



## Company Profile

After running as a successful campaign for two and half years, FairPhone was established as a social enterprise in January 2013. FairPhone's mission is to develop a seriously cool smartphone that is designed and produced with minimal harm to people and planet. Its vision is to deliver technology that really matters. Taking a step-by-step approach, FairPhone aims to make the story behind the production of electronics more transparent, raising the bar for the industry and giving consumers a choice for fairer electronics.

FairPhone's international team of seven people work mainly from Amsterdam, with a post in London. We partner with companies and organisations that help leverage the potential of FairPhone. We take the product as a starting point to change systems. By unraveling the story, we can understand the system around it while opening up a platform for discussion and problem solving. So, much more than an end solution for a problem, FairPhone is the start of a movement for change. We're inviting you on our journey to making each aspect fair, from the mines to the end product and beyond.

Pre-sales of FairPhone's first model smartphone will commence mid-2013. Interested parties and individuals can sign up to buy one of its first 10,000 phones by signing up at [www.fairphone.com](http://www.fairphone.com). Part of the profits from the sales of the smartphone will go to the FairPhone Foundation, which invests in long-term interventions in order to enable FairPhone's vision.

FairPhone won the ASN world prize 2011 and has been nominated for the 2013 Index awards.