Adevinta

Why Marketplaces are the future of ecommerce

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Marktplaats and 2dehands/2ememain

About Adevinta Benelux

Marktplaats

Dutch household brand & verb

2dehands **2ememain**

Belgium's #1 Classifieds Sites

Adevinta is a champion for sustainable commerce, making a positive impact on the environment, the economy and society.

Our brands around the world

Monthly visits

2.5 billion

Digital portfolio of over

+25 products

Operating in

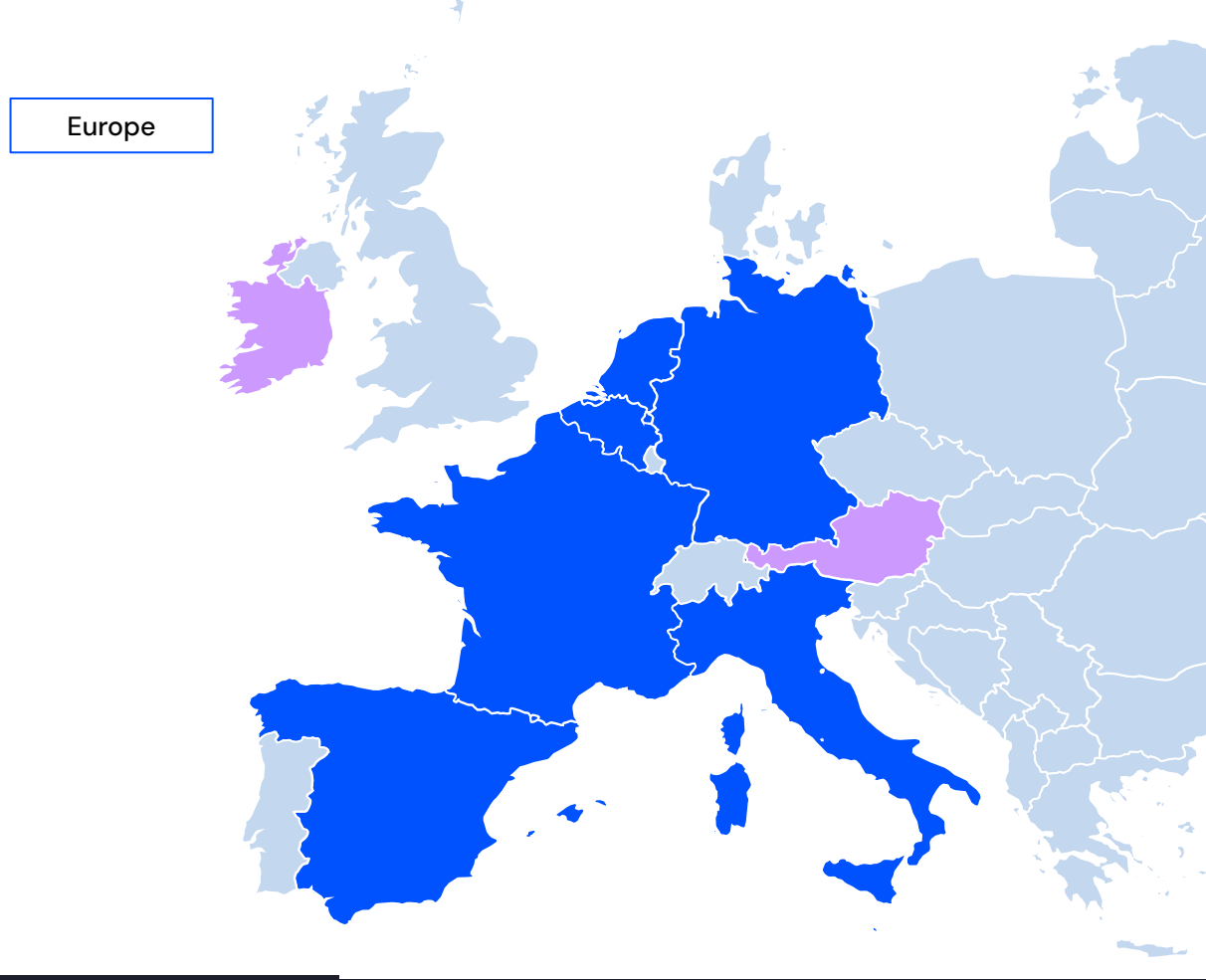
10 countries

Employees (approx.)*

5,700+

Revenues (FY22)

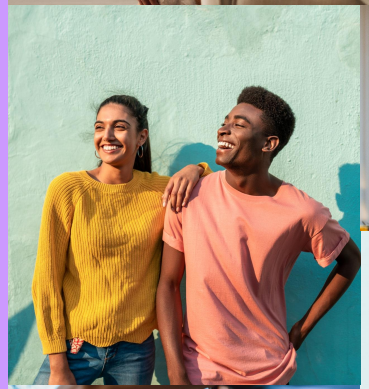
€1.64bn



** Excluding Joint ventures and Contingent workers*

120 million

Monthly users



Our brands around the world

France

- leboncoin
- Agriaffaires
- ravendre alouer
- locasun
- Truckscorner
- VIDE-DRESSING
- L'argus
- MachineryZone

Spain

- milanuncios
- fotocasa
- coches.net
- InfoJobs
- motos.net
- habitaclia

Belgium

- 2dehands
- 2ememain

Germany

- kleinanzeigen
- mobile.de

Netherlands

- Marktplaats

Italy

- subito
- InfoJobs
- automobile.it

Canada

- kijiji

Ireland

- daft.ie
- DoneDeal
- Gumtree
- ADVERTS.ie

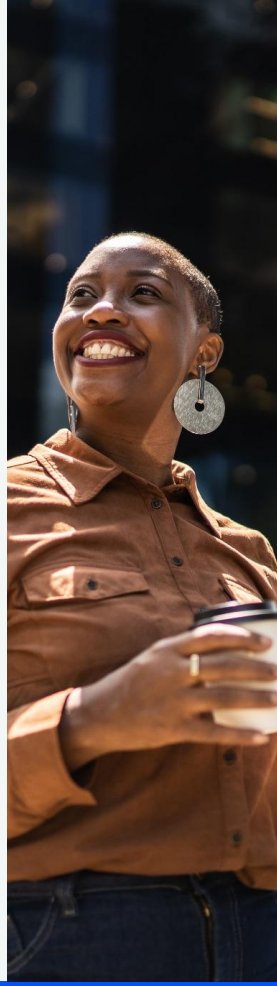
Austria

- WILLHABEN

Brazil

- OLX
- zap
- VivaReal

Joint ventures



Why marketplaces are the future of ecommerce: convenience, cost, climate and community

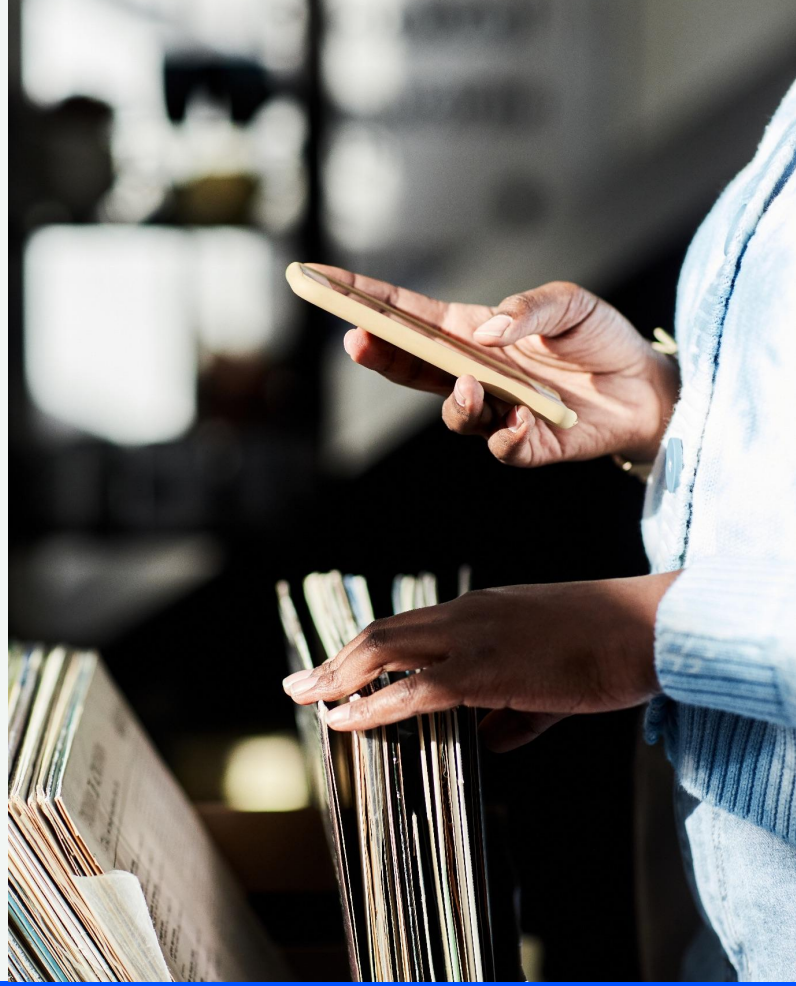
Cost Economic Impact

We make a valuable contribution to the European economy

Climate

Environment Impact

Sustainable Commerce is the New Normal



Climate

Environment Impact

In 2022, our users potentially saved

25,3 million tonnes

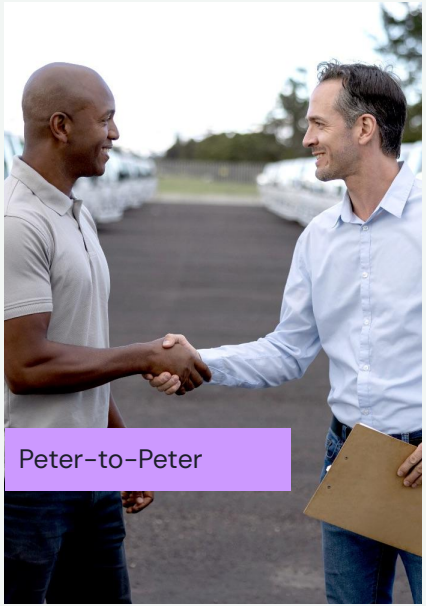
in carbon dioxide emissions as a result of this Second Hand Effect*

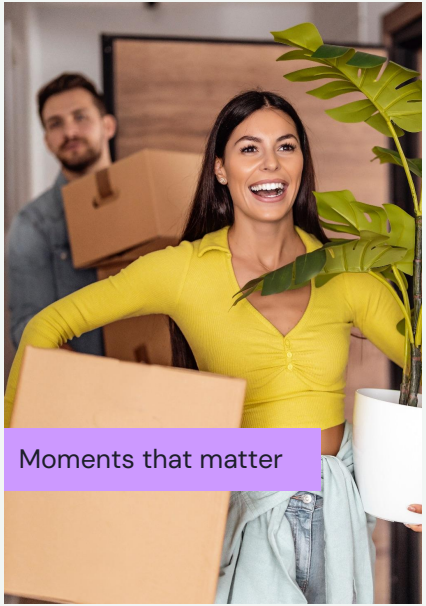
Raw materials potentially saved	Equivalent to
1.5 million tonnes of plastic	**28 billion** plastic bottles
9.1 million tonnes of steel	**1,247** Eiffel towers
0.9 million tonnes of aluminium	**62 million** cans

Community

Societal Impact

Shaping a society that benefits everyone





How AI accelerates positive impact

how
users find
marketplaces
and content

how users
interact with
marketplaces

how
marketplaces
are built and
operated

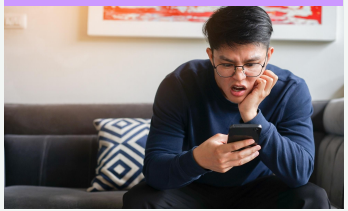
By integrating sustainability initiatives with AI-driven technologies, marketplaces can contribute to building a more sustainable future for e-commerce

Key Takeways

Marketplaces are uniquely positioned to increase positive impact on the planet & society

Urgency

Society



Opportunity

Our local initiatives

Government

Education

Campaigns

Adevinta Benelux Christmas Campaign

Adevinta