



tori

Powering the Circular Economy

Luis Orozco

Tori is the leading generalist marketplace in Finland

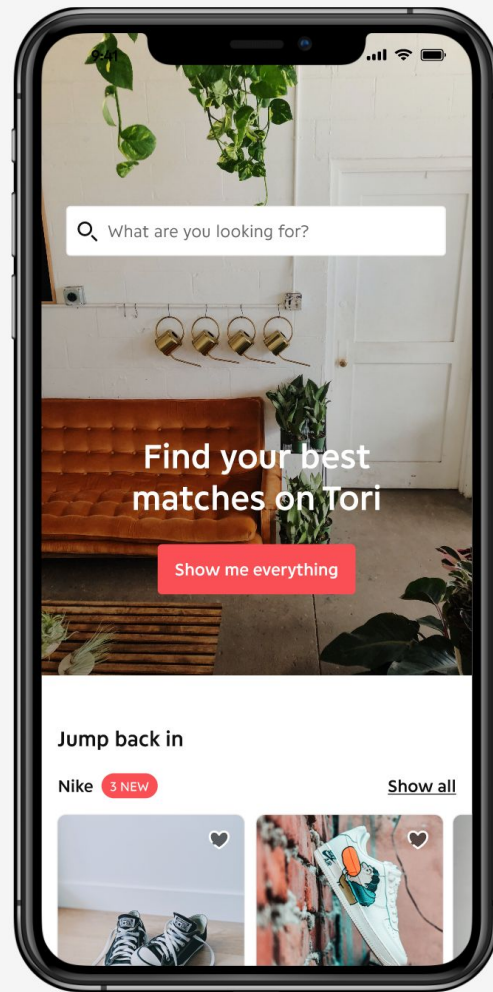
3,4 M | over 1,6 M

visitors per month

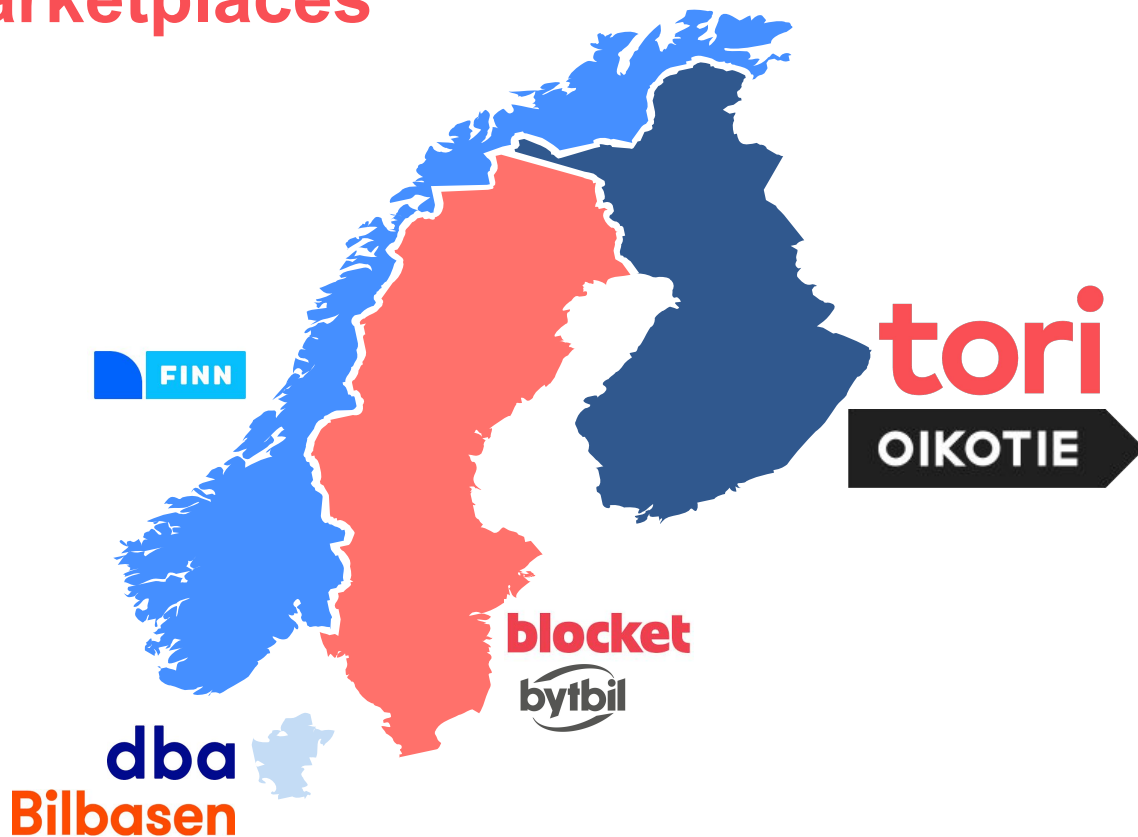
live listed items

over 500 000

transactions per month

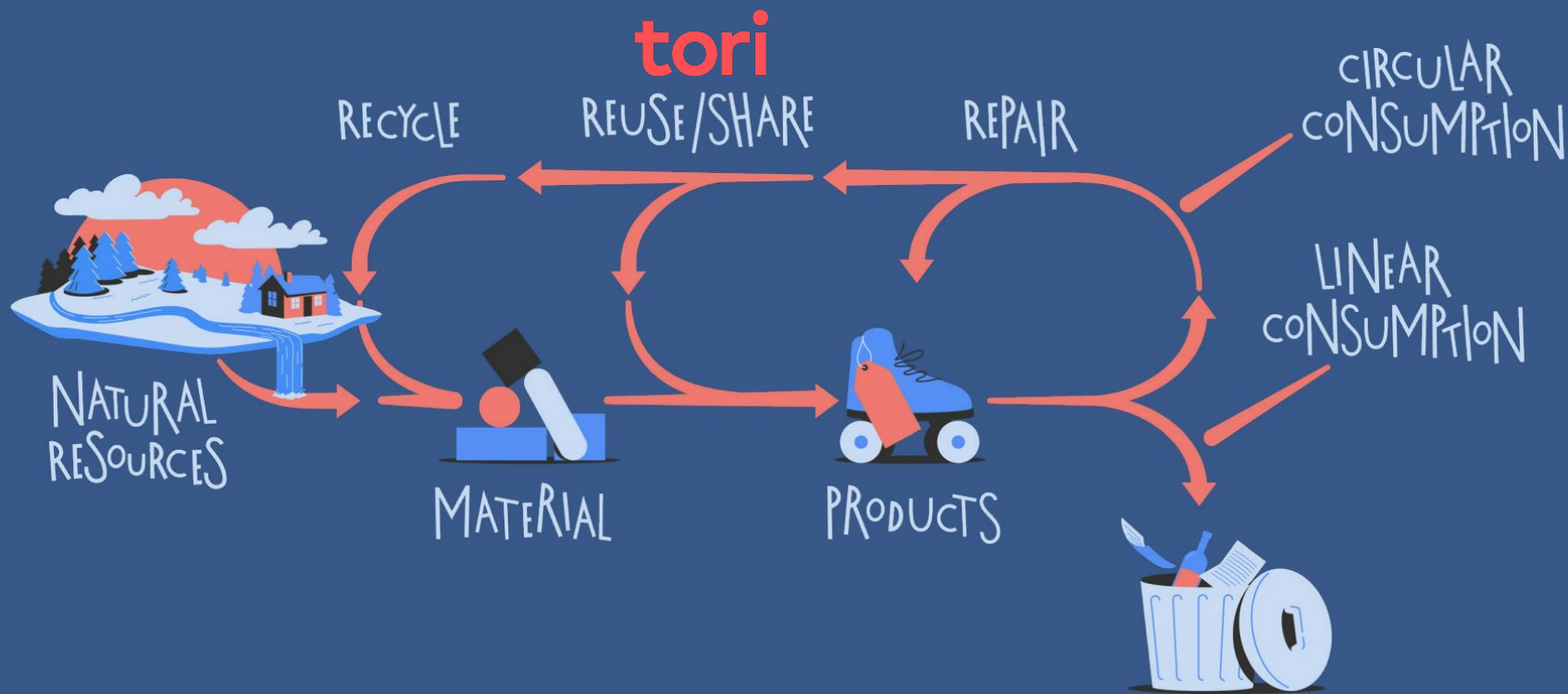


Tori is part of the Schibsted family of leading Nordic marketplaces





- # Schibsted



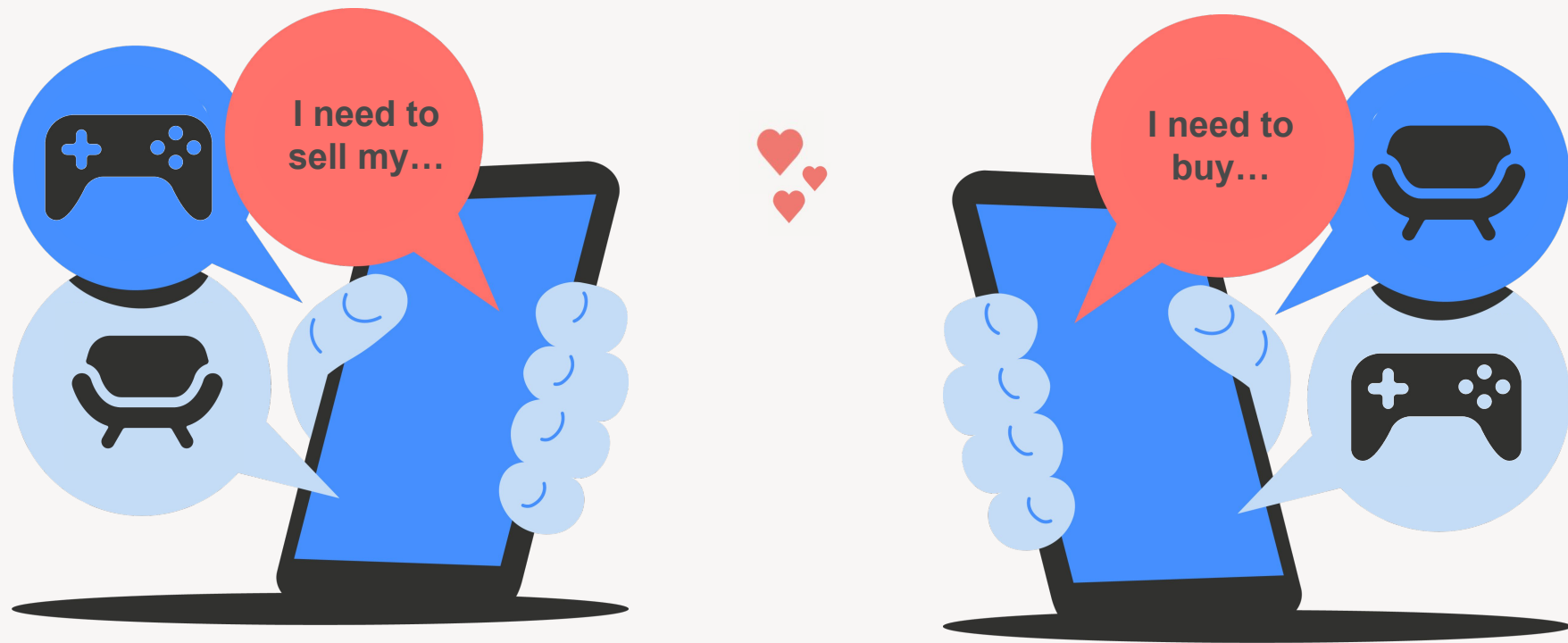
Buying and selling used goods has become routine
for the Finnish people

**C2C is not anymore a
marginal phenomenon but
more of a significant
change in consumption.
And an opportunity that
traditional companies
should grasp.**

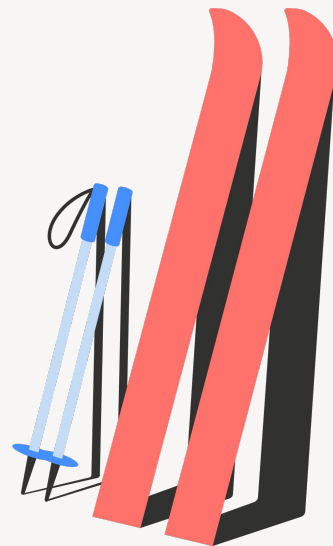
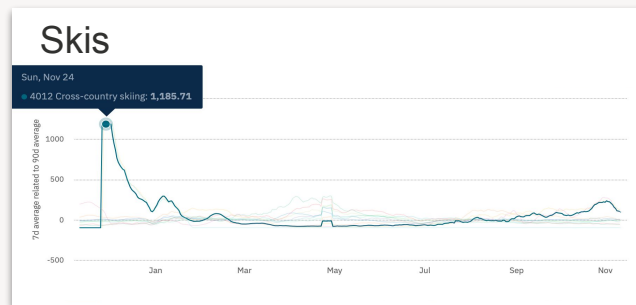
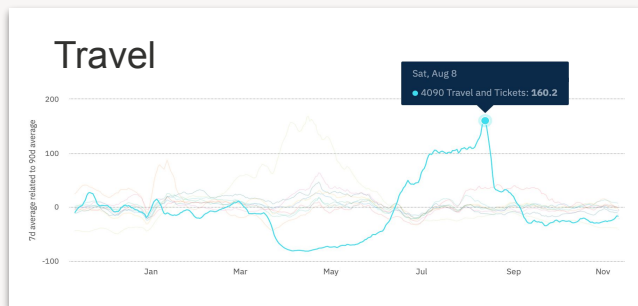
- Jaana Kurjenoja, Chief Economist,
Trade Association of Finland



Marketplace lives on the liquidity



Supply and demand must be in synch



Category partnership is a **unique enabler** for retailers to connect their business to the growing C2C commerce

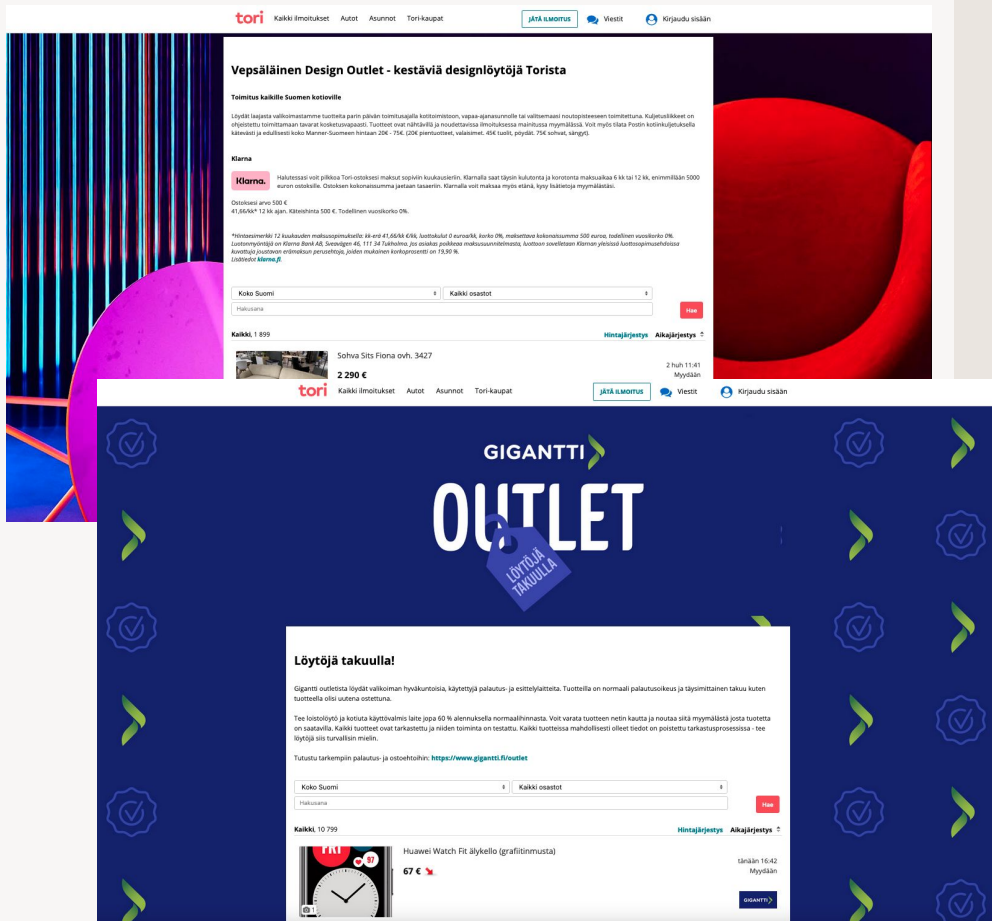
Retail

Category partnership

C2C

tori

What is a category partnership?



- Product types to promote in Tori: surplus inventory, samples, 2nd hand products, returns, limited editions
- Always-on product & brand presence as part of circular economy in Tori users' marketplace journeys

Our competitive edges lies in providing the best experience for the all parties in value chain

USERS

- ❖ More value to the end - users
- ❖ Wider product portfolio

ADVERTISERS

- ❖ New revenue streams & business model to sell unsold items
- ❖ New customers
- ❖ Products to be part of largest marketplace in Finland
- ❖ Equity to brand, when connecting to circular economy / sustainability

TORI AND SOCIETY

- ❖ New revenue streams
- ❖ New business model evolution into greater value-adding
- ❖ Smaller carbon print through increasing second-hand effect

A person with long brown hair tied in a ponytail, wearing a brown knitted sweater and dark pants, is walking away from the camera through a field of tall, dry grass and shrubs. In the background, there are rolling hills and a range of mountains with patches of snow under a cloudy sky.

Our users are environmental heroes

Photographer
Pablo Heimplatz