

## Press release

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# Fairphone furthers ambitions for fairer electronics with launch of innovative Fairphone 2

## **The social enterprise's upcoming phone features game-changing modular architecture for increased longevity and repairability**

**Amsterdam, the Netherlands, 16 June 2015** – Today, Fairphone released the first images of its new smartphone design, officially marking the much-anticipated launch of the Fairphone 2. This is the second model developed by the company which aims to create a fairer electronics supply chain through the production of its phones.

Established in 2013, Fairphone has already produced and sold 60,000 first edition Fairphones to buyers who believe that their purchases can contribute to a fairer economy. Their commitment allowed Fairphone to start making a positive impact across the consumer electronics value chain in mining, design, manufacturing and life cycle. The company's first step was to prove that social values and profitability can be combined to change business practices for the better. Thanks to these initial sales and the ongoing support of its community, Fairphone is now poised to increase its impact and influence with the creation of its own original design.

### **Original design takes fairness ambitions one step further**

The Fairphone 2 will incorporate and expand upon the initiatives that were started with the first Fairphone, including sourcing conflict-free tin and tantalum from the Democratic Republic of the Congo, investing in a second worker-controlled welfare fund with its new production partner in China and improving the e-waste recycling program it started in Ghana.

In 2014, Fairphone took a major step in its strategy with the decision to invest in an original design, allowing the company to expand upon its ambitions for fairness. This design approach improves Fairphone's oversight of its supply chain and ability to increase

transparency and positive social impact. This includes better use, control and traceability of materials, the possibility to select and build stronger relationships with individual (second-tier) suppliers, as well as the opportunity to gain more influence over production processes.

Moreover, designing the new phone from the inside out gives Fairphone the ability to integrate its values into the phone itself, focusing on increasing the product's longevity and sense of ownership among users by employing a game-changing modular architecture.

## **Designed to last longer and give users more control**

The Fairphone 2 features a number of innovations designed to extend the usable life of the phone. In addition to a high-quality Full HD 5-inch display, Qualcomm® Snapdragon™ 801 platform and dual SIM capability, the innovative back cover protects the phone without the use of an additional case. Users can easily open the device, remove the battery and explore the different "layers" of the phone. It can also be disassembled to allow owners to repair the most commonly broken parts themselves, including the screen, camera, speaker and receiver.

By combining this unique design with tutorials and the sale of spare parts, Fairphone wants to encourage users to have a deeper relationship with their phones and take more responsibility for keeping them in working condition. In addition, Fairphone plans to collaborate with developers to offer users more choice and control over the operating system.

As part of the product launch, Fairphone has created an [interactive page](#) to introduce the first prototype and highlight the elements in the phone that link directly to the company's ambitions for fairness. The page also includes a list of high-level [technical specifications](#), plus reveals information about the [suppliers of the key components](#).

## **Pre-orders start in summer; first phones expected to ship in autumn**

In the coming months, Fairphone will continue to release additional information about the new phone, including a cost breakdown and an expanded list of suppliers. The company will once again use a pre-order model for the initial months of sales, asking customers to pay for their phones in advance to help finance production and ensure Fairphone's independence.

Pre-orders start this summer, with the first phones expected to ship to owners in autumn. The retail price will be €525, including VAT. For the duration of 2015, the phones will only be available in Europe. Those wishing to receive the latest information about the phone and the pre-order process are invited to [subscribe to the Fairphone 2 interest list](#). To date, over 50,000 community members have already signed up to show their interest in the new phone.

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

### **Company history**

Fairphone started in 2010 as a campaign to increase awareness for the use of conflict minerals in consumer electronics. In 2013, Fairphone formally transitioned from a campaign to a formal company. Over the past two years, Fairphone has produced and sold 60,000 first edition Fairphones using a pre-order model to maintain its financial independence. At the same time, the company has built an active community to expand the movement for fairer electronics. These achievements have recently earned Fairphone multiple awards, including "fastest growing tech startup in Europe" from The Next Web and ProSiebenSat.1 Accelerator Startup prize from GreenTec. In June 2015, Fairphone was officially certified as a B Corporation, making it the first mobile phone manufacturer to earn this certification.

[www.fairphone.com](http://www.fairphone.com)

Please go to [fairphone.com/press](http://fairphone.com/press) for the fact sheet and photos.

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