

Evolution of Cellairis

March 2000
Global Cellular, Inc formed



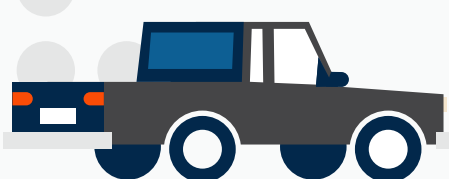
April 2000



First retail merchandising unit (cart) in Perimeter Mall. No employees, just Jaime, Joseph, & Taki open to close from 10-9 Shirt & Tie. First day \$1241 in sales

May 2000
Opened Cumberland Mall 30 Days later

March 2001
Opened new headquarters & 1500 Square Ft distribution center



100

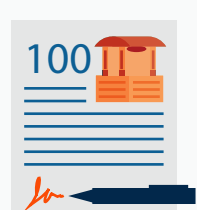
2003
100th GCI location Opens



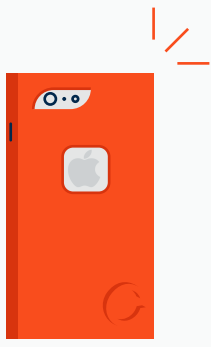
August 2005
Cellairis Franchise, Inc. Formed

250

2008
250th location opens



January 2006
First national agreement for 100+ Retail Locations signed



December 2010
Rapture Launch

elle & blair

August 2011
Launch of Cellairis by Elle & Blair collection (big time YouTubers) pioneering partnerships with social media influencers

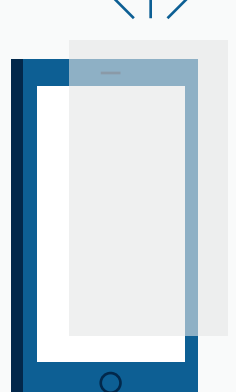


2011
Launch of Repair Service



2012
250k Facebook Followers

2012
500
LOCATION
OPENS

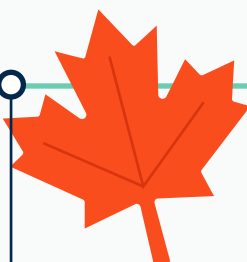


June 2012
Shell Shock Launch

June 2012
First inline store to open in Alpharetta, GA

JUSTIN BIEBER

June 2012
Launch of Cellairis by Justin Bieber collection. #1 Pop star on the planet



November 2012
1st Canada Store opens

CODY SIMPSON

January 2013
Launch of Cellairis by Cody Simpson collection

Shout!

July 2013
Shout! Launch

July 2013
1st Mexico Store opens

December 2013
1st Jamaica Store opens

October 2013
1st UAE/Dubai store opens

October 2015
1st Ecuador Store opens

June 2015
1st Brazil Store opens

CELLAIRIS®

July 2014
Launch of the new Cellairis Brand Refresh



2014
Debut Store-In-Store Franchise Model at Walmart

November 2016
First TV Campaign "Accidents Un-Happen"



WE'RE JUST GETTING STARTED.
THE CELLAIRIS WAY CONTINUES TO GAIN MOMENTUM, THROUGH OUR FRANCHISEES AND OUR EMPLOYEES.

A HISTORY OF SUCCESS

- 2009 #9 franchise of Franchise Times 'Fast 55'
- 2012 #8 on Atlanta Business Chronicle's 2012 Top Atlanta Franchises
- 2013 #7 on Atlanta Business Chronicle's 2013 Top Atlanta Franchises
- 2013 2013 Pacesetter Awards: #20 Fastest Growing Company by the Atlanta Business Chronicle
- 2013 2013 Outstanding Non-General Counsel from Atlanta Business Chronicle
- 2013 2013 Gold Stevie Award Winner: Cellairis Shout! App
- 2013 2013 American Business Awards - Stevie Awards Finalists: Cellairis Franchise Inc. - Most Innovative Tech Company of the Year
- 2013 2013 American Business Awards - Stevie Awards Finalists: Cellairis' Use of Social Media via Tweet Punisher - Communications or PR Campaign of the Year
- 2014 #66 in Entrepreneur Magazine's 2014 Franchise 500
- 2015 #1 in Category in Entrepreneur Magazine's 2015 Franchise 500
- 2016 Entrepreneur Magazine's Annual 2016 Best of the Best Franchises - Ranked #1 in Category
- 2016 #29 in Entrepreneur Magazine's 2016 Top Global Franchises
- 2016 Walmart Supplier Summit Top Partnership Award Nomination
- 2016 #8 on Atlanta Business Chronicle's 2016 Top Atlanta Franchises

CELLAIRIS®