

# ***FAIRPHONE***

An introduction to Fairphone



## Our Mission

By establishing a market for ethical electronics, we motivate the industry to act more responsibly.

# Our Theory of Change

We want to raise awareness of the story behind your mobile phone by uncovering the complex supply chains behind electronic products.

Our mission is to set an example for the tech industry, showing them that it is possible to produce electronics more ethically and be commercially successful.

**Raise  
Awareness**

**Set an  
Example**

**Motivate  
the  
Industry**

# Impact Areas

We're making a positive impact in 4 areas

But how do we get there and how can a fairer phone be made? Fairphone is bringing the circular economy to the technology industry. We focus on 4 impact areas: mining, recycling, technology and design.

We can make a difference in how fairer materials are sourced, the working conditions, the way the phone is designed and ensure it can be recycled more easily.

## Fair Mining



## Workers' Welfare



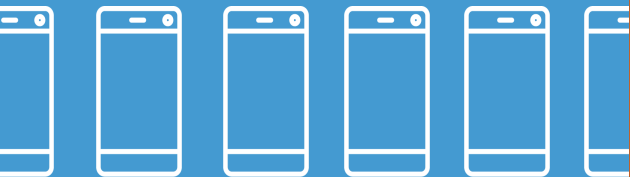
## Longevity



## Recycling



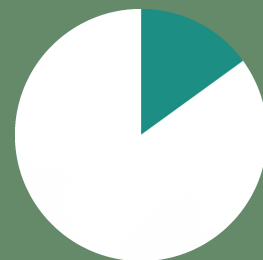
# Electronic waste is the world's fastest growing waste stream



**1.4 billion** phones  
are sold each year



The average lifespan  
is **2-3 years**



Only **15%** are reused or  
recycled after use



# Putting people and planet at risk.

## People

People are under pressure to keep up with this high demand of consumer electronics



## Planet

Landfills are filled with electronic waste. Getting in the way of wildlife. It's toxic and a waste of resources





# How it started

Born as awareness campaign.

- Fairphone started in 2010 as an awareness campaign against conflict minerals in consumer electronics.
- We noticed that although people were willing to use a fairer alternative, there wasn't one on the market.
- This marked the birth of Fairphone as a social enterprise and the release of the Fairphone 1 in 2013.



# Growing Network

We grew our network of commercial partners in Europe





# Modularity

## Modularity:

- Saves resources
- Reduces emissions
- Improves repairability and recyclability.





## Recycling

Because our industry is a huge contributor to the global electronic waste (e-waste) problem, we're working on a variety of projects that focus on reuse and recycling, to offer solutions for taking care of our precious and limited resources.

# Fair Mining

Our ambition is to source materials in a way that's fair, traceable and responsible, and supports better conditions for mine workers, factory workers and their communities. With every phone we make, we are taking another step forward in our quest for fairer electronics.





# Fairphone: A leader in green electronics



2020 Mobile Industry Awards finalist in three categories: Smartphone Manufacturer of the Year, Innovation of the Year and CSR Initiative of the Year



First smartphone to source Fairtrade certified gold



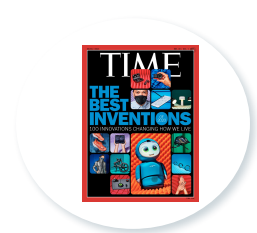
Ecovadis platinum sustainability rating, putting us in the top 1% of our industry



iFixit reparability score: 10/10

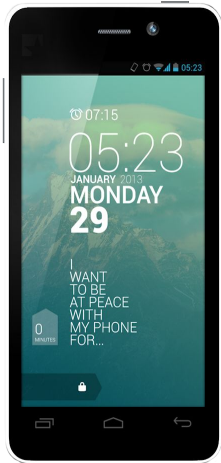


Certified B Corporation



TIME Magazine best inventions 2020

# The Fairphone family so far



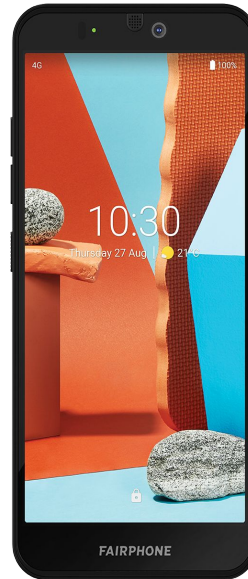
**Fairphone 1**  
2013



**Fairphone 2**  
2015



**Fairphone 3**  
2019



**Fairphone  
3+**  
2020

With each generation of its mobile phones, Fairphone has introduced the industry to its latest concept of fairness.

Fairphone 1 marked our debut in the industry as a force for change—the first smartphone company attempting to create an ecosystem for easy repairability by offering all spare parts on its online store.

Fairphone 2 was the first modular phone on the market, a revolutionary concept to increase repairability and longevity.

With Fairphone 3, we widened our reach and proved to the industry that sustainability is a viable business model.

Last year we launched Fairphone 3+, to show the industry that users don't need to buy a new phone to get an upgrade.

**Introducing the world's first sustainable,  
modular 5G smartphone**



# Sustainable, long-lasting and fair: **Fairphone 4**



# Fairphone 4 proudly stands out as sustainable, long-lasting and fair



## Extended 5-year warranty

Availability of spare parts guaranteed combined with long-term software support



## Electronic waste neutral

The first electronic waste neutral handset on the market: We recycle the total amount of products we sell



## World-leading repairability

Highest scoring smartphone in the market



## Improved working conditions

We aim to continue our living wage program and expand partnerships with strategic suppliers to  $\geq 50\%$  to improve working conditions

## 70% Fair content during its life

14 focus materials and the first company to also integrate Fairtrade Gold into an electronics supply chain



## Blue Angel | TCO

Pending 3rd party validation. We've submitted applications for Blue Angel certification and TCO certification.



# Welcome to the fair side



## Three variants

### Grey

**6 GB RAM, 128 GB Internal Memory**  
**579 EUR RRP**

**Grey and green, green-speckled**  
**exclusively at Fairphone.com**

**8 GB RAM, 256 GB Internal Memory**  
**649 EUR RRP**

## What's in the box

- Device
- Quickstart and health & safety guide

“If you don't need it, we don't include it.”  
We don't include a charger and cable in the box to promote using the accessories that consumers already own and help to cut down on e-waste.

## Key specs

5G European operator ready  
Dual SIM (NanoSIM and eSIM)

### Cameras

48MP wide OIS with laser AF  
48MP ultra-wide / macro  
Color sensor & 1D TOF sensor (low-light assist)  
25MP FF (Selfie)

Qualcomm 750G (7225) Chipset  
3905 mAh Battery (50% charge in 30min)  
Qualcomm 4.1 Quick Charge

6.3 inches Full HD+ Display

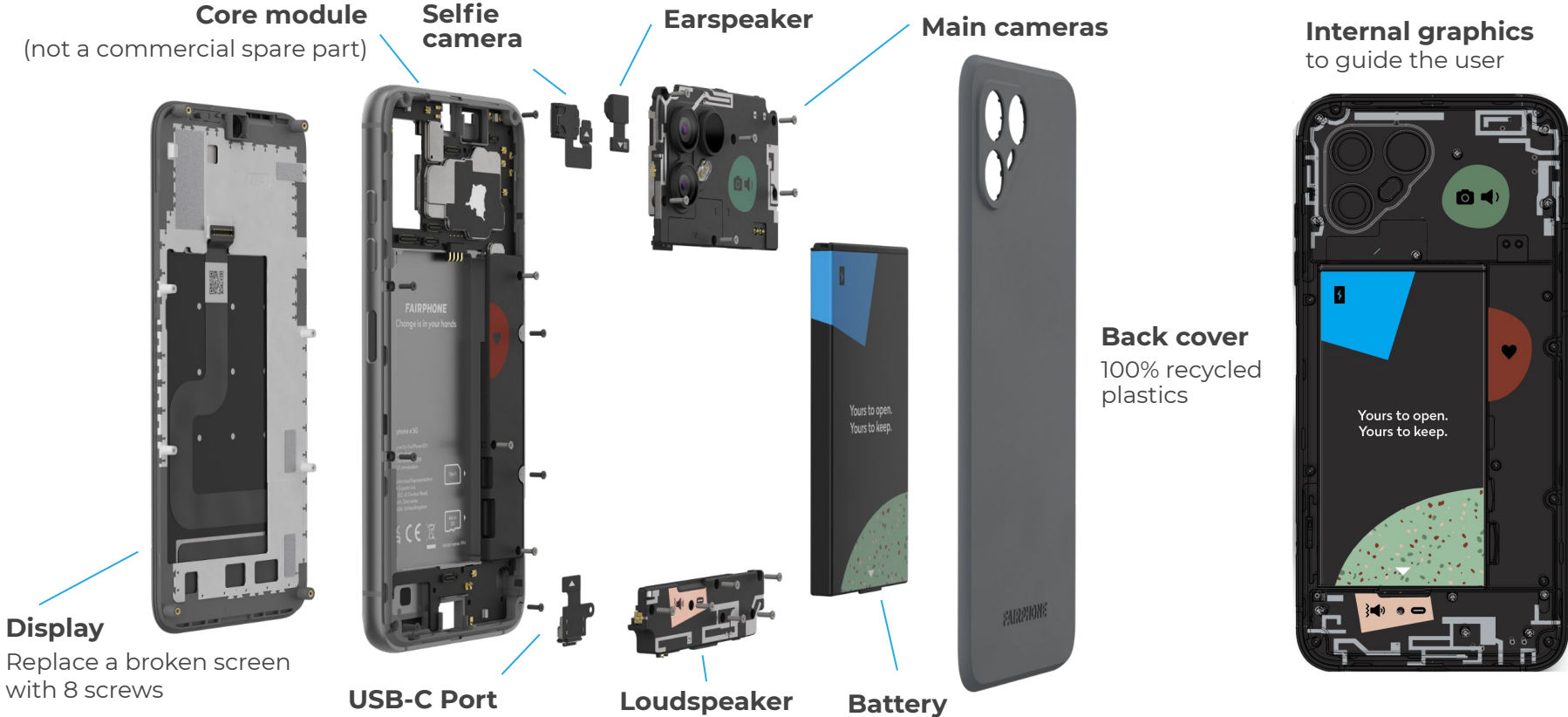
1080 x 2340 resolution  
Pixelworks Technology  
Corning Gorilla Glass 5

IP 54 Rating  
Side Mounted Fingerprint Sensor  
Expandable SD card slot (up to 2TB)



# Modularity as a frontrunner for longevity:

## Easy to repair and delivering an entire ecosystem



SUBJECT TO CHANGE

***FAIRPHONE***

Change is in your hands

[www.fairphone.com](http://www.fairphone.com)