

# Adevinta Corporate Backgrounder

March 2024

## About Adevinta

Adevinta is a leading online classifieds group and champion for sustainable commerce across Europe.

Its portfolio of 25+ digital marketplaces, across 10 countries, spans consumer goods, mobility, real estate, holiday rentals and jobs. Every month, Adevinta's industry-leading technology enables **120 million people and more than one million businesses** across Europe to connect and trade.

Loved local brands include leboncoin in France; mobile.de and Kleinanzeigen in Germany; Fotocasa and InfoJobs in Spain, Subito in Italy; Marktplaats in the Netherlands and the Canadian marketplace Kijiji.

In 2023, Adevinta's European platforms boasted an average of **160** million live classifieds ads at any given time. Overall, its European platforms received an average of **2.1** billion visits per month, and 2023 turnover amounted to a total of €1,826 million.

Adevinta employs approximately **5,700** people globally, including more than **2,500** people working in product & technology.

Collaborating across borders and marketplaces, Adevinta's tech specialists are building shared capabilities which enable an efficient and sustainable experience for users and a suite of tools for professional customers – from smart resourcing, to inventory management, brand and marketing support and demand / reach management.

Its international team of diverse individuals are united in their purpose to make a positive impact on the environment, the economy and society every day.

## Championing sustainable commerce

As a responsible European business, Adevinta recognises the important role it has in enabling sustainable commerce. The business is committed to offering true value for money for its users while making a **meaningful impact** on the planet and society.

But there is more work to do to make **second-hand the first choice**. Adevinta is investing in propositions, partnerships and technology that support sustainability, with the ambition of becoming THE champion of sustainable commerce in Europe.

Adevinta's sustainability team set up an **environmental data collection system** in parallel with a **data calculation tool** that helps the business to define its greenhouse gas baseline. This work, which took place in 2022, is an important part of the business's longer term ambition to reduce greenhouse gas emissions.

In 2022, Adevinta also developed a comprehensive and **reliable internal reporting system managing the environmental impact of Adevinta's businesses**.

## With customers at every meaningful moment of their lives

Adevinta's European marketplaces cover a breadth of categories – from **second-hand consumer goods**, to **mobility**, to **real estate**, **holiday rentals** and **jobs**.

That means it gives people **access to everything they need** at all the **major moments of their lives** – from moving to a new home or finding their next car, to landing a dream job or starting a family.

## Making a valuable contribution to the European economy

As a leading online classifieds group operating digital marketplaces across Europe, Adevinta creates **economic opportunities** for individuals, businesses and communities alike.

Adevinta offers **consumers** the majority of its services for free. This means using its platforms is as easy and cost-effective as possible – whether that's buying or selling second-hand goods, trading in a car, looking for a job, or searching for a new home.

Via its suite of **business** services, Adevinta helps fuel growth for over a million SMEs, professional clients and large advertisers.

And, through its trusted brands and its established presence across a range of sectors, Adevinta **powers local economies** and **helps local businesses thrive**.

## Helping customers make a positive environmental impact

The ethos of the circular economy is in Adevinta's DNA and, through its portfolio of marketplaces, it is leading the shift towards circular consumption by **enabling re-commerce at scale** and giving **previous purchases a new purpose**.

Adevinta's **Second Hand Effect report** provides information on the potential **savings on plastic, steel, aluminium and CO2** arising from the transactions on our platforms. In 2022 Adevinta's users saved a potential **25.3 million tonnes of carbon dioxide** by trading second hand goods on its platforms. Users also saved **1.5 million tonnes of plastic, 9.1 million tonnes of steel, and 0.9 million tonnes of aluminium**.

## Shaping a society that benefits everyone

Adevinta's peer to peer platforms across Europe are **open to all** and help shape an **inclusive society, connecting people** to the things they want, need or love – whoever they are, and whatever their age, location or circumstances.

On Adevinta's marketplaces, people can **curate and design their lives** – giving them the opportunity to discover one-of-a-kind finds to complete a collection, treat a loved one or style a home.