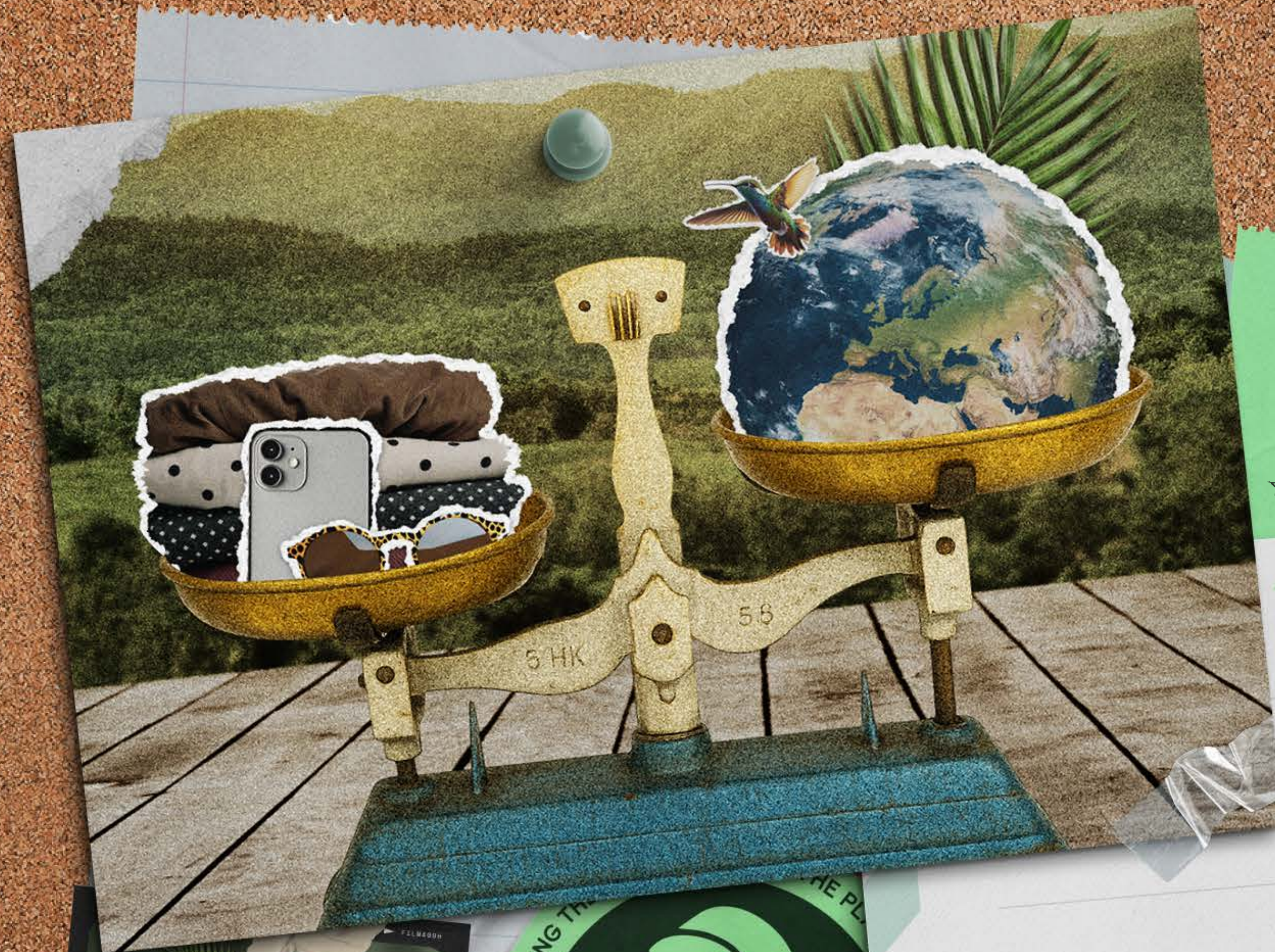




OLX Impact
Report FY26



The impact of **RESELLING**

Your next good deal is also a good deed





Not your average impact report.

THIS ONE'S ABOUT YOU

This impact report shows you how you – as an OLX user – are a part of something bigger. By choosing to buy or sell preloved, you are **part of a community** of do-gooders for people and planet.

First, we'll dive into the big numbers: what's the impact of OLX globally. And then we'll look at you, you treasure seeker.

PART OF SOMETHING BIGGER

In FY26, **23.9 million people** used OLX apps every month¹ to find good deals and unique items.

¹ Based on data collected during FY26.

That's millions of people:

Saving money by
buying preloved

Giving the seller a small
financial boost

Helping to build a more
sustainable world

Being an active part
of the circular economy

The big positive **PICTURE**

Looking at electronics² alone, **2.3 million deals** helped sellers earn **€311 million**³ and buyers save **€350 million**⁴, compared to when they would've bought new items. But the impact goes far beyond money.

We analysed **electronics**, **vehicles** and **car parts**⁵, and in just these categories our users made a huge impact.

² Whenever we talk about electronics in this report, we mean smartphones, tablets, laptops and TVs.

³ Calculated by multiplying the total number of sales by the average sales price.

⁴ This is calculated by the formula: [sales on OLX] x ([new retail price] - [second-hand price OLX]) x [% lifespan extension] x [% substitution factor]
We use the lifespan extension to account for the fact that second-hand items usually last shorter than new ones. We use the substitution factor (50%) because we assume that only 50% of people would've bought a new item if second-hand wasn't available. Only for these people, OLX generates savings. For the other 50%, OLX provides them access to a product they otherwise couldn't have afforded, a positive social benefit.

⁵ Cars and motorcycles are marked as 'sold' when buyers and sellers exchanged 10 messages. Cars parts and electronics after 3 messages.



IMPACT RECEIPT



Our total community traded over **5.9 million preloved electronics, vehicles and car parts**. This amounted to the following total savings:

 **Materials** _____ **861 thousand tonnes**
That's the weight of over 21,000 Boeing 737s

 **Water** _____ **155 billion litres**
Enough to fill 62,000 Olympic swimming pools

 **CO₂** _____ **1.78 million tonnes CO₂eq**
Equal to around 693,000 passenger roundtrips between Amsterdam and Cape Town

 **Energy** _____ **31.9 million GJ**
That's how much 1.3 million French people consume in an entire year

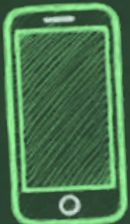


Enough about us. LET'S TALK ABOUT YOU!

Your next good deal is also a good deed

By using OLX, you can save money and help the planet. Let's look into the former first: **Your pockets.**

On average, by selling a preloved item, you could earn:


Smartphone
€217


Tablet
€168


Laptop
€218


Television
€98


Car
€8,537


Motorcycle
€2,676

And bonus: by using our platforms, you're not only saving or earning money yourself, but you're also **helping your trade partner earn or save money.**

Here's what you typically save by choosing **second-hand** over new:


Smartphone
€413


Tablet
€194


Laptop
€532


Television
€222


Car
€2,890


Motorcycle
€1,539

These numbers are corrected for the fact that preloved items usually last shorter than new items. **So even taking into account that it might break down sooner than a new item, you still make these savings!**

DID YOU KNOW?

Even if your item is very old or broken, you can still get a good amount of money for it. **You can still get between 30% and 60% of the price listed on the left.**

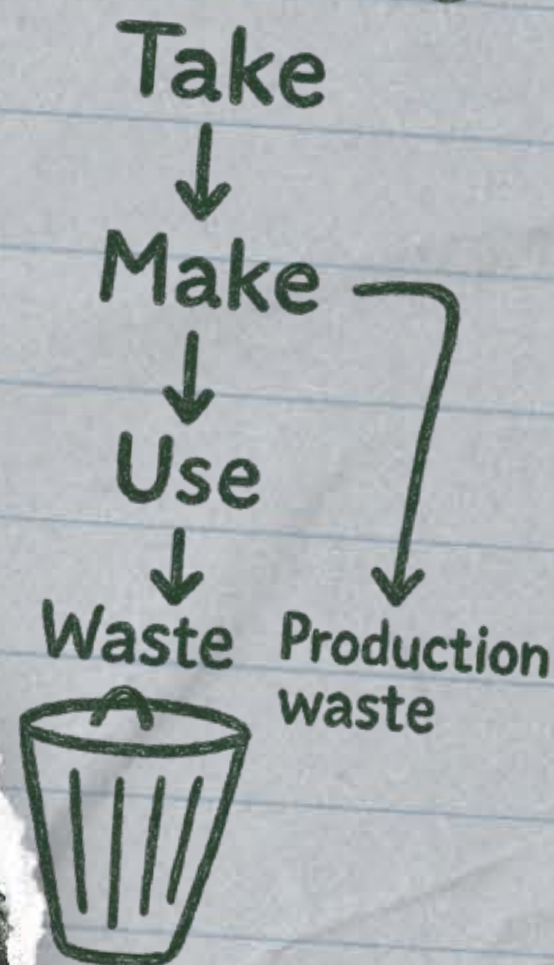
UP FOR THE CHALLENGE?

By using our platforms, **you're an active part of the circular economy**, in which products stay in the loop by reusing, repairing, refurbishing, reselling, et cetera. When buying or selling a second-hand item, you're keeping it in use for longer instead of letting it go to waste. And that is better for the planet.

So we'd like to challenge you:
sell one item you haven't used in a year.
Declutter your house, earn cash, help the planet. Challenge accepted?



Linear economy



Linear economy with recycling



Circular economy



How does that work exactly?

SAVING THE PLANET BY RESELLING OR BUYING?

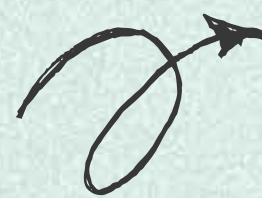
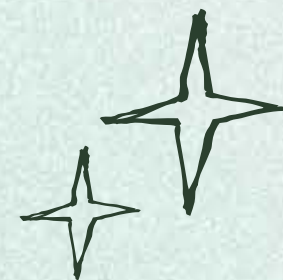
When you buy or sell preloved, you basically add a few extra life years to the product. Rather than going to waste, it lives on. This way, the production of a new item is potentially postponed by a few years.

For example, you have a smartphone you don't use anymore. It's 4 years old. You sell it and the next user uses it for another 2 years. By giving this phone a second life, it got to live to its full potential of 6 years.

→ And so 33% of its impact was 'reduced' (2 divided by 6).



Okay cool, HOW MUCH AM I SAVING & EXACTLY?



You're saving part of the entire life cycle impact of a product: from sourcing, producing, transporting all the way to waste management at the end.

This "impact" – or environmental footprint – includes carbon emissions, water use, energy use, but also less tangible things such as biodiversity loss, water pollution, land use change, deforestation, soil degradation, chemical pollution, and resource depletion. It's a lot.

In this report, we decided to focus on four key environmental indicators:



Water
use



Carbon
Emissions



Energy
Use



Resource
use

In the next few slides, you'll see the total savings you, as an individual and as a part of the circular economy, are realising.

ON AVERAGE, EVERY PRELOVED SMARTPHONE TRADED SAVES:



105 g
of materials



You primarily save magnesium, aluminium, copper and cobalt, but also gold



2,200 L
of water



That's how much water one person uses in an average month



35 kg
CO₂eq
emissions



You have to drive a petrol car 240 km for this CO₂eq



530 MJ
of energy



You can charge your phone 6,500 times with that amount of energy

SMARTPHONE

ON AVERAGE, EVERY PRELOVED TABLET TRADED SAVES:



496 g
of materials



That's literally how much a new tablet weighs



5,526 L
of water



You can fill a backyard swimming pool for the whole summer with that



87 kg
CO₂eq
emissions



That's how much you emit by driving 750 km on the motorway in a petrol car



1,308 MJ
of energy



Enough energy to power an average household for more than two months

TABLET

LAPTOP

TV

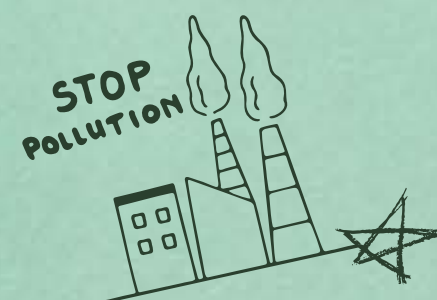
CAR

MOTORCYCLE

CAR PART



ON AVERAGE, EVERY PRELOVED LAPTOP TRADED SAVES:



1.44 kg
of materials

> In the EU, we generate an average of 15.6 kg of e-waste per person annually



7,437 L
of water

> That's how much a typical Polish apartment occupied by two people consumes per month



121 kg
CO₂eq
emissions

> You have to drive a petrol car from OLX's office in Poznan to the one in Amsterdam for this CO₂eq



1,806 MJ
of energy

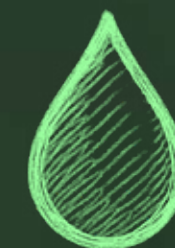
> You can power a class of 25 students' laptops for an entire school year

ON AVERAGE, EVERY PRELOVED TV TRADED SAVES:



13.8 kg
of materials

If it were the equivalent amount of food, it would feed one healthy adult for 10 to 12 days



7,309 L
of water

That's enough drinking water for one person for 10 years



178 kg
CO₂eq
emissions

You have to drive a petrol car from Lisbon to Barcelona to emit this CO₂eq



2,716 MJ
of energy

Enough to power an energy-efficient LED TV for around 2 years

ON AVERAGE,
EVERY
PRELOVED
CAR TRADED
SAVES:



697 kg
of materials



That's about half the weight of a new car



119,000 L
of water



Enough to flush a toilet for 13 years



1,262 kg
CO₂eq
emissions



That's how much CO₂eq a petrol car emits over almost 7,200 km. You can drive from Denmark to Ghana with that amount



23,316 MJ
of energy



You can power an average EU household for 1.5 to 2 years with that

ON AVERAGE, EVERY PRELOVED MOTORCYCLE TRADED SAVES:



79 kg
of materials

> That's the weight
of a jaguar
(the animal, not the car)



9,269 L
of water

> That's 6 months of
drinking water for a
family of four



134 kg
CO₂eq
emissions

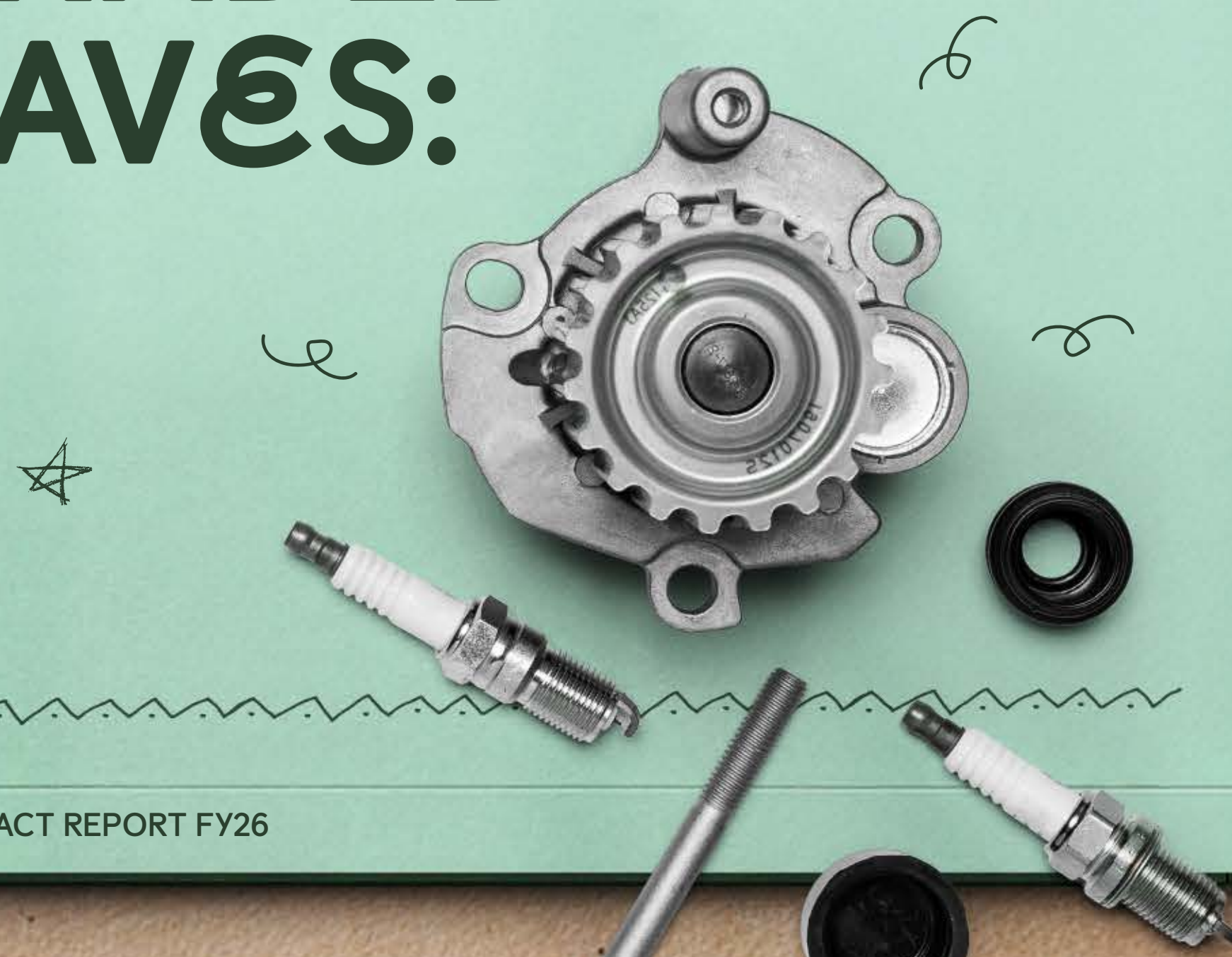
> That's how much
CO₂eq a petrol car
emits over 880 km



1,771 MJ
of energy

> That's how much the
average German
person uses in 31 days

ON AVERAGE, EVERY PRELOVED CAR PART TRADED SAVES:



9.6 kg
of materials



That's the weight of
one tyre in the most
common size



2,290 L
of water



That's how much
water one person uses
in an average month



62 kg
CO₂eq
emissions



That's how much
CO₂eq a petrol car
emits over 430 km



952 MJ
of energy



You can run your
laundry machine for 12
days non-stop with that
amount of energy

#

SMARTPHONE

TABLET

LAPTOP

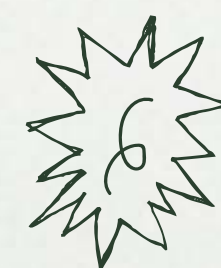
TV

CAR

MOTORCYCLE

CAR PART

THE SMALL NEGATIVE PICTURE



You might be thinking:
That's a lot of positive talk.
**Where's OLX's
negative impact?**



Fair enough. We also have a footprint.
Offices, servers, travel, the laptops our team uses, it all
adds up. We track it carefully, every year, across all
three scopes.

Our total emissions for FY26:

12,811 tonnes CO₂eq

53% comes from the things we buy:
tech, software, infrastructure

26% from **how our people get to work**

9% from **business flights**

The rest: **our offices and vehicles**

For context: trade in used goods, which is the
only type of trade considered in this report,
prevented **1.78 million tonnes of CO₂eq** this year.
That's **143 times our own footprint.**

#



10

Every choice to reuse is a vote for a MORE SUSTAINABLE WORLD! ↩

11

Your next good deal is also a good deed

12

Things don't need to be new to be valuable

13



17

What's old to you might be gold to another

18

Reuse is a quiet revolution, and you can be part of it

19

Keeping products in use for longer benefits the planet and our users! =

20

Buying preloved is a small act with a



BIG IMPACT

21

28

27

25

24

The product impact model was developed by **Rebel Group** (Rotterdam). The impact report was a co-creation between **New Alchemists** (Amsterdam) and **OLX Group**.

