Sustainability Report 2025

refurbed®
Rethink New.

About this Report

Structure, framework, and scope
This report includes two sections: the Impact Story and the Impact Report. The Impact Story gives insight into one big story every year while the Impact Report provides a comprehensive overview of our sustainability efforts across the areas Purpose, Planet, and People.

With our Sustainability Report, we aim for innovation and transparency regarding our sustainability efforts. Secondly, it is our goal to share our sustainability initiatives and, with this, inspire other companies and individuals. Thirdly, we demonstrate that sustainable business models can also be financially rewarding – a conviction deeply rooted in our corporate philosophy.

The Impact Report does not follow any specific reporting framework but covers comprehensive insights into refurbed's business model, our product portfolio, and our holistic approach to sustainability. Nevertheless, the topics covered in the report are strongly informed by our first materiality analysis conducted in 2023 (see Sustainability Report 2023), our Double Materiality Assessment conducted in line with the Corporate Sustainability Reporting Directive (CSRD) in 2024/25, and extensive stakeholder feedback.

The scope of the Impact Report includes all entities within the refurbed group (refurbed GmbH, refurbed Marketplace GmbH, refurbed Direct GmbH, refurbed Plus GmbH, and refurbed Deutschland Service GmbH), hereinafter referred to as "refurbed".

Most quantitative data presented in this report (e.g. emissions figures, workforce statistics) refers to the financial year 2025, which corresponds to the calendar year. Where contextual information is provided, such as the number of markets in which refurbed operates or the breadth of our product catalogue, these figures reflect the most current data available at the time of publication in June 2026.

Beyond this voluntary Sustainability Report, refurbed plans to publish an additional report aimed at investors, which will be prepared based on the EU's Voluntary Sustainability Reporting Standard for SMEs.

Methods used and terminology
To measure our environmental impact, we use various methods, including the Product Environmental Footprint (PEF) and the Corporate Carbon Footprint (CCF); for financing environmental protection projects, CO_2 certificates are employed. Furthermore, we use the terms "CO_2 emissions" as a simplified designation for CO_2 equivalents[1] and abbreviate our impact savings "virtual water"[2] as "water". These simplifications aim to make the information easier to understand.

Feedback and contact
Your opinion matters to us! We welcome your feedback on our Sustainability Report at sustainability@refurbed.com.

[1] CO_2 equivalents are a unit of measurement that converts various greenhouse gases into a common denominator, namely the climatic effect of carbon dioxide (CO_2).
[2] Virtual water consumption is a calculation method that takes into account water use along the supply chain and weighs it according to regional availability. It is a virtual value that takes into account the local conditions at the place where the water is used.

Table Of Contents

Click on chapter name to navigate

Welcome

… to our Sustainability Report 2025! refurbed was founded with the mission of changing the way we consume by reducing the environmental impact of consumption. With this year’s highlight Impact Story on e-waste and our annual Impact Report, we want to share where we are on our journey.

Executive Summary

refurbed's 2025 Sustainability Report is built around two complementary parts:

The Impact Story opens the report with this year's flagship narrative: the e-waste impact of our consumption explored through a journey to Accra, Ghana. The Impact Report then delivers a data-driven update across the three pillars that guide refurbed's work: Purpose, Planet, and People.

Impact Story: "Following the Trail"
Electronic waste is the world's fastest-growing waste stream. In 2022, 62 million tonnes of e-waste were generated globally, yet only 22.3% was formally collected and recycled. Europe leads the world in per-capita e-waste generation at 17.6 kg per person per year — compared to just 2.5 kg in Africa. Millions of tonnes of e-waste are shipped across borders every year, with a significant share ending up in countries like Ghana through uncontrolled channels.

This year, refurbed travelled to Accra, Ghana, one of the places most affected by Europe's e-waste exports, to understand the real-world consequences of our consumption. What we found was more nuanced than expected: a deeply ingrained culture of repair and reuse, but also severe health and environmental risks from improperly managed waste. The story highlights the role of false declarations that enable waste to be shipped as untested goods and calls for stronger regulation, consumer awareness, and responsibility across the value chain. Every refurbished device sold through refurbed is one less device that needs to be produced from scratch — and one less device that could end up contributing to the global e-waste crisis.

Impact Report
The Impact Report outlines our progress and ambitions across the pillars Purpose, Planet, and People, giving stakeholders a comprehensive overview of our sustainability efforts.

Purpose
Since our founding, our mission has been clear: to build the leading platform for sustainable products and services. We challenge today's linear economy by continuously improving and expanding our product offering and quality, working with the best partners and sellers. Our goal is to offer customers an attractive alternative to new products and empower them to make more sustainable choices without compromising on quality. Beyond our quest to become the central platform for refurbished products, we demonstrate our commitment to sustainability through our B Corp certification as well as our political engagement.

Planet
The positive impact of refurbished devices compared with producing new ones is clear and growing. Since our founding, we have avoided 474,000 tonnes of CO_2, 166 billion litres of water, and 1,555 tonnes of e-waste. In 2025 alone, we avoided 129,000 tonnes of CO_2, 45 billion litres of water and 442 tonnes of e-waste typically used to produce new products. Each year, we calculate these figures with our ISO 14040/44-verified model. As a company, we still have an impact, as calculated through our annual carbon footprint, which stood at 33,122 tonnes CO_2 in 2025. Guided by our environmental impact strategy, we are working to reduce our negative impact and are investing in targeted environmental protection projects.

People
refurbed's impact starts with people: our team members, our customers, and our sellers. With 271 employees across 42 nationalities, we are a diverse company that drives change every day. We recognise their contribution by fostering a fair, safe, and engaging workplace where they can thrive. For customers, we deliver high-quality products that reduce the toll on our planet compared to new products. With over 80% of our customers saying they would buy refurbished again, we believe we are on the right path to making refurbished the new normal. Finally, our network of over 400 European sellers is essential to achieving our mission. We have established strong policies and will keep working together to create an even greater positive impact.

Meet refurbed

In 2017, refurbed was founded with a clear vision to challenge the wasteful linear economy and drive a more sustainable way of consuming electronics. We saw a growing problem in the electronics industry: short product lifecycles, increasing emissions, e-waste, and the depletion of natural resources. Our solution? A marketplace that makes refurbished electronics an easily accessible, viable, and high-quality alternative to buying new. Since then, our product offering has grown immensely: Over 65,000 products can be found on refurbed.com, ranging from smartphones and laptops, to coffee machines, home trainers, kids bikes, hair dryers, and many more. Since embarking on this journey over nine years ago, we have been delivering this vision by building our platform, product portfolio, team, and impact. Today, we are one of the leading marketplaces for refurbished products in Europe and enable more than 450 million customers in 24 European markets to make better consumption choices.

Our solution for a circular economy

People rarely use products until the very end of their lifespan. Most are discarded or left unused prematurely. At refurbed, we address this issue together with our partners by collecting and refurbishing devices – from electronics to household appliances and beyond – to give them a renewed lifecycle. Our trade-in programme prevents valuable products from being stored in drawers or ending up in landfills. Once collected, devices undergo high quality refurbishment by our sellers, a thorough reconditioning process designed to restore them to like-new functionality. Smartphone refurbishment, for example, involves up to 40 individual steps, including secure data erasure, cleaning, testing, component replacements, and grading. After refurbishment, each device is given a fresh start on our marketplace, ready to serve a new user.

Today, we are the marketplace with the furthest reach for refurbished products in Europe.

A Word from the Founders

Rethinking Waste: Turning Data into Action
Every year, we create this report about our sustainability activities and our mission, and each time, it is a moment for us founders to reflect on what we have already achieved and where we are headed.

When we founded refurbed in 2017, we had a simple but ambitious vision. For those of you who know us, our mission is nothing new. Our goal is to bring one refurbished device into every European household. For those of you who are new to refurbed, we are happy to share it again: our goal when we founded refurbed, which remains unchanged, is to make consumption sustainable. By extending the lifespan of electronics – smartphones, laptops, tablets, and more – we want to challenge the idea that "new" is the default. Instead we believe that a circular economy can become the new standard; that it should become the new standard.

Nine years later, this has turned into a growing movement. Together with our customers, sellers, partners, and community, we have helped prevent significant environmental impact simply by choosing refurbished over new. Until today, more than **10 million refurbished devices**[3] have found a second life through refurbed – **helping save over 474,000 tonnes of CO_2, 166 billion litres of water, and 1,555 tonnes of electronic waste**[4] typically used to produce new

That said, as we look at the global environmental challenges ahead, it is clear that our work is far from done. Electronic waste is now the fastest growing waste stream in the world, driven by short product cycles and rising consumption. Millions of perfectly usable devices remain unused in drawers, while valuable raw materials continue to be extracted in harmful ways to produce new ones.

This is why our focus today goes beyond simply extending product lifetimes. It is about making the true impact of consuming electronics visible – and empowering people to act.

[3] Products sold between 2017 February 2026
[4] Savings compared to new purchases based on environmental data from ISO 14040/44-verified calculation model, until March 2026

Making the Invisible Visible
At refurbed, data has always been the foundation of everything we do, including our environmental work. Over the past years, our research partnership with Fraunhofer Austria has helped us quantify the environmental benefits of refurbished products in a transparent and scientifically verified way.

This year, we are taking this work a step further: We visited the downstream sites that are impacted by the Western world consuming and discarding electronics; Accra in Ghana is one of the places most affected by the uncontrolled e-waste export of Europe. Additionally, we launched a new research project with Fraunhofer Austria to understand the impact of changing the lifecycle of our smartphones.

By continuing to expand and refine our calculation models, we aim to provide clearer, more accessible insights for consumers, businesses, policy makers, and the broader public, because the circular economy can only grow if its impact is understood – by consumers, legislators, and business leaders.

From Awareness to Action
That said, data alone does not change the system. Real progress requires awareness, education, and policy change.

This year, we are placing a stronger focus on electronic waste and consumer awareness. Too often, e-waste remains an invisible problem, even though it affects resources, climate, and global supply chains. By educating consumers and sharing data-driven insights, we want to help people understand that every device – and every purchasing decision – matters.

Building the Future of Circular Consumption
Our mission remains unchanged: make sustainable consumption the easiest choice for everyone. What has evolved is the scale of the challenge – and our determination to address it.

Today, refurbed contributes to positive impact in multiple ways: by extending the life of millions of devices through our core marketplace, by advancing research and data transparency, by raising awareness about electronic waste, by advocating for circular policies, and by supporting environmental projects around the world.

The circular economy is not a niche idea anymore. It is a necessary transformation of how we produce, use, and value technology.

And together, we can accelerate it.
Let’s continue to Rethink New.

Peter, Jürgen, and Kilian

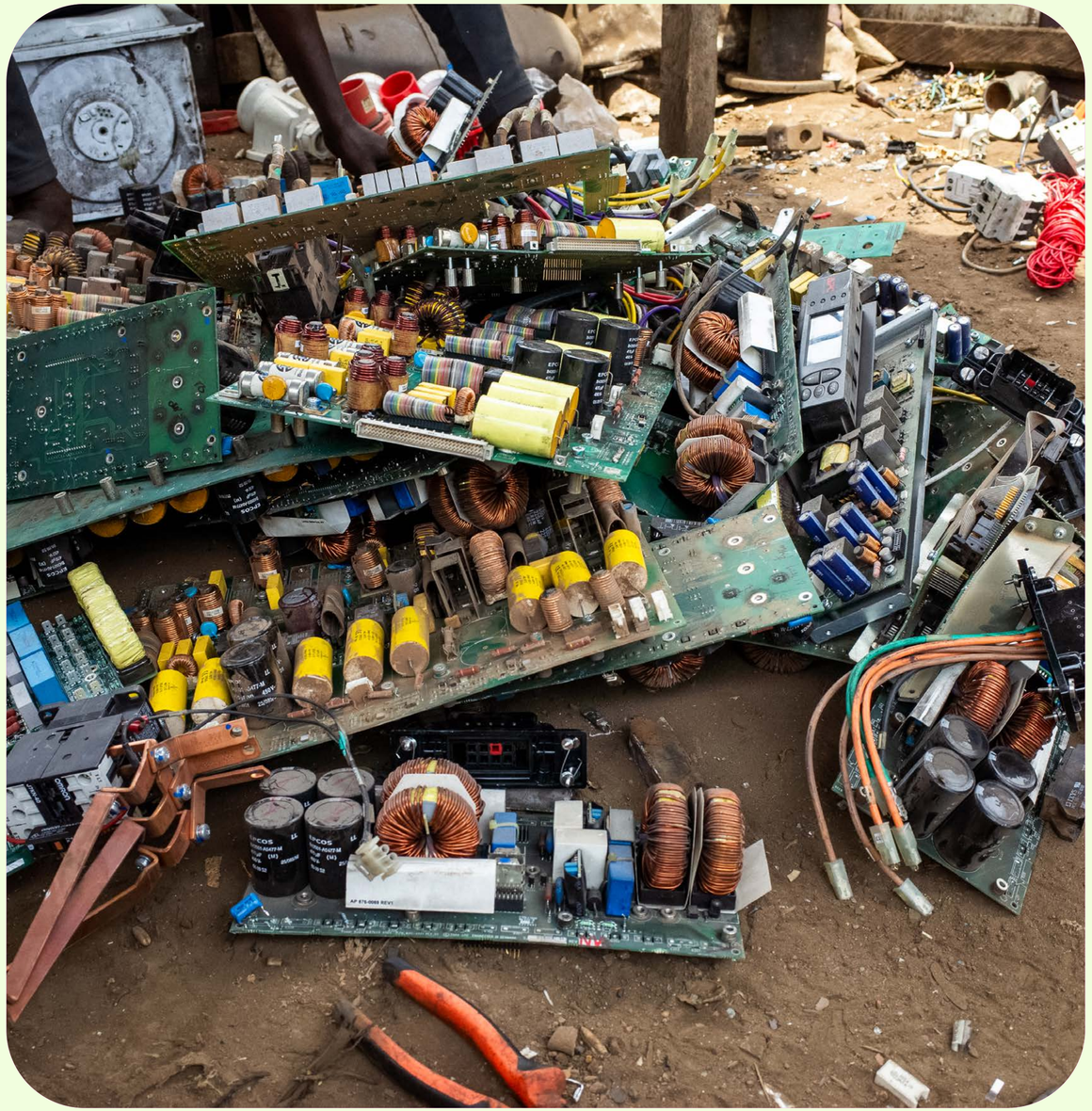
Following the trail -

the E-Waste Impact

of our consumption

At refurbed, we talk a lot about giving electronics a second life, but what happens to the devices that don't get reused, refurbished, or recycled? Where do they go when we're done with them? We wanted to find out for ourselves, so we travelled to Accra, Ghana – one of the places where Europe's electronic waste ends up – to understand the real-world consequences of our consumption habits. What we found challenged many of our assumptions and changed how we think about e-waste.

The Growing Mountain of E-Waste



Electronic waste – also known as WEEE (waste electrical and electronic equipment) – is one of the world's fastest-growing waste streams.


Optus

It goes far beyond smartphones and laptops: E-waste includes everything from washing machines and air conditioners to e-cigarettes, photovoltaic panels and microwave ovens. The sheer diversity of products that become e-waste means this challenge can only be tackled by addressing consumption patterns and product lifetimes more broadly.

In 2022, global e-waste generation reached 62 million tonnes – equivalent to 7.8 kg per person worldwide. That is an 82% increase from 34 million tonnes in 2010. The trajectory is steep: by 2030, the global total is projected to reach roughly 82 million tonnes, an additional one-third increase in less than a decade.

Yet, only 22.3% of that e-waste was documented as formally collected and recycled in an environmentally-sound manner, and even that figure only captures what enters formal systems. It does not account for the devices hoarded in drawers, collected informally, or moved through undocumented channels. The gap between what we generate and what we properly manage is enormous.

Europe has the highest per-capita e-waste in the world

Europe leads the world in per-capita e-waste generation at 17.6 kg per person per year – compared to 16.1 in Oceania, 14.1 kg in the Americas, 6.4 kg in Asia, and just 2.5 kg in Africa. Across refurbed's markets, per capita generation is highest in the United Kingdom and France with 24.5 and 22.4 kg and lowest in Bulgaria and Latvia with 13.2 and 11.9 kg. For comparison, a country in the Global South like Ghana, generates merely 2.2 kg of e-waste per capita per year.

Europe also has the strongest formal collection and recycling infrastructure with 7.53 kg of e-waste per capita being documented to be collected and recycled (=42.8%). That said, even here, significant volumes still evade formal collection systems. The Global E-Waste Monitor links the relentless rise in e-waste to the growing "electronification" of everyday life, rising incomes and consumption, shorter product lifecycles, and limited repair options that make it easier to replace than to keep devices in use.

We are buying more electronics than ever before, and we are discarding them faster. The pace at which devices are replaced has accelerated, driven by shorter product cycles, marketing pressure, and a culture that equates "new" with "better." When we upgrade, we rarely think about what happens to our old device or who will have to deal with its consequences.

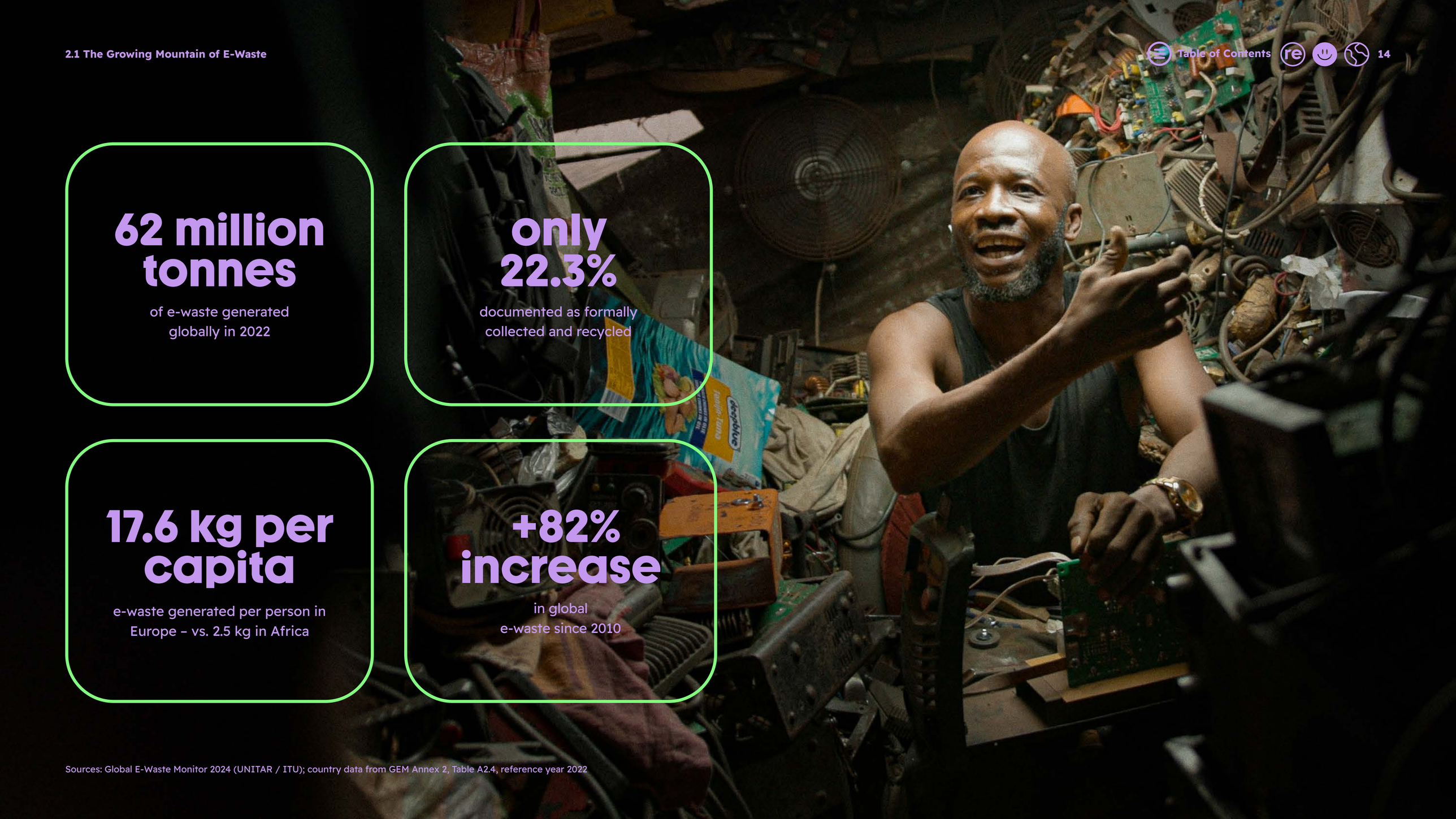
Source: Global E-Waste Monitor 2024 (UNITAR / ITU)
*for comparison - not a refurbed market

E-Waste generation absolute and per capita and e-waste documented as formally collected and recycled across refurbed markets

Country	E-waste generated (million kg)	E-waste generated (kg/capita)	E-waste formally recycled (million kg)
United Kingdom	1652	24,5	501,9
France	1445	22,4	860,7
Denmark	131	22,3	79
Netherlands	387	22,1	228,5
Belgium	252	21,7	162,8
Finland	118	21,3	89,6
Germany	1767	21,2	956,6
Sweden	221	21	151,2
Luxembourg	13	20,9	6,8
Ireland	103	20,6	67,4
Spain	935	19,6	395,2
Austria	175	19,6	133,2
Italy	1124	19	461,6
Portugal	183	17,8	60,3
Slovenia	36	17	15,1
Czech Republic	173	16,5	118,9
Slovakia	84	15,4	47,3
Estonia	19	14,2	12,4
Poland	517	13,5	417,8
Lithuania	37	13,4	16,7
Croatia	54	13,3	35,3
Bulgaria	90	13,2	75,5
Latvia	22	11,9	11,6
Ghana*	72	2,2	N/A

“Every year, a new iPhone is launched – what happens to those products? It’s becoming a problem – what happens to the batteries in the phones? What happens to the screens? […] Until we close the loop in terms of purchase, collection, and disposal, this will be an issue.”

Samuel Bennett Akuffo, Green Ad
Summarised quote based on an interview on 24.03.26



62 million tonnes

of e-waste generated globally in 2022

only 22.3%

documented as formally collected and recycled

17.6 kg per capita

e-waste generated per person in Europe – vs. 2.5 kg in Africa

+82% increase

in global e-waste since 2010

Sources: Global E-Waste Monitor 2024 (UNITAR / ITU); country data from GEM Annex 2, Table A2.4, reference year 2022

From European Ports to West Africa

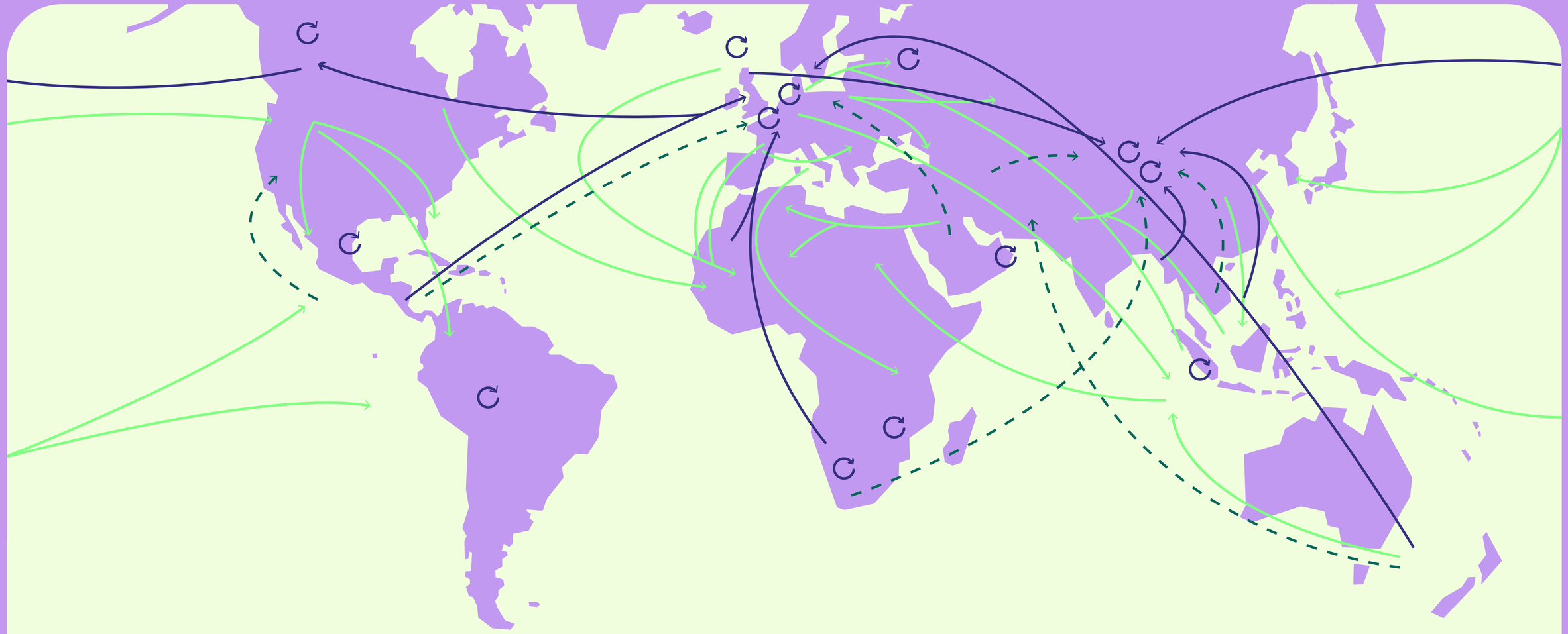
E-waste is not only a domestic waste-management problem. It is also a trade and enforcement problem.

According to the Global E-Waste Monitor, 5.1 million tonnes of e-waste is shipped across borders every year. Of that, 3.3 million tonnes – roughly 65% – moves from high-income to middle- and low-income countries such as Ghana through uncontrolled and undocumented channels. On the receiving end, treatment is unknown and likely neither environmentally sound nor safe for the people handling the waste.

False declaration: the loophole that enables dumping

A central mechanism enabling these flows is false declaration. Under the Basel Convention, the export of hazardous waste from developed to developing countries requires a Prior Informed Consent procedure: the exporter must notify the importing state, and the shipment can only proceed with prior written consent. But here is the problem – used electrical and electronic equipment is not covered by the Basel Convention in the same way as hazardous waste. This creates a loophole to avoid controls and fees through false declaration.

In practice, false declaration takes several forms. Non-functional or untested devices are shipped as “untested used products.” Mixed loads are sent where some fraction is functional but a significant share is effectively waste. Sometimes even new products or overstock are shipped as “second-hand” because it is cheaper or administratively easier. The Global E-Waste Monitor estimates that 33 to 70% of uncontrolled shipments may consist of e-waste falsely declared as untested used EEE (electrical and electronic equipment).



Global E-Waste FLows 2019

Uncontrolled e-waste used-EEE

Movement of hazardous e-waste with prior informed consent under Basel Convention

Printed circuit board waste

Flow within the region


XTREME GAS
New Makola No2 Market
Gallaway

Accra: where global flows converge

Accra has become emblematic of what happens when global EEE flows, second hand and scrap, converge in a place with limited formal management capacity. Containers arrive at the port of Tema filled with a mix of functioning devices and outright waste. For Ghana, this creates a paradox: the country has a thriving second-hand electronics market and genuinely wants functioning used devices to meet local demand, but mixed in with the usable products are non-valuable and hazardous e-waste parts, which can end up in (sometimes unauthorised) landfills, ill-equipped recycling facilities, and open-air burning.

Tracking whose falsely declared e-waste ends up where with precision is difficult and often not possible. Official data on actual product flows is rarely available due to several reasons linked to limited and un-harmonised data at the global level. Where numbers exist, they typically come from specific investigations, port studies, or enforcement operations rather than routine trade reporting.

“The global south has been called the graveyard of the global north’s luxury by the international community, assuming that most e-waste generated is shipped there, supported by some reports noting that 80% of total e-waste is shipped across country borders.”

Ruediger Kuehr, Head UNITAR Bonn Office & Manager,
SCYCLE Programme, from Global Transboundary E-waste Flows Monitor - 2022

What We Found in Accra

We went to Ghana expecting to see a crisis. In many ways, we did, but what surprised us most was how much more nuanced the reality is compared to what we had assumed.

We saw incredible examples of how circularity is practiced in Ghana and how the people push for innovation – not as a marketing campaign, but for survival.

… lower incomes mean people simply cannot afford to replace devices at the pace we do.

A culture of circularity

Ghana is, in many ways, far more circular than we are. Walk through the streets of Accra and you see repair shops on every corner. Technicians who can fix almost anything. Markets where components are carefully sorted, tested, and given new life. Devices that a European consumer would have thrown away long ago are still being used, repaired, and passed on.

This is not solely by choice – lower incomes mean people simply cannot afford to replace devices at the pace we do, but the result is a deeply ingrained culture of reuse from which we could learn a lot. In Ghana, what we call “waste” is often a valuable resource.

Beyond Agbogbloshie

For years, Agbogbloshie – once one of the world’s largest informal e-waste processing sites and named one of the most toxic places on Earth – has been the symbol of the global e-waste crisis. Images of burning cables and toxic smoke became iconic representations of what electronic consumption costs the Global South as well as the damage to human health and the environment that is caused by it.

In 2021, the site was officially shut down by Ghanaian authorities, and things did improve: stronger law enforcement reduced practices such as open cable burning, and the overall ecological footprint of that specific area has decreased. That said, the closure of Agbogbloshie did not make the problem disappear. Instead, smaller, more dispersed hotspots have emerged across the region. People who depended on processing e-waste for their livelihood were displaced and had to move elsewhere.

While progress has been made, conditions remain dire. Workers – many of them young – still dismantle electronics by hand and sort hazardous materials without protective equipment. The health risks are severe: exposure to lead, mercury, and other toxic substances. The environmental damage to soil and water sources can still be seen with a naked eye.

“What we see as waste, Ghana sees as a resource. And they’re not wrong.”

Kilian Kaminski,
Co-Founder of refurbed

A More Nuanced Picture Than We Expected

One of the most important things we learned in Ghana is that the e-waste story is not as simple as “rich countries dump on poor countries.”

The reality is layered, and understanding those layers matters if we actually want to improve things for people and the planet.

Ghana as a Circular Role Model
One of the most unexpected takeaways from our trip was this: in many ways, Ghana has more to teach us about circularity than the other way around.

In Europe, we are only beginning to build the infrastructure and habits for a circular economy. Our governments are slowly introducing regulation such as the Right to Repair, and people's mindsets are noticeably shifting. We talk about repair culture, product longevity, and reuse – but for most consumers, the default is still to buy new and discard old.

In Ghana, circularity is not a buzzword. It is daily practice. Devices are repaired until they truly cannot function anymore. Components are extracted and reused. Nothing is wasted if it still holds some value. This is partly born out of economic necessity, but it has produced a level of resourcefulness and technical skill that is remarkable.

If we are serious about building a more circular economy in Europe, we should be looking at places like Ghana – not as recipients of our waste, but as models for the kind of resource efficiency toward which we aspire.

E-waste as resource and livelihood
Ghana does not see e-waste solely as a problem. It is also a resource – and an important part of the economy. Thousands of people earn their living from collecting, sorting, repairing, and reselling electronic components. The raw materials recovered from e-waste, particularly metals like copper, aluminium, palladium, and gold, are in high demand. Global players are competing for these recovered materials.

What Ghanaian stakeholders told us in no uncertain terms was this: they want the devices they can actually use: Functioning second-hand electronics that meet local demand. Repairable goods that can create value. High value materials that can be exported to OEMs abroad. What they do not want is the unusable e-waste that gets mixed in: low quality or broken devices that cannot be repaired, components that cannot be safely processed with the available infrastructure.

A seat at the table, not charity
Perhaps the most powerful message we heard was this: Ghana does not want charity. Ghana does not want grants. What Ghana wants is a seat at the table, a voice in the conversation about how responsibility for consumption in the Western world can be shared more fairly.

This entails increased OEM responsibility and stronger regulation of what gets shipped: better testing and documentation at the point of origin and correctly declared goods with import permits. Additionally, it requires a genuine dialogue between exporting and receiving countries about what constitutes useful goods versus waste. It also means recognising that the people most affected by our consumption patterns have insights and solutions that deserve to be heard.

“I am a very strong believer in the best of two worlds. Europe has what it takes – it has the technology, it has the financial models, it has what it takes to do something exciting. Ghana also has much of what it takes to contribute. There are capacities in Ghana that are not in Europe. Strong labour […], we have individuals who can do a lot more collecting – it is likely quite expensive to do that in Europe. My belief in the best of two worlds is to give us the scenario where the strength of each world can be harnessed.”

Dr. Vincent Kyere,
Team Lead Ministry Of Environment Science Technology and Innovation (E-waste PIU)

Signs of Progress

Despite the challenges, progress is being made in Ghana – often driven by local initiative and necessity rather than international aid.

New e-waste processing facilities are being built. Incentive programmes are emerging that encourage safer handling of electronic waste. International organisations and local initiatives such as Electro Recycling Ghana – a company refurbed has invested in since 2024 through the impact project with Minimise – are working with communities to develop better practices and create economic opportunities within the circular economy.

At the policy level, Ghana has introduced institutions and legislation to manage e-waste more effectively, including the Hazardous and Electronic Waste Control and Management Act. And there is growing recognition that the informal sector – the tens of thousands of workers who process e-waste daily – needs to be supported and integrated into formal systems, not pushed aside.

However, the scale of the challenge still exceeds the resources available due to the rapid uptake in EEE consumption – especially in the Western World. Our time in Ghana showed that meaningful change requires commitment from both the countries that generate e-waste and the ones that receive it.

What Does This Mean for Us?

Travelling to Accra gave us a visceral understanding of something we superficially knew: our consumption choices have consequences that reach far beyond our own doorstep. When we replace our old phone with a newer model, or toss out an old laptop instead of repairing it, we are not just upgrading - we are potentially contributing to a global system where that waste ends up in places that are not equipped to deal with it safely.

The role of regulation
Current regulations around e-waste exports are riddled with loopholes. The Basel Convention sets important principles, but loopholes remain, which are exploited daily. Devices leave European ports without proper testing or documentation. Countries on the receiving end have a right to know exactly what they are getting – and to refuse what they cannot use.

We need stronger rules at the point of origin. Better port inspections. Mandatory testing before export. And real consequences for those who falsely declare waste as second-hand goods. This is not just an environmental issue – it is a matter of fairness and justice.

The role of consumers
That said, regulation alone is not enough. Every single one of us makes choices every day that add up; the decision to buy new or buy refurbished, to repair a device or replace it, or to trade in an old phone or let it sit in a drawer until it becomes e-waste.

These choices matter – because we cannot keep upgrading at the expense of others.

“Every consumer can make a choice. Buy refurbished. Repair it. Trade it in. Because we can’t keep upgrading at the expense of others.”

Kilian Kaminski,
Co-Founder of refurbed

What Can We Do About It

Our mission has always been to make consumption more sustainable by extending product lifecycles. After visiting Ghana, that mission feels even more urgent.

Every refurbished device sold through our marketplace is one less device that needs to be produced from scratch – saving raw materials, energy, water, and CO_2 emissions, but especially avoiding e-waste. Every device traded in through our platform is one less device whose potential is unused and might end up in a container bound for West Africa.

Since our founding in 2017, our community has helped save over 1,555 tonnes of e-waste. That is the equivalent of roughly +280 elephants (assuming they weigh ca. 5,500 kg).

But we know that selling refurbished products and trade-in is only part of the solution.

What You Can Do

The story of e-waste and its impact on places like Ghana can feel overwhelming. But the truth is, every one of us has the power to make a difference. Here are the most impactful actions you can take:

1.

Buy refurbished instead of new. A refurbished smartphone without a new battery saves approximately 76% of e-waste compared to a new one. You get a high-quality device at a better price and avoid negative impact.

2.

Repair before you replace. Many devices can be fixed. Check if your device can be repaired before deciding to replace it.

3.

Trade in your old devices. Don't let your old phone sit in a drawer until it becomes obsolete. Trade it in so it can be refurbished and given a second life with a new owner.

4.

Recycle responsibly. If a device truly cannot be repaired or refurbished, make sure it is recycled through proper channels – not tossed in the general waste.

5.

Spread the word. Talk about e-waste. Share this story. The more people understand where their devices end up, the more likely they are to make sustainable choices.

At refurbed, we believe that sustainable consumption should be easy, affordable, and accessible. That is why we exist. And after seeing firsthand where e-waste ends up, we are more committed than ever to making refurbished the new normal.

The story of Ghana needs to be heard and seen.

We went to Accra to understand the consequences of our consumption. We came back with a deeper appreciation for the people navigating these challenges every day and a renewed sense of urgency to do better.

Because making consumption sustainable is not just about selling refurbished products. It is about taking responsibility for the full lifecycle of what we use – from the materials mined to produce it – to where it ends up when we are done.

Rethink New

Impact Report

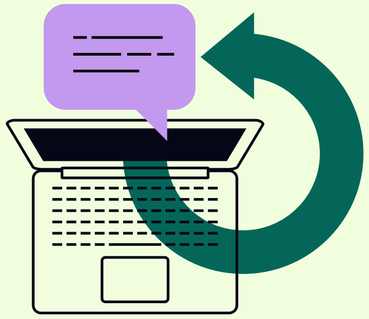
For us, sustainability isn’t just a feature, but the foundation of everything we do.

Our 2025 Impact Report gives you insights into who we are as a business and which mission and vision drives us.

We outline our progress and ambitions...

...across three key pillars:

Purpose



our commitment to extending product lifecycles and promoting circular solutions

Planet

our efforts to measure and reduce environmental impact and enable more sustainable choices

People

the ways we support and interact with our team members, customers, and sellers

It’s a snapshot of where we stand today and an outlook into where we’re headed tomorrow.

Our Story & 2025 Highlights

From a small startup with a big idea, refurbed has grown into one of Europe's leading platforms for refurbished products. Read about our journey – from market expansions to launching new products and services – and celebrate the sustainability milestones we reached in 2025.

The refurbed Journey

At refurbed, we set out in 2017 in Austria and Germany with a clear goal: to make refurbished electronics the standard. Right from the start, we wanted to add a tangible benefit to each sale, so we established a partnership with Eden Reforestation. Together we planted one tree for every product sold, leading to an impact of more than 6.6 million planted trees.

Expansion followed swiftly. Over the next two years, we entered Italy (2018) and added refurbed Direct (2018) and Plus (2019) to our product range. By 2020, we launched in Ireland, Denmark, Sweden, and the Netherlands, bringing more sustainable tech to customers across Europe. In 2021 we expanded not only in terms of geographies, but also in terms of product categories, adding kitchen and household appliances to our portfolio.

Since 2022, our commitment to transparency and measurable positive impact deepened through our research partnerships with Fraunhofer Austria with whom we've managed to quantify the environmental impact of our products for several environmental factors. 2022 also included our expansion into sports equipment with refurbed Sports.

In 2023/24 we continued to scale, expanding to five more countries: Belgium, Portugal, Finland, Czech Republic, and Switzerland. In parallel, we launched our Trade-in programme across all Euro markets and introduced our environmental impact projects portfolio to replace our tree initiative.

We did not slow down in 2025: we reached a milestone of €2 billion GMV[5], +10 million products sold, and expanded our product selection even further with our newest category, kids. On top of this, refurbed as a business achieved profitability while securing additional investments.

Both serve as our base for even bigger plans in 2026, where we continue to build a future where refurbished is the new "new": sustainable, high-quality, and accessible to all. With our recent expansion into new European markets, we are now the largest online marketplace for refurbished products in terms of countries covered and reach 486 million consumers.

[5] Gross Merchandise Volume = value of goods sold on refurbed

refurbed as a business achieved profitability.

2017
Founding of refurbed and establishment of marketplace for consumer electronics in Austria and Germany

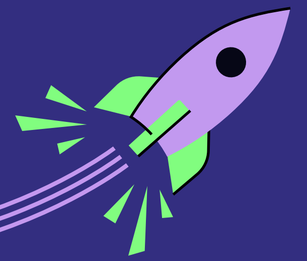
2018
Expansion to Italy and inclusion of add-ons into our product range with refurbed Direct

2019
Launch of refurbed PLUS insurance covering damage protection

2020
Expansion to the Netherlands, Ireland, Denmark, and Sweden

2021
Launch of kitchen and household appliances

Membership in the European Refurbishment Association, EUREFAS



2022
Research project with Fraunhofer Austria to quantify environmental impacts of five refurbed best sellers compared to new devices

Launch of refurbed Sports category selling high-quality refurbished sports equipment

Launch of Trade-In in Austria and Germany, our programme for customers to sell their used devices

2023
€1 billion GMV, with our marketplace including +300 sellers

Research project with Fraunhofer Austria to quantify environmental impacts of 10,000 of our products using an ISO 14040/44 verified calculation model

2024
Expansion to BE, PT, FI, CZ, and CH

Launch of Trade-In across six additional markets (IT, IE, NL, BE, FI, and PT)

Introduction of our new environmental impact projects portfolio

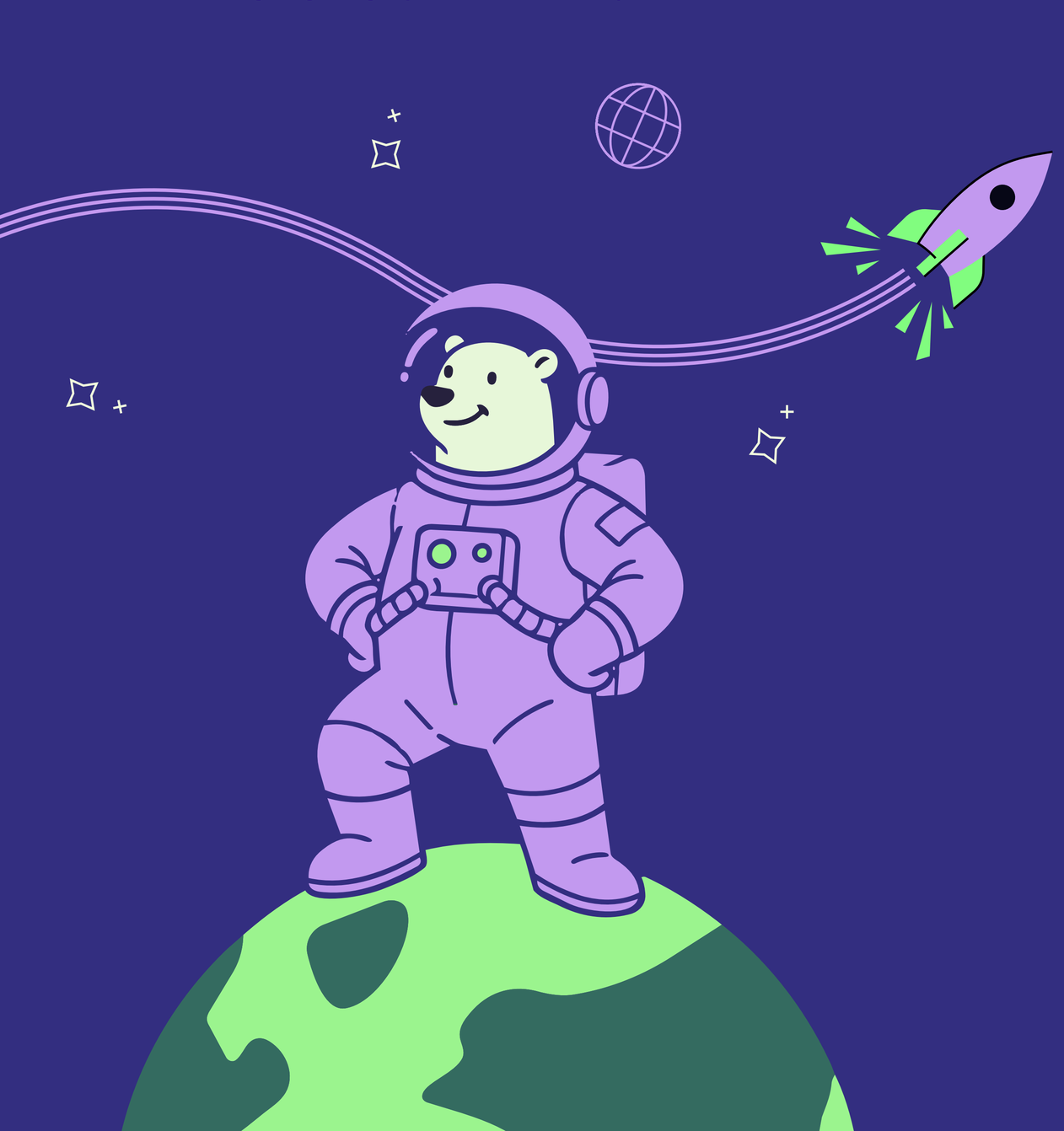
Research project with Fraunhofer Austria to quantify the potential of trade-in and impacts on resource materials, critical materials, and conflict materials

2025
€2 billion GMV and profitability

Launch of our newest category in Germany and Austria: kids and baby

‘Hired’ our brand ambassador Björn, the polar bear[6]

After several previous rounds, we closed our most recent 50mn€ funding round



2026

Fraunhofer Research project on linear vs. circular purchase behaviours of smartphones

We travelled to Accra, Ghana to see the downstream impact of European consumption of electronics

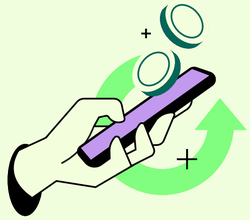
Expanding into 12 additional European markets: Spain, France, the UK, Poland, Slovakia, Slovenia, Croatia, Lithuania, Estonia, Latvia, Bulgaria, and Luxembourg

€3 billion cumulative GMV at start of 2026

[6] Björn is refurbed's digital brand ambassador: a polar bear character brought to life through animation and AI-supported production, guided by a human creative team to communicate our sustainability mission consistently across markets and languages. We chose to "work" with him because this approach lets us share circular-living messages at global scale while reducing the need for resource-intensive productions and travel (e.g. for ads), keeping the focus on transparency, education, and real-world impact.

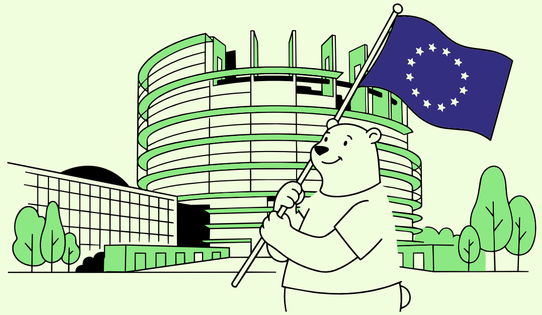
refurbed's Sustainability Achievements in 2025

1.
refurbed's positive impact since founding: 474,000 tonnes CO_2, 166 billion litres of water, and 1,555 tonnes of e-waste saved[7]



2.
Impact of smartphones: By selling refurbished smartphones, we saved 181 tonnes of critical raw materials and 5.57 tonnes of conflict materials since our foundation[7]

[7] Savings compared to new purchases based on environmental data from ISO 14040/44-verified calculation model



3.
The EU Commission President, Ursula von der Leyen, picked up one of our most important policy asks in her annual State of the European Union speech and made it a priority for 2026: the revision of the New Legislative Framework – a set of outdated product compliance laws – to make them fit for the circular economy!

4.
Impact investments: We supported three project partners with whom we achieved an impact of 15 tonnes of e-waste collected and recycled, 1,653 tonnes of CO_2 removed through carbon capture and ecosystem restoration in 2025.

5.
Unlocking the potential of old devices: Our research with Fraunhofer Austria found that 642 million smartphones sitting unused in EU drawers could be recirculated through refurbishment or recycling. In 2025, over 87,000 were traded in by our customers, keeping valuable materials in circulation.

Purpose

Our vision is to make consumption sustainable. Today's linear consumption patterns fall short of that goal, which is why we're working towards a future where refurbished products are widely available, fairly-priced, and easy to access – and where they become the new normal.

From Linear to Circular

The traditional linear economy follows a wasteful “take, make, dispose” model, where valuable materials are discarded after short product lifecycles. This approach leads to significant waste of valuable, limited resources and poses a serious burden on our environment. The Global Circularity Gap Report 2025 highlights that in 2021, only 6.9% of materials globally were secondary materials with the remaining majority of materials being virgin. At the same time, global material extraction continues to rise to more than 99.8 billion tonnes – or 12.6 tonnes per capita. With no change in trajectory, this number is expected to rise by another 60% by 2060[8]. Especially for consumer goods, overconsumption and throwaway culture have become more prevalent over the past years with, for example, smartphones being used for only 2.8 years on average[9]. This highlights the urgent need for a circular approach as the linear economic model drastically exceeds the safe environmental boundaries of our planet with regards to land, water, and air quality[10].

By promoting the circular economy, we can live within the limits of our planet. The circular economy is an approach where fewer resources are extracted, products are used for longer periods, and materials are brought back into the cycle; for example, through reuse. The circular economy can contribute to sustainable development by decoupling economic growth from the use of limited resources like water and rare earths. Additionally, it can help address global challenges such as climate change, environmental pollution, biodiversity loss, and waste[8,10].

Various strategies are part of the circular economy, including repair, reuse, refurbishment, remanufacturing, and product recycling. Circular economy, however, can also be directly integrated into product design, such as designing products for durability, making repairs and upgrades easy, or using materials with high recycling content.

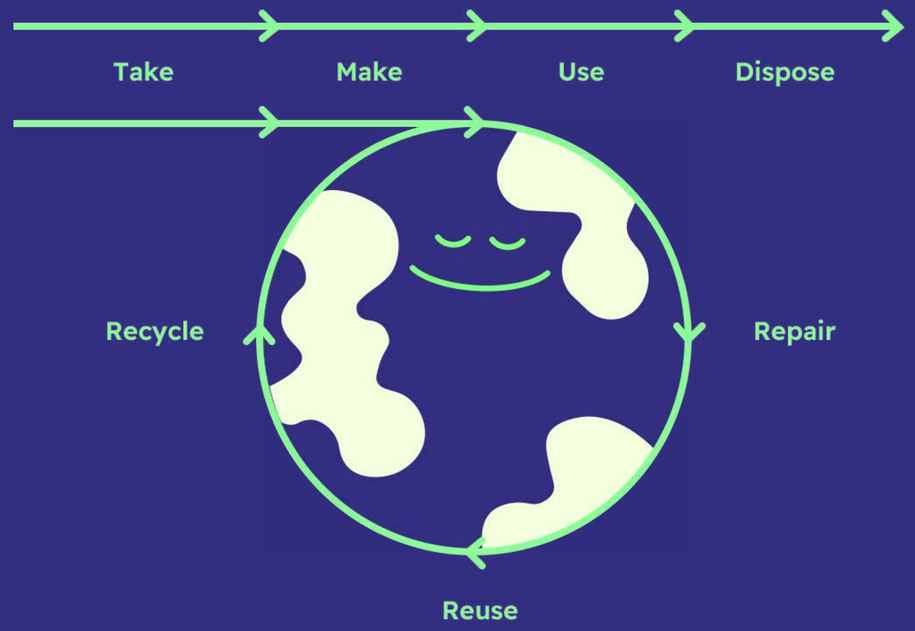
Here at refurbed, we focus on the area of refurbishment by working with refurbishers who renew products to extend their lifespan and make them available to consumers across Europe. Refurbishment recovers value from used products and reduces the amount of waste and materials otherwise needed for the manufacturing of new products. It is proven that this also reduces CO_2 emissions[11]. Refurbishment involves thoroughly testing a used product and replacing defective parts so it can be used for multiple lifecycles. This significantly extends the product’s overall lifespan.

[8] Circle Economy. (2025) The circularity gap report 2025. Amsterdam: Circle Economy.

[9] Galović et al. (2025) “The Basis for Estimating Smartphone Lifespan: Identifying Factors That Affect In-Use Lifespan” (Published in Sustain ability, MDPI)

[10] Ellen MacArthur Foundation: What is a circular economy

[11] based on our ISO 14040/44 verified calculation model, see section 3.3.1 Measuring our Positive and Negative Impact



Our Business Model and Value Chain

refurbed is a marketplace for renewed products – from smartphones, tablets, and laptops to vacuum cleaners, air fryers, coffee machines, skis, fitness equipment, e-bikes, strollers, and more. Over 95% of our product portfolio consists of traditionally refurbished products, with the remaining ~5% being products that were previously in circulation as demo units, returns, or overstock that cannot be sold as new anymore.

We connect sellers, in our case professional repair and refurbishing companies, with customers in one centralised platform, catering to the consumer market and, since 2022, business customers as well. Through rigorous quality management, we ensure that only the best sellers offer the best products at the most attractive price on our platform, see section 3.2.4.

Our product range includes

+ 59,300 consumer electronics
incl. smartphones, tablets, laptops, smartwatches, consoles, printers, televisions, and cameras

+ 4,120 kitchen and household appliances
including coffee machines, kitchen appliances, vacuum cleaners, and more

+ 1.040 sports offerings
such as bicycles, winter sports, and fitness equipment

+ 1,000 products for kids and babies
such as strollers, seats, and beds

refurbed accessories
which promote the longevity of renewed products such as screen protectors made of recycled materials, cases, and bags

insurance and extended warranty

In the past years, we managed to enter several partnerships with high-quality brands like Dyson, Kärcher, Electrolux/AEG, Woom, and GoPro. We want to improve the refurbishment process through close collaboration, supported by our data-driven approach and growing industry expertise. Our main goal is to continuously expand our product portfolio and enter additional European markets. Only then can we enable consumers across the continent to adopt an environmentally friendly lifestyle and establish refurbished as the new norm. Find out more about our brand collaborations in section 3.4.3 Partnering for a Sustainable Value Chain.

To further enhance our circular model, we rolled out our trade-in programme in eight of our markets. With the trade-in service, customers can sell their old smartphones back to refurbishers. The devices are then refurbished or used to replace spare parts and reintroduced into the market. This ultimately closes the material loop and makes sure the value of old products remains recognised.

refurbed's business model promotes the circular economy by collecting devices and reintroducing refurbished products into the market and offering customers an attractive alternative to new products. By making refurbished electronics high-quality, easily accessible, and more affordable, we empower consumers to make more sustainable choices without compromising on quality or performance. As refurbed's products are on average 55% cheaper than new ones[12], they serve as an entry point into sustainable consumption, making it easier for consumers to rethink their shopping habits beyond electronics.

[1] Based on comparison data from February 2026 (electronic items sold in Germany and Austria); comparison prices of new devices are the respective suggested retail prices (SRP)

With every refurbished device sold or purchased, our customers actively contribute to a circular European economy in which we prioritise reuse, repair, and recycling to minimise unnecessary production and early disposal of products.

Rethink New

Making Refurbished the new normal: We believe that purchasing refurbished electronics should be as natural as buying new – an easy, trusted choice that everyone considers first.

Consumers have long embraced pre-owned cars because of their value and reliability. We believe the same mindset should apply to all consumer electronics and products beyond. Our goal is to shift perceptions so that choosing refurbished becomes the new standard, offering a high-quality, affordable, and sustainable alternative to new products.

The most sustainable consumption is one that does not involve new resources. Why? Because every newly produced product has a negative impact on the environment. While we cannot change that we live in a world where electronic devices are part of everyday private and professional life, we can offer our customers options to embrace a more sustainable lifestyle: buying refurbished electronics and contributing to making them the new normal.

By extending product lifespans and promoting responsible consumption, we reduce the environmental impact on our planet. Keeping products in the loop and making refurbished products attractive to customers avoids the need for buying new devices, thus inspiring a broader shift towards more sustainable consumption.

At refurbed, we believe that companies play an important role in limiting climate change and global resource depletion. The way we consume needs to change systemically, and we have made it our mission to lead the way with our continuously expanding platform.

Our mission is to become the leading platform for sustainable products and services

Our latest calculations show that buying refurbished has a great impact compared to new[13].

On average, refurbished smartphones without a new battery, for example, avoid approximately:

- **82% of CO_2 emissions**
- **86% virtual water**
- **76% of electronic waste**
- **69% of critical raw materials**
- **97% of conflict materials**

These numbers demonstrate the tangible impact of choosing refurbished over new and highlight the importance of making circular economy solutions mainstream (more details on the calculation of our impact KPIs see section 3.3.1).

[13] Based on our ISO 14040/44-verified calculation model

With and beyond these measurable environmental benefits, we actively contribute to four global Sustainable Development Goals (SDGs):

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

Industry & Innovation (SDG 9): Advocating for sustainable value creation through political engagement.

11 SUSTAINABLE CITIES AND COMMUNITIES

Sustainable Cities (SDG 11): Making technology accessible and reducing the digital divide.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Responsible Consumption (SDG 12): Extending product lifecycles and closing the material loop via refurbishment.

13 CLIMATE ACTION

Climate Action (SDG 13): Significantly cutting CO_2 emissions compared to new products.

How does Refurbish-ment work?

To ensure the highest product quality for our customers, we have implemented strict requirements with regard to the refurbishing process, as well as seller selection.

The Refurbishment Process
Before being sold on refurbed's marketplace, each device undergoes a thorough refurbishment process. It is performed by experienced refurbishers and continuously monitored by refurbed's seller performance and product quality teams. The refurbishment process varies from product to product, e.g., between a smartphone, a kids bicycle, and a coffee machine. In the case of smartphones, refurbed's largest category, the process consists of up to 40 steps. They can be summarised in five phases in line with the highest industry benchmarks:

In the case of smartphones, refurbed's largest category, the process consists of up to 40 steps.

1. Data erasure

All previous data is securely erased, and the device is reset to factory settings.

2. Device testing

Certified technical software is used to ensure all components function correctly.

3. Component testing & repair

Worn-out or defective parts are replaced, and repairs are performed by experts.

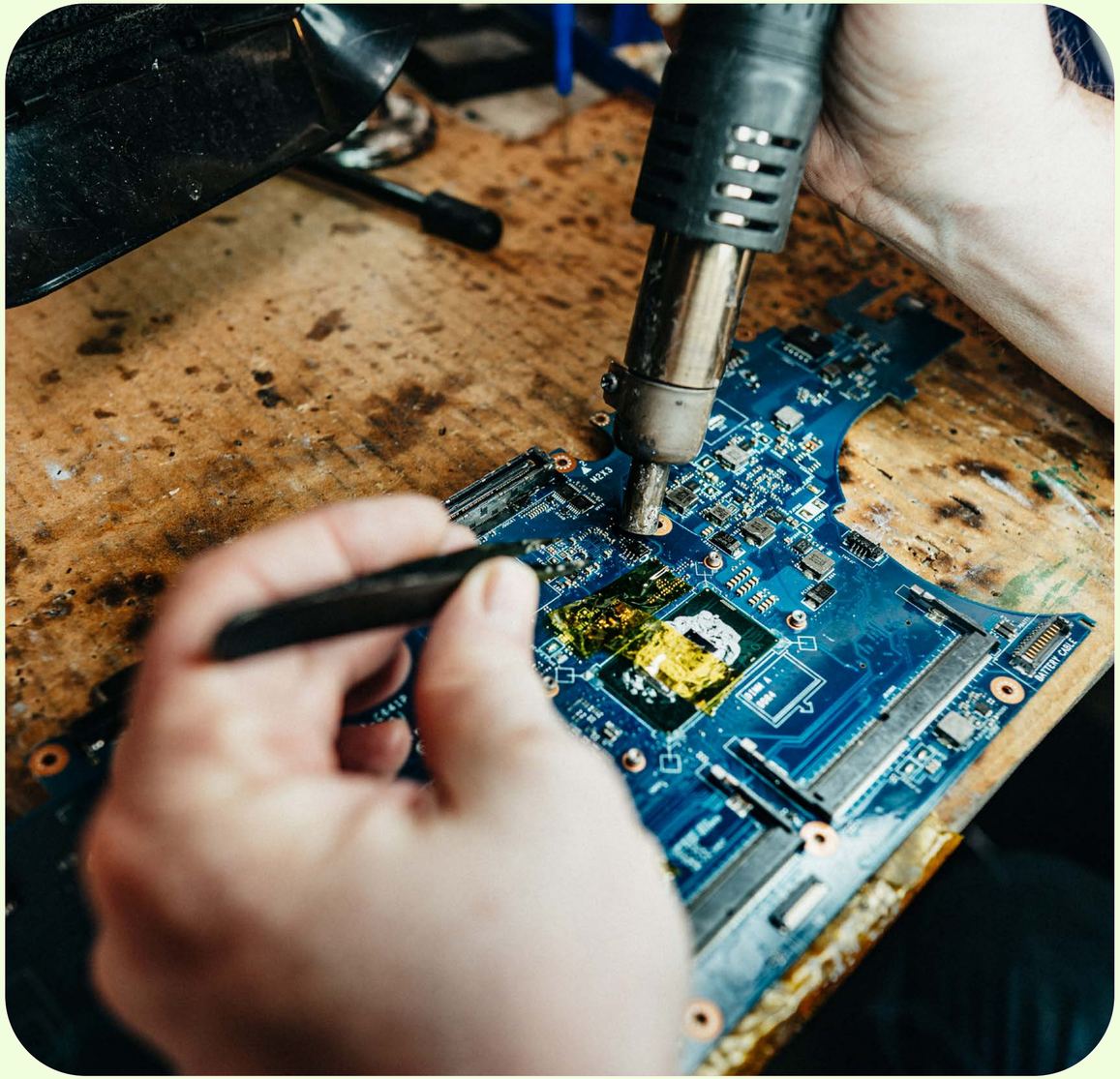
4. Necessary refinement

Cosmetic imperfections are addressed through polishing and cleaning. If necessary, the operating system is upgraded.

5. Device grading

Technical experts or laser machines assess the cosmetic condition of each device and classify it as "premium" "excellent", "very good", or "good"[14].

[14]Premium: looks like new (no signs of usage) with >90% battery | Excellent: No scratches, dents seen with naked eye from 30cm distance, with >85% battery | Very good: Minimal signs of usages seen from 30cm distance, with >85% battery | Good: Visible signs of usage, with >85% battery



Once these steps are completed, the smartphone is listed for sale on refurbed's marketplace backed by a 30-day trial period and a minimum 12-month warranty. Customers can also choose optional warranty extension and device insurance for additional coverage. For customers with intense usage and high battery demands, we also offer refurbished devices with new batteries, which have been professionally replaced. This option convinces many customers who previously purchased purely new devices to give refurbished devices a chance, and as such, can represent a gateway into a more sustainable shopping behaviour. Since battery longevity is a key reason for customers to keep their devices longer, a new battery can also extend the lifecycle of a device. Throughout the refurbishing process, sale and use phase, we always have our customers' happiness and safety in mind (see section 3.4.2).

For products that can't be refurbished and resold as a whole, we encourage our sellers to perform spare part harvesting; i.e. they take functioning parts from defective appliances and harvest these for reuse in others (e.g. for a screen or a back cover). Due to its economic benefits, this practice is widely established and further limits waste generation.

How We Ensure Top-Tier Refurbished Quality

refurbed ensures the highest quality standards through a multi-stage quality management system. It includes a Seller Performance Score, which assesses each seller's performance. The score, together with its logic and additional insights, is accessible for each seller. It influences an algorithm within our platform which determines how much a seller can list on the marketplace, continuously incentivizing them to become better. The Seller Performance Score evaluates sellers on criteria such as product quality, customer service, shipping, and defect rates.

Further key quality assurance measures include:

- strong policies on quality standards through our Supplier Guide and Quality Charter,
- ongoing monitoring, quality checks, and test purchases to identify potential weaknesses and
- automated warning systems detecting performance issues and prompting immediate action.

Through this structured quality control approach, refurbed ensures long-lasting, high-performing products for our customers to strengthen circular economy practices across Europe.

Anchoring Sustainability

Integrating sustainability into our work
Sustainability is an integral part of our daily work as our business model, vision, and mission are all geared towards sustainability. This leads to all employees, but especially our management, to integrate environmental, social, and governance aspects into their decision-making. For overarching sustainability-related projects, we form interdisciplinary groups and always encourage employees to provide feedback on sustainability-related topics. Beyond working groups, our refurbed Impact Club offers an exchange platform for all team members interested in engaging in sustainability-related discussions and activities. In 2025, we came together for a clothing swap event and donating blood to the Austrian Red Cross. Furthermore, we invite our team members to participate in a Climate Fresk workshop during our office weeks, an interactive method designed to encourage teams to think playfully about climate change and develop innovative ideas for sustainable solutions.

The deep integration of sustainability in our business model is also proven by our B Corp Certification, which we achieved in 2024 for the first time. It provides evidence for our high standards of environmental and social performance, transparency, and accountability.

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Certified
B
Corporation
Learn more at
bcorp.com

Voice of an investor:

"At Creas, we invest in businesses that prove sustainability and commercial success are not only compatible but mutually reinforcing. refurbed embodies this conviction: since our investment in 2021, the company has avoided more than 474,000 tonnes of CO_2 emissions – an impressive testament to the impact of their circular model. At Creas, we are convinced that the most transformative companies of this decade will be those that place sustainability at the core of their strategy. refurbed is a clear example, and we are proud to continue backing them."

Lara Viada, Managing Partner at Creas

Support from our (impact) investors

Sustainability is also a core interest for our investors who support our circular business model. They see it not only as a forward-thinking strategy, but also as an opportunity to make a positive impact on the environment and society through their investment. We regularly update all investors on our ESG metrics and the progress of our initiatives. Through open and regular communication, we strengthen trust and collaboration, leveraging the experiences and networks of our investors. Creas Impact, Evli Growth Partners and Oltre Impact are just a few of our investors who have defined impact KPIs in their investment goals and actively measure results. Our board and investors actively support us on our mission, bringing their expertise to specific sustainability issues and helping us achieve our goals more efficiently.

Our key shareholders are represented by a permanent advisory board which meets at least quarterly to discuss refurbed's entrepreneurial plans, business conduct, and sustainability measures. This board includes our founder and CEO, Peter Windischhofer, and is led by an independent chairperson. End of 2025, it consisted of one female and seven male board members.

Ethical and lawful practices

At refurbed, we are committed to conducting business with integrity, transparency, and accountability. Ethical practices are at the core of our operations, ensuring that our mission is upheld with the highest standards of compliance and governance. This practice is manifested in our Compliance Policy and Anti Bribery Policy and also extends to the partners we work with: Our sellers and brands are expected to uphold the same principles.

We have zero-tolerance for bribery, corruption, and unethical business practices. Our internal compliance policy is designed to prevent, detect, and address any misconduct, ensuring that all our employees adhere to strict ethical guidelines. We foster a strong compliance culture and awareness among all our employees on anti-corruption laws and ethical decision-making.

Furthermore, we want to encourage a culture of openness where all employees can report unethical behaviour without fear of retaliation. Our whistleblowing policy provides secure and confidential channels for reporting concerns related to corruption, fraud, or other violations of our ethical standards, in line with the EU Whistleblower Directive (Directive (EU) 2019/1937) and the corresponding national legislations.

Our Political Engagement

At refurbed, we work every day to get closer to our mission, but we know that real change does not happen through one company alone. If we want to move from a throwaway society to one that thinks in cycles, the rules of the game need to change, too. That means consumers, businesses, and – most importantly – policymakers all have a role to play.

The circular economy has huge potential. But today's laws and systems are still largely built around "take, make, waste". That is why we step into the political conversation with the support of our dedicated Public Affairs Manager.

As a leading marketplace for refurbished products, we see every day what works and what does not. We combine this hands-on experience with the ability to reach thousands of people across Europe. We use that voice responsibly: to stand up for smart sustainability rules, to protect our planet's limited resources, and to help shift consumption in a more practical and realistic direction.

Our political engagement focuses on three key areas:

1. Policy Advocacy: We speak up for circular economy and refurbishment policies at an Austrian, German, and E.U. level. This can mean submitting formal input to new laws, taking part in expert groups like the Ecodesign Forum, the Informal Expert Group on Waste or the Circular Economy Task Force, or sitting down directly with policymakers. We regularly welcome decision-makers to our office and meet them in Vienna, Brussels, and Berlin. Our goal is simple: make sure refurbishment is part of the solution when new rules are written.

2. Strategic Partnerships: Change is stronger when many voices speak together. That is why we work closely with organisations such as EUREFAS, the Right to Repair Campaign, the Circular Economy Forum Austria, and several other associations in Germany, Sweden, and Brussels. Together with these partners and other B Corps, we combine expertise and push for practical, workable solutions. We also take on responsibility ourselves – for example through a board position at EUREFAS and by leading working groups.

3. Consumer Mobilization: Our community is a real force. Many of our customers care deeply about sustainability and want to see change beyond their own purchasing decisions. We keep you informed about political developments through social media, our blog, and this report. The feedback we receive shows us that this conversation matters – and that many of you want to be part of shaping a more circular future.

We aim to ensure responsible use of our planet's finite resources.

We’re not stopping here. Looking ahead, we want to speed up the transition to a circular economy.

Legislative wins for circular economy
This approach has already made a difference over the past year. One highlight: European Commission President Ursula von der Leyen included one of our key policy priorities in her State of the European Union speech, announcing that the New Legislative Framework will be revised in 2026. These product rules are currently outdated and do not reflect how a circular economy works. Seeing this revision become a political priority shows that the topic is gaining real traction.

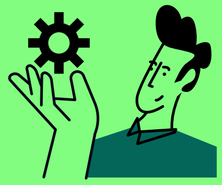
We have also been working behind the scenes to prepare the ground for the EU’s next major step: the Circular Economy Act, expected in Q3 2026. This law will shape how Europe approaches circularity in the years to come. We made sure that reuse and refurbishment are firmly part of that conversation so that the products already in circulation are finally treated as valuable resources – not waste.

There is more ahead. This year, all EU Member States will implement the Right to Repair Directive. We will stay closely involved at national level and speak up where improvements are needed. We will also continue to strengthen the European Refurbishment Association (EUREFAS) by running for board and leadership roles again. At the same time, we are working on smarter tax policies for circular business models and tackling the ongoing supply challenges in the European refurbishment sector.

Step by step, these efforts help create the right conditions for refurbishment to become the new normal.

EUREFAS

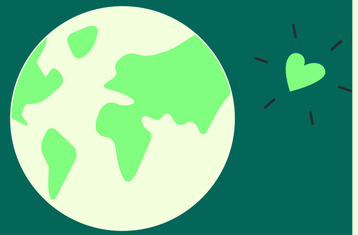
EUREFAS, the European Refurbishment Association, represents 25 members working to advance the interests of European refurbishers. Its mission is to promote the circular economy and help shape effective EU policies and legislation. EUREFAS actively engages in key legislative processes, including the Ecodesign Regulation, the Waste Framework Directive, the Circular Economy Act, and the Right to Repair.



The Right to Repair Campaign

is a coalition of European organisations advocating for stronger repair rights. It brings together civil society groups, repair businesses, volunteer repair initiatives, public institutions, and refurbishment sector representatives from across the continent. The campaign pushes for comprehensive legislation that ensures free access to repair information and spare parts, encourages product designs that prioritise durability and repairability, and bans repair-restricting practices like part pairing and planned obsolescence.

Planet



We embarked on the refurbed journey with our planet in mind – so minimising negative environmental impact and increasing the sustainability of our industry is at the core of everything we do.

By extending product lifecycles, we prevent waste, emissions, and the use of resources, including water. Where impact remains, we work to reduce our footprint across refurbishment, transport, and operations. Lastly, we finance environmental protection projects. Our efforts have been established through our environmental strategy, which consists of three pillars (also see Sustainability Report 2023):

- **Pillar 1: Measuring our environmental impact, including pioneering work on environmental impact data using an externally verified calculation model**
- **Pillar 2: Reduction of negative environmental impacts**
- **Pillar 3: Financing environmental protection projects**

Measuring our Positive & Negative Impact

Capturing our environmental impacts along our entire value chain forms the foundation of our environmental strategy. We see our environmental impacts as two opposing components: the positive impact we have through offering refurbed products compared to producing new and the negative impact we contribute to through our own activities, the goods and services we sell, and through operating a marketplace.

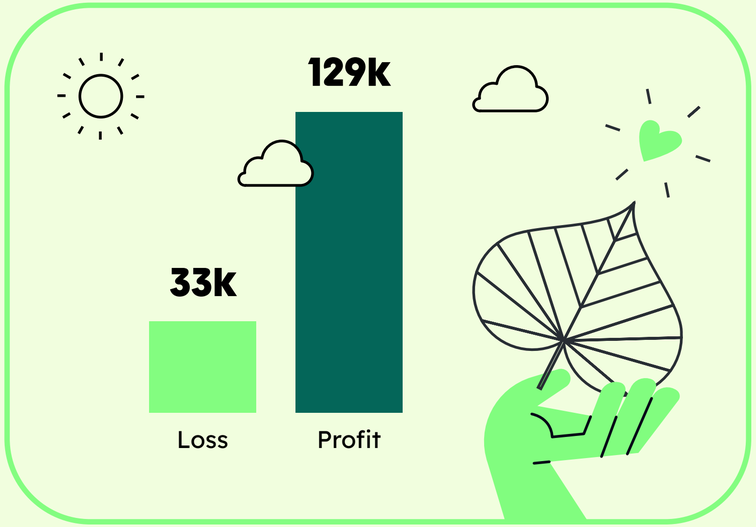
Looking at our emissions through a profit and loss lens
For CO_2 emissions, these opposing components can best be viewed in Profit and Loss logic. This balance is a transparent approach to measure and report our holistic emissions contribution and understand what our positive impact constitutes relative to our negative impact by comparing

+ Profit: the CO_2 emissions avoided through the sale of refurbished products instead of new

and

- Loss: the emissions generated by us, also known as the corporate carbon footprint (CCF).

In 2025, we were able to save 128,584 tonnes of CO_2 through selling refurbished products compared to new. At the same time, refurbed emitted 33,122 tonnes of CO_2. Through this comparison, we can see that the potential of avoided emissions in 2025 was 3.9 times higher than our caused emissions in the same year.



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Below, we have summarized our methods behind our profit and loss emissions calculations and beyond.

Loss: Our Corporate Carbon Footprint (CCF)
In 2025, our total emissions added up to 33,122 tonnes of CO_2 equivalents. Just like last year, we fully account for emissions caused through products sold through our marketplace on a voluntarily basis[15].

Scope	Emitted tonnes of CO_2 in 2025	% Breakdown
Scope 1	<0.01	<1%
Scope 2 (market-based)	5.52	<1%
Scope 3	33,116	>99%
Total	33,122	

While only small amounts of our emissions are directly caused by us (Scope 1, fugitive emissions) or come from Scope 2 emissions (generation of heating and cooling), the majority of our emissions come from Scope 3, all other indirect emissions. These most notably include:

- emissions from 66% of marketplace products sold on refurbed (refurbishing, packaging, transport, utilisation, end-of-life)[16]
- operational emissions for running our marketplace, employee commuting, and home office and business travel
- production and transportation of procured products and services (incl. office materials, add-ons and their packaging, trade-in products and purchased services)

Profit: The positive environmental impact of refurbished products on emissions, water, e-waste, and resources compared to new devices

While the CCF has become an established calculation within and beyond our industry, it was much more difficult to quantify the positive impact we have through customers buying refurbished products instead of new. Refurbishing and recirculating products back into the loop not only avoids emissions but also other environmental impacts such as water and material resource consumption and e-waste. But how can we measure these avoided impacts for our “profit” side?

[15] As a marketplace, we are not obligated to account for products sold through our platform under the Greenhouse Gas Protocol

[16] The values were determined based on the quantity of products sold and the results of the ISO 14040/44 verified lifecycle assessment accounting model (see next section on “Profit”). Our CCF only includes our CE products and excludes B2B Offline sales.

To understand the positive impact refurbed has, we commissioned Fraunhofer Austria to measure the environmental impact in – so far – three phases:

Phase 1: In 2022, it was our goal to understand and quantify the impact five of our best-sellers had on three selected environmental impact measures when comparing refurbished vs. new products. The first phase led us to results that were better than we expected: the lifecycle analyses of two smartphones, a tablet, and two laptops showed that refurbished products save promising amounts of CO_2 emissions, water, and e-waste compared to new devices.

Phase 2: As the results from our first study were groundbreaking yet limited in product scope, we wanted to go one step further in our quest for innovation and expand the product range from five products to thousands of smartphones, tablets, and laptops sold on the refurbed marketplace. For this, we partnered with Fraunhofer Austria once again (2023-24) and developed a verified computational model that would allow us to measure avoided emissions, virtual water consumption, and e-waste through the extrapolation of three reference models from Phase 1. Using the environmental impacts established in the previous study, the model was fed with technical data on product characteristics that can influence the CO_2 emissions-, water- and e-waste-savings such as storage space, screen size, and year of production. A survey with sellers and the establishment of correction and conversion factors were further steps we took to improve our calculation methodology. Our efforts even led to the verification of our calculation model by an independent third party, GUT-Cert, in accordance with ISO 14040/44. This was a significant milestone, as the model gave us the ability to calculate avoided emissions, water, and e-waste for 66% of products sold via our marketplace in 2025[17]. Using the model, we were able to reliably quantify 129,000 tonnes of CO_2 emissions (our “Profit”) avoided, as well as impact savings of 45 billion litres of water and 442 tonnes of e-waste compared to new products in 2025.

Phase 3: After gaining valuable insights for a wide range of products sold on our marketplace, we wanted to dive deeper into environmental impacts beyond CO_2 emissions, water, and e-waste. Knowing that new consumer electronics can cause severe damage to the environment through the extraction of raw materials needed for their production, we worked with Fraunhofer Austria in 2024-25 to understand the saving potential smartphones have on material resources, critical raw materials, and conflict materials. Material resources is a pre-defined category in the lifecycle analysis of products and includes a range of materials such as metals and minerals, fossil fuels, and biological material (e.g. wood). Critical raw materials refer to a list of 34 currently recognised raw materials, which are both vital for the economy and at risk of supply disruption. It includes materials that are essential for producing smartphones such as lithium, cobalt, nickel, and copper. Lastly, conflict minerals are four minerals: tin, tantalum, tungsten, and gold (3TG), which are heavily used in smartphone manufacturing and can finance armed conflict or can be mined using forced labour[18]. Avoiding the extraction of conflict materials does not only reduce environmental degradation, pollution, and emissions, but also deters from social issues (see section 3.4.3).

The study showed that similar to the three previously tracked metrics, the savings potential is significant with a refurbished smartphone without a new battery saving 87% of material resources, 69% of critical raw materials, and 97% of conflict materials on average compared to the production of a new device

In 2025 we were able to avoid 129,000 tonnes of CO_2 emissions, 45 billion litres of water and 442 tonnes of e-waste compared to new products.

Viewing our contribution to emissions in a profit and loss logic further substantiates our mission of making consumption sustainable.

(data for 202517). For 2025 alone, this adds up to 1.55 tonnes of material resources, 46.22 tonnes of critical raw materials, and 1.43 tonnes of conflict materials being saved compared to new.

In summary, our CCF and research have helped us understand and assess the negative and positive impact we have on the environment and forms the basis for the steps we need to take from here. Viewing our contribution to emissions in a profit and loss logic further substantiates our mission of making consumption sustainable, as the positive impact we had in 2025 is 3.9 times higher than the emissions we caused. We are very proud of the contribution our research has made to the industry so far and will continue to dive deeper into our environmental impact data in the future.

In 2025, we also managed to improve the collection of emissions data from marketplace suppliers through requesting supplier data. In future, we also want to collaborate more closely with our sellers to gain a better understanding of their sustainability data needs.

[17] The calculation model is slightly updated every year because of changes in our product range (e.g. new products being sold) and updated emission factors. Because of this, the environmental impact data and coverage of products can slightly change from year to year.

[18] See EU Conflict Minerals Regulation and Business and Human Rights Centre

More details on research phase 1, 2, and 3 can be found in previous sustainability reports and on our Sustainability website, including reports from Fraunhofer Austria on:

- The life cycle assessment of the reference models (Phase 1)
- The development of the calculation model methodology (Phase 2), incl. our GutCERT Verification
- Whitepaper on the potential of unused smartphones in European households

Reducing our Negative Impact

While our core mission is to extend the lifespan of products, we acknowledge that our operations have an environmental footprint, see Loss: Our Corporate Carbon Footprint.

The majority of our emissions come from products sold through our platform, which are difficult to influence. Nevertheless, we are working on setting concrete reduction targets and initiatives to minimize our emissions along our value chain, for example through the collaboration with our sellers. Some steps we are already taking include:

- powering our office with 100% renewable energy
- providing our employees with refurbished IT equipment and plant-based office catering at company events
- reducing business travel with our remote first policy, and where business travel is not avoidable, prioritizing train travel for short distances and offsetting flights
- obligating our sellers to protect and preserve the environment, including spare part harvesting, obtaining and maintaining all required environmental permits, and minimizing their negative impacts on the environment through our seller guidelines
- laying out our strategy, KPIs, and goals in our yearly updated ESG Policy

Financing Environmental Protection Projects

In addition to measuring environmental impacts and reducing our negative impact where we can, refurbed finances a portfolio of diverse, highly effective environmental projects. Since February 2024, we financially support projects that protect our climate, increase biodiversity, recycle electronic waste, and simultaneously generate social benefits. We also support CO_2 removal projects that are crucial for global climate protection but are not yet adequately funded. Each project has undergone a thorough review process to ensure that it addresses our key ecological challenges and delivers measurable benefits for both the planet and people. Furthermore, we make sure the selected projects align with our stakeholder demands and provide a high and long-lasting impact.

> “The EthioTrees project in Ethiopia’s Tigray region demonstrates how climate action, economic resilience and humanitarian support can go hand in hand. In a context of severe food insecurity, Payments for Ecosystem Services have been essential in securing livelihoods and food access - without this support, many participating communities would not have been able to survive or continue restoring their landscapes. With refurbed’s support for this project, we achieve measurable emission reductions whilst making a direct, life-saving contribution to local communities.”
>
> Silvana Comino, Senior Expert for Nature-Based Solutions, myclimate Foundation

Minimise

Project:
Building a global e-waste recycling infrastructure

Summary
In our partnership with Minimise, we support environmentally sound collection and recycling of electronic waste in West Africa. This helps build a circular economy for valuable resources, prevent pollution, and create fair working conditions.

Impact 2025
15,000 kg of electronic waste collected and formally recycled

Web:
Minimise

Carbony

Project:
Innovating CO_2 Removal for the Future

Summary
Together with Carbony, we advance enhanced rock weathering, an innovative carbon sequestration method that accelerates natural mineral processes to lock away CO_2 for thousands of years.

Impact 2025
53 CO_2 certificates (=53 tonnes of CO_2 removed for 2025-2030 with carbony)

Web:
Carbony

myclimate

Project:
Restoring Ecosystems, Empowering Communities

Summary
Our collaboration with myclimate brings degraded landscapes in Ethiopia back to life – capturing CO_2, restoring biodiversity, and creating sustainable livelihoods.

Impact 2025
1,600 CO_2 certificates from 2024 = 1,600 tonnes of CO_2 removed

Web:
myclimate

Reforest Nation

Project:
Bringing Ireland's Native Forests Back to Life

Summary
By partnering with Reforest Nation, we help regrow Ireland's lost woodlands, restoring ecosystems and strengthening climate resilience.

Impact 2025
+1,500 trees planted through purchases of refurbed Ireland customers and customer service offering

Web:
Reforest Nation

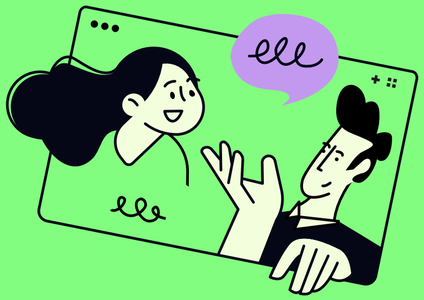
People

Impact starts with people. That’s why we want to empower our team members to lead with innovation, enable consumers to make conscious purchasing choices, or partner with sellers to build a more sustainable value chain. By fostering trust, transparency, and shared responsibility, we drive lasting impact together.

Developing an Inspiring, Talented & Diverse Team

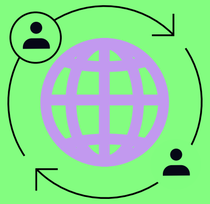
Our workforce at a glance

Workforce



As of December 31st 2025, refurbed has a total workforce[19] of 271 employees, equivalent to 260.9 full-time equivalents (FTE).

New Hires & Turnover



In 2025, we welcomed 35 new hires and said goodbye to 129 departures, resulting in a turnover rate of 40.6%. This elevated turnover was primarily driven by a company-wide organisational restructuring during the year, which included a planned reduction of approximately 20% of roles as part of strategic adjustments to the business.

Average Age

The average age of our employees in 2025 was 34. Almost all employees are permanent employees (>97%).

[19] Our workforce numbers include team members who are on leave (e.g. parental, educational, garden leave, etc.) as these persons still have active contracts with refurbed. Persons on leave account for ca. 9.7% of our total workforce.

A diverse, fair, and safe workplace

With employees working from 31 different countries, with 42 nationalities and speaking 28 different languages in 2025, refurbed thrives on diverse perspectives and cultural backgrounds. Diversity is further fostered by a nearly balanced gender distribution in our workforce with women representing 54.2% of our total workforce (non-binary: 0.8%, men: 45.0%) and 37% of leadership (non-binary: 0%, men: 63%) as of December 31st, 2025. While we have not reached an equal gender split in leadership positions, we are above benchmarks in tech companies for female leaders.

The unadjusted gender-specific salary gap across the company averages 29.4%. One significant reason for this is that predominantly engineers occupy roles in the upper salary quartile, among whom men are heavily overrepresented. Furthermore, the share of women in leadership positions has slightly decreased from 2024 to 2025, which contributes to a higher pay gap. To further close the pay gap and reach a balanced workforce, we actively promote hiring women and aim to advertise roles for women, especially in male-dominated professions.

We pay all our employees a fair and living wage based on the Austrian collective bargaining agreement. For employees working remotely, the salary is based on a transparent and fair system that adjusts wages to the respective wage levels and cost of living in the countries where our employees work.

We commit to offering a work environment where every individual is treated with dignity and respect, regardless of their skin colour or ethnic origin, gender, age or sexual orientation, religion or worldview, illness or disability. We do not tolerate any form of discrimination or harassment and offer all our employees the same opportunities. Our internal values, including equality and inclusion, enable all employees to freely express their opinions and ideas. With clear policies against harassment and discrimination and through regular feedback opportunities, we identify blind spots and promote a positive work atmosphere.

refurbed is committed to providing a secure and healthy workplace. To keep employees safe, a health and safety policy was introduced which helps identify safety hazards and implement control strategies to minimise the risk of injury to people and property. Thanks to our policy and implemented measures, refurbed has never recorded a workplace accident.

To foster an inclusive workspace and give our employees the possibility to connect beyond their work environment, we invite and financially support community clubs (e.g. Yoga, Climbing or the DEI (Diversity, Equity and Inclusion) Club).

Growth, engagement, and data-driven decisions

Employee development and engagement are at the centre of our company culture. To emphasise the significance of tasks and development opportunities, we offer various career paths, from traineeships to leadership positions. Flexibility is crucial to us – in 2025 6% (4 persons) of our customer service staff transitioned to other departments. Additionally, we provide internal training sessions for personal development and leadership development trainings for team leaders and department heads. The trainings included a “Coaching for Performance” Leadership Training, trainings on managing (under) performance, as well as AI during bigger company leadership gatherings.

Until April 2025, employees had unlimited access to an online learning platform. To better align with individual development needs and learning preferences, we transitioned to a more flexible approach by increasing each team member’s individual learning budget, enabling them to choose the learning formats and providers that best support their personal growth.

The voluntary, but highly recommended 360-degree feedback is a well-known method where each employee receives feedback from various colleagues and supervisors and is asked to conduct a self-assessment. Strengths, potentials, and personal development are subsequently discussed in line with refurbed’s company principles. The 360-degree feedback offers our employees an excellent opportunity to assess their progress and define their future goals while encouraging them to unleash their full potential.

Beyond our annual review cycle, our corporate values include giving and receiving feedback throughout the year. We encourage our employees to stay in constant feedback loops within and across departments and levels, directly or via the anonymous feedback ticketing system we offer. Engagement surveys, which we call our mood barometer, are conducted once every two months. On top of this, we host monthly townhall meetings with company-wide Q&As and in-person opportunities to ask questions during our Office Weeks (see below), such as a “leaders unplugged” or “ask me anything” sessions with our CEO. For us, these engagements are important instruments for measuring employee satisfaction in the workplace as well as identifying and addressing problem areas.

At refurbed, our work culture is built on transparency, collaboration, and data-driven decision-making. Everyone has a voice, and instead of relying on hierarchy or authority, we use data to guide our choices – whether it’s improving internal processes, shaping our company strategy, or iterating on our tech. Through open discussions and feedback, we ensure that decisions are based on data and impact rather than

seniority. This approach fosters a culture of trust, innovation, and continuous improvement, empowering every team member to contribute meaningfully to our shared mission.

Flexibility and well-being, built for balance

While we have an office in Vienna, refurbed chose to be a "Remote-First" company in 2022. This means that employees can work from (almost) anywhere in Europe. Our "remote at refurbed policy" enables every team member, regardless of location, to be seamlessly integrated into the refurbed community and contribute effectively to the company's long-term success. For refurbed, this has a great benefit, too, because the remote option attracts top talent across the continent while empowering our team members to lead fulfilling, balanced lives. On top of working remotely, refurbed also offers an annual budget of workation days, i.e. days where team members can work from abroad before or after a vacation.

All our employees – no matter where they work from – are treated equally to employees in Austria and Germany. This means that all our employees receive health insurance, paid time off and benefits such as company discounts.

While we want to give our team members high flexibility, it is important for us to come together regularly. For this, refurbed organises three in-person meetings per year where all team members across the company (one week in winter and one week in summer) or members of a department (one week in autumn) meet in the Vienna office. During these "Office/Department Weeks," we use the time together to foster relationships, learn, and work on tasks and projects where being in the same room is most effective.

To further support the well-being of our team members, refurbed offers confidential, on-demand mental health support through our partnership with Nilo Health, alongside access to in-house psychological expertise. In addition, during our Office Weeks we host guided meditation sessions and a variety of refurbed Club activities – such as yoga, dancing, and other community events – creating regular opportunities to recharge, connect, and support mental well-being.

The Vienna office further provides ergonomic workspaces, standing desks, and offers free breakfasts for employees on Wednesdays.

Voice Of an Employee:

"At refurbed, I'm continuously encouraged to grow by taking on both operational and strategic challenges while developing my skills through the yearly learning budget. Together with a culture of community and responsibility, it creates an environment where my professional ambition and personal well-being truly align. "

Sara P.,
CS Vendor Lead at refurbed

Enabling Conscious Consumer Choices

Sustainability drives purchase decisions
Our customers are highly diverse in terms of demographics, broadly representing all age groups, socioeconomical backgrounds, and personal interests. From students looking for a new laptop, young couples in need of kitchen appliances, parents gifting the first smartphone to their children, to tech-savvy hobbyists with their eyes on a specific desktop PC model – they all find their way to refurbed at some point. What many of these customers share is a fascination for the idea of repair and re-use, motivating them to make more conscious consumption choices. In fact, while almost half of our customers choose to buy refurbished instead of new products due to economic aspects, more than 40% in Germany and Austria and 25% in Ireland also state sustainability-related aspects as their main purchase motivation[20].

Making sustainable consumption affordable
In line with our mission to make sustainability accessible to everyone, we commit to providing devices that are comparatively affordable thus positively impacting individual purchasing power. We know that low prices are a key purchase motivation for our customers and are happy to provide products that are between 27-72% cheaper than its brand-new counterpart[21]. This demonstrates that sustainable consumption doesn't always have to come at a premium and that avoiding negative environmental impact and saving money can go hand in hand. In 2025, for example, one of our top-selling devices, the iPhone 15, was, on average, 46% cheaper than a new iPhone 15[22]. At the same time a refurbished iPhone 15 without a new battery saves

- **84% CO_2 emissions**
- **87% of water**
- **75% of e-waste**
- **68% of critical raw materials**
- **97% of conflict materials**

compared to a new device[23]. We see it as our responsibility to continuously expand our product portfolio, giving our customers access to a broad range of affordable and sustainable refurbished devices (see section 3.2.3).

At the same time, we have made it our priority to not compromise on product quality (see section 3.2.4). More than 80% of our customers say they would buy refurbished again, often claiming they were positively surprised about the condition and functionality of the product[24].

Want to discover...

...the environmental impact of your refurbished smartphone, tablet, or laptop compared to a new device? Visit our website and compare your device's savings on CO_2 emissions, water, e-waste, material resources, critical raw materials, and conflict materials.

[20] Based on refurbed customer research, February 2026
[21] Based on comparison data from February 2026 (electronic items sold across our markets; comparison prices of new devices are the respective suggested retail prices (SRP))
[22] iPhone 15, 128 GB, Dual-SIM, black | Based on comparison data from 2025 (all iPhone 15 models sold in Germany and Austria); comparison prices of new devices are the respective suggested retail prices (SRP)
[23] Based on Product footprint comparisons, see website
[24] Based on refurbed customer research, 2025

Voice Of a Customer:

“For my needs, I don’t always require a brand-new product. That’s why I’m happy to choose refurbished, pre-owned options and support the sustainability mindset behind them.“

Susanne, refurbed customer

“The clear product descriptions and the condition-based categorisation of refurbed devices are incredibly helpful. […]
Of course, price and the range of offers matter too — but I wouldn’t switch to a cheaper provider just to save ten euros. It’s also about the trust you build while browsing a thoughtfully designed website”

Holger, refurbed customer

We want to give our customers the opportunity to actively participate in shaping our business.

Customer-centricity, safety & data security
85% of our customers would recommend buying from refurbed to their friends, reflecting our ongoing efforts to enhance quality, transparency, and service. At refurbed, we always strive for customer-centric improvements, such as refining device product grading guidelines, launching new products and services, simplifying the product returns process, or enabling our customer support agents to provide better and faster service. A lot of these improvements would not have been possible without the numerous valuable ideas and feedback from our customers, who we are in contact with us continuously. Through surveys, as well as multiple contact channels, selective recalls, and user research studies, we want to give our customers the opportunity to actively participate in shaping our business.

The health and safety of our customers is put first at every step. Aware of the hazardous substances contained in electrical products, we enforce strict checks and compliance with product safety laws through seller refurbishment guidelines, device testing, and quality monitoring. Customers are urged to report any suspected device issues to our customer service, ensuring professional support is provided promptly.

Beyond physical health and safety, we take data privacy and compliance with the General Data Protection Regulation (GDPR) very seriously. We are committed to safeguarding personal data and ensuring that all information is collected, processed, and stored securely. Our policies and procedures are designed to uphold the highest standards of data protection, giving our customers and partners confidence in how their information is handled. We continuously review and update our security measures to remain compliant with evolving regulations, ensuring that privacy is at the core of everything we do.

Partnering for a Sustainable Value Chain

Scaling sustainability together: being a marketplace, we are always looking for sellers and partners to join our mission.

Only together can we extend product lifecycles and thus reduce emissions, water and resource consumption, and e-waste while offering customers high-quality refurbished devices. Starting from just a small number of sellers, refurbed has grown a multi-category seller base of +400 sellers across Europe by 2025, offering a wide range of products from consumer electronics to household appliances and sports equipment (see section 3.2.2). We want to foster strong and mutually beneficial partnerships and give our sellers the chance to scale their business in line with our strategy. Our sellers form an essential part of our value

chain, and we trust them to provide our customers with top-quality products. This is why we commit to a careful seller selection based on strict quality criteria (see section 3.2.4) and continuous management and support of our sellers. In 2025, our teams regularly visited sellers and invited them to our office in Vienna to exchange on topics of quality, growth, and sustainability.

While we strive to provide our customers with affordable products, we commit to supply those at no expense of ecological and social standards. This is why our Seller Guide sets clear guidelines for our partners with regards to:

- the protection and preservation of the environment, including obtaining and maintaining all required environmental permits,
- minimizing the negative impacts on the environment, including energy consumption, water consumption, air emissions, and waste reduction, esp. hazardous substances,
- labour and human rights, incl. child labour, compulsory or forced labour, and trafficking (extending not only to sellers but also to subsidiaries and affiliates, as well as subcontractors an sub-tier suppliers providing goods or services to them).

We believe that making refurbished the new normal reduces negative impacts on the environment and workers in the value chain. This is captured most clearly by our measurement on the savings of critical raw materials and conflict materials for refurbished smartphones vs. new. In our third cooperation with Fraunhofer Austria, we found that on average 40.3 grams (69%) of critical raw materials and 1.2 grams (97%) of conflict materials are saved when a refurbed product without new battery is bought compared to a new device[17]. While keeping products in the loop has great environmental benefits as described in section 3.3.1), the social benefits are also noteworthy, as the extraction of critical raw materials and, especially, conflict materials are often connected to human rights violations, as well as poor living and working conditions.[18]

It is our goal to further understand the environmental and social issues we face in our value chain together with our sellers. To tackle this, we will roll out a Seller Engagement Program on Sustainability in 2026. Only with our sellers and partners can we improve transparency, source more responsibly, and comply with environmental and social standards and regulation.

It is our goal to further understand the environmental and social issues we face in our value chain together with our sellers.

Voice Of a Seller:

“Working with refurbed truly gives you the feeling that you can make a real difference – for the planet, for customers, and for the business. Expanding into new markets and reaching new customers with refurbished products was very straightforward with refurbed. Together, we have been able to grow our impact as strong, mutual partners”

Daniel Reukauf, CEO at SmartSelling GmbH
with Schima Labitsch, CSOO at refurbed

Building Circular Brand Partnerships

For refurbed, partnering with brands is an important way to scale the circular economy beyond traditional refurbishing businesses.

Together, we create new routes for products to stay in use longer and reach more people across Europe through using our marketplace as a trusted channel. This helps move circularity from a niche solution to a more mainstream way of consuming.

Brand products on refurbed include pre-loved items that can no longer be sold by brands as new, but are still suitable for continued use after appropriate inspection and refurbishment. These may include customer returns, display or exhibition units, and, in selected cases, products from end of stock that would otherwise

Our brand collaborations are built on a shared ambition: to give high-quality products a longer life, reduce unnecessary waste, and make more sustainable choices accessible to more consumers.

be at risk of going unused. Making these products available again through refurbishment and resale helps extend product lifecycles, preserve value, and contribute to a more circular economy.

Our brand collaborations are built on a shared ambition: to give high-quality products a longer life, reduce unnecessary waste, and make more sustainable choices accessible to more consumers.

These partnerships create value for all sides. For refurbed, these collaborations provide access to high-quality, often premium products from well-known brands, strengthening our assortment and making trusted products available through our marketplace at affordable prices. For brands, refurbished has become a meaningful way to recirculate products more broadly, reach sustainability-minded customers, and support their circularity ambitions and targets. For customers, these collaborations increase access to high-quality refurbished products from well-known and trusted brands – making sustainable consumption easier, more trustworthy, and more affordable. In many cases, these products can become a first point of contact with refurbished. A positive product experience builds trust and, over time, can encourage more conscious consumption patterns.

Looking ahead, we want to deepen these partnerships further: improving category-specific refurbishment processes together, sharing data and industry expertise to unlock learnings, and bringing more categories and brands into the circular economy. With our brands, we work towards establishing refurbished as the new norm across categories.

Some of our top brands include:

GRAEF · woom · Steba GERMANY · moma bikes

AEG · RÖMMELSBACHER · SEVERIN · KÄRCHER

dyson · B/S/H/ · EGRET · GoPro · carlos global. urban. mobility.

Voice Of a Brand:

“As part of our Sustainability Strategy 2030, Kärcher has set itself the goal of increasing the use of circular materials in our products and packaging, enhancing the repairability of our products, and exploring new circular business models. The partnership with refurbed underlines these ambitions and contributes directly to our goals. Through refurbed, we reach customers who value Kärcher quality, responsible use of resources, and conscious consumption.”

Steffen Baum, Managing Director Alfred Kärcher Vertriebs-GmbH


refurbed®
Rethink New.