



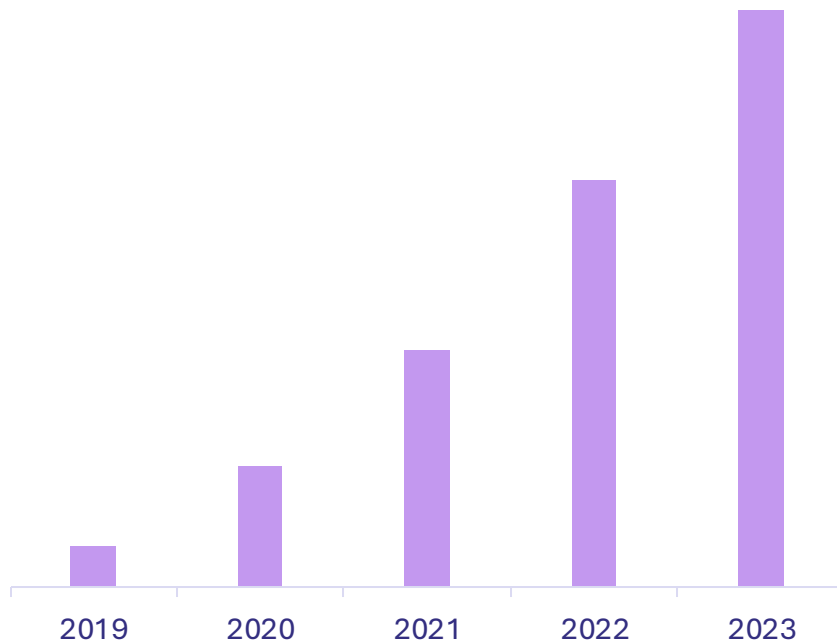
re@furbed^{re}

Rethink New.

Why us?

In 2017, refurbed was born. Since then, we have grown exponentially.

GMV development 2019 - 2023



+ € 2 Billion

GMV generated on refurbed since its launch



~ 200 Thousand

Products sold per month



~ 350 Partners

Carefully selected



~ 250 People

From 49 nations

Building a foundation for success

Our selection process is built on three foundational pillars that ensure we deliver the best value:



High Quality

We prioritize offering only the highest quality products, ensuring reliability and customer satisfaction.



Trusted Sellers

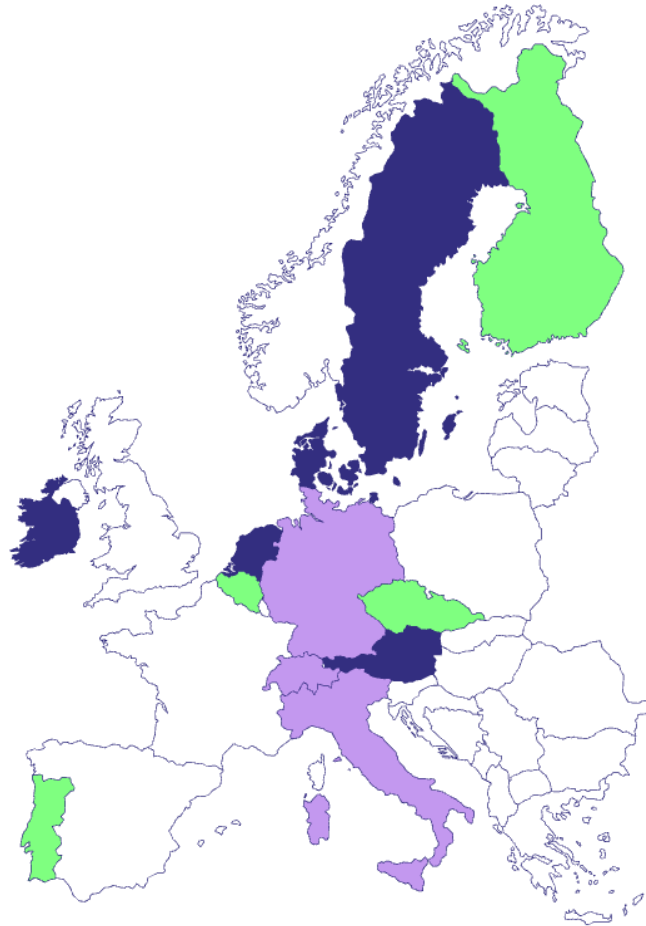
All our sellers undergo a thorough vetting process, ensuring reliability and a safe experience for both partners and customers.



Partnership-Driven

We prioritize a seamless experience for customers and suppliers, building trust, loyalty, and lasting success.

Key Growth Opportunities: Markets

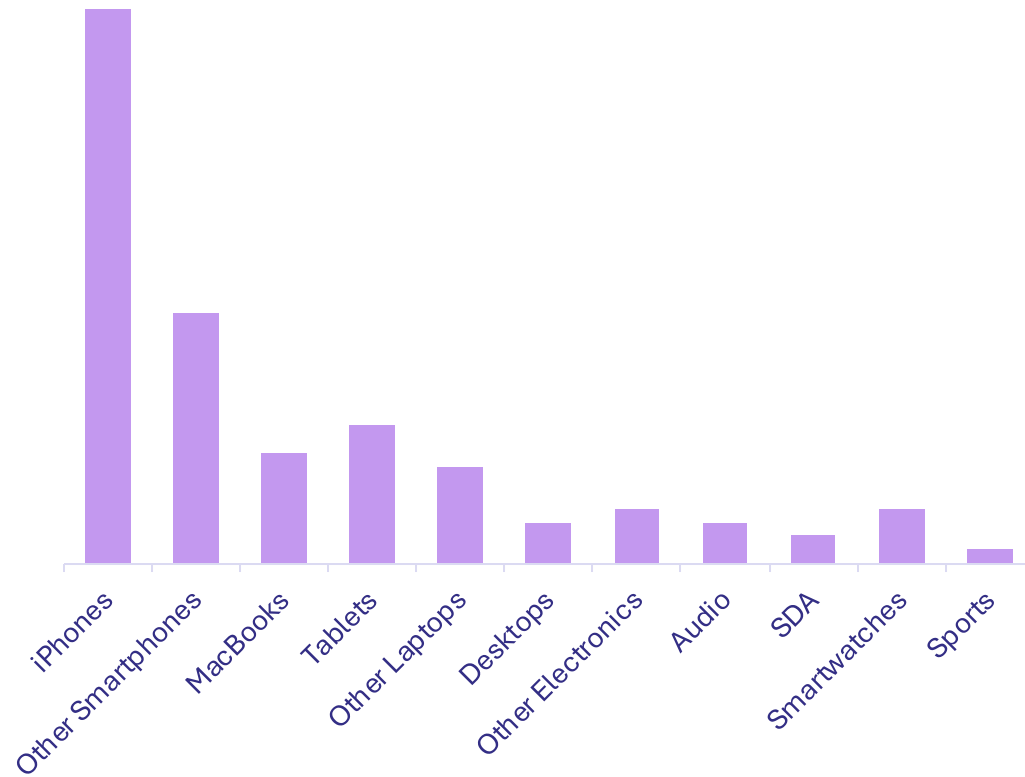


- Established presence in DE, IT, and CH.
- We're a market leader in AT, DK, IE, NL, and SE.
- By the end of 2024, we were able to go live in PT, BE, CZ, and FI and have already captured between 10% - 15% of the market share in each of these countries - and we're continuing to grow!

Key Growth Opportunities: Categories

Remaining committed to becoming the leading multi-category player in the refurbished market

Categories



Category diversification is a key pillar for Refurbed. It helps us attract customers hesitant to start with high-ticket refurbished items like smartphones while also retaining those who began with mobile by offering a broader product range over time.

Ultimately, while smartphones continue to grow steadily, adjacent categories are expanding even faster, creating high-growth opportunities for sellers.



+180 %



+200 %



+150 %

*GMV YoY

Maximize your reach

refurbed promotes your assortment efficiently through all channels



6,832,738,791 Impressions

Total number of times our ads have been displayed across various channels, showcasing the extensive reach and visibility achieved through our advertising efforts.

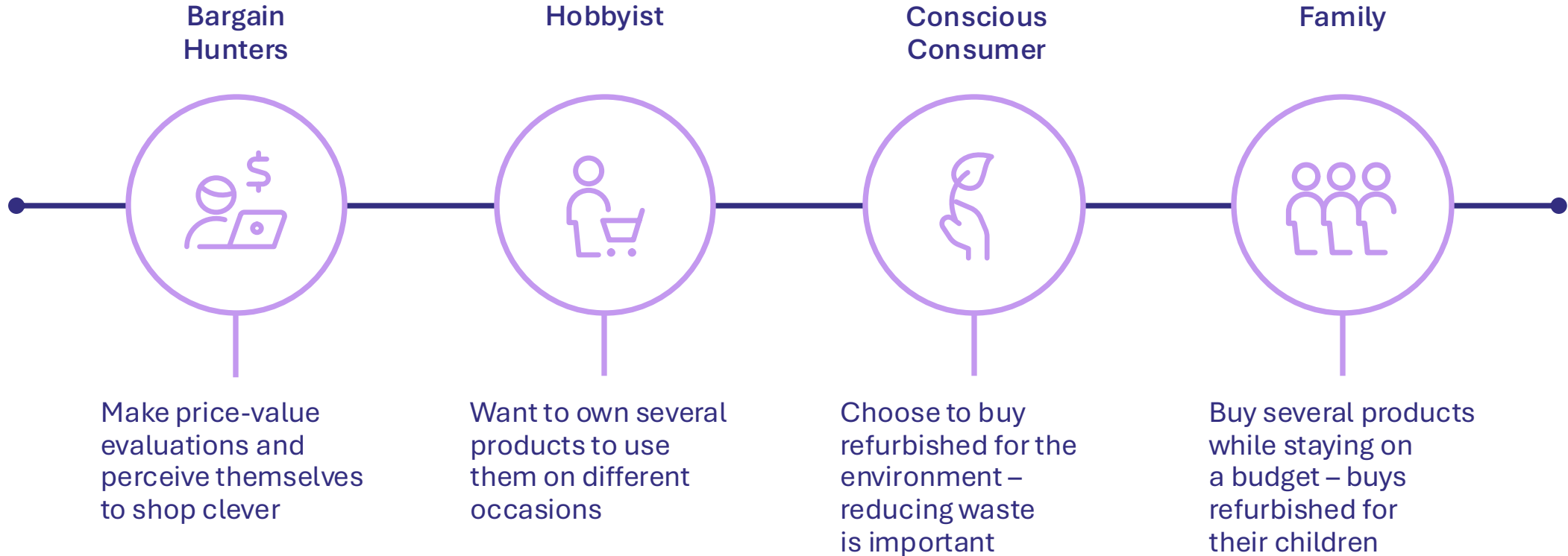


33,322 Ads

For 2024, we've run ads on multiple channels like TikTok, Meta, and Search Engine Advertising.

Exploring our customer base

Reach our customer base of 3+ million with a proven interest in buying refurbished products



Transparent and partner-focused benefits

Our partnership model is designed to offer flexibility, control, and support, ensuring a seamless and rewarding experience for your business.

- ✓ **No Setup or Monthly Fees:** Start for free and only pay based on actual sales.
- ✓ **Full Price Control:** Set your own prices for your products.
- ✓ **No Customer Service Fees:** Directly handle customer communication without added costs.
- ✓ **Fast Payouts:** Receive earnings weekly or daily for quick access to your funds.
- ✓ **Tailored Account Support:** Customized assistance based on your partnership level.
- ✓ **Transparent Payments:** No unnecessary delays or holds on your payouts.

Building trust through excellence

Affiliations



Integrators



Awards and recognitions



TRIGOS Award Social Innovation & Future Challenges Category



Corriere della Sera and Statista Award for Italy's Best Customer Service

Easy and supported onboarding

We'll be here to support you every step of the way, providing guidance and assistance as you move through the process.

1

Application and
Exploratory Call

2

Document
Uploads

3

Product Listing
and Verification

4

Supplier Guide Signing
and SEPA Mandate

5

Go-Live Call and
Tool Training

How our partnership could look

- ✓ You can easily access a **+50 EUR billion** refurbished Electronics market¹ in Europe with refurbed, without capital risk.
- ✓ You will benefit from refurbed's market presence in **12 countries** and **+3 million** customer base.
- ✓ Your company associates with a **high-quality platform** that is **well respected** in Europe and part of the European Refurbishment Association (EUREFAS) as well as a certified B-Corp company.
- ✓ You can start with a **pilot**, e.g., selling specific product lines, and grow its business gradually – but you can **also go in big if the set-up allows it**.

1. Estimated market potential until 2030 of refurbished Electronics in Europe; based on a 2022 McKinsey x refurbed study

What is needed from your side

- ✓ **EU entity and EU VAT.**
- ✓ **Compliance:** Ensure your products and your entity is compliant with European laws and regulations, e.g., CE marking, EPR numbers
- ✓ **B2C fulfilment:** Fulfil from an EU country (outbound, returns, repair/replacement)
- ✓ **Good stock availability and pricing:** Ensure your products are competitively priced and available to be shipped within our timeframe

Ready to make it happen?

Contact our Business Development team using the form:

[Become a Seller](#)