

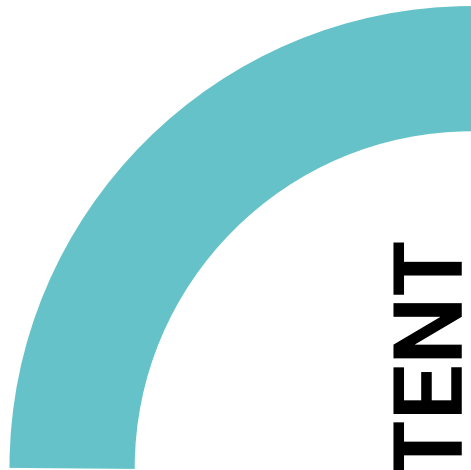


Making circular living accessible to all –  
one transaction at a time

## **Sustainability Report**

Published in March 2022





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A portrait of Dr. Philipp Gattner, a man with a beard and glasses, wearing a blue button-down shirt. He is smiling and looking directly at the camera. The background is a light grey gradient.

Letter from the CEO

**“Never before has the need for  
real and sustainable change  
in the way we consume  
been as clear as it is today.”**


**Dr. Philipp Gattner**  
Chief Executive Officer

Dear Readers,

Never before has the need for real sustainable change in the way we consume been as clear as it is today. And never before have the opportunities to make practical change been so within our grasp, because of the widespread awareness in society that we must act now!

Positively impacting the environment has always been an innate part of what we do and why we do it. By trading used products, rebuy has become a driving force behind the circular economy.





## Our aim is a truly circular pattern of consumption that prolongs the lifespan of electronic goods and media for as long as possible

We reduce electronic waste and save important resources. Indeed, we strive every single day to help move the circular economy from a theory to a reality.

Electronic goods are among the most-sold product categories in the world and, unfortunately, they have an increasingly short lifespan. They often end up in landfills, where they are not only a serious environmental problem, but also lead to the loss of untold quantities of precious raw materials. Our aim is to counter this by building a truly circular pattern of consumption that prolongs the lifespan of electronic goods and media for as long as possible.

We are aware that living a sustainable life can be overwhelming in an already challenging modern world. That is why we want to bring people to a circular lifestyle by making buying and selling second-hand as easy as possible and integrating it into everyone's and everyday life step by step.

rebuy is not only focused on the business and technical aspects of this process. Just as important are the people involved in the entire value chain – especially our customers and employees. Everything we do is ultimately about people.

We therefore actively seek to make buying and selling used products as simple as possible for our customers, and we strive to make the working experience as pleasant and as rewarding as possible for our employees.

We are also involved in initiatives outside of our core business activities that aim to make society a better place. These include promoting diversity, equipping homeless people with mobile phones, and subsidising public transport tickets and bike rental for our employees.

Read here how we put all of these and more measures into practice to make a tangible contribution towards making a difference in society.

Yours,

Dr. Philipp Gattner



# rebuy at a glance

Our purpose

**Making circular living accessible  
to all, one transaction at a time**

**founded in  
2004**

**carbon neutral  
since 2021**

**2.8 mn**

**customers**  
who sold to or bought from  
rebuy in 2021 <sup>1</sup>

**3,000 t**

**media waste avoided**  
in 2021 <sup>7</sup>

**218 t**

**electronic waste avoided**  
in 2021 <sup>5</sup>

**1.2 mn**

**additional usage years**  
created for electronic products  
in 2021 <sup>4</sup>

**393,000**

**electronic products**  
given a new life in 2021 <sup>2</sup>

**10.9 mn**

**media products**  
given a new life in 2021 <sup>2</sup>

**18,000**

**electronic products repaired**  
in 2021 <sup>3</sup>

**43,000**

**trees saved**  
in 2021 <sup>6</sup>

**550**

**employees**  
from 28 countries in 2021 <sup>8</sup>

**7**

**markets**  
DE, AT, NL, FR, IT, ES, UK

**5 facilities:**

Berlin Mitte (DE), Berlin Rudow (DE),  
Berlin Falkensee (DE), Poznan (PL),  
High Wycombe (UK)

## About rebuy

rebuy buys and sells pre-owned consumer electronic and media products. The devices we receive are inspected and evaluated (graded), then refurbished and repaired (if needed), cleaned, and packaged before being offered for resale. In 2021, we extended the life cycle of more than 11 million products, thus making linear circular. Our products are mainly sold via our website [rebuy.com](https://www.rebuy.com).

rebuy's product range includes – among others – mobile phones, tablets, laptops, cameras, books, CDs, and games. Every reused product sold is a positive contribution towards circular living and turning the tide on climate change.

### Our manifesto: New is not always best.

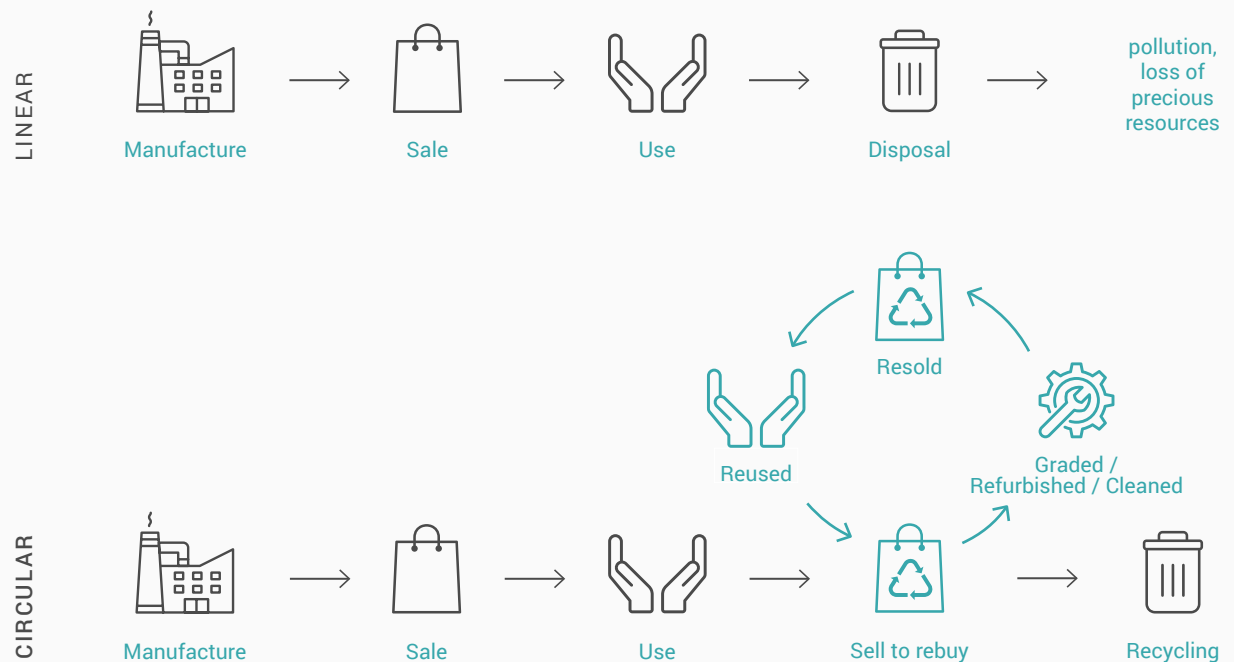
We all know that business as usual cannot go on. We use more resources than we can replace. Each year, approximately 50 million tonnes of electronic and electrical waste (e-waste) are produced. And it is clear that a society that throws away all its goods is throwing away its future. We all have a duty to protect the environment. Although rebuy's business model inherently does this by practising circular commerce and recycling pre-owned products, we want to go much further than that.

rebuy makes buying and selling used better than new. Rooted in our sincere commitment to sustainability, we offer high quality used products and an online buying & selling process that is simple to navigate.

rebuy is now one of Europe's biggest re-commerce companies with 550 employees at 5 business locations, operating in 7 countries. Our headquarters are in Berlin.

**Making circular living  
accessible to all, one  
transaction at a time**

#### HOW REBUY TURNS A LINE INTO A CIRCLE



## Identifying our material sustainability topics

rebuy proactively seeks ways to become a more sustainable company at all times. To find out where we have and could have the most impact, we carried out a preliminary materiality assessment under the professional guidance of an external expert in 2021. In the future, we will repeat this procedure to make sure we stay on track. This enables us to regularly review the effectiveness of our sustainability activities and adjust them as necessary.

### Assess – analyse – act

In the assessment process, we reflected on the most significant risks and opportunities for rebuy and our stakeholders. Our first material topics longlist followed guidelines on materiality provided by the German Sustainability Code and the EU Non-Financial Reporting Directive (NFRD), among others. Also considered were well-established principles from the Global Reporting Initiative (GRI), the Sustainability Accounting Standards Board (SASB) and S&P Global.

The material topics in the longlist were further condensed in line with the aforementioned guidelines. The outcome was a shortlist of 13 material issues. These topics are categorised into 3 main areas:

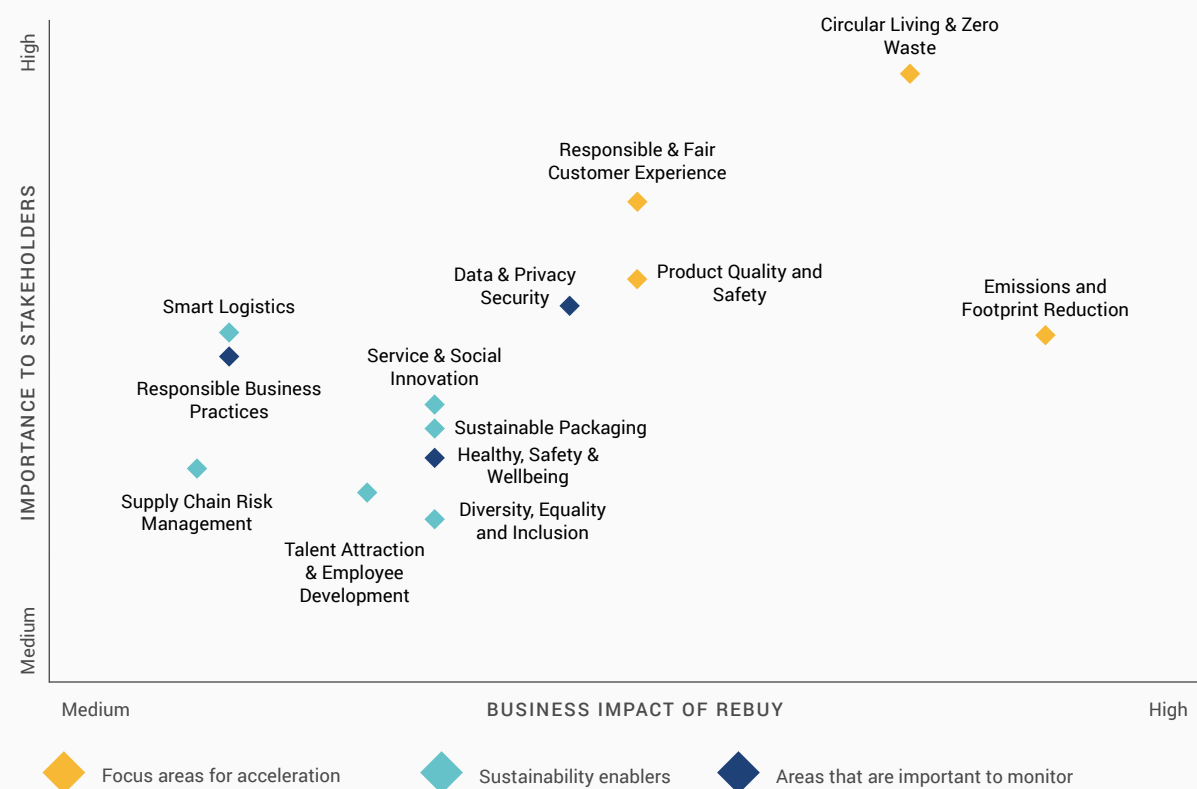
- › Focus areas for acceleration: Materialities aligned with our business model, high potential for differentiation, mostly opportunities
- › Sustainability enablers: Materialities with lower level of differentiation, mostly opportunities
- › Areas that are important to monitor: Mostly risk-driven materialities, little differentiating value

### The materiality matrix

The summarised results can be found in the materiality matrix below, which gives a balanced visual presentation of both the rebuy and stakeholder perspectives. The Y-axis shows the impact rebuy has, whether negative or positive, reflecting what stakeholders, such as customers, suppliers, investors, employees, and public organisations care about. The X-axis shows what affects rebuy's performance and relevance as a firm. In the following report, we address the most important of those topics and explain how we manage them at rebuy.

**Material to rebuy are all sustainability practises that make a real and tangible impact**

REBUY'S MATERIALITY MATRIX <sup>9</sup>



# Our contribution to the United Nations Sustainable Development Goals (UN SDG)

In 2015, all United Nations Member States adopted the 2030 Agenda for Sustainable Development, which set 17 Sustainable Development Goals (SDGs). These goals reflect a shared understanding of a peaceful, sustainable, and prosperous world.

By carefully comparing the SDGs with our business model, we have identified the following SDGs as those on which we have the greatest influence.

In the following chapters, a selection of the SDG symbols shown here are displayed to indicate that the information provided in the respective section applies especially to that particular SDG.

## SUSTAINABLE DEVELOPMENT GOALS WHERE WE CAN MAKE A DIFFERENCE

### 3 GOOD HEALTH AND WELL-BEING



Ensure healthy lives and promote well-being for all at all ages

### 4 QUALITY EDUCATION



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

### 5 GENDER EQUALITY



Achieve gender equality and empower all women and girls

### 8 DECENT WORK AND ECONOMIC GROWTH



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

### 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

### 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Ensure sustainable consumption and production patterns

### 13 CLIMATE ACTION



Take urgent action to combat climate change and its impacts



## PLANET

# We aim to make a positive impact on the planet



### GOALS

by  
**2025**

**20 %**

Reduce CO<sub>2e</sub><sup>10</sup> emissions  
by 20 % per unit sold

**450 t**

Recover 450 t of  
electronics p.a

**60,000**

Save 60,000  
trees p.a

by  
**2030**

**35 %**

Reduce CO<sub>2e</sub><sup>10</sup> emissions  
by 35 % per unit sold

**1000 t**

Recover 1000 t of  
electronics p.a

**90,000**

Save 90,000  
trees p.a

rebuy recognises the role we have to play in safeguarding our shared environment for future generations. Our business model is inherently sustainable because we make a linear consumption pattern circular. This reduces the need to mine additional resources for use in new phones and prevents valuable resources from ending up in landfill. We also proactively seek areas of our business to cut emissions and reduce our carbon footprint.

## Zero waste by circular living



E-waste is the fastest-growing waste stream in the EU. Official figures show that less than 40 %<sup>11</sup> of e-waste is collected and properly recycled. The unrecycled remainder negatively impacts efforts to reduce ecological footprints. As we know, electronic and electrical equipment contains valuable resources that are often mined in unsustainable processes. Every e-product rebuy introduces back into the supply chain with an extended life cycle reduces the need for this. This shows that re-commerce business models are key to ensuring a circular transition.

But making this happen requires us to be proactive in achieving ever more sustainability and bringing more and more consumers to a circular lifestyle. In 2021, these measures included rebuy's acquisition of TRG, which – among other benefits – secured

access to sales channels for products in poor condition. This allows us to broaden our sourcing range and enables us to bring even more products back into the circle.

A typical mobile phone contains 56 % different plastic variations, 16 % ceramics, 15 % copper and compounds, 3 % iron and 10 % other materials.<sup>12</sup> Our aim is to recover 450 t of electronic resources p.a. by 2025 (and 1,000 t p.a. by 2030).

The table below shows how we have contributed to the circular economy over the last 5 years.

### CIRCULARITY KEY FIGURES

	2021	2020	2019	2018	2017
Electronic products given a new life <sup>13</sup>	393 k	350 k <sup>16</sup>	390 k	400 k <sup>15</sup>	298 k <sup>15</sup>
Additional usage years generated for consumer products <sup>14</sup>	1.2 mn	1.1 mn	1.2 mn	1.2 mn <sup>15</sup>	0.9 mn <sup>15</sup>
Media products given a new life <sup>13</sup>	10.8 mn	10.9 mn	10.0 mn	10.7 mn	9.6 mn

### Extending life cycles for books

rebuy benefits the planet with more than just consumer electronics. We also took a closer look at paper savings. These come not only from sales of used books, but also from savings in cardboard packaging. Thanks to our continuous growth in book sales as well as packaging improvements, rebuy calculated 60,000 trees p.a. saved by our circular business model, a figure set to reach 90,000 trees p.a. by 2030.

# Emissions and footprint reduction



While rebuy's business model is inherently sustainable, we realise that there is still a great deal to do in terms of mitigating negative climate impacts, and we take this responsibility very seriously. We have undertaken several measures to reduce emissions and improve our carbon footprint. And we are pleased to say that rebuy has been carbon neutral since 2021.

## ClimatePartner – helping us reduce our carbon footprint

rebuy has its corporate carbon footprint calculated by ClimatePartner, a leading solution provider for corporate climate action, on an annual basis. They calculated our Corporate Carbon Footprint for 2019<sup>17</sup> for the first time. Their analysis includes heating, employee commuting, logistics, electricity, waste, water, and packaging in different scopes (see graphics). By transferring to renewable energy at our Berlin Rudow facility, we were able to reduce our total emissions from 2,720 to 2,522 t CO<sub>2</sub> in only one year.

This is, of course, only the beginning. By 2025, we set our sights on achieving a 20 % reduction in CO<sub>2</sub> emissions per item sold and 35 % by 2030. As employee commuting is a large emissions source (35 %), rebuy immediately addressed this issue. All employees at its Berlin Mitte und Berlin Rudow business premises now receive subsidies on public transport and bike rental via fahrrad.de. All CO<sub>2</sub> emissions we cannot reduce or

avoid are offset by supporting certified carbon offset projects to operate as a carbon-neutral company. A selection of supported projects can be found on the website of ClimatePartner. Every customer also contributes to avoiding CO<sub>2</sub> emissions when they buy a refurbished device from rebuy. In comparison to purchasing a brand-new electronic product, 90-95% of emissions are avoided by purchasing a refurbished product rather than new.<sup>18</sup> To explain this in two concrete examples:

- › By purchasing an iPhone 11 from rebuy, an average of 74 kg CO<sub>2</sub> emissions can be avoided. As emissions from a new phone amount to around 79 kg CO<sub>2</sub>/product (depending on the model) including use, this is a saving of almost 94 %.<sup>18</sup>
- › In the case of a MacBook, buying a used product saves around 165.87 kg CO<sub>2</sub> compared to a new purchase, which emits on average 171 kg CO<sub>2</sub>/product. This means emissions savings of 97 %.<sup>18</sup>

**“We are glad to partner with rebuy in its climate action, providing our expertise to measure and improve the emissions consumption.”**

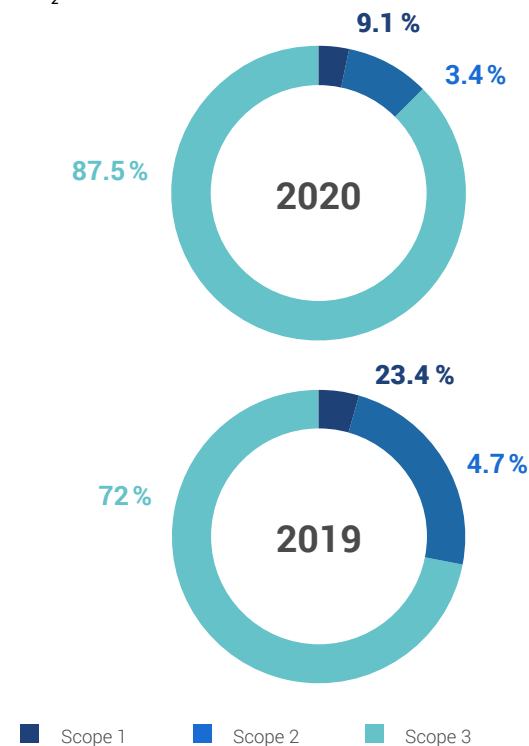


ClimatePartner  
Leading solution provider for  
corporate climate action

## CO<sub>2</sub> EMISSIONS

	2020	2019
Total (t CO <sub>2</sub> )	2,522	2,720
Total t CO <sub>2</sub> per employee	4.8	5.2

## CO<sub>2</sub> EMISSIONS<sup>19</sup>



## PEOPLE

# We ensure employee well-being and equality



## GOALS

by  
**2025**

**10 %**

Achieve employee NPS  
in top 10 %

**50 %**

50 % leadership  
positions filled by  
women

**1 %**

Donate 1 % EBITDA to  
circular or e-waste  
initiatives

by  
**2030**

**5 %**

Achieve employee NPS  
in top 5 %

**50 %**

50 % leadership  
positions filled by  
women

**3 %**

Donate 3 % EBITDA to  
circular or e-waste  
initiatives

Maintaining dialogues with our key stakeholders is one of the most important ways for us to understand and advance our priorities on the sustainability journey. In an important first step, we analysed who exactly our stakeholders are and what impact they have on our business. It is obvious that our customers rank very high, as many of them are also our suppliers. They are the foundation of our business model. In addition, our employees are the backbone of our success, and we have introduced many initiatives to create a positive and pleasant workplace for them. Our commitment to people includes the society around us, therefore rebuy is also involved in a number of projects that aim to have a positive impact on society.

## Responsible and fair customer experience



The experience of our customers has the highest priority for us. We make sure our customers know that sustainability does not require compromises in service and quality. Many of the customers who buy from us are also our suppliers, and they expect to be treated fairly and to receive a decent price for their used goods. Bearing this in mind, we have installed highly specialised grading machines to assess used products optically and technically in an automated process. These were specially adapted to rebuy's requirements. In future, they will enable rebuy to establish faster processing times for up to 12,000 devices per month.

To make the customer experience even better, we analysed how customers want to sell their electronic devices to us. The first online test <sup>20</sup> was well-received and resulted in an increase of 15 % in website visitor conversion to customers. Based on the outcomes, we introduced a simplified selling flow for mobile phones. Such improvements are of highest importance for us because every new customer means another person practising circular consumption and having a positive impact on the environment.

To keep in line with our customers' needs so that we can react and adapt accordingly, we closely measure and constantly optimise our Net Promoter Score (NPS) <sup>21</sup> – the key metric to measure customer satisfaction. The numbers are presented to all employees at biweekly all-hands meetings. As a result of this, we increased our NPS from 65 to 69 <sup>22</sup> in the course of 2021.

As we know how sensitive the topic of selling personal devices can be, we are continually optimising our process around this. For example, in 2021, we improved our communication with customers selling their devices by providing pictures and video footage of the optical conditions of the devices. In addition, we now allow more repairs to be done in-house. This means we can buy more products in the first place and pay a better price for them depending on the repairs required. These and other measures have led to an increase in our purchase rate <sup>23</sup> for electronic products by 9 % (Q4 2020 vs Q4 2021).

**“That’s what rebuy is: Easy on the pocket, easy on the environment, easy on the conscience!”**



Daniel Freudenberger  
Founder and Chief Technology Officer

# Our employees make it happen



3 GOOD HEALTH AND WELL-BEING



8 DECENT WORK AND ECONOMIC GROWTH

At rebuy, creating a working atmosphere marked by mutual respect is extremely important to us. We encourage our employees to take ownership of their work and make suggestions. A range of proactive measures are taken every day to counter stress and to make the workplace an enjoyable place to be. All this lets our workforce know that we take their welfare seriously.

## Learning from our employees how to do better

Dialogue is crucial, which is why we encourage our employees to voice their opinions. This helps us react quickly if we feel employees need support. To this end, we ask employees at our Berlin-Mitte location to take part in an employee survey once a month. Over the last 6 months, the average participation rate was 89 %, resulting in a 56 % share of employees being promoters<sup>25</sup>. The survey supports prioritising future focus areas in order to increase the promoter share. During this period, we have made improvements in the areas of goal setting, freedom of opinion, recognition, and workload. Compared to other companies, we perform well in such areas as reward, strategy, and workload.

## Small steps, big impact

They say that success is not a big step in the future, but a small step taken right now. That is why we at rebuy look after our employees. Examples of how we do this are discounted

massages in the office, online stress management training, as well as our relocation package with house moving and visa support. We also offer corporate benefits such as discounts on sustainable products and services.

## Health is key

Based on the requirements of work tasks and the needs of our employees, we set different priorities at our locations. In our Berlin Mitte office, we provide healthy snacks and fruits at work. Members of our management obviously carry a special responsibility for ensuring health and safety in the workplace. As such, regular ASA (occupational safety committee) meetings are held in our Berlin Rudow and Falkensee locations. In Poznan, Poland, we offer extended first aid classes and access to fitness training for our employees.

## PEOPLE AT REBUY<sup>24</sup>

Employees in Berlin Mitte	116
Employees in Berlin Rudow	262
Employees in Berlin Falkensee	8
Employees in Poznan, Poland	146
Employees in High Wycombe, UK	15
% of Berlin Mitte employees promoters (in July – Dec 2021) <sup>25</sup>	56

Employees from Germany	288
Employees from Europe (w/o DE)	212
Employees from North America	4
Employees from South America	11
Employees from Asia	19
Employees from Africa	13
Employees from Oceania	0
<30 year old employees	188
30-50 year old employees	345
>50 year old employees	14
Share of women in management positions <sup>26</sup>	43 %

# Attracting and keeping talents is vital



4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH

Our success depends not only on the skills, qualifications, and experience of our employees, but also on engaging them in rebuy's sustainability mindset. We have therefore created a modern working environment infused with modern management principles. At the same time, we are also very aware that all work and no play is in nobody's interest. We actively encourage fun at work and a sense of community.

## Helping our employees reach their full potential

rebuy places great value on modern management techniques, agile methods, and responsible leadership. To integrate this into our everyday operations, we offer employee and executive training in areas such as modern and transformational leadership, healthy feedback culture, conflict management – for example, in our Modern Leadership Program.

## Engaged employees are loyal employees

We are big on employee engagement at rebuy. One of our goals is to build a strong team and organisation on purpose, culture, and skills. An important part of assessing employee satisfaction is to keep informed of our employee net promoter score (eNPS)<sup>25</sup>. We aim to bring our eNPS into the top 10 % in our industry by 2025 – and into the top 5 % by 2030.

## Getting the right balance

In challenging times, rebuy prioritises the health and well-being of our employees. We have therefore partnered with the Fürstenberg Institut GmbH to offer anonymous access to individual counselling. Employees can gain support regarding challenges relating to work, family, health, or other personal matters. In 2021, 20 % of employees at our headquarters made use of this service.

**“We strive to be a great employer that attracts and develops top talents.”**



Lea Siegel  
Team Lead Talent Management

## Diversity makes our workforce strong



Our corporate culture embraces diversity and equality. We create a working culture where every single employee is a unique individual who does not have to leave their personality or identity outside of the workplace. We welcome the differences because diversity is a strength.

### Promoting women to leadership roles

While women make up nearly 40 % of the workforce, the percentage of women over all management positions is 43 %. We recognise that, as our gender pay indicators show, we have progress to make on that front. It is our firm goal to have 50 % of leadership positions throughout the company filled by women as early as 2025, and we will continue that commitment in the future.

**“When everyone is included, everyone wins.”**



Emmanuelle Napp  
Head of Consumer Electronics

## rebuy's commitment to society

rebuy is committed to ensuring that the service we provide, the message we communicate about sustainability, and the working environment we create and foster also make a difference to the world around us. This motivates us to do the best we can. People centricity is one of the most important pillars of our philosophy. Outside of our purely corporate activities, we are also involved in activities that give back to the community – here in Berlin and in other parts of the world. By 2025, we will donate 1 % of profits to circular or e-waste initiatives every year, increasing this to 3 % by 2030.

### Helping the homeless

rebuy partnered with KARUNA in their “Streetphones for All” project. KARUNA eG is a local charity that has been helping young homeless people since 1990, aiming to equip 1,500 of them in Berlin with mobile telephones. Recipients are given long-lasting, prepaid phones with starter credit. rebuy has also helped to set up a supportive SMS network between the users and the homeless helpers from the KARUNA Task Force. This is used to send information that can be helpful to the city's homeless, ranging from bad weather warnings, notifications about new and established projects or individual updates, such as: “We have a new sleeping bag for you”.

### Christmas in a box

Since 2017, rebuy participated in the Christmas workshop known as “Christmas in a box” run by the Samaritan's Purse e.V. foundation. As rebuyers, we provide voluntary support in packing and wrapping gift boxes that are sent out to children in need around the world.

Our task is to check the packed shoeboxes for quality, to make sure that they are filled only with gifts of special value, do not contain any items prohibited by customs law, and that nothing old, broken, inappropriate or dangerous is in them. 19 employees from our Berlin-Mitte location participated in 2021.

**The first rule of sustainability: engage**



## PRODUCT

# We strive to make circularity accessible to all



## GOALS

by  
**2025**

**100 %**

Accept all  
electronic items within  
our categories

**25 %**

Extend media  
acceptance by 25 %

**5 %**

Buyback 5 % of sold  
products

by  
**2030**

**25 %**

25 % of all sold  
electronic items have  
been repaired

**50 %**

Extend media  
acceptance by 50 %

**20 %**

Buyback 20 % of  
sold products

People today have high expectations concerning the performance of the electronic goods they buy. We don't see why this should be any different for pre-owned goods. We want customers to be so impressed by the quality of our products that buying reused consumer electronics and media will become second nature to them. Dealing with electronic devices, data protection obviously plays a special role. We have therefore introduced rigorous software-based systems to support this.

## Fully functional



Customer feedback is an essential quality assurance tool at rebuy. We regularly survey customers to gain the information we need to continuously improve our products and services. On a scale from 1 to 5, where 5 was "much better than expected", customers gave rebuy a rating of 4.3<sup>27</sup> in 2021 clearly showing us that the quality of our products exceeds their expectations. This is a direct result of our rigorous quality and safety control processes. rebuy customers know that purchasing used goods does not mean having to make compromises on quality and functionality.

### All products work as good as new

The pre-owned electronics products we receive undergo various steps to fulfil our "as good as new" promise before we sell them. All data is deleted, devices are graded and repaired if necessary, and then cleaned and packaged. We also like to make sure that, once we breathe new life into our used products, they are well protected to extend their life cycles for even longer. That's why we offer sustainable phone cases.

### A purchase guarantee that shows we stand by our quality promise

To demonstrate how confident we are in our grading and refurbishment processes, we offer a product guarantee, which led Connect magazine<sup>28</sup> to describe rebuy as: "the fairest provider with a 36-month guarantee and 21-day sale or return". This exceeds the statutory guarantee period for brand-new goods by a full year, demonstrating to customers our commitment to quality and our determination to make re-commerce every bit as attractive as buying new.

### From expanding circularity to full circularity

We know that circular consumption will be a real success only if we can deliver on high quality promises. This commitment is reflected in our product goals. We aim to accept all quality levels of electronic items in our categories by 2025, and for 25 % of our electronic items sales in 2030 to include repaired components. Across all media traded, we want to see an extension of 25 % by 2025, and 50 % by 2030. And to take circularity even further, we want to achieve a buyback rate of 5 % by 2025, and 20 % by 2030. With buyback, what we mean is that we can extend product life cycles even further by buying back products we have already sold and undertaking the necessary steps to bring them back into circulation, or – if this is simply not possible – recycling them in the proper manner. These are ambitious goals – but we are determined to reach them, and we have the commitment to do that.

**"One thing we will never compromise on – product quality and safety."**



Johannes Meier  
Head of Grading and Quality

## Keeping the trust



As rebuy handles electronic devices, many of which are sold to us by people who may not be technically proficient with data deletion processes, we take the greatest care when it comes to data protection compliance.

### Secure deletion of customer data

When we receive electronic devices that typically contain personal data from the previous owner, we proceed as follows:

- › Preparation: Products are connected to a 'preparation station' and thoroughly cleaned.
- › Grading: The products are functionally tested by a testing robot and visually assessed.
- › Deleting: The software erases all data, and our systems document the successful erasure for each device.

### Keeping our employees on top of data protection

Data protection at rebuy is handled by the legal department and taken very seriously throughout the company. The legal department cooperates closely with all other departments to ensure that personal data is treated securely at all times. Another important safeguard is that data flows are subject to a four-eye check at least, and often to a six-eye check.

Our legal department employees receive appropriate training on data protection and must stay up to speed on all current developments. We are also supported by an external specialist on all privacy-relevant topics.

## Disclaimer

This sustainability report describes to our stakeholders the most important environmental and social challenges facing our business, our progress to date and our future strategy.

rebuy is not subject to the publication requirements of sections 289b/315b of the German Commercial Code (HGB) for the purposes of the CSR Directive Implementation Act. However, we have linked both our business and the content of this report to the Sustainable Development Goals (SDG), and we are currently in the process of improving our data collection with the Global Reporting Initiative (GRI) standards in mind.

This report is published electronically in pdf format in English. All references to people, such as employees, customers, etc. naturally apply equally to all gender identities.

The report is based on the simplified assumption that most electronic and media products are disposed of after use. We recognise that this may not be an accurate reflection of reality,

i.e., some items are donated or put into storage. We will continually revise our assumptions to ensure we include the most accurate information available and measure ourselves based on these updated assumptions.

The content of this report contains forward-looking statements regarding the future development of rebuy as well as future economic and political developments. These statements are assessments that we have made based on information available at the time this report was drawn up. If the underlying assumptions do not materialise, or additional developments arise, actual performance may deviate from the performance expected at present. We are therefore unable to assume any responsibility whatsoever for the accuracy of these statements.

The report will be updated and published regularly in the future to inform stakeholders about our progress.

## Imprint

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### **Editorial deadline**

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# Endnotes

<sup>1</sup> Customers who completed an order in 2021

<sup>2</sup> Products sold 2021, excluding returns

<sup>3</sup> Excluding returns

<sup>4</sup> Consumer electronic products sold 2021 multiplied by additional usage years per product, assumption: additional usage years correspond to warranty period (3 years)

<sup>5</sup> Weight of electronic products sold, including returns

<sup>6</sup> 6.7 mn books sold in 2021, assumption: 400 g per book, 16 trees in a ton of books

<sup>7</sup> Weight of media products sold, excluding returns, assumptions: average weight of a book: 0.4 kg, average weight of a DVD: 0.083 kg, average weight of a CD: 0.064 kg

<sup>8</sup> Excluding temporary workers

<sup>9</sup> Service & Social Innovation, Sustainable Packaging, Smart Logistics, Responsible Business Practises and Supply Chain Risk Management are addressed by rebuy, but not covered in the report

<sup>10</sup> CO<sub>2</sub> equivalent or CO<sub>2e</sub> is a metric to compare the emissions from various greenhouse gases on the basis of their global-warming potential, by converting amounts of other gases to the equivalent amount of carbon dioxide with the same global warming potential. For the purpose of simplification, we use the abbreviation CO<sub>2</sub> in the further course of the report

<sup>11</sup> Source: <https://www.europarl.europa.eu/news/en/headlines/society/202108STO93325/e-waste-in-the-eu-facts-and-figures-info-graphic>

<sup>12</sup> Source: <https://Weforum.org/agenda/2021/05/electronics-can-trigger-a-more-circular-sustainable-world-here-s-how>

<sup>13</sup> Products sold, excluding returns

<sup>14</sup> Products sold, excluding returns multiplied by additional usage years per product, assumption: additional usage years correspond to warranty period (3 years)

<sup>15</sup> Incl. sales of discontinued B2B business

<sup>16</sup> Reduction in items despite net sales growth, due to strategy shift towards more high value items

<sup>17</sup> ClimatePartner calculated our Corporate Carbon Footprint for 2019 in summer 2020

<sup>18</sup> To calculate avoided emissions, we deducted the emissions related to the resale process from the emissions of the first product life cycle. The avoided emissions per product were calculated by allocating the resale process emissions to the different product categories (consumer electronics and media products) based on their sales volumes and revenues. The allocation value was then deducted from the product footprint. Product Footprint from PERs CE provided by Apple: <https://www.apple.com/environment/>  
The fundamental assumption of this approach is that the primary (first) production of a product is always attributed to the primary user of a product. If a product is sold as a second-hand product, the primary producer receives no credit for the provision of second-hand products. Therefore, secondary (second-hand) products bear only the impact of the resale processes. Resale process emissions are as follows: inbound and outbound logistics (including packaging), energy, upstream and downstream, waste treatment, water, employee commuting, vehicle fleet, home office, and business travel CO<sub>2</sub> emissions

<sup>19</sup> Scope 1 emissions are direct emissions from owned or controlled sources. They include heating and rebuy's vehicles. Scope 2 emissions are indirect emissions, electricity in this case. Scope 3 emissions are all indirect emissions that occur in the value chain, including both upstream and downstream emissions. For rebuy, it is commuting, packaging, outbound logistics, upstream electricity, inbound logistics, flights, upstream heating, waste disposal, water, upstream fuels, rail travel, rental and private vehicles and interlogistics

<sup>20</sup> The AB test ran from 01/06/2021 to 20/07/2021 on rebuy.de

<sup>21</sup> We collect our NPS scores from our customers on an ongoing basis via email. Customers are asked "How likely are you to recommend rebuy to a friend?" on a scale of 0 to 10. Promoters are those customers who answer with a 9 or 10. Detractors are those who answer with 0 to

<sup>6</sup> Customers who answer with 7 or 8 are considered "indifferents". The Net Promoter Score is calculated according to the following formula: NPS = % Promoters – % Detractors. Therefore, scores can range from –100 to 100

<sup>22</sup> The NPS was 65 % in Q1 and 69 % in Q4 2021

<sup>23</sup> Purchase rate is the share of products purchased of those received from customers

<sup>24</sup> Excluding temporary workers as of November 2021

<sup>25</sup> The employee promoter score is based on the question: "How likely is it you would recommend rebuy as a place to work?" in the monthly employee survey. Employees answer this question on a 0 to 10 scale. The share of promoters is calculated by subtracting the percentage of detractors (answered the question with a 0-6) from the percentage of promoters (answered the question with a 9-10). Therefore, scores can range from –100 to 100

<sup>26</sup> Including junior, middle and top management

<sup>27</sup> From 250,000 responses, an average score of 4.3. was achieved in 2021 for the question: "How would you rate the quality of the product you bought?". The response scale ranges between 1 = much worse than expected and 5 = much better than expected

<sup>28</sup> Source: <https://www.connect.de/vergleich/rebuy-test-reseller-smartphone-gebraucht-kaufen-3199868-8484.html>