracked from the moment it enters the bin to its final outcome using PlatypusTrack, our proprietary internal platform. Full accountability at every step.

Registered Australian Company

A Place In The Wilderness PTY LTD is a registered Australian company. ACN: 676 294 796. ABN: 86 676 294 796. All operations governed by Australian law.

07 | How We Compare and The Numbers

07 The Competitor Comparison

Two programs currently dominate e-waste collection in Australian supermarkets. Neither is available to IGA. Neither uses galvanised steel. Neither accepts both devices and batteries.

Feature	Platypus x IGA	Ecobatt	MobileMuster
Where it is found	IGA stores exclusively (Tasmania)	Coles and Woolworths	Telstra, Optus, Vodafone
Bin construction	Galvanised steel throughout	Plastic	Plastic
Thermal containment	✓	✗	✗
Accepts mobile phones	✓	✗	✓
Accepts tablets and laptops	✓	✗	✗
Accepts batteries	✓	✓	✗
Device grading and resale	✓	✗	✗
Available to independent stores	✓	✗	✗
Sustainability reporting data	✓	~	~
Cost to store	Free	Free	Free
Staff time required	Zero	Minimal	Minimal
Public liability insurance	✓	~	~

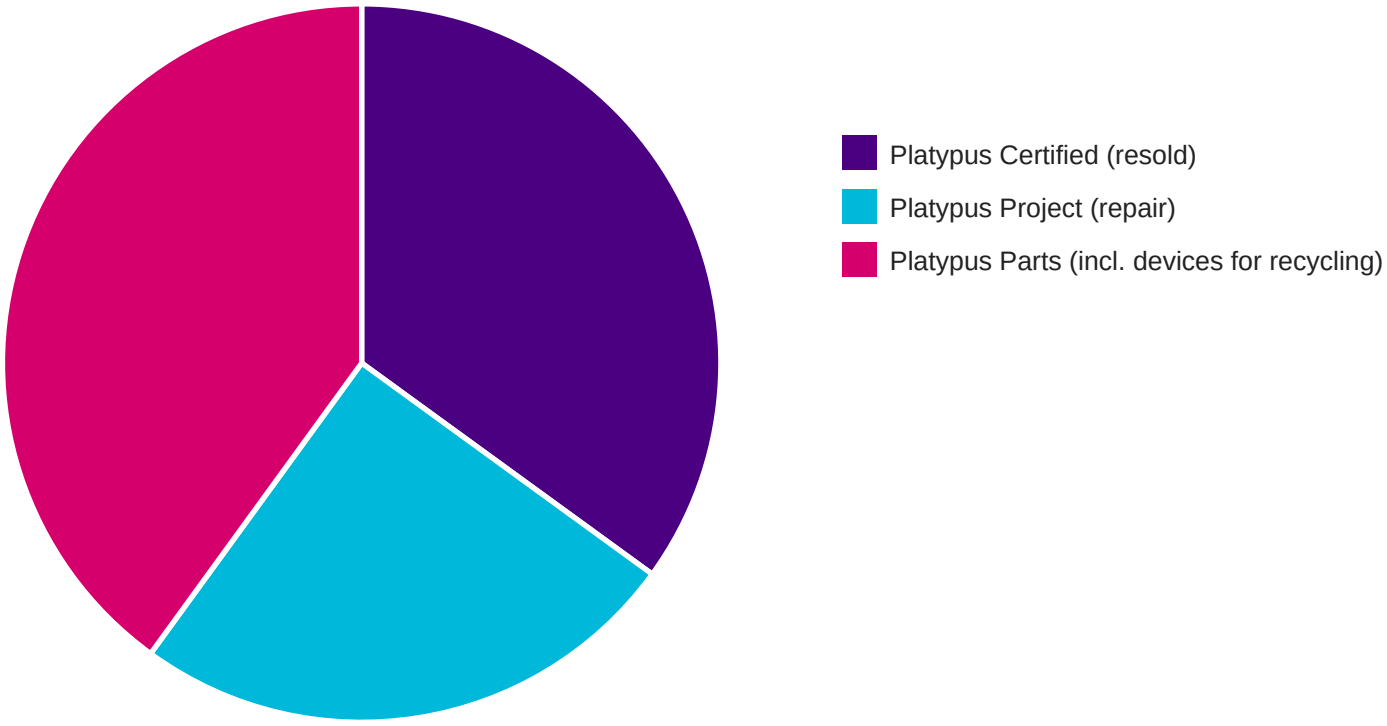
✓ = Yes ✗ = No ~ = Limited

08 The Numbers

The scale of the e-waste problem in Australia is significant. And the opportunity for stores that step up to solve it is equally significant.

44M+	3.1	150M+	$0
devices discarded in Australia annually	avg unused devices per Australian household	batteries improperly disposed of annually	cost to IGA to participate

What Platypus Does With Collected Devices



Platypus Pulse — batteries drop into the same Platypus bin as devices, but are processed on a separate track: outsourced to licensed, responsible third-party recyclers under Platypus Pulse.

09 | Current Status, How It Works, and Next Steps

09 Current Status

Platypus is not a concept. It is an operational business with systems, compliance frameworks, and insurance already in place. This is not a startup pitch. This is an invitation to be part of something already moving.

Bins	Purpose-built galvanised steel bins designed and ready to deploy. No placements are live yet — your store would be the first.
Systems	PlatypusTrack internal platform fully operational. Full chain of custody tracking live.
Insurance	Public liability insurance held under A Place In The Wilderness PTY LTD.
Compliance	Battery handling SOPs in place. Dangerous goods transport compliance active.
Tasmania	Active presence in Tasmania. Burnie base established. IGA partnership is the next step.
Marketplace	Active eBay resale store. Established listing, grading, and sales workflow.

10 How It Works for Your Store

01	We place one Platypus bin in your store in a high-traffic location. The bin is purpose-built, galvanised steel, bold purple and yellow. It looks professional and intentional.
02	Customers see the bin, drop in their old phones, tablets, laptops, and batteries. No staff involvement. No sorting required. Just drop and go.
03	A Platypus representative collects from the bin on a regular agreed schedule, weekly or fortnightly. We bring our own bags and materials. We leave the area clean.
04	Devices and batteries are taken to our processing facility. Devices are graded and resold or recycled. Batteries go to licensed recycling partners.
05	You receive collection reports and environmental impact data on request. Your store is promoted as an official Platypus partner across our marketing channels.

11 What We Are Asking For

One thing only. Permission to place one Platypus bin in your store in a location that works for you. That is the entire ask.

No cost. No staff time. No risk. Just a yes and a spot in your store.

12 Next Steps

- Have a short conversation about your store and where the bin could go.
- Agree on a placement location and a start date.
- Bin goes in. Your store becomes an official Platypus partner.

Platypus. *We're not the venomous type.*

Isaac Ervin | Founder, Platypus | A Place In The Wilderness PTY LTD | ACN: 676 294 796 | ABN: 86 676 294 796