

SECOND LIFE MARKET • A NEW OEM STRATEGY

How OEMs are taking control of the second life market

A practical example: **Samsung's** Authorized Refurbished Partner (ARP) Program



European circular market leader

Performance & footprint



210M€

Revenue in
2025

+80%

Growth the last 3
years – 20% in 2025

230

Employees

A strong ecosystem

One of the only pan-European players on high tech
Capability to trade-in 30+ product categories

Buyback & repair partner of main OEMs



- » Pan-European partner of Xiaomi, Microsoft, Honor & Moto
- » Managing OEM Bonuses for most of them
- » **Certified repair** of Apple & Samsung

Buyback, FTI & resell partnership with Telco



- » Pan European partnerships with Vodafone, Orange, T-Mobile, Swisscom...

and retail + etail



- » Pan-European partnership with Amazon, Euronics, MediaMarkt...

Our circular model

01



Buy back / sourcing

- Trade-in program's
- Operators & retailers
- AI-assisted grading
- Corporate sourcing
- International sourcing network

02



Refurbishment

- Diagnostics & testing
- Repair capabilities
- Certified data wiping
- Grade optimization
- Lifecycle extension

03



Resale / second life

- Premium refurbished devices
- Multi-channel resale
- Marketplace ecosystem
- International distribution
- Giving devices a second life

1.2 MIO devices processed in 2025

CONTEXT

The market has changed

01

Devices last longer

Longer lifecycles increase residual value.

02

Refurbished goes mainstream

Consumers increasingly choose refurbished devices.

03

Residual value becomes strategic

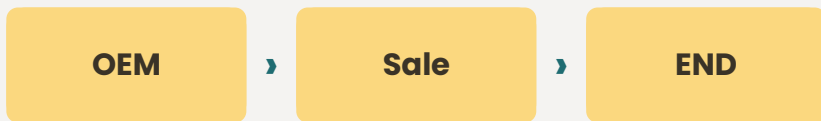
Higher trade-in values encourage customers to upgrade sooner.

"The second life market is no longer a side business. It has become a strategic part of the smartphone lifecycle."

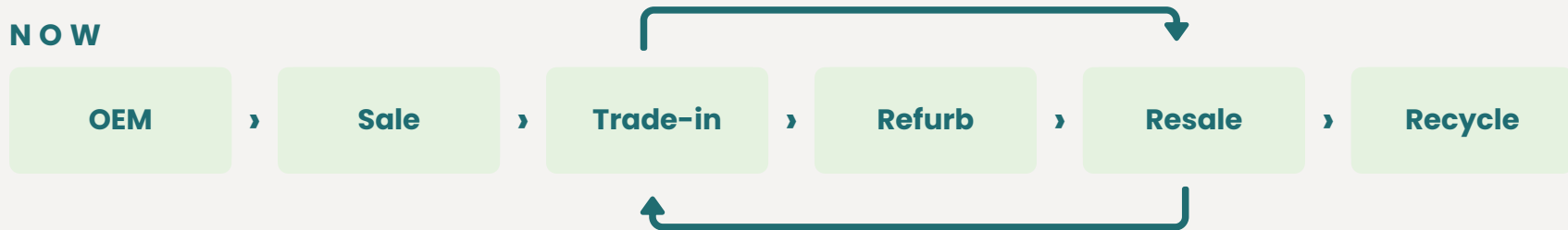
SHIFTING MODEL

The device lifecycle has changed

BEFORE



NOW



- **Residual value becomes strategic**

Drives new device sales.

- **Circularity becomes a business model**

Creates value beyond first ownership.

- **Quality becomes a competitive advantage**

Certified quality builds trust.

Why Samsung decided to act

1

Repair

Protect quality

2

Trade-in

Secure supply

3

Authorized resell

Protect residual value

"Protecting residual value has become as important as selling new devices."

Samsung

Refurbished Galaxy S24 (dual sim) 128GB black

★★★★★ 4.7 / 5 - 55 reviews

Certified



Included with your purchase

- Maximum load capacity > 85%
- Unlocked smartphone
- Charging cable
- Detailed test report

THE PROGRAM

What the Refurb Devices Program actually is

- ✓ Certified refurbishment
- ✓ Original Samsung parts
- ✓ Samsung approved tools
- ✓ Samsung audited process

European sourcing only

Samsung

Refurbished Galaxy S24 (dual sim) 128GB black

★★★★★ 4.7 / 5 - 55 reviews

Certified



5G

Included with your purchase

- Maximum load capacity > 85%
- Unlocked smartphone
- Charging cable
- Detailed test report

Cosmetic condition

Perfect
condition
469,90 €

Very good
condition
429,90 €

Good
condition
419,90 €

Good
condition
409,90 €

Perfect condition : Excellent overall condition of the screen, casing and edges
[Learn more](#)

Premium

€483.90 ☒

- Genuine **Samsung** parts
- Perfect condition: no signs of wear
- [Learn more](#)

Ability

128GB

256GB

512GB

Color: Black



As an example, on recommerce.com, customer can select the regular device gradings.

Samsung

Refurbished Galaxy S24 (dual sim) 128GB black

★★★★★ 4.7 / 5 - 55 reviews

Certified



Refurbishment
Partner
Samsung

5G

Included with your purchase

- Maximum load capacity > 85%
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Premium

€483.90

- Genuine **Samsung parts**
- Perfect condition: no signs of wear
- [Learn more](#)

Ability

128GB

256GB

Color: Black



Sim

Mono sim

Dual SIM



Cheaper with the trade-in

Give your old device a second life and lower the price of your purchase

[What is recovery?](#)

Estimate the buyback value

When customer selects this premium option all information regarding the product is displayed.

Including the trusted label

Residual value becomes a growth engine

Higher resale value

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Higher trade-in value

>

Higher affordability

^

More APR devices

<

More Galaxy trade-ins

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More Galaxy sales

v

*Samsung isn't investing in refurbishment.
Samsung is **investing in residual value.***

KEY TAKEAWAY

**RESIDUAL VALUE IS
BECOMING A CRITICAL PART
OF THE SALES STRATEGY.**

Let's connect:



Ab Seghrouchni
Country Manager Netherlands