

rebuy

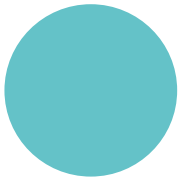
Sustainability  
Report

2022

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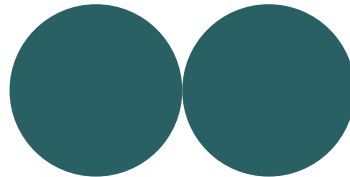


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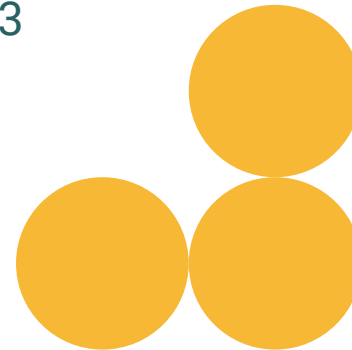


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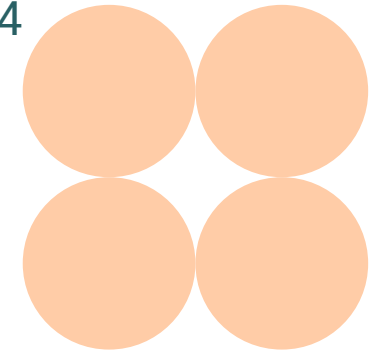


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Dear readers,

As we publish our second sustainability report, we are reminded of the urgent need for sustainable change in the way we consume. In the face of climate change and the depletion of natural resources, it is more important than ever to take action to reduce our environmental impact and create a more circular economy. At rebuy, we remain committed to playing our part in this effort.

Over the past year, we have continued to reduce electronic waste and to promote a circular pattern of consumption. Through our recommerce model, we have enabled more than 10 million electronic devices and media products to have a second life, extending their lifespan and preventing them from ending up in landfills. By doing so, we have saved important resources and reduced the environmental footprint of electronic and media goods.

Our sustainability initiatives are focused on three key areas: making a positive impact on the planet, ensuring employee well-being and equality, and striving to make circularity accessible to all. In this report, we will provide an overview of our progress and achievements in each of these areas since the first version of our report.

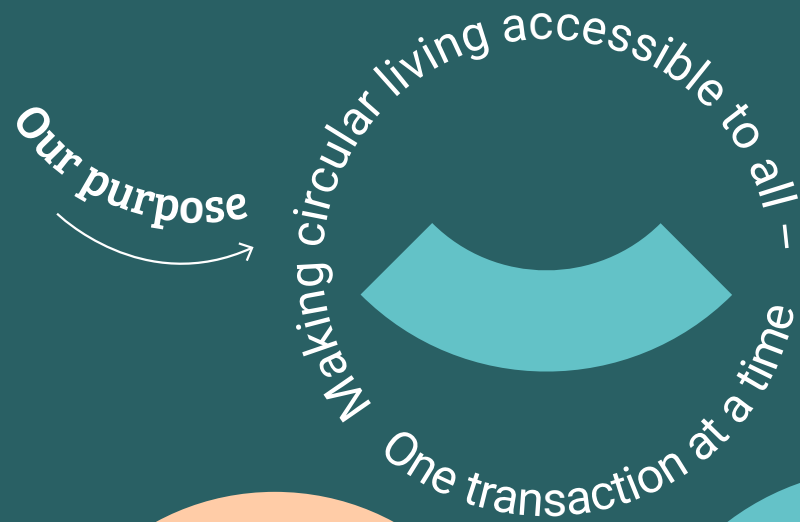
While we have made great strides, we also recognize that there is still room for improvement in our sustainability efforts. We remain committed to being transparent about our progress and challenges and continuously working to improve our sustainability practices.

As we move forward, we are committed to continuing to innovate and improve our sustainability efforts. We will work on expanding our recommerce model by being even more customer-centric, and by further reducing the environmental impact of our operations. We will also continue to engage with our customers, employees, and stakeholders to ensure that sustainability remains at the forefront of our decision-making.

We invite you to read this report to learn more about our sustainability efforts over the past year, and to join us in our commitment to creating a more sustainable future for all.

Yours,  
**Dr. Philipp Gattner**

# 2022 in numbers



**Founded in 2004**  
Carbon neutral since 2021  
(c. 2.5m Co2e offset per year)

**3m<sup>1</sup>**  
Customers

**213<sup>2</sup>**  
Tonnes of electronic  
waste avoided

**1.3m<sup>3</sup>**  
Additional usage  
years

2022  
in numbers

4<sup>22</sup>  
422,000

Electronic products given a new life



30K

Electronic products  
repaired



5  
9.8m

Media products  
given a new life



630

Employees  
from 35 nations



6  
35K  
Trees saved

7  
markets

(DE, AT, FR, NL, IT, ES, UK)

# About rebuy



Product

People

Planet



## About rebuy

rebuy's mission is, and always was, to transform the traditional linear value chain into a circular one by purchasing and re-selling used consumer electronics and media. Our consumer electronics (CE) product range includes smartphones, laptops, tablets, cameras, audio equipment, wearable devices, and consoles. Our Media products comprise books, CDs, DVDs, and games. Our primary sales channel is our website, rebuy.de. All products undergo inspection, grading, and refurbishment or repair if necessary. Our commitment to quality is evidenced by our 3-year guarantee, which is one year longer than what is typically offered for new products.

rebuy operates from four different European locations. Our headquarters are situated in Kreuzberg-Berlin. In Rudow-Berlin, we grade and warehouse Media products. Our Falkensee facility assesses and stores Consumer Electronics, similar to our Poznan location, which also provides repair services.

We are proud to give new life to over 10 million products per year, recovering over 200 tonnes of e-waste, and saving 35,000 trees. Our aim is that by offering a seamless buying experience and taking the uncertainty out of buying second-hand, we can encourage more consumers to embrace the **circular lifestyle**. Every second-hand product sold helps reduce negative environmental impact, and early indications suggest that the circular economy is beginning to substitute new sales. Despite an overall decline in the consumer electronics industry<sup>7</sup>, rebuy has increased sales by 13% between 2021 and 2022<sup>8</sup>.

In this report, we will highlight our progress to date and our future plans to continue making a positive impact. We prioritise quality, accuracy, and transparency in our reporting and have refined our calculations to ensure we maintain a high standard of reporting. We hope this report provides you with depth into our initiatives, progress, and goals, and we are excited to share our journey with you. So let's get started!



## About rebuy

# How rebuy turns a line into a circle

## Linear



Manufacture



Sale



Use



Disposal

Pollution, loss  
of precious  
resources

## Circular



Manufacture



Sale



Use



Sell to rebuy



Recycling

Reused

Resold

Processed



# Materiality Matrix

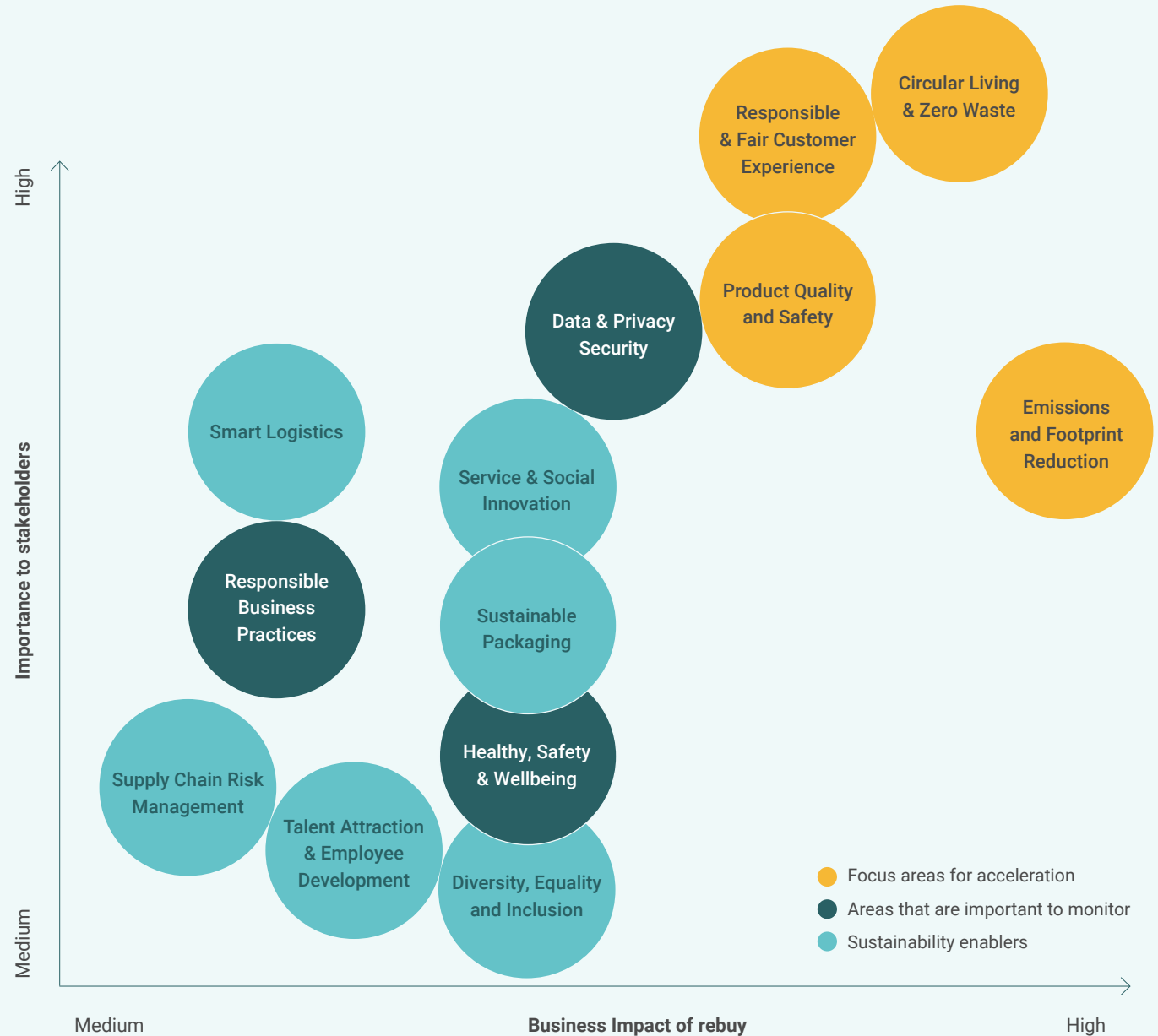
To ensure that we focus on the areas that matter most for sustainability, we use a materiality matrix to guide our reporting. This matrix helps us identify the issues that are most important to our stakeholders and where rebuy can make the most significant impact. These areas are reported on in greater detail and are prioritised in this report as 'areas for acceleration'.

Our key areas for acceleration are **Circular Living (our purpose) and Zero Waste, Emissions and Footprint Reduction, Responsible and Fair Customer Experience and Product Safety and Quality**. These areas are discussed in detail on pages 13, 16, and 22 of this report.

We also focus on sustainability enablers, which help us improve our sustainability performance, such as **Talent Attraction and Employee Development, and Diversity, Equality, and Inclusion**. These areas are discussed on pages 29 and 30, respectively.

Additionally, we monitor important areas such as data privacy and security, and our business practices, which are represented in Dark Infinite Blue on the matrix. These areas are discussed on page 34 and 35 of this report.

To ensure that we stay on track, we prioritise our focus on the areas that are of material sustainability importance to rebuy in our quarterly Objectives and Key Results process.



# Sustainable Development Goals



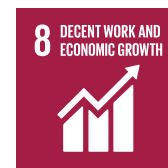
SDGs where  
we can make  
a difference

The **2030 Agenda for Sustainable Development**, adopted by all United Nations Member States in 2015, established 17 Sustainable Development Goals (SDGs) that aim to create a peaceful, sustainable, and prosperous world.

Among the 17 SDGs, **rebuy can have the most influence on the following 7 goals**. Throughout this report, you will see symbols indicating which SDG each section of the report is most relevant to and where rebuys progress towards our goals will have the greatest impact.

**N4**

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

**N8**

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

**N12**

Ensure sustainable consumption and production patterns

**N3**

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

**N5**

Achieve gender equality and empower all women and girls

**N9**

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

**N13**

Take urgent action to combat climate change and its impacts

# Planet

We aim to make  
a **positive impact**  
on the planet



Product

People

Planet

rebuy

## Goals by 2025

**20%**<sup>9</sup>

Reduce CO2e emissions  
by 20% per unit sold

**360t**<sup>10</sup>

Recover 360 t  
of electronics p.a.

**45k**<sup>11</sup>

Save 45k trees p.a.

## Goals by 2030

**35%**

Reduce CO2e emissions  
by 35% per unit sold

**900t**

Recover 900 t  
of electronics p.a.

**70k**

Save 70k trees p.a.

We aim to make a positive impact on the planet ✨



# Circular Living and Zero Waste



By adopting a circular business model and extending the life of electronics and media, we can reduce the demand for natural resources. Consumer electronics contain several precious materials<sup>12</sup> and keeping them in circulation can mitigate the environmental harm caused by extraction, processing, and manufacturing.

## Resources recovered

E-waste is the fastest growing waste stream in the EU with significant reductions in this area required to support global sustainability targets<sup>13</sup>. rebuy is a sustainability enabler and creates a positive impact by providing consumers with an effortless way to dispose of their unwanted items in a responsible manner and offering environmentally conscious individuals the opportunity to purchase second-hand products.



In 2022, we achieved a 10% increase in the amount of electronic resources recovered<sup>14</sup>, preventing 213 tonnes of e-waste from being generated.

To encourage participation in the circular economy it is important we accept as many products as we can. Our purchase rate for CE increased by roughly 2 percentage points, reaching over 90%<sup>15</sup>. Additionally, we purchased 9.8m media items including 8.3 million books (a 98% purchase rate) and sold 6.5 million, resulting in the preservation of 35,000 trees<sup>16</sup> and the conservation of more than 9 billion litres of water<sup>17</sup>. To facilitate this process, we extended our Rudow facility to increase our acceptance of books and introduced tablar lifts for optimised storage and easy accessibility to our 6 million books.



Circular Living  
and Zero Waste

# Circularity key figures





Circular Living  
and Zero Wasterebuy  
Salon

“We expect that CiCEL will be an important building block in the transformation to a more circular consumer electronics industry. rebuy’s early and continuous support and high motivation for impact have given this project the industry backing it needed from the beginning!”



Circularity - Paul Wöbkenberg

## Collaboration is key

Collaboration plays a crucial role in promoting the circular economy. At rebuy, we strive to increase awareness of the circular economy and increase both the range of products we accept and the condition. More will be explained on this in our Product section.

In 2022, we established a strategic partnership with **Circularity**, as part of their **CiCEL program on Circular Consumer Electronics**. Circularity is the professional network and do-tank dedicated to promoting the German Circular Economy. Our commitment to sharing best practices and measuring and improving our business model is demonstrated through our active participation in Circularity’s 2-day Action Track workshop and subsequent projects.

As part of this partnership, we offered a tour of our Falkensee facility to industry players and competitors, fostering collaboration and knowledge sharing.

## Communication and Awareness

To promote communication and awareness of the circular economy, we continued our successful panel talk series called ‘**rebuy Salon**’ where we invite guest speakers to discuss sustainability topics. We also participated in interviews for radio, podcasts, and print media to further promote sustainability and the circular economy. As a result of these efforts, our total customer base has increased to 3 million<sup>21</sup>.

Additionally, we focused on encouraging our purchasing customers to also sell their items to us resulting in a 17% increase in our “**Circular**” customers (those that buy and sell from us) from 2021 to 2022 to nearly 700,000.

# Emissions and Footprint Reduction



Every customer who purchases electronics from rebuy is making a positive contribution towards reducing Co2 emissions. By purchasing refurbished electronics instead of new, customers can achieve emissions savings of over 90%<sup>22</sup> vs. purchasing new.

## Emissions calculation and initiatives

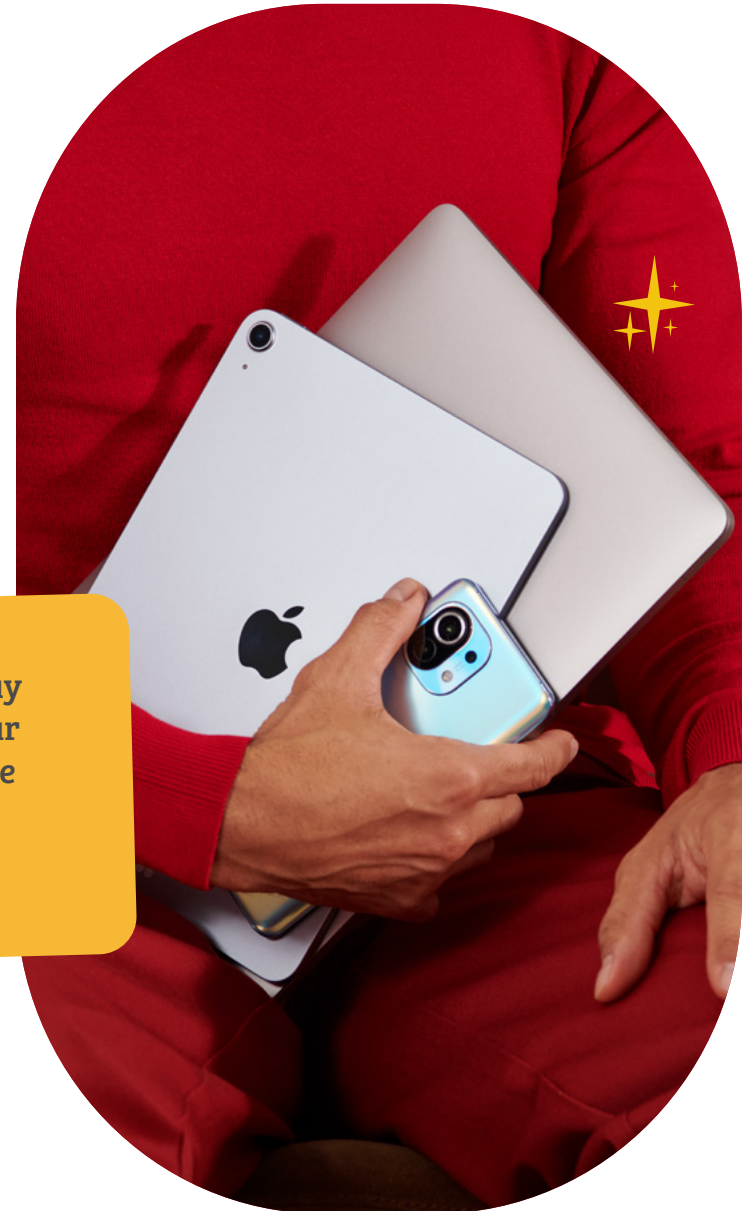
In line with previous years, we continue to measure, assess and offset our carbon emissions. Our focus in 2022 was to increase the granularity and understanding of our inputs. Using this comprehensive baseline, we identified key areas of focus to achieve our ambitions 2025 and 2030 goals and set yearly targets accordingly.

With support from **ClimatePartner**, we calculated our Co2 emissions in 2021 of 2151t of Co2e, achieving a total reduction of 15% compared to our 2020 result. From a volume perspective, our emissions reduced by 15% per item sold and per employee by 17%. Half of the achieved reduction was due to moving to 100% recycled cardboard. The remainder was a result of more detailed inputs in logistics and employee commuting.

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

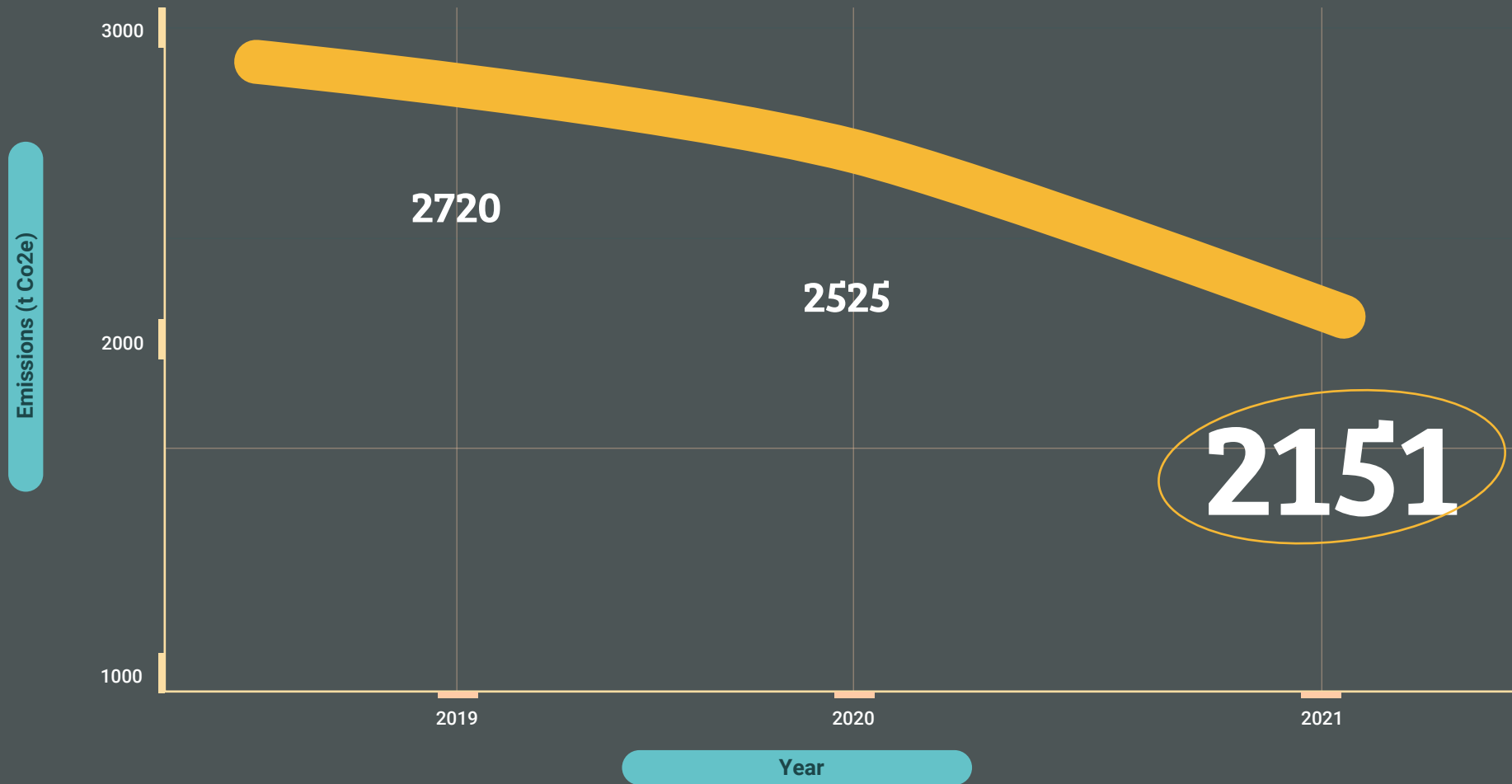


The improvement over time is seen in the following chart. Our goal is to reduce our total emissions (Scope 1, 2 & 3) by 20% per unit sold by 2025 and 35% by 2030<sup>23</sup>.



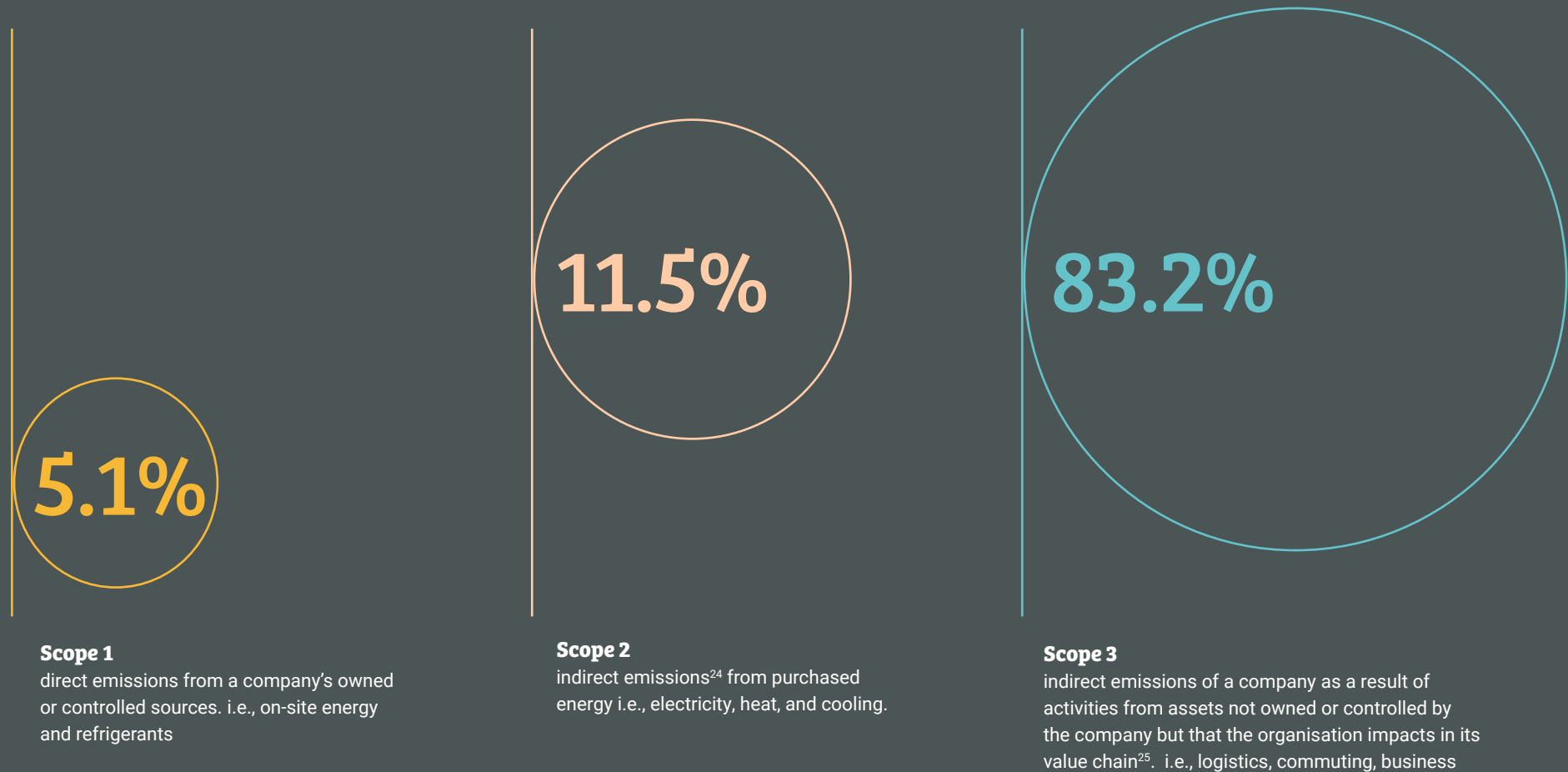
## Emissions and Footprint Reduction

### Emissions over time



## Emissions and Footprint Reduction

Understanding the scopes and our goals  
Explanation and split of scopes for rebuy are as follows:



## Emissions and Footprint Reduction

### Drivers of emissions and actions

The key drivers of rebuys emissions are:

- **Employee commuting**
- **Packaging**
- **Logistics**
- **Energy (electricity and gas) consumption**

**We have implemented green mobility incentives** at our Kreuzberg, Falkensee, and Rudow offices to **minimise the carbon footprint of commuting**. In 2023, we will focus on encouraging more employees to avail of these incentives and minimising our Poznan commuting impact.

To optimise our packaging, we have worked extensively to reduce the weight and size of our packages resulting in a weight reduction of 30-50% in 2022. The Co2 emissions reduction from this initiative will be reflected in our next ClimatePartner report.

For logistics, we worked on consolidating our shipments by combining shipments to the same customer within a certain timeframe. This resulted in a reduction of 25,000 shipments in 2022.

All unavoidable emissions are offset by certified carbon offset projects<sup>26</sup> and we have operated as a carbon-neutral company since 2021.

### Just switch it off mentality

At our Falkensee location, we implemented a **'switch-off'** mentality and reduced our volumised energy consumption by 70%. Our key target area for 2023 is to reduce our total electricity and gas consumption across all sites. We are monitoring our consumption on a monthly basis, reviewing and implementing energy-saving ideas. Key activities include using smart meters to ascertain the highest consuming machinery, cross-site consultancy, empowering employees to generate ideas, and implementing photovoltaics at our new Poznan facility.

Recognising the increasing carbon footprint of data storage<sup>27</sup>, we communicated 2023 Data New Year's resolutions. Each employee was encouraged to unsubscribe from emails, delete old files, reduce their use of emails, and switch off video functionality whenever possible for remote meetings.



**Dirk Schuhmann**  
Site Manager Falkensee



**'Through our 'just switch it off' mentality we managed to operate for two whole months in the summer with no artificial lighting at all!'**



# People

We ensure  
employee well-being  
and equality

Product

People

Planet

rebuy





## 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

## Goals 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

We ensure employee well-being and equality ✨

Product

People

Planet

rebuy

# Responsible and Fair Customer Experience



As determined by our materiality matrix, ensuring our customers are treated responsibly and fairly is a high priority. In line with this, we strive to enhance the customer experience by delivering quality and service, which, in turn, fosters the growth of the circular economy, along with its associated environmental benefits.

## Customer Satisfaction

We frequently engage with our customers in the area of grading. To ensure objectivity, we have installed advanced grading machines in our Falkensee location. These machines assess the device optically and technically in an automated process. In 2022, we processed 7000 devices per month with these machines, resulting in a purchase rate of 95%. Purchasing as many products as we possibly can encourages customers to trade with us and hence increases participation in the circular economy.

Additionally, we optimised our logistics to minimise the distance devices are transported to be graded. These efforts have resulted in a sta-

ble Net Promoter Score (NPS) of 68<sup>28</sup> (Great)<sup>29</sup> with customers ranking us highly in CE grading and speed of decision-making, despite increasing expectations. While the overall selling experience is already at a high level, we constantly try to improve the experience.

## Customer Service testimonials

Our rebuy service and quality have undergone independent testing and verification. In February 2023, Stiftung Warentest ranked us as the highest performer in the industry for the service and quality of our refurbished smartphones. We emerged as the test winner in the category of online

retailers and received the best rating in the quality category. Our success garnered significant media attention, reaching an additional 4 million people and emphasising the benefits of purchasing refurbished electronics.

Furthermore, we received the gold award for outstanding customer satisfaction, quality, and performance, as well as customer service from DtGV (Deutsche Gesellschaft für Verbraucherstudien mbh).

In 2023, we will prioritise improvements in customer care and service organisation to enhance our already strong customer service.



# Employee Engagement and Values



## Employees in

Berlin  
Falkensee  
**22**

Berlin  
Rudow  
**236**

Berlin  
Kreuzberg  
**129**

Poznan  
Poland  
**243**

**72%**  
% of Berlin Kreuzberg  
employees promoters



## Employee Engagement and Values

58%

Europe (w/o DE)

36%

Germany

3%

Asia

2%

South America

1%

Africa

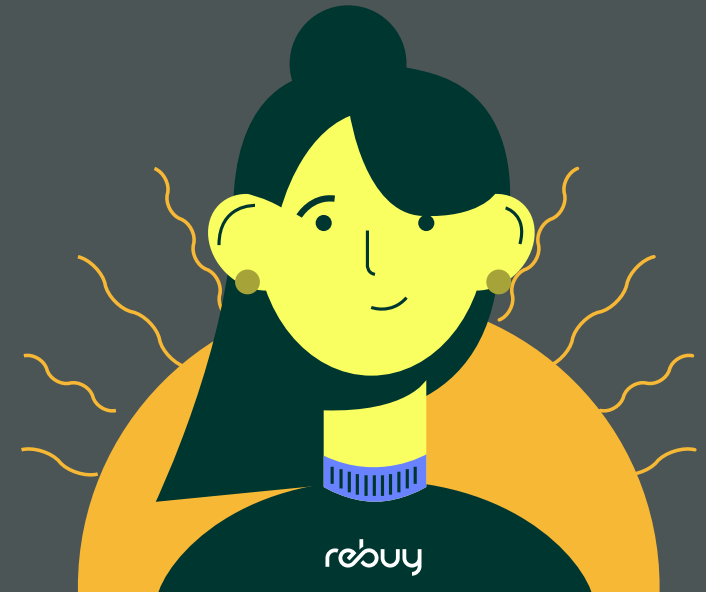
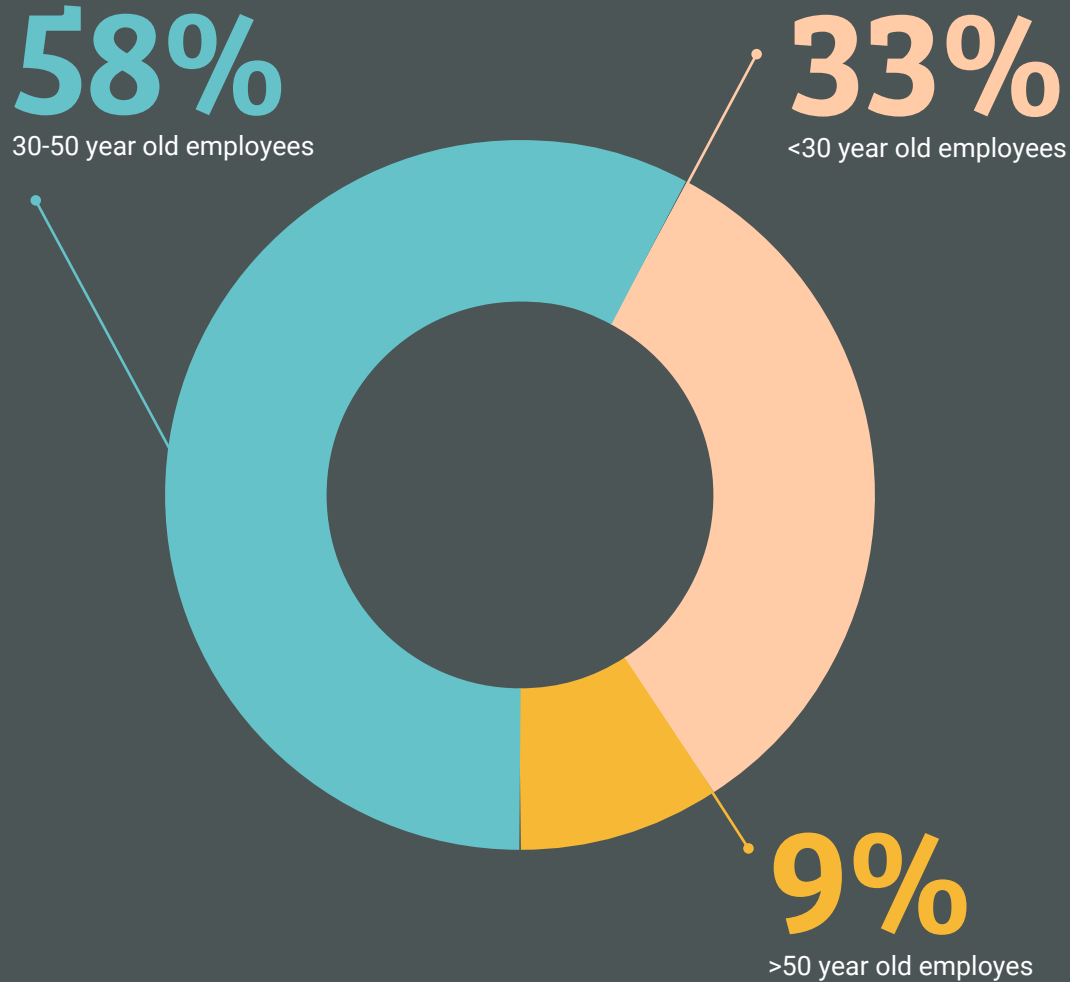
Product

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rebuy

## Employee Engagement and Values



**38%**  
Share of women in  
management positions

## Employee Engagement and Values

### Employee Engagement

At rebuy, we strive to create an environment that is collaborative, enjoyable and productive. We value our employee's feedback and actively seek it out through anonymous surveys. In fact, we are proud to share that 72% of our HQ workforce are promoters, scoring us a 9 or 10 in our engagement survey, and 94% scored us 7 or higher out of 10.

In 2023, we continue to be committed to ensuring that all our employees have a voice that is heard. In Poznan, 243 employees were able to provide anonymous monthly feedback resulting in improvements in salary communication and transparency and acting on feedback.

In our Kreuzberg office, key areas of improvement in 2022 were **health and well-being** - both mental and physical - and growth which includes career advancement, learning new skills, and supportive management. We are proud to have met our 2025 goal of being in the top 10% NPS in our industry in 2022, and we are now challenging ourselves to reach and stay in the top 5% by 2025, five years ahead of schedule.

In our locations where employees do not have access to our Peakon engagement survey, we will introduce employee engagement measuring by mid 2023.

We have taken steps to ensure our employees are well-informed and engaged in our sustainability progress by restructuring our All Hands meetings. With over 100 employees attending these meetings every two weeks, we provide updates on our sustainability performance and share ongoing initiatives throughout the organisation. We encourage questions and dialogue to foster transparency and accountability.



Janina  
Cußmann  
CPO

**Our employees  
are our top priority, and our  
improved eNPS score shows  
we're on the right track.**





## Employee Engagement and Values

### Values

At the end of 2022, we developed company values in a co-creation process with our employees. With our system of new values, we aim for a cohesive and comprehensive framework (recruiting, onboarding, performance reviews, and learning and development), as well as internal & external communication channels. This system also aims to enhance our employer profile to attract top talent to our organisation.

These values are our guiding principles and enable the following:

- To bond us with a shared sense of what is important
- To guide us in our everyday decisions
- To shape how we think, behave and react
- To nurture and enhance a company culture that will be a foundation for our future success

## Our rebuy values

We value  
positive critical  
thinking

We persistently  
serve our customers  
and the planet

We drive  
things forward  
collaboratively

We take  
personal  
responsibility



## Employee Engagement and Values

### Fostering Collaboration

We are committed to fostering a greater sense of belonging and collaboration among our employees. To that end, we recently relocated our Berlin office to Kreuzberg. Our new location features a large, open-plan workspace filled with natural light. It is easily accessible by public transport and bike and includes a gym and a fantastic rooftop space, which we envision will be the site of many get-togethers and celebrations in the future.

In Poznan, our sustainability champion, Kinga Gałęcka, has introduced some inspirational initiatives, including 'Circular Corner' in the weekly newsletters, which provides advice and encouragement on how to implement a circular life. We have also introduced a "Circular Allowance" which provides incentives for car-pooling and second-hand purchases.



**Mateusz Dziel**  
#Head of Supply Chain  
& Infrastructure, Poznan

**Mateusz  
Dziel**

Working for a company that values environmental responsibility is not just a job, it's a daily opportunity to make a positive impact on our planet for generations to come.



# Talent Attraction and Employee Development



## Onboarding

To fully integrate sustainability and circularity into our culture, we have renamed our onboarding program to **“Circularity Orientation Week”**. Our program places a strong emphasis on sustainability, circularity, rebuy’s values, and fostering a sense of community. We engage new employees with interactive presentations, workshops, and special assignments such as sustainability quizzes, carbon footprint calculations, and personal sustainability pledges. Our revamped program has resulted in high engagement and satisfaction scores, with an eNPS of 100, indicating that new employees are highly likely to recommend rebuy as a great place to work!

## Learning and Development

Professional and personal growth is a significant driver of satisfaction among our employees. We focus on equipping our staff with the necessary training and tools to do their job and to grow personally and professionally.

This is evident by our promotion of 11% of HQ employees and increase in internal promotions in Poznan.

In 2022 we conducted a competency gap analysis and from there developed learning programs in line with our values and strategic direction.

In 2023 we will introduce specific courses in the areas of:

- **How to give effective peer feedback**
- **Successful Collaboration**
- **Organisation, presentation, and prioritisation skills**
- **Unconscious bias**

Engineers in our tech team have dedicated Fridays as **‘Try-days’** where they can focus their entire day on a topic related to learning something new, improving code or working on product improvements they believe in.



**Lisa Young**  
#ProductManager

**Lisa  
Vuong**

**Joining rebuy means  
embracing a sustainable lifestyle  
while unlocking your potential.**

## Shouting about the cause

We are committed to increasing our social media activity to promote sustainability-related issues. In 2022, we made a concerted effort to post frequently about sustainability and how rebuy positively impacts the environment and society. We also shared sustainability-related knowledge, such as how one email can generate as much Co2 as a plastic bag. Our objective is to make sustainability a central focus for our employees and progress the circularity movement forward.



# Diversity, Equality and Inclusion



We value diversity and inclusivity within our workforce and strive to maintain an open and safe culture that encourages positive critical thinking.

## Transparency in our gender equality

We are fully committed to achieving gender equality and believe in being transparent about our progress. Despite women making up a significant percentage (41%) of our workforce, we recognise that they are still underrepresented in both tech and leadership positions, and that there is still work to be done to eliminate the gender pay gap.

Despite our increased focus on this issue in 2022, we have fallen short of our goals and recognise the need to do better. To address this, we are actively recruiting women for tech roles and leadership positions and we recently hosted a Girls' Day to increase awareness and interest in technology for young women. Participants had the opportunity to meet with our software engineers in our Kreuzberg office and visit our grading centre in Falkensee.

## Education

Education is another area of focus for us, as we believe that awareness and learning are essential to promoting sustainability and circularity. To this end, we are collaborating with GoodLab, a non-profit educational organisation that promotes sustainability through learning. Through our partnership, we have donated unrepairable phones, which are then dismantled in workshops to teach participants about device repair and the limitations imposed by producers.



## Diversity, Equality and Inclusion

### Social initiatives

We continue to support social initiatives, such as **KARUNA**, by providing mobile phones to homeless individuals in Berlin and equipping the Karuna Bookstore, where homeless people can sell used books for a donation. We also participated in the Christmas in a box initiative, where 20 employees helped pack 1,700 boxes filled with Christmas surprises for children in need.

### Support for Ukraine

Finally, we also extend our support to social and humanitarian causes, such as the crisis in Ukraine. In 2022, we donated technical equipment such as smartphones and computers to the Pilecki Institute in Berlin, which helped set up reliable communication infrastructure for refugees and supported local volunteers in coordinating logistical initiatives. Additionally, our Poznan facility organised Christmas gifts for refugees from Ukraine, including toys, books, puzzles, and games, to support families impacted by the conflict.





# Product

Product

People

Planet

rebuy

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

## Goals by 2030

**25%**

25% of all sold electronic items  
have been repaired

**50%**

Extend media  
acceptance by 50%

**20%**

Buyback 20%  
of sold products

We strive to make circularity accessible to all ✨

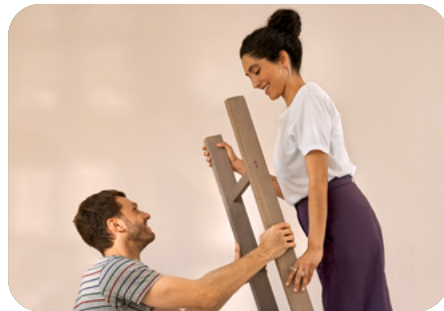
Product

People

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rebuy

# Product Quality and Safety



## Quality Guarantee

We demonstrate our trust in the quality of the devices we sell by providing a **3-year guarantee**, which surpasses both the manufacturer's warranty and the mandatory statutory requirement for new products by an additional year. Furthermore, we facilitate circular living by allowing a **21-day return period** for customers who change their minds, exceeding the legal requirement by 7 days. Our commitment to quality has been recognized in various publications, including Berliner Zeitung, Handelsblatt, and Süddeutsche Zeitung.



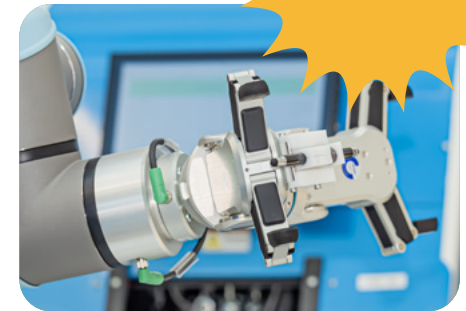
## Repairs

Repair and refurbishment play a crucial role in achieving our mission of **making circular living accessible to all**. Our team of 21 full-time technicians can repair over 1,000 devices per week using our repair management system. To ensure we have the greatest array of repair capabilities for our high-volume products, we match our repair capability to our sales mix. In 2022, we conducted nearly 30,000 repairs, an 8% increase from 2021. We are also expanding our repair network and utilising external partners to supplement our internal expertise, bringing us closer to achieving our sustainability goal of 25% of sales incorporating repairs by 2030.



## Reduce, Reuse, Recycle

In 2022, we analysed how we could objectively and accurately check the quality of the chargers we receive to determine which ones could be reused. In 2023, we will introduce a diagnostic machine to assess each charger and log the results against a standard. We also reduce the number of chargers in circulation by allowing customers to opt-in for a new charger instead of automatically receiving one they may not need.



## Transparency and quality

We have standardised the documentation in our quality management system in 2022 and are now focusing on our environmental management system in preparation for our 14001 audit. Internal audits, including interviews, process demonstrations, and spot checks are conducted regularly. We conduct failure modes and effects analysis (FMEA) for all processes and prioritise areas for improvement in our objectives and key results (OKRs). Our commitment to transparency and quality ensures that we continue to improve our processes and practices.

# Innovation & Responsible Business Practices



## ALICE: A Leader in the Circular Economy

In 2022, we launched a sustainable initiative called **Project ALICE**, which aimed to purchase additional CE products that we would not have typically bought due to their age and quality. By encouraging customers to sell us their old electronic devices that would have otherwise been disposed of, we are directly contributing to our circular living mission and reducing e-waste.

Our grading process for these devices was simplified to just one question - whether the customer had unlinked accounts from the device. Once confirmed, the customer was provided with a shipping label and payment for their device. Since the project's launch, we have purchased 2774 products in just six months, with an increase in volume in the final two months of the year. We had 909 unique customers sell their old CE devices to rebuy, reducing 362kg of e-waste.

### Media Acceptance

To increase media acceptance by 25% by 2025 and 50% by 2030, we have expanded our storage and processing capacity at our Rudow site by about 3 million units and introduced Modula lifts, which recover up to 40% of electrical energy. We plan to go live with an additional 36 units in 2023 which will increase our capacity from 4m books to 7m.

### Data deletion

Data privacy and data deletion are crucial to us, and we have two checks in our grading process to ensure it. As soon as a device is unpacked, it is connected to a preparation station and wiped of data. The devices go through a final check of data deletion after grading, where documentation of successful deletion is tracked. Our legal department oversees all data protection processes and ensures our teams receive adequate training and communication on the importance of data protection.



**Pratham Karkare**  
Category Manager -  
iPads & Laptops

**“Project ALICE resonates with the rebuy vision of ‘making circular living accessible to all’ by directly reducing e-waste and eliminating participation barriers by encouraging everyone to join the Circular Economy.”**

Pre-owned Elektronik

## Disclaimer

This sustainability report provides stakeholders with an overview of the significant environmental and social challenges that rebuy faces, as well as its progress and future strategy. Although rebuy is not subject to the publication requirements of sections 289b/315b of the German Commercial Code (HGB) for the CSR Directive Implementation Act, the company has linked its business and report content to the Sustainable Development Goals (SDG), and is actively working to improve its data collection with the Global Reporting Initiative (GRI) standards in mind.

The report, which is published electronically in pdf format in English, includes references to employees, customers, and others, and these references apply equally to all gender identities. The report is based on the assumption that most electronic and media products are disposed of after use, although rebuy recognises that this assumption may not always reflect reality. The company will continually revise its assumptions to ensure that it includes the most accurate information available and measures itself based on updated assumptions.

The report includes forward-looking statements about the future development of rebuy, as well as potential economic and political developments. These statements are based on the information available at the time the report was written, and if underlying assumptions do not materialise or additional developments arise, actual performance may differ from what is currently expected. rebuy cannot assume responsibility for the accuracy of these statements.

rebuy plans to update and publish this report regularly in the future to keep stakeholders informed of its progress.

# Endnotes

<sup>1</sup> All customers on all platforms

<sup>2</sup> Weight of non refunded, non replaced electronic items sold in 2022

<sup>3</sup> Consumer electronic products sold 2022 multiplied by additional usage years per product, assumption: additional usage years correspond to warranty period (3 years)

<sup>4</sup> Products sold 2022, excluding returns

<sup>5</sup> Products sold 2022, excluding returns

<sup>6</sup> Actual weight of books sold in 2022 converted to number of trees using assumption of 16 felled trees per tonne of paper. (US Environmental Protection Agency)

<sup>7</sup> BEVH report on CE declines between 2021 & 2022

<sup>8</sup> Growth of total sales revenue in € over 2 years

<sup>9</sup> 20% reduction across all scopes (1, 2 and 3) on 2020 baseline

<sup>10</sup> Calculated based on the annual weight of all consumer electronics sold per year. Goal for 2025 has reduced from last years report due to a corrected 2020 figure. All operational growth assumptions remain in line with previous report

<sup>11</sup> Calculated based on the actual weight of all books sold, using the assumption of 16 trees per tonne of paper. Methodology improved from previous report where assumption of 400 grams per book assumed. Operational growth assumptions remain unchanged, however, actual weight of books is lower than previous assumption

<sup>12</sup> Source: [https://www3.weforum.org/docs/WEF\\_A\\_New\\_Circular\\_Vision\\_for\\_Electronics.pdf](https://www3.weforum.org/docs/WEF_A_New_Circular_Vision_for_Electronics.pdf)

<sup>13</sup> Source: <https://ewastemonitor.info/gem-2020> and <https://www.europarl.europa.eu/news/en/headlines/society/20201208STO93325/e-waste-in-the-eu-facts-and-figures-infographic>

<sup>14</sup> Weight of electronic devices sold less returns

<sup>15</sup> Purchases less returns divided by all sent-in devices

<sup>16</sup> Saved trees are calculated on sales figures alone, rather than including purchases and based on logic in endnote 6

<sup>17</sup> Saved water calculated with assumptions: 13k litres per smartphone, 1k litre per book

<sup>18</sup> Products sold excluding returns

<sup>19</sup> Products sold, excluding returns multiplied by additional usage years per product, assumption: additional usage years correspond to warranty period (3yrs)

<sup>20</sup> Media products include: books, CD's, DVD's and games

<sup>21</sup> All customers on all platforms: rebuy, amazon, ebay and rebuy international

<sup>22</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 co2 emissions

<sup>23</sup> Baseline of 2020

<sup>24</sup> The GHG Protocol defines indirect emissions as "a consequence of the activities from the reporting company but occur at sources owned or controlled by another company."

<sup>25</sup> US EPA

<sup>26</sup> Supported projects can be found on ClimatePartner website

<sup>27</sup> Source: <https://thereader.mitpress.mit.edu/the-staggering-ecological-impacts-of-computation-and-the-cloud/>

<sup>28</sup> Customer NPS is calculated as per the Bain and Company NPS logic: Promoters give a score of 9 or 10, passives a 7 or 8, and detractors a 6 or less. To calculate your firm's overall Net Promoter Score, you subtract the percentage of your customers who are detractors from the percentage who are promoters

<sup>29</sup> Bain and Company classification



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