



The Winning Edge for Wireless Profits

A company-owned distribution network. Superior products and services. Monthly residual income. Low-cost supply. It adds up to a high profit margin for this industry.

Our “roll-up” strategy – increasing efficiency and profitability by consolidating or “rolling up” a fragmented industry – has been a winning business strategy throughout the history of business in America. And it continues to win us revenue, market share, and shareholder value today. *First* in North America. And then *worldwide*.



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NASDAQ OTCBB: WLSA.OB
18.3 Million Outstanding Shares

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the wireless age

communications inc.
NASDAQ OTCBB: WLSA.OB

bringing affordable
portable communications
to canada, north america,
and the world

corporate report



Consolidating High-Growth Wireless Products and Services

The global wireless economy totaled roughly \$500 billion in 2002. That figure is expected to double by 2006. Wireless penetration in North America is still at a very low level, creating an enormous opportunity to import technology and products and efficiently distribute them throughout the continent.

The goal of **Wireless Age Communications Inc. (NASDAQ OTCBB: WLSA.OB)** is to target services and products that will drive the wireless age in North America, and efficiently consolidate sales channels to realize shareholder and industry value. Management has had significant success in building worldwide electronics distribution networks through both organic growth and strategic acquisition.

Wireless Age aims to become the #1 wireless and portable communications product and service provider in the most under-served segment of the North American wireless market: Canada.

Today **Wireless Age** currently has over 37,000 paid subscribers, giving the company guaranteed monthly revenues of 11% of those subscribers' cell phone bills, or approximately US\$200,000 per month.



Owning the North American Wireless Market, One Piece at a Time

Wireless Age owns a series of companies in technology development, wholesaling, and retailing. Each provides peerless quality, service, and value to a different segment of the portable communications supply chain. In total,

Wireless Age aggregates everything needed to serve portable electronics users under one organization enjoying unparalleled economies of scale and efficiency:

- **WLSA Product and Technology Group.** Sources products and technology from Asian firms. Holds the rights to critical agreements with key suppliers. The result: a lower cost of goods – and higher profit margins – than many other companies serving the North American wireless market.
- **Collectible Concepts.** Develops and markets collectible merchandise that can be profitably sold to the **Wireless Age** customer base via inserts in subscriber statements and at our retail locations.
- **iMobile.** A wholesaler of wireless accessories and prepaid calling cards.
- **landMobile.** A distributor of the Vertex Standard line of land mobile handsets and accessories.
- **The Wireless Age.** Operates ten retail stores, a corporate sales force, and a retail center and service group focused on selling SaskTel, MTS (Manitoba Tel), and other wireless solutions.



A Leader Without Peer in the Electronics and Wireless Industry

John Simmonds, Chairman of **Wireless Age**, is one of the most successful and well-connected entrepreneurs in electronics and portable communications.

With John Simmonds at the helm, **Wireless Age** has a leader with a track record of adding shareholder value.

- *In 1978, Mr. Simmonds started his first company, Midland Canada.* He grew it from zero to \$20 million annually within eight years.
- *In 1981, Mr. Simmonds, through his family business, helped acquire a battery business that had filed for bankruptcy in the U.S., for \$100,000.* Four years later, he sold it to Duracell for \$10,000,000.
- *In 1987, Mr. Simmonds acquired control of Glenayre, a mobile communications company, by vending in his Midland business.* Over the next 18 months he increased revenue five-fold to \$200 million via a series of strategic acquisitions.
- *In 1989, he was involved in spinning off the U.S. subsidiary of Glenayre under its own NASDAQ IPO,* which reached a market cap of US\$3 billion within five years. During this period, the stock went from \$14 a share to as high as \$700 (on a split-adjusted basis) – a 4,900% gain.



The Wireless Age Strategic Plan

The Plan to Build Residual, Recurring Income

Wireless Age owns a profitable retail wireless sales business, with ten stores in western Canada. We are the largest cellular activation company for SaskTel and the third largest for MTS. The “residuals” (about 11% of each customer's monthly cell phone bill) from its 37,000 subscribers are US\$200,000 per month – and increasing as the company grows.

The Plan to Minimize Distribution Costs

Through a series of ongoing acquisitions, **Wireless Age** is creating a company-owned distribution channel for selling **Wireless Age** radios, cell phones, and other communications products. John Simmonds is simply repeating the same acquisition strategy that made Glenayre a \$3 billion public company. Recent acquisitions include **Wireless Age Canada, Prime Wireless, and Wireless Source.**

By owning our own retail distribution channel, we eliminate the mark-up of third-party middlemen for distribution of **Wireless Age** cellular and mobile communications products – further increasing our profit margin.

The Plan to Leverage the Midland Brand

Wireless Age owns the rights to the Midland brand of two-way radios, a highly respected brand name for more than 25 years. **Wireless Age** has an enormous sales advantage when marketing under the Midland name. Recent FCC mandates will force government and commercial users to upgrade their two-way radio systems over the next three years, creating a huge demand for **Wireless Age** products.



Outside Directors

Brian Usher-Jones has been a merchant banker since 1994. He was a senior executive with Nesbitt Thomson for 15 years, leaving in 1992 as Chief Financial Officer. He is also the former president of MB Capital Corporation and currently serves as chairman of International Vision Direct Inc. Mr. Usher-Jones is a director of various public companies including Xplore Technologies Corp. and Calvalley Petroleum Inc.

Kenneth Adelberg holds Bachelor of Science degrees in biophysics and psychology from Pennsylvania State University. He is president and CEO of HiFi House Group of Companies; a founding shareholder and a director of Republic First Bancorp (NASDAQ); and a founding shareholder and former director of U.S. Watts. Since 1995, Mr. Adelberg has been a director of Global Sports.