

# FAIRPHONE

## Press Release

FOR IMMEDIATE RELEASE

## Fairphone launches Fairphone 3 to show there is a real sustainable smartphone alternative

*Third generation modular phone offers top performance combined with fair specifications*

**Amsterdam, the Netherlands, 27th August 2019** – The Dutch social enterprise Fairphone is pleased to announce the launch of their latest smartphone: the Fairphone 3. The new, improved modular phone builds on the company's previous achievements to deliver a sleek and durable device that closes the gap between performance and sustainability.



From electronic waste and massive CO2 emissions to harsh working conditions and devastating sourcing practices, the smartphone industry is a huge contributor to some of the world's most serious environmental and human rights problems. Since 2013, Fairphone has been pioneering new approaches to improve the way these products are made and create scalable models that can be replicated in the rest of the industry. While working to develop and produce more sustainable phones, Fairphone has made the supply chain more transparent but has also learned valuable lessons about the systemic limitations and challenges related to this sector.

The Fairphone 3 combines Fairphone's ambitions for a fairer electronics industry with the insights it gained from creating two prior phones to achieve its most advanced modular phone to date. Fairphone has developed and refined the modular architecture to be more reliable and durable in a sleeker and slimmer design, building on the experience it gained producing the world's first modular smartphone, Fairphone 2. The Fairphone 3 contains 7 modules, which have

been designed to support easy repairs and support Fairphone's goals for long-lasting and sustainable phones. Based on Fairphone's research keeping the Fairphone 3 longer, while maintaining it, can save 30% of CO2 emissions or more. It's long battery life, high-performance Qualcomm 632 processor and 12 MP Dual Pixel rear camera and 8 MP front camera with advanced software optimization, combine to deliver an outstanding camera experience especially in low-light conditions. The phone's technical specifications deliver great performance even for demanding users. It's competitive specifications including 64GB of memory, which can be expanded to over 256GB with MicroSD, robust Gorilla® Glass 5 and it's modular architecture make the Fairphone 3 a phone that is designed to last. Fairphone 3 will be sold with sustainable and reusable packaging and is delivered with its own protective bumper for extra protection from everyday day knocks and bumps.

But the true differentiator is what Fairphone refers to as "fair specs". With every new generation of phones it develops, Fairphone is expanding on existing projects and introducing new initiatives to make its supply chain fairer for all those involved. Fairphone is collaborating with the final assembly partner Arima to improve employee satisfaction by improving worker representation, health and safety and by paying a bonus to workers with the aim to bridge the gap between minimum and living wages in the factory. From a materials perspective, the phone is made with responsibly sourced and conflict-free tin and tungsten, recycled copper and plastics, and sources Fairtrade gold. Fairphone was the first electronics manufacturer to integrate Fairtrade gold into its supply chain. Fairphone is also in the process of setting up an initiative for better sourcing of cobalt, the key mineral for the energy transition. After an initial research phase, the program will go into implementation and will be connected to the FP3 supply chain. And to combat e-waste, the phone supports collection programs in countries like Ghana and will reward buyers for using Fairphone's recycle program to return their previous phones. Fairphone continues its existing initiatives for more sustainable and fairer production of smartphones and has integrated them into the supply chain of Fairphone 3, together with more innovative projects that continue Fairphone's vision for a fairer electronics industry.

Fairphone CEO Eva Gouwens sums up the company's goals for the Fairphone 3, commenting:

*"We envision an economy where consideration for people and the planet is a natural part of doing business and according to this vision, we have created scalable ways to improve our supply chain and product. We developed the Fairphone 3 to be a real sustainable alternative on the market, which is a big step towards lasting change. By establishing a market for ethical products, we want to motivate the entire industry to act more responsibly since we cannot achieve this change alone. "*

Starting today, the Fairphone 3 is available for presale on [Fairphone's website](#) and from strategic partners online for a suggested retail price of 450€\*. The device will be released from September 3 and become available across Europe from selected (online) retailers and operators.

\*Pricing may differ across countries due to different taxes and levies.

## Note to the editor

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### About Fairphone

Fairphone is a social enterprise that is building a movement for fairer electronics. By making a phone, we're opening up the supply chain and creating new relationships between people and their products. We're making a positive impact across the value chain in mining, design, manufacturing and life cycle, while expanding the market for products that put ethical values

first. Together with our community, we're changing the way products are made.

### Fairphone 3 specifications

#### Display

5.7 inch Full-HD (18:9)  
Corning Gorilla® Glass 5

#### Camera Modules

12MP/8MP  
Software Optimised for Performance

#### Operating System

Android™ 9 (Pie)

#### Battery

3000mAh removable, with fast charging

#### SIM slots

Dual nano-SIM

#### Memory

4GB RAM  
64 GB internal storage  
Expandable storage via MicroSD slot

#### Connectivity

Wi-Fi  
Bluetooth® 4.2 LE, GPS  
NFC

#### Modular design

7 modules for easy repair

#### Chipset Qualcomm® Snapdragon™ 632

#### Network

2G, 3G, 4G, VoLT

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Photos, videos, fact sheets and other materials are available at the Fairphone press page: <https://fairphone.com/en/about/press/>  
[www.fairphone.com](http://www.fairphone.com)

For additional information and interview requests, please contact:

Fabian Hühne and Lora Haspels

Email: [fabian@fairphone.com](mailto:fabian@fairphone.com) and [lora@fairphone.com](mailto:lora@fairphone.com)

Tel: +31 20 788 44 02;

# FAIRPHONE

## Press Release

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## Fairphone's upgraded camera modules prove you don't need a new phone to get the latest specs

*New modules enhance performance and fair specs for both new and existing Fairphone owners*

**Amsterdam, the Netherlands, 27th August 2020** – With the launch of two new camera modules, Dutch social enterprise Fairphone has once again taken an innovative approach to smartphone longevity and sustainability. Starting today, the camera modules will be available separately, for current users, or in the upgraded version of the Fairphone 3 for new users: the Fairphone 3+. This achievement is the company's latest step in their journey to create fairer, long-lasting, high-quality devices.

In the electronics industry, rapid technological advances have led consumers to believe that the next big thing is always just around the corner. However, in reality, the latest gadget is rarely life changing, and smartphones are becoming more similar than ever before, with only incremental improvements from one model to the next.

The current consumer (and industry) mindset means that 1.4 billion mobile phones are sold every year – often replacing a device that still works just fine. Today, people only keep their phones on average for 2.7 years, and less than 5% of the materials used can be recovered for reuse. This behavior contributes to the issue of electronic waste (e-waste), which is the fastest growing waste stream worldwide. Excessive consumption also puts a strain on natural resources, and contributes to the ongoing social and environmental issues in every part of the supply chain, from the mines to the factories.

One of the ways to positively impact all of these problems is to use phones for as long as possible. This is exactly what Fairphone is enabling with the launch of the Fairphone 3+. The latest phone – an upgraded version of the Fairphone 3 – contains new camera modules to significantly improve the photo and video quality, as well as improved audio with louder, crisper sound. The refresh upgrades the rear camera from 12 megapixels to 48 megapixels, and the front camera from 8 megapixels to 16 megapixels – giving users sharper selfies and clearer video calls. The cameras also feature enhanced object tracking, faster autofocus and image stabilization for more reliable shots. In addition, software optimization provides an outstanding user experience. Besides technical improvements, the Fairphone 3+ contains 40% recycled plastics, the equivalent of one 33cl plastic bottle, which is a much higher percentage than Fairphone 3

(9%).

However, this improved experience isn't only available to new Fairphone buyers – because the camera modules are sold separately, current Fairphone 3 users can upgrade their devices for as little as €70 until the end of September and €94.90 as of 1 October. This encourages users to keep their phones longer, while easily accessing the latest functionality at the same time. Fairphone's recent life cycle assessment found that keeping the Fairphone 3 or other mobile devices for five to seven years – one of Fairphone's key ambitions – could reduce the phone's CO2 footprint by 28-42%. However, many industry-wide barriers to smartphone longevity remain, including continued software support and ensuring long-term availability of spare parts.

The rest of the technical specifications of the Fairphone 3+ are similar to the Fairphone 3, such as a Qualcomm 632 processor, 64GB memory (expandable to 400GB with a MicroSD card), a replaceable 3000mAh capacity battery and sturdy Gorilla® Glass 5. As with previous models, it also contains replaceable modules to encourage easy repairs, further supporting Fairphone's goal of creating sustainable, long-lasting phones. The Fairphone 3+ comes pre-installed with Android 10, which will also be available for the current Fairphone 3 users starting in the first half of September.

On top of all this, what sets Fairphone apart is what the company refers to as “fair specs”. With every new phone it develops, Fairphone is expanding on existing projects and introducing new initiatives to make its supply chain fairer for all those involved. Sales of the Fairphone 3+ and the upgraded camera modules will contribute to:

- Collecting e-waste in Europe and abroad, plus sourcing Fairtrade gold, fair cobalt and conflict-free tin and tungsten from high risk areas, as well as recycled copper.
- Improving conditions in small-scale cobalt mines in the Democratic Republic of the Congo and gold mines in Uganda.
- Launching the Circular Module Program for Fairphone 3 and Fairphone 3+, encouraging customers to send back their old or broken modules free of charge to give them a second life. The program is currently being launched in Germany with iFixit, and in France with our repair partner, Cordon. Other countries will be added in the near future.
- Employee satisfaction programs and living wage bonuses for factory workers in China.

Fairphone CEO Eva Gouwens sums up the company's goals for the camera upgrades and Fairphone 3+, commenting:

“We believe that we must make the most of the materials used in consumer electronics. We're moving one step closer to a circular economy by encouraging the reuse and repair of our phones, plus making it easier for users to keep their devices for longer. The launch of the new camera modules and the Fairphone 3+ is a concrete example of how we're making this possible. By showing that it is commercially viable to care for people and the planet, we want to motivate the electronics industry to act more responsibly.”

From 27 August, the Fairphone 3+ will be available for presale on Fairphone’s website and via partners for a suggested retail price of €469\*. The device will be released on 14 September and will be available across Europe from selected (online) retailers and operators.

## Note to the editor

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### About Fairphone

Fairphone is building a market for ethical phones and motivating the industry to act more responsibly. We design, produce and sell smartphones to uncover the supply chain behind our products, raise awareness for the most urgent issues, and prove that it’s possible to do things differently. Together with our partners and collaborators, we’re working to make caring for people and the planet a natural part of doing business.

### Fairphone 3+ specifications

#### Display

5.65 inch Full-HD (18:9)  
Corning Gorilla® Glass 5

#### Camera Modules

48MP/16MP  
Optimised by Arcsoft

#### Operating System

Android™ 10

#### Battery

3000mAh removable, supports Qualcomm QuickCharge

#### SIM slots

Dual nano-SIM

#### Memory

4GB RAM  
64 GB internal storage  
Expandable storage via MicroSD slot

#### Connectivity

Wi-Fi  
Bluetooth® 5.0 LE, GPS  
NFC

#### Modular design

6 modules for easy repair

Chipset Qualcomm® Snapdragon™ 632

#### Network

2G, 3G, 4G, VoLTE

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Ioiana Pires Luncheon and Lora Haspels  
Email: [ioiana@fairphone.com](mailto:ioiana@fairphone.com) and [lora@fairphone.com](mailto:lora@fairphone.com)  
Tel: +31 20 788 44 02;

#### GENERIC/INTERNATIONAL

Starting today, the upgraded camera modules and the Fairphone 3+ (for a suggested retail price of 469€\*) are available for pre-sale on Fairphone's website and from selected partners online. The products will be released on September 14 and will be widely available across Europe.

\*Pricing may differ across countries due to different taxes and levies.

#### DACH

Starting today, the upgraded camera modules and the Fairphone 3+ (for a suggested retail price of 469€\*) are available for pre-sale on Fairphone's website, as well as online from mobilcom-debitel and Galaxus in Germany and digitec in Switzerland. The products will be released on September 14 and will be widely available across the DACH area and Europe.

\*Pricing may differ across countries due to different taxes and levies.

#### NETHERLANDS/BENELUX

Starting today, the upgraded camera modules and the Fairphone 3+ (for a suggested retail price of 469€\*) are available for pre-sale on Fairphone's website and from selected partners. The products will be released on September 14 and will be widely available across Europe.

\*Pricing may differ across countries due to different taxes and levies.

#### UK/IRELAND

Starting today, the upgraded camera modules and the Fairphone 3+ (for a suggested retail price of 469€\*) are available for pre-sale on Fairphone's website. The products will be released on September 14 and will be widely available across Europe, from Vodafone in Ireland, The Phone Coop in the UK and selected online resellers.

\*Pricing may differ across countries due to different taxes and levies.

#### NORDICS

Starting today, the upgraded camera modules and the Fairphone 3+ (for a suggested retail price of 469€\*) are available for pre-sale on Fairphone's website. 3 is exclusively launching the Fairphone 3+ in Denmark and also offers pre-sales for the device. The products will be released on September 14 and will be widely available across Europe.

\*Pricing may differ across countries due to different taxes and levies.

## FRANCE

Starting today, the upgraded camera modules and the Fairphone 3+ (for a suggested retail price of 469€\*) are available for pre-sale on Fairphone's website and from Orange. The products will be released on September 14 and will be widely available across France from partners such as Orange, FNAC/DARTY, Boulanger and Commown.

\*Pricing may differ across countries due to different taxes and levies.