

FAIRPHONE

Press Release

FOR IMMEDIATE RELEASE

Fairphone takes circularity to the next level with Fairphone Easy, the sustainable smartphone for a monthly fee

Amsterdam, the Netherlands, 16 June 2022 – Fairphone, the Dutch social enterprise building a market for ethical smartphones, is piloting Fairphone Easy, the sustainable smartphone for a monthly fee, in the Netherlands. With Fairphone 4, the company introduced its most sustainable and modular phone and is now taking circularity to the next level. The subscription service, which is disrupting the consumer electronics sector's business model, is aimed at people who want to make a sustainable choice and to use their phone longer, but prefer repair and maintenance to be taken care of for them.

Fairphone Easy subscribers do not need to worry about replacing their phone or about fixing it when something breaks. Fairphone takes care of any maintenance or upgrade needed. Users are also rewarded with lower monthly fees if they take care of and use their phone for longer. For every year users keep the phone longer and don't need to have it repaired due to damage, they pay two euro less each month, even after five years of use. How can a phone subscription be more sustainable than buying a phone? First, Fairphone Easy aims to stimulate subscribers to increase the lifetime of their phone by ensuring they enjoy keeping their phone in use longer. If the subscriber stops, Fairphone ensures the phone 'lives on' by refurbishing it and giving it to a new subscriber, or re-using the parts to repair another phone. At the end of the phone's life, Fairphone will make sure it is properly recycled. This way it won't become e-waste or end up in a drawer—where all its valuable materials cannot be utilized.

Every year 1.4 billion mobile phones are sold globally and users keep their phones for an average of 2-3 years. Yet only 15% of these discarded phones are collected for recycling, adding to the growing e-waste stream and increasing CO2 emissions, since in a smartphone's lifetime, 70% of emissions occur during production. These rapid lifecycles not only have a negative impact on the planet, but also on the people working in the supply chain.

Fairphone wants to help solve the problems of overconsumption and waste in the electronics industry by encouraging smartphone longevity. The longer you keep your phone, the lower its environmental footprint. Current business models are focused around making profit by selling a new device as often as possible and therefore drive rapid lifecycles and overconsumption. Fairphone has been challenging this business model for years by providing spare parts and upgrades to users, which creates additional revenue streams. Fairphone Easy takes this to the next level, meaning that the revenue stream is decoupled from the material use. The business model becomes more attractive if subscribers keep their device in use longer. Plus, less virgin metals and materials are needed and they also lower their CO2 emissions, since less phones are produced with a more circular service model in place that ensures users enjoy keeping their phone in use longer.

By choosing Fairphone 4, users are already choosing a phone that's electronic waste neutral, has Fairtrade gold in its supply chain and has hardware and software support for at least five years. On top of that, being sustainable is now easier than ever. Subscribers can choose the monthly subscription that best fits their needs. When their phone is broken or damaged, Fairphone will take care of the repair. With Fairphone's swap service, users will never be without their phone for long. Some other benefits of Fairphone easy are:

- It's frictionless and worry-free – Fairphone supports subscribers with the repair and maintenance of their phone
- Fairphone's 48-hour swap service ensures subscribers never have to be without a phone for more than two days
- Flexibility – after a certain period, subscribers can stop or change the subscription at any time

Eva Gouwens, CEO at Fairphone, comments: "Fairphone Easy allows subscribers to make a bold choice for a more sustainable smartphone by offering a frictionless package. There are other subscription models being discussed in the industry at the moment, but they are taking the opposite approach by encouraging constant upgrades through their service. We are taking a completely different approach. We're lowering the threshold of moving towards Fairphone and creating a business model that encourages longevity. With Fairphone Easy, we want to extend the lifetime of our phones, by providing great service, controlling what happens to the phones and ensuring they are repaired and maintained properly. This will ideally allow us to extend the average lifetime of our phone to five years and we will not only limit e-waste but we will be able to cut CO2 emissions by 31%, based on our lifecycle assessment for the Fairphone 4. We want users who join Fairphone Easy to keep their phones for as long as possible and we even incentivise longevity by offering discounts after the first year of use. We want to show the industry that the subscription model doesn't have to lead to frequent full phone upgrades, but that it can encourage a more sustainable approach."

Fairphone Easy is available for users in the Netherlands [here](#).

About Fairphone

Fairphone is building a market for ethical phones, motivating the industry to act more responsibly and pioneering more sustainable ways to make smartphones. Our latest device, Fairphone 4, is described with the tagline 'Sustainable. Long-lasting. Fair.' Fairphone 4 offers an unprecedented 5-year warranty*, is a unique electronic waste-neutral handset and contains fairly sourced materials, challenging the electronics industry to take a more responsible approach. It is the only smartphone on the market certified with the German eco-label Blue Angel and TCO Certified (for sustainable IT products).

- 5G and dual SIM
- Modular design for easy repair
- 5-year warranty* for maximum longevity
- 48MP dual rear cameras with supporting sensor and 25MP selfie camera

The smartphone was launched in 2021 at a suggested retail price of €579 (6GB RAM, 128GB internal memory) or €649 (8GB RAM, 256GB internal memory). The two variants of the device are available in Europe from a wide distribution network of (online) retailers and network operators and Fairphone's website. To learn more about Fairphone 4 click [here](#).

*if bought before 31/12/2022, and warranty activated within 90 days on [Fairphone.com/warranty](https://www.fairphone.com/warranty)

For additional information and interview requests, please contact:

Ioiana Pires Luncheon and Anna Jopp

Email: ioiana@fairphone.com and anna.jopp@fairphone.com

Tel: +31 20 788 44 02

