

Media Alert

For immediate release: 1 October 2015

Fairphone raises over €9 million through crowdfunding to kick-start production of their ethical Fairphone 2

Amsterdam, the Netherlands, 1 October 2015 – Fairphone, a social enterprise that makes phones to address issues in the electronics industry, has once again reached its crowdfunding goal. The 17,418 buyers who pre-ordered a Fairphone 2 have enabled the organization to kick-start production and continue investing in social impact projects while remaining independent from external investors. To offer greater insight into the company's business model, Fairphone recently published a [cost breakdown](#) to reveal what buyers are supporting when they order a phone.

During a two month online crowdfunding campaign, Fairphone's enthusiastic backers pre-ordered the Fairphone 2 for an average price of EUR 525 (including VAT), generating a total of over EUR 9 million. These supporters have demonstrated that there is a strong demand for consumer electronics created in a fairer, more responsible way.

Going forward, Fairphone plans to sell 140,000 phones in the coming year to maintain their sustainable business model and expand their impact throughout the consumer electronics supply chain. Deliveries are expected to start in November this year.

Designed to change the way products are made

The [Fairphone 2](#) was designed to expand upon the organization's ambitions for fair electronics, with a focus on longevity and reparability. By combining a game-changing modular design with tutorials and the sale of spare parts, Fairphone wants to encourage users to have a deeper relationship with their phones and enable them to take more responsibility for keeping them in working condition. The phone is currently available in Fairphone's [online shop](#) and will be on display at a variety of events in the coming months, including [Dutch Design Week](#) in Eindhoven and [Heldenmarkt](#) in Berlin.

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Note to the editor

About Fairphone

Fairphone is a social enterprise that is building a movement for fairer electronics. By making a phone, we're opening up the supply chain and creating new relationships between people and their products. We're making a positive impact across the value chain in mining, design, manufacturing and life cycle,

FAIRPHONE

while expanding the market for products that put ethical values first. Together with our community, we're changing the way products are made.

www.fairphone.com

Additional resources

Fairphone 2 photos, technical specifications and Fairphone fact sheet are available at fairphone.com/press

Fairphone 2 video: <https://youtu.be/6DW733G76BY>

Fairphone 2 shop: <https://shop.fairphone.com/>

Fairphone 2 interactive site: <https://www.fairphone.com/phone/>

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