

# Growth through mission

THE REFURBED JOURNEY

# Who am I? And why am I talking about marketplaces?

The refurbed founding story



Kilian Kaminski, refurbed

Because  
we are  
here to  
make a  
difference.

The situation:  
The electronics  
market is one  
of the largest  
industries  
worldwide



# The problem we need to fix:

Incredible amounts of negative environmental impact



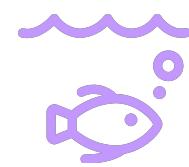
**70 bn**

kg of CO<sub>2</sub> emissions  
emitted worldwide in  
production



**50 mn**

Tons of e-waste  
produced each year



# Water

as a scarce  
resource wasted  
during production

THE SOLUTION

# Growing the circular economy

# The part we play in the electronics industry

And the impact we were founded to create



In 2017, refurbed  
was born



Since then, we have  
grown exponentially



How?

# Growing a trust network of suppliers

And offering desirable products to our customers



# Doubling down on the mission

And contributing to changes in legislation



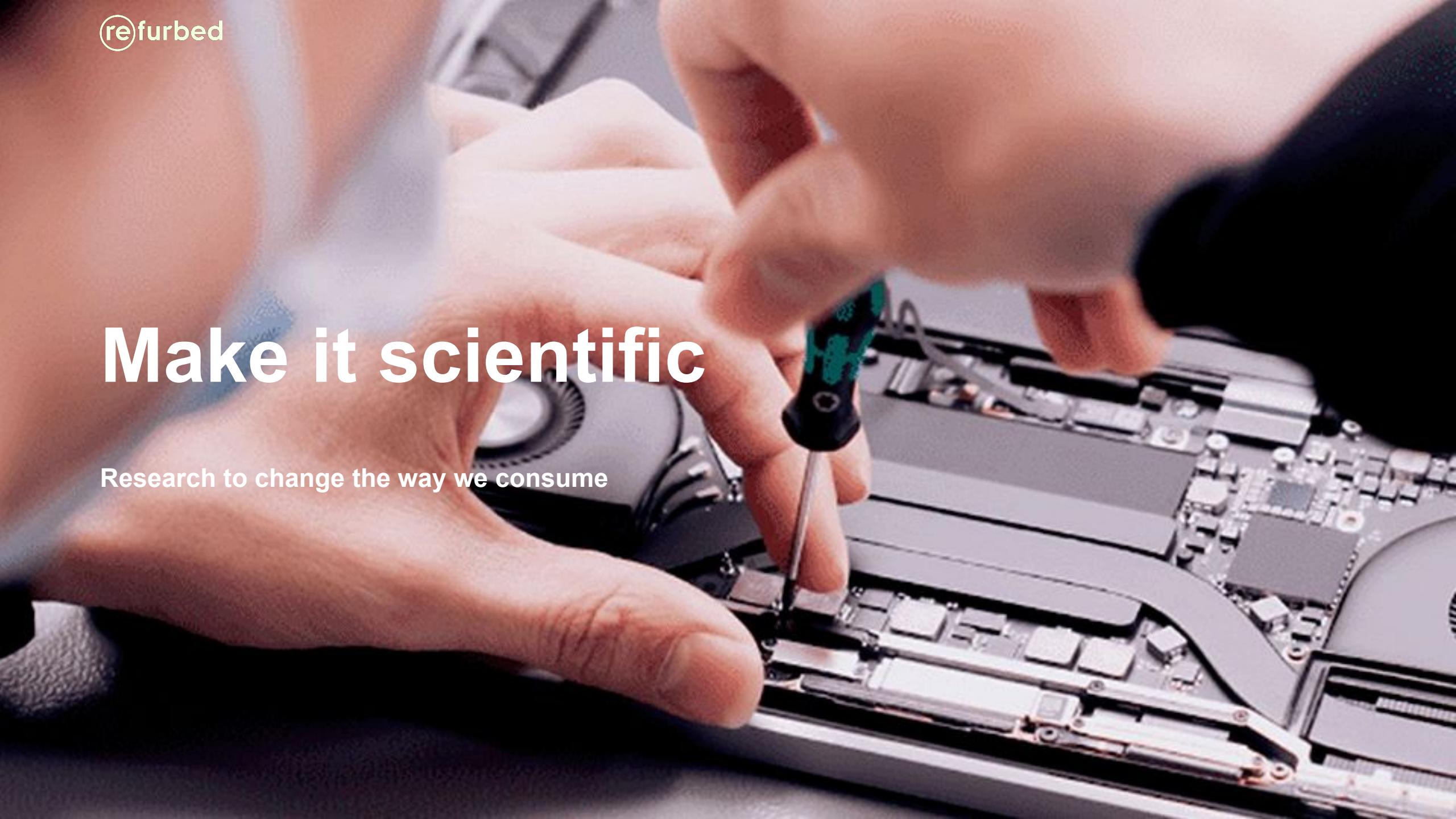
# Expanding services strategically

B2B & Trade-In



# Make it scientific

Research to change the way we consume



# Making impact measurable and tangible

Scientific research with Fraunhofer Austria



Kilian Kaminski, refurbed

# Measuring environmental impact – refurbished smartphones



## Refurbished smartphones



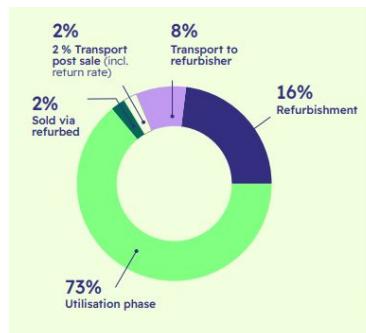
### Co2 emissions

**12,9 kg**

Co2-emissions saved  
compared to new  
purchase:

**83%**

(=63.6 kg)\* this  
corresponds to 450  
km by car



### Virtual water consumption

**3,086.2 l**

Virtual water saved  
compared to new  
purchase:

**89%**

(=24,335 l)\* this  
corresponds to 162  
bathtubs



### Electronic waste

**43.6 g**

Electronic waste  
saved compared to  
new purchase:

**77%**

(=149.1 g)\* this  
corresponds to -1.9  
computer mice

# Our impact since founding

Positive impact at our core



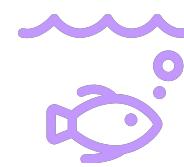
**983t  
e-waste**

Equals the weight of  
7 blue whales or the  
weight of 492 cars



**299.728t  
CO2**

Equals emissions  
of 65.000 cars in  
one year



**103bn l  
water**

Equals the use of  
2.2mn households  
per year

# Driving the shift our economy needs

## Current mindset

Business success = profit

## New mindset

Business success = profit  
and impact

# The winning combination: Economic success and positive environmental impact



**Kilian Kaminski**  
CO-FOUNDER