

POWERING THE CIRCULAR ECONOMY

ESG Impacts + Ambitions 2021/2023

PREFACE

For over 15 years, Genuine Solutions has been powering the circular economy through the recovery, recycling and distribution of mobile devices and accessories to some of the world’s most renown businesses.

We are on a mission to save planet Earth. It is our ambition to make it easier for us all to enjoy technology without it costing the planet and we achieve this by reducing e-waste, emissions and resources used in manufacturing, distribution and supply chains - helping us all waste less technology.

Across everything we do, we aim to maximise the holistic value we bring to our investors, our people, our clients, our industry, and the communities we serve.

This report demonstrates how we organise our business, apply integrated thinking, develop strategy, and make decisions in line with our vision. It shows how the resources at our disposal are effectively deployed to the benefit of Genuine Solutions, our industry and the world.

Above all, it reveals a core truth about our business – the value we create for others makes us a stronger company.

CONTENTS

Message from the CEO	4
COVID-19 Impact	6
Our vision	8
Living by our values	10
Our values in action	12
Governance + leadership	14
Driving change through industry collaboration	15
Our business	16
What we rely on	17
How we define what’s material	18
The value we create	20
Our stakeholders	21
Our value creation model	22
Sustainable business strategy - overview	24
Performance update	28
Performance at a glance	30
People	32
Community	50
Environment	58
#PlayYourPart	68

MESSAGE FROM THE CEO

Acknowledging that the once in a century pandemic inevitably impacted on the business, we saw it as an opportunity to take the time to consolidate and strengthen our processes so protecting and then developing the business in readiness for the return of business as usual and to achieve our future ambitions.

With a heavy focus on staff development and by meeting the needs of customers across various sectors, we maintained a strong market position, revenue and grew customer numbers.

A significant investment has been made in the training and development of our staff. 1,357 hours of training has been delivered to employees both in the UK and Europe over the last 12 months alone, with a particular focus on leadership. We've taken the time to enhance our team to support the successful delivery of our future ambitions.

We've put particular emphasis on attracting, developing and retaining staff through specifically designed programs, whilst at the same time, we aim to continuously improve and strengthen our leadership team and encourage a unique performance culture at Genuine Solutions. We pride ourselves on equality and being culturally diverse, in an industry that is primarily male dominant, 42% of our team are women, whilst from a cultural perspective, our workforce is built up of individuals of various nationalities (41% of ethnic minority - UK only). For any company, a diverse workforce that unites various cultural backgrounds and work ethics is an important and vital success factor.

As can be seen from this report the company is in an excellent position to build on the foundations laid in this past year. New markets, new leaders and our continued enthusiasm for what we believe this company can achieve will I'm sure provide another successful year. Guided by our long-term vision, a set of shared company values, a clear strategy and ambitious targets, we were able to lead the Group through a challenging and volatile global environment.

We made good progress despite the challenging economic conditions and uncertainties surrounding Covid and Brexit. Like all companies we, at the time of writing, remain unclear as to how Covid will continue to unfold but as with any day to day challenge that the business will face in the next 12 months it will be met with a plan which has been fully considered and will be enthusiastically delivered.



COVID-19 IMPACT

Following the declaration by the World Health Organisation (WHO) of COVID-19 as a global pandemic – and the restrictions implemented by governments around the world during the first quarter of 2020 – there has, naturally, been an impact to the operations of the business subsequent to the report was produced.

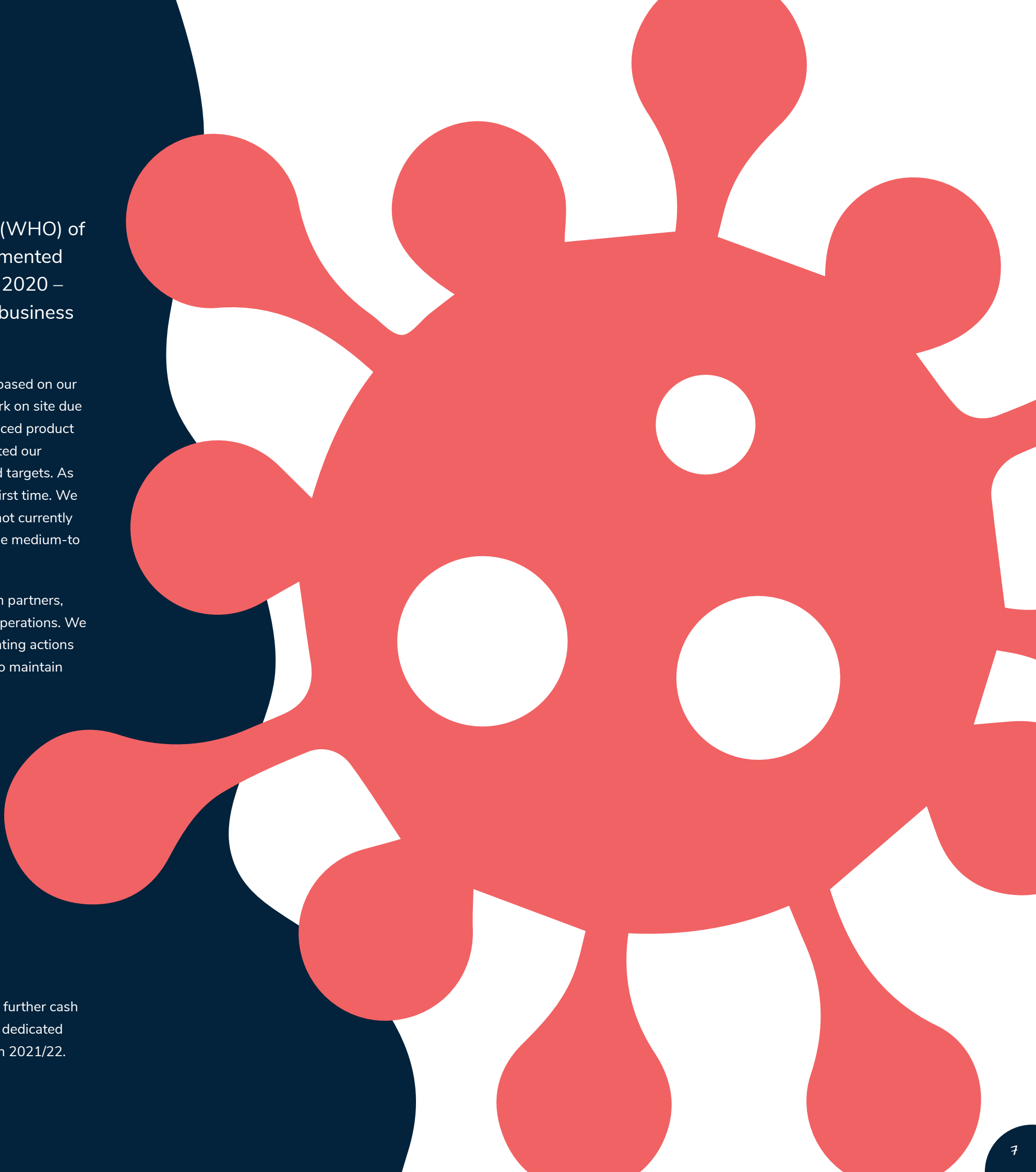
We are constantly monitoring the evolving situation and have developed responses based on our requirements. At the date of signing this report, we are seeing a lower volume of work on site due to newly implemented social distancing procedures, fewer operational staff and reduced product intake due to limitations and restrictions affecting importation. As a result, we expected our revenue throughout 2020 and 2021 to be at approximately 25% below our expected targets. As a business, and in line with our peers, we are experiencing this type of crisis for the first time. We are uncertain as to the overall impact the virus will have on our performance as it is not currently clear how widespread the virus will be, how long the pandemic will last, and what the medium-to long-term impact will be.

Our priority is to keep our workplaces as safe as possible for our people, supply chain partners, clients and the general public, while preparing the business for a period of reduced operations. We forecasted the effects of differing levels of reduced volume, and the necessary mitigating actions that the business would implement, to ensure there were sufficient working capital to maintain operations.

The actions agreed by the Board are as follows:

- Implemented 'Your Work, Your Way' - allowing the team to work from home where possible and to work their own hours with flexibility.
- Temporarily reduce employee numbers in line with the reduced volumes, through the furlough scheme and implementing reduced working hours and staggered working in operations where required.
- Focused any reduction of pay or reduced hours on the highest paid people - starting with the Senior Leadership Team and the Board.
- Reduced discretionary spend and capital expenditure budgets.

COVID-19 has created uncertainty around financial forecasts, but the Board secured further cash preservation measures to implement if appropriate, recognising that maintaining our dedicated and talented people is a key priority in anticipation of the increased volume of work in 2021/22.





OUR VISION

“Our vision is for us all to enjoy technology without it costing planet Earth, by providing, sustainable & ethical choices.”

Every day our talented team deliver exceptional outcomes for our clients and partners alike. We do this by upholding our vision and brand promise, committing to our corporate goals and living our values.

Our vision is not just an ambition – it’s what drives us every day. Our work is made meaningful by the spaces we create, by those who trust us to deliver them, and the impact they have on the people who use them.

LIVING BY OUR VALUES

Our core values underpin our activities and drive our behaviours. They are deeply embedded in our business, and our people own and live them every day.

They enable us to build strong, long-lasting relationships with customers and develop **FRESH** and relevant solutions for their ever evolving needs.

F R E S H

FUN

We work hard and we play hard. We are proud to invest time and money into events for our people and our communities. We make fun part of our work, when we interact with each other, when we're supporting charities and when we celebrate our successes.

RESPONSIBLE

We challenge people to make better use of unwanted technology by giving it a longer life – keeping it out of landfill and doing as little harm to the planet and other people as much as is humanly possible. Responsibility for us goes beyond the environment, it is about caring. Caring about our people, our customers and the communities in which we exist.

ENTHUSIASTIC

Technology changes fast, to stay ahead and innovate we have to be even faster. Our tireless enthusiasm and committed passion to save planet Earth, by doing the right thing – to energetically play our part.

SUPPORTIVE

Being commercial does not mean sacrificing compassion. We care about, respect and help each other – as friends as well as colleagues. We give each other constructive feedback, work through problems and celebrate our achievements together.

HONEST

We keep our promises – to each other, our customers and society. Our services to our customers are thorough and considered. We never cut corners. We tell the truth and choose the right path, even when it is the harder path.



We realised that values aren't just an exercise to tick a box, and rather than simply rush and pluck some random words from thin air, that have no representation of the way we operate, we decided to take our time in identifying our strengths.

We wanted values that really resonated and had true meaning. So, we took a step back, analysed and digressed with our people to determine what really sums up Genuine Solutions. Fun? It's our middle name. Responsible? It's in our DNA. Enthusiastic? We believe we can accomplish anything together. Supportive? We're always here for our team and the community. Honest? We are totally transparent.

FUN

We work hard and play harder. Our team is our engine and without them we wouldn't function. So it is only fair to show our appreciation regularly by treating them on day trips, to events and putting on a party or two throughout the year, in order to show recognition for their continued hard work and dedication.

RESPONSIBLE

It's our desire to make the world a better place, not just by saving planet earth from the harmful effects of WEEE through the recovery and reuse of technology products, but also through our efforts to provide support to those in our community less fortunate than ourselves by helping make their lives a little easier.

ENTHUSIASTIC

Our relentless enthusiasm, coupled with our self-belief and passion to play our part in saving planet Earth, drives us on to accomplish what others have struggled to achieve.

SUPPORTIVE

We believe that when we succeed as a business, so should those around us. We take great pride in supporting the community and those that live within it. Whether that be hiring locally, raising funds for charity, donating tech to local schools, or visiting and gifting those in local hospitals and elderly care homes - we

ensure that others also benefit from our success.

There is also a big focus on supporting our team internally, we provide an abundance of training and create tailored personal development plans enabling them to grow and progress with their careers.

But it's not only from a professional perspective, we understand there are times when help is needed on a personal basis outside of the working environment and as such encourage our team to ask for that help so that we can be there to support them when they need it.

HONEST

As one of the industry's most accredited businesses, our partners and customers are in safe hands. We ensure we act responsibly in all we do, we are fully accredited, regularly audited and each and every process and procedure is meticulously carried out within legislative controls.

We're also privileged to have received a whole bunch of awards in recognition of our services, from a number of our peers and a selection of recognised benchmarking bodies.

OUR VALUES IN ACTION

GOVERNANCE + LEADERSHIP

Genuine Solutions core values are at the centre of our governance strategy. The Board of Directors is the primary governance and oversight body for Genuine Solutions, and its responsibilities include providing entrepreneurial leadership, approving and shaping our long-term strategy, reviewing management performance and upholding our brand.

Our team at Genuine Solutions is a diverse network of industry professionals with a global mindset set within a collaborative culture. We work tirelessly to understand our customers' needs and are driven to provide the very best in-service offerings in the pursuit of helping them make more sustainable and ethical choices.

Our management systems detail our policies and procedures relevant to the geographies and channels in which we work, and require projects to set out how they will address sustainability throughout the project life cycle.

Genuine Solutions is led by our CEO, Christian McBride, who takes overall responsibility for Genuine Solutions, our strategy and our global operations.

The Board of Directors play a vital role in the wellness and wellbeing of our team, oversee the company's sales and purchasing operations leading sales strategy and implementation and are responsible for building and strengthen relationships with new and existing partners.

Genuine Solutions' Senior Leadership Team (SLT), brings together enabling department group heads, from finance, HR, IT, marketing and communications, operations, sales and purchasing alongside other business unit departmental leaders. Our SLT are the backbone of Genuine Solutions, these individuals have decades of experience in their various areas of expertise. This experience allows them to support, mentor and develop their teams along with communicating the businesses needs and requirements that underpin the overall strategy.

DRIVING CHANGE THROUGH INDUSTRY COLLABORATION

We drive change within Genuine Solutions and the wider industry by taking part in key steering groups and forums. In these groups we collaborate with our peers to share best practice and progress the sustainability agenda.

We are active members of the following organisations:

- B-Corporation
- Expert Impact
- British Export Association (BExA)
- Mayor's International Business programme
- Department of International Trade (DiT)
British Export Champion
- Green World Ambassador
- Authorised Economic Operator (AEO)



OUR BUSINESS

In a world where everyone wants the newest phone or the latest gadget, technology is easy to get hold of and even easier to abandon, even though we now this turnover of technology is wasteful and harms our planet.

For us at Genuine Solutions, our love of technology is what drives us to find ways to reduce its impact on the environment – keeping the world in balance. We believe in providing ethical and sustainable choices to reduce the impacts and do so by partnering with brands and partners, who share like-minded values. Our team at Genuine Solutions is a diverse network of industry professionals with a global mindset set within a collaborative culture. We work tirelessly to understand our customers' needs and are driven to provide the very best in-service offerings in the pursuit of helping them make more sustainable and ethical choices.

THE THREE R'S

The 'Three R's' which represent recover, relove and recycle are the foundations of our full circular solution for the recovery and distribution of mobile accessories and smart devices.



RECOVER

We eliminate waste associated with technology products by recovering accessories and smart devices helping our clients protect their brand and support their sustainability policies.

We deliver solutions to maximise the value of recovered products, avoiding tonnes of waste going to landfill. We promise brand protection, compliance and value recovery.



RELOVE

Our processes are designed to achieve 100% reuse and zero landfill. All products received are segregated, catalogued, graded and tested, determining how and which channel each product should be placed. This enables us to achieve the best value for our clients.

We deliver confidence to our customers, by ensuring that the final product destination is ethical and safe.



RECYCLE

Environmental compliance is at the heart of all we do. If products cannot be recycled we can provide environmentally safe processes with the aim to extract as many components as possible for reuse.

We also offer recycling, reprocessing and redistribution services to organisations that need to effectively deal with old, damaged and waste products.

WHAT WE RELY ON

As a business, there are a number of resources we rely on order for us to fulfill our ambitions and achieve our goal of saving planet earth. These resources have a huge impact on our ability to supply our partners and customers with the ethical and sustainable solutions required to reduce the impacts our industry has on the planet.

The key resources we rely on ensure that Genuine Solutions has financial stability, that our own, our partners and our customers brands are protected, that we have the right processes and people in place to offer the most efficient, ethical and sustainable services possible. This means the way in which we operate is done so in a way which helps minimise the use of natural materials, both in processing and in the type of physical products we recover and distribute.



FINANCIAL RESOURCES

The investments and financial inputs necessary to run our business.



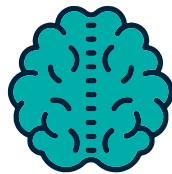
INTELLECTUAL RESOURCES

Our reputation, structure and processes, and intellectual property.



RELATIONSHIP RESOURCES

Our relationships with our customers, partners and communities.



HUMAN RESOURCES

The skills and experience of our people and supply chain.



NATURAL RESOURCES

The material inputs we use and manage.



MANUFACTURED RESOURCES

The physical products and we recover and distribute.

HOW WE DEFINE WHAT'S MATERIAL

These material issues are in addition to the current challenges faced by the business from the COVID-19 global pandemic.

In determining our material issues, we take into account a broad range of factors that affect, or have the potential to affect, our business, ranging from large-scale demographic and economic changes, to technology and climate. The material issues we select as pertinent to our business are those that have the potential to materially impact our ability to create value now, and over time.

Our material issues exercise is important to the development of our strategy and informs the activities in our business model.

OUR MATERIAL ISSUES



ACCESS TO SKILLS + TALENT

We rely on the skills and expertise of our people to deliver. Therefore, we must continue to attract and retain the best people in increasingly competitive markets.



RESOURCE EFFICIENCY + THE CIRCULAR ECONOMY

The built environment is a major consumer of resources. A circular economy eliminates waste and encourages the efficient and continual use of resources.



SOCIAL VALUE VIA PROJECT DELIVERY

Our reputation and our vision, rely on us generating positive social value through employment, procurement, training, apprenticeships and charity projects.



ENERGY USE + EMISSIONS

In order to reduce our impact on the environment and mitigate rising fuel costs, we must operate in such a way as to minimise our energy consumption and emissions.



ENVIRONMENTAL PROTECTION + ENHANCEMENT

To deliver our vision, we must play a role in minimising the pollution of air, land and water, and retain biodiversity in the environment. We must employ careful use of resources and waste reduction.



CLIMATE CHANGE

Our clients rely on us to minimise the impact on our climate throughout their projects and our supply chain. Our ability to deliver is impacted by the growing pressure on our climate, which is resulting in rising temperatures, extreme weather and resource inaccessibility.



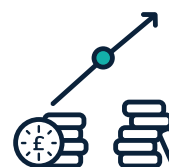
LABOUR PRACTICES + HUMAN RIGHTS

We have a responsibility and a business need to safeguard the health, well-being and safety of our people, provide good working conditions and prevent forced labour, and advance non-discriminatory practices.



BUSINESS CONDUCT + TRANSPARENCY

Compliance with professional standards and regulations, particularly across borders, ensures we have the trust of our stakeholders, and requires strong governance and open and transparent reporting.



GOOD FINANCIAL PERFORMANCE

Our ability to create sustainable value for our stakeholders is driven in large by our creation of profit, and our financial performance from year to year.



GREATER CLIENT SUSTAINABILITY REQUIREMENTS

Our clients' businesses are under pressure to conserve resources and create healthy places. As a service provider, we can support them with skills to deliver net zero / low carbon buildings, embed circular economy principles and maximise enduring social value around their projects.



RESPONSIBLE PROCUREMENT PRACTICES

How and where we source goods and services has an impact on both Genuine Solutions and society. As a business, we must employ positive practices, including fair payment, supply chain diversity and responsible sourcing.

THE VALUE WE CREATE

We are on a mission to save planet earth, and it is our ambition to make it easier for us all to enjoy technology without it costing the planet. We achieve this by reducing e-waste, emissions and resources used in manufacturing, distribution and supply chains - helping us all waste less technology and helping people and businesses excel. To support this ambition, we define value creation as our ability to measurably and meaningfully develop the following:



ENHANCING
FINANCES



ENHANCING
PEOPLE



ENHANCING
CUSTOMERS



ENHANCING
COMMUNITIES



ENHANCING
SUPPLY CHAINS



ENHANCING
THE INDUSTRY

WHAT DO WE MEAN BY 'ENHANCE'?

We create value for our stakeholders by safeguarding their health and well-being, connecting them with the world around them, providing them with services in which to do amazing things, and giving them opportunities to develop, grow and make more ethical and sustainable choices.

OUR STAKEHOLDERS

CUSTOMERS

In addition to absolute certainty of delivery, our customers seek specialist expertise, agile service and business insights, to thrive and remain competitive in their markets.

EMPLOYEES

Our people are looking for a work environment that keeps them healthy and safe, and empowers their personal and professional growth. Furthermore, they want a business that engages them in a compelling vision.

SUPPLY CHAIN

Our supply chain seeks to build strong partnerships with us that enable their own sustainable growth. They want us to work collaboratively and respectfully with them and establish mutual understanding and shared expectations.

COMMUNITIES

The communities where we work have a vested interest in the quality of the spaces we deliver and the way in which we deliver them. They benefit from engagement, communication and the creation of opportunities.

INDUSTRY

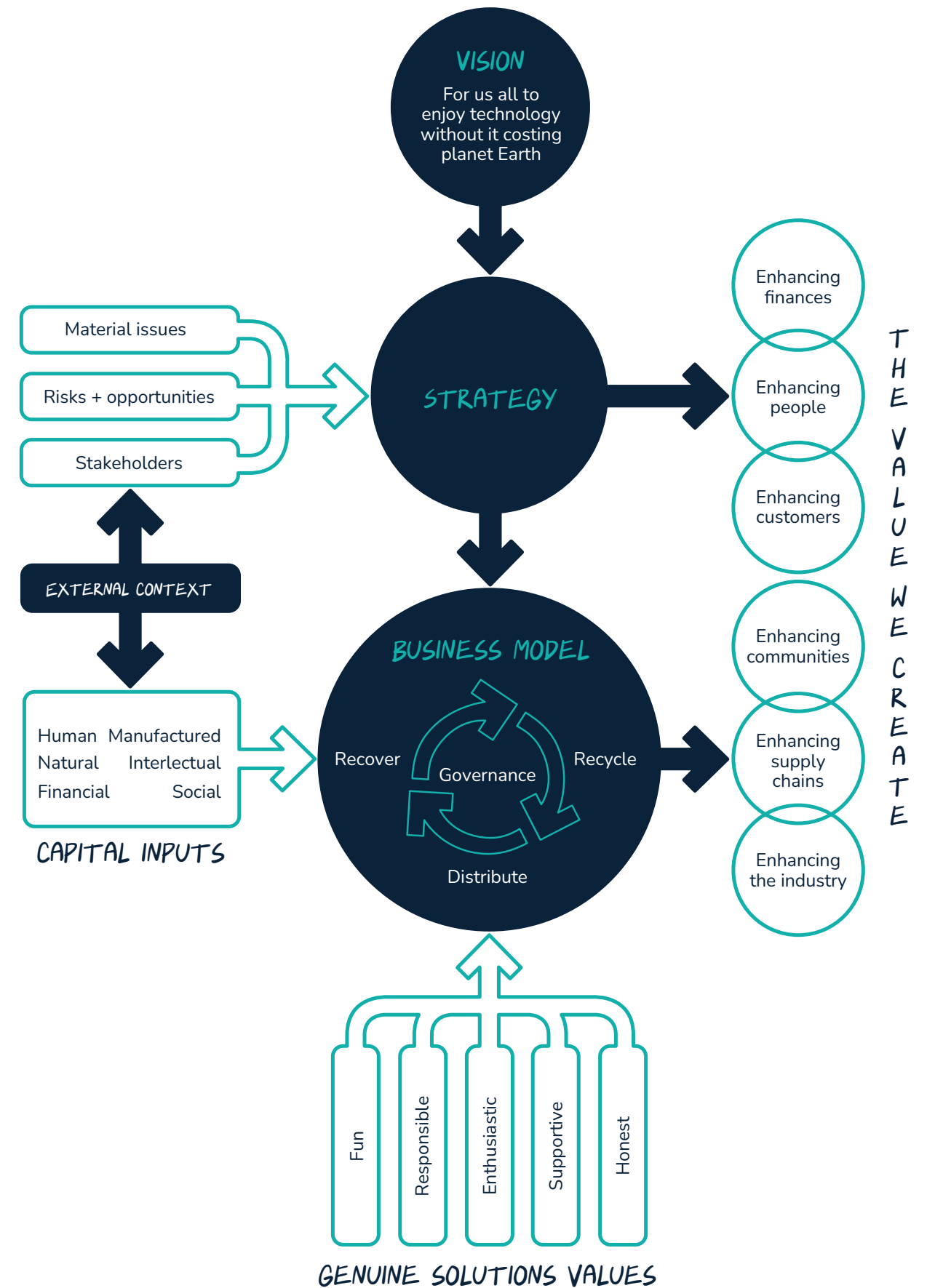
The construction industry has evolved slowly over the past few decades and is ripe for innovation. It seeks strong, strategic and values-driven leadership that will help to position it as a positive and effective force for the future.

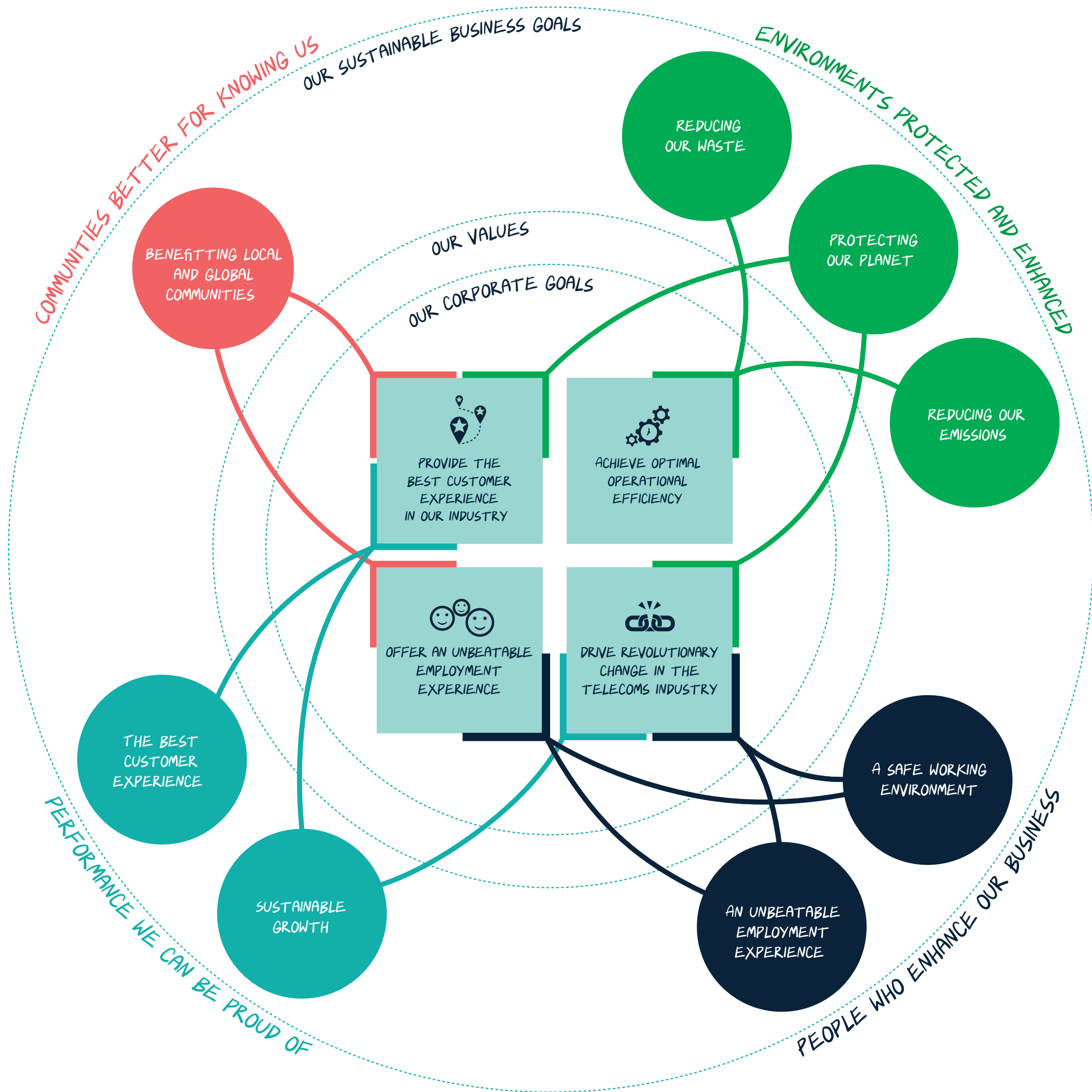
FINANCIAL INSTITUTIONS

Banks, bondsmen and credit insurers seek to understand Genuine Solutions' performance and outlook in order to provide financial services to our business and supply chain. These services support the sustainable growth of our business.

OUR VALUE CREATION MODEL

Our Value creation model is a tool used to support our strategic planning - by taking into consideration and account the varying factors it enables us to evaluate all outcomes enabling us to achieve and deliver our promises.





SUSTAINABLE BUSINESS STRATEGY - OVERVIEW

In 2017, we reviewed our Sustainability Vision in line with Genuine Solutions' new vision, values and corporate goals.

As our corporate strategy extends to 2021, we have re-aligned our sustainability strategy with this end date. Accordingly, our 2020 Sustainability Vision is now our 2021 Sustainable Business Strategy.

Our areas of focus around People, Performance, Communities and Environments remain the same, and in fact, strongly mirror our corporate goals around customer satisfaction, employment experience, operational efficiency and driving revolutionary change in the industry.

We have introduced new key performance indicators (KPIs) to better capture and report our performance across the business, which are also aligned with the UN Sustainable Development Goals (SDGs). We have set ourselves challenging targets for our future business ambitions.

HIGH PERFORMING LEADERSHIP

A big year for Genuine Solutions' CEO Christian McBride being recognised and voted for by his peers for the contributions he has made to the mobile industry, resulting in being awarded the Mobile Industry Awards Outstanding Contribution to the Industry Award.



CERTIFIED B-CORPORATION

In 2021, Genuine Solutions became the only business in its industry to have been officially certified as a B-Corp organisation. As a B-Corp we are part of a community of businesses who use the power of business to build a more inclusive and sustainable economy.



COMMUNITY SUPPORT

The pandemic effected many charity retail stores with many having to close having huge financial impacts. One of the charities effected was British Heart Foundation (BHF) and as one of Genuine Solutions charity partners, the business donated a variety of products for them to sell on their eBay store - resulting in sales generating around £250,000.



WE'RE GOLD



INVESTORS IN PEOPLE GOLD ACCREDITED

Genuine Solutions have been an Investors In People accredited business since 2008, since then the business went on to secure IIP Silver, and in 2020 struck gold by being awarded with the Investors in People Gold status accreditation.

CUSTOMER COMMITMENT

We're committed to be the driving force of positive change within our industry, not only by promoting sustainability through our own business operations, but just as importantly, supporting our clients to fulfil their own sustainable business goals.



MOBILE MOP UP SCHEME

Working in partnership with Kingston Council and the Mayor of Kingston Upon Thames, Genuine Solutions launched a charity takeback scheme where mobile phones donated by local residents were reprocessed and redistributed - with all proceeds going to the Mayors chosen charities.



PERFORMANCE UPDATE

This table details the companies performance over the past two years, as well as our targets for 2021.

Our Key Performance Indicators (KPI's) allow us to measure progress for each of our sustainable goals, ensuring we stay on track and are successful in achieving our 2020 sustainability vision.

PEOPLE

SUSTAINABLE GOALS	KPI'S	2019	2020	2021*
A GREAT PLACE TO WORK	Employees proud to work at Genuine	90%	98%	95%
	Women employees	51%	46%	42%
	Ethnic minorities	12%	18%	21%
A SAFE WORKING ENVIRONMENT	Accident incident rate (AIR) - RIDDOR	0	0	0

PERFORMANCE

SUSTAINABLE GOALS	KPI'S	2019	2020	2021*
HAPPY CUSTOMERS	Customer satisfaction	90%	90%	90%
SUSTAINABLE GROWTH	Profit before tax (£)	256,391	-533,944	481,300
	Turnover (£)	19,451,288	21,757,518	22,980,000

COMMUNITY

SUSTAINABLE GOALS	KPI'S	2019	2020	2021*
BENEFITING THE LOCAL COMMUNITY	Charities supported	4	4	4
	Apprentices	2	1	5
	Man hours accumulated on charity days	650	100	250
BENEFITING THE WIDER COMMUNITY	Donated / fundraised / match funded (£)	30,075	120,000^	100,000^

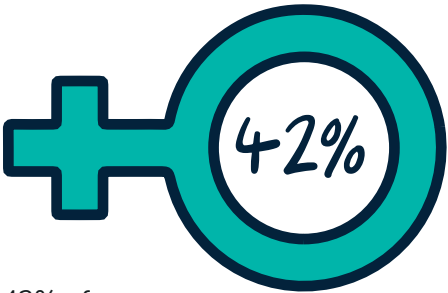
ENVIRONMENT

SUSTAINABLE GOALS	KPI'S	2019	2020	2021*
REDUCING OUR EMISSIONS	Electrical equipment processed (tonnes)	165.097	72.695	30.502
	% of waste diverted from landfill	100	100	100
REDUCING OUR WASTE	CO2 produced (tonnes)	1314.6	1289.8	NA
PROTECTING OUR PLANET	Reportable environmental incidents	0	0	0

*current figures at the writing of this report. ^figures inclusive of stock donations

2020 PERFORMANCE AT A GLANCE

The following two pages illustrate some of Genuine Solutions key performance measures and successes throughout 2020. We're very proud of our achievements, whether it be in the form of award recognition, charity support, customer satisfaction or employee engagement.



42% of our employees in our workforce are women - (2019: 46%)

1,357

Hours of training delivered to staff across the UK and Europe - (2019: 230)



£120,000

Total amount donated to charity/ fundraised / match funded - (2019: £30,075)



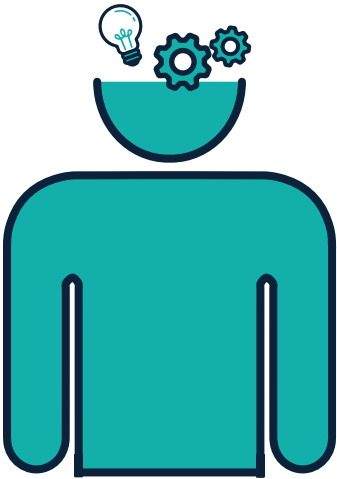
100%

Every year since 2016 Genuine Solutions has diverted 100% of all waste from landfill



98%

98% of all employees surveyed said the that the team at Genuine Solution are great to work with (2019: 90%)



98%

98% of all employees surveyed agreed the experience gained from working at Genuine Solution is valuable for their future (2019: 96%)



In 2020 Genuine Solutions Accident Incidents Rate (AIR) in line with RIDDOR was 0 - (2019: 0)



In 2020, 9 out of 10 customers who took part in our annual customer survey stated that they would recommend Genuine Solutions. (2019: 8.6)



51

Genuine Solutions served customers in 51 countries throughout 2020 (2019: 51)

100%

100% of all employees agree that Genuine Solutions encourages charitable activities (2019: 100%)



5 Genuine Solutions accumulated a total of 5 industry awards throughout 2020





A GREAT PLACE TO WORK

We strive to make Genuine Solutions a great place to work for all of our employees. We invest heavily in our team through training and development opportunities, encourage employee health and well being, offer a range of benefits and promote equality and diversity in all of our operations.

- 98% of our team believe that Genuine Solutions has a positive impact on society.
- 98% of staff also strongly believe Genuine Solutions is a great place to work.
- Genuine Solutions holds the Investors in People Gold standard accreditation and is placed within the top 16% of 'We invest in people' accredited organisations.
- Our team feel that Genuine Solutions has clear values and 100% of our workforce said they share the same values.



INVESTING IN OUR PEOPLE

INVESTORS IN PEOPLE

IIP is an internationally recognised standard that defines what it takes to lead, support and manage people well for sustainable results. It is the UK's leading accreditation for business improvement through people management and provides resources for businesses to innovate, improve and grow.

Genuine Solutions has been accredited to this standard for the past 7 years. The last assessment was a big success and we were proudly accredited with the IIP's Gold Standard, An award only held by about 16% of 'We invest in people' accredited organisations.

"It is clear from people's comments across all parts of the business - and at all levels within the organisation - that Genuine Solutions is committed to maintaining a culture and a working environment which actively encourages and supports teams and individuals to develop their knowledge and skills in order to continuously improve performance. There is also clear evidence of how the organisation continues to strive to improve its approach to people management and development - for example better communication of plans and priorities within the business - and a real sense of optimism expressed by staff about the future of the organisation."

LIP ASSESSOR

Our plans for the future are heavily focused around our people, we strongly believe that investment in our team is vital for us as a business. We have created a workplace where our team are proud to work, but we never stand still, even though we have achieved IIP's gold standard, we will still continue to invest in our people.

INVESTORS IN PEOPLE®
We invest in people Gold

EMPLOYEE WELLBEING

At Genuine Solutions we understand that there are many factors outside our control that can have a negative impact on how we feel and behave daily. However, we also recognise that there is a lot of choices we can make to enhance our employee's wellbeing, whether that be physical or emotional.

We've taken time to create what we believe to be an all-encompassing wellbeing programme which pulls on all the feedback we received from the business on what's important to them.

The programme encompasses several wellbeing themes but this year, we've included a few added perks and incentives – this is because we've identified that some of our everyday stresses could be alleviated with a few added extras.

Genuine Solutions is on a mission to accelerate growth – and as part of our goal for growth, we've placed significant effort into looking at our approach to attraction and retention of employees. It's common knowledge that to win in the marketplace you must first win in the workplace.

So, we're building on what we've been doing for years and making it a more honed, impressive and award winning (we hope!) employee engagement programme – we believe our focus on increasing engagement and enhancing our company culture is paramount to achieving growth and success for the business. We've broken down the programme into two main areas:

Wellbeing - Soft benefits that allow you to enhance your physical, emotional and financial health.

Perks and incentives - Tangible benefits that enhance your total reward package.

We believe that we have created a great programme that benefits each and every one of our team.



BENEFITS + WELLBEING

The average person spends a third of their time at work. That's a lot of hours, minutes, and seconds. But despite what many people say, our lives aren't divided into two sections. Life doesn't start only when work stops – nor vice versa.

We feel responsible for empowering our team to lead meaningful and fulfilling lives both in and out of work. When this happens, the result isn't just a motivated workforce, but a successful one too. After all, great customer experiences start with great employee experiences.

Supporting our team in being healthy and well, and ensuring they have sufficient time for out-of-work activities encourages productivity and boosts staff retention.

We offer a range of benefits and perks to our team enabling them to enjoy a better lifestyle, both in and out of the working environment. Whether it is flexible working, our four day week, season ticket loans, company paid sick pay, flu vaccinations, eye care, generous holiday entitlement, fresh fruit deliveries, gym membership, or financial awareness sessions, we've created a programme that caters for all and ensures a healthy balance between work and home life.

FLEXIBLE WORKING

We recognise that a better work-life balance can improve employee motivation, performance, productivity, and reduce stress. Therefore, as a business we support our employees to achieve a better balance between work and their other priorities, such as caring responsibilities, leisure activities, further learning and other interests by offering flexible working.

REDUCED WORKING WEEK

Like many other businesses we recognise the impact that lock down measures have had on our business and people and as a result we introduced a reduced working week – allowing our team extended weekends.

We are passionate about our business and our people and understand the importance of embracing change. Similarly to many other businesses who have opted for a shorter working week, we feel the benefits are tangible not only for our business but for our people too.

SEASON TICKET LOANS

We offer an interest-free annual season ticket loan to cover the cost of public travel between home and the workplace. The company pay for the season ticket up front and paid back in 12 equal instalments throughout the year.



EMPLOYEE ENGAGEMENT

ENGAGEMENT IS KEY

Our business values shape Genuine Solutions' culture and define everything we do from decision-making, to forming and maintaining relationships.

Two-way communication is an essential element of engaging employees. Through our regular employee surveys, our people tell us that Genuine Solutions is a great place to work and contribute ideas for continuous improvement.

FULFILLING POTENTIAL

Our Next Generation programme provides an industry-leading experience for a new generation of leaders. The scheme is tailored to develop each member to the level of Assistant Manager within an 18 month to two-year period. Whilst further investment and training puts them in a position to be an associate director following on from completion of the

Our 2020 employee survey, representing 80 employees across the UK and Europe revealed 98% of employees love working for Genuine Solutions. We are delighted when our employees recommend potential new hires to join us. We also encourage employee engagement through our intranet and via our various social media platforms including Twitter, Instagram, Facebook and LinkedIn.

programme. We offer in-house experiences which build on the theory learnt at university.

Our scheme provides members with mentoring, training (internal and external) and work experience in the 'real world' before completing their final studies and returning as part of our Next Generation of leaders.

TRAINING + DEVELOPMENT

EMPLOYEE DEVELOPMENT

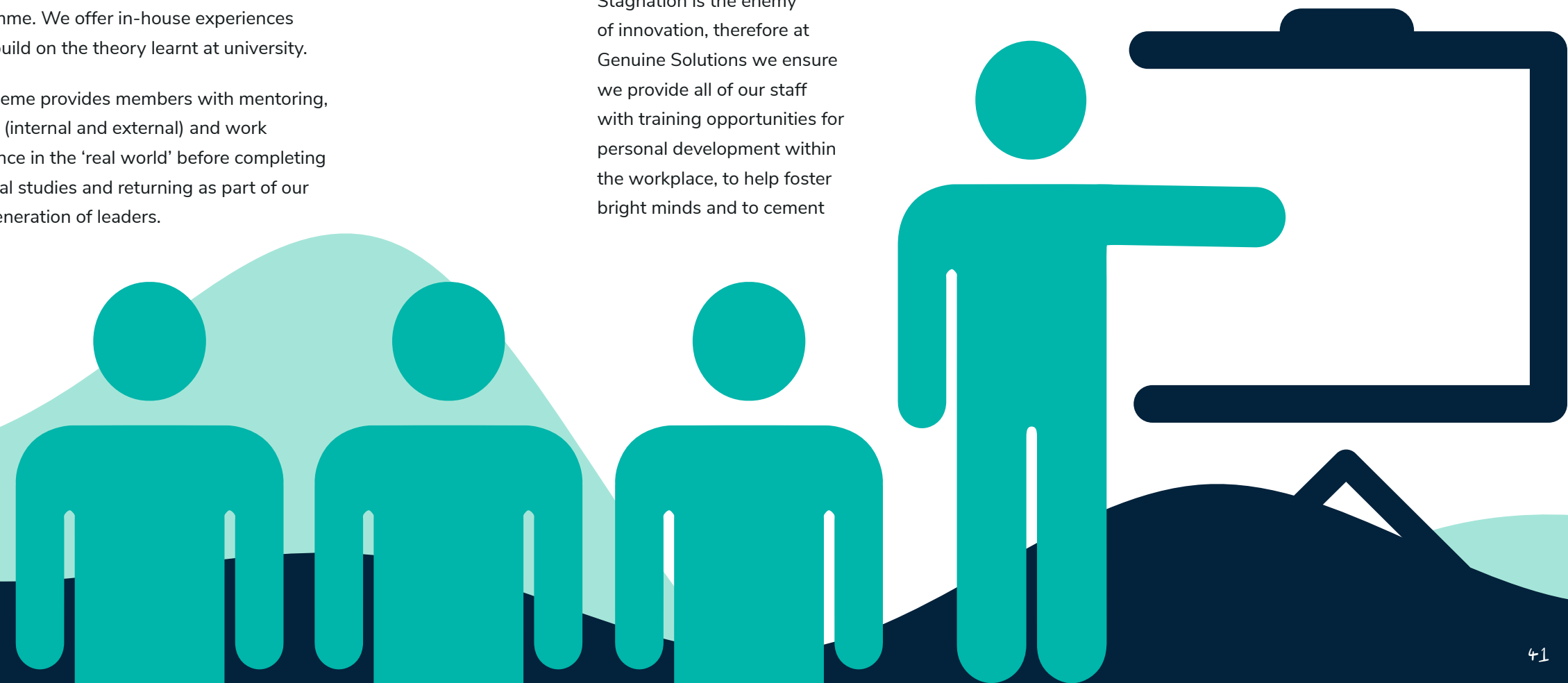
Genuine Solutions ethos and team structure has been designed in a way to create an environment where a network is in place to mentor and coach as well as encourage individual progression through the company with structured, achievable training and development plans.

Stagnation is the enemy of innovation, therefore at Genuine Solutions we ensure we provide all of our staff with training opportunities for personal development within the workplace, to help foster bright minds and to cement

our success in an increasingly competitive market.

Employees are encouraged to join institutes that govern their areas of expertise, i.e., the Chartered Institute of Marketing (CIM), The Institute of Chartered Accountants in England and Wales (CIAEW) and the Academy for Chief Executives (ACE).

Everyone at Genuine Solutions, including the Managing Director and CEO, undertake ongoing professional development training, and those leading the company feel it is their duty to set a strong example to the rest of the team.



HEALTH + SAFETY AT WORK

Genuine Solutions create and maintain a positive health and safety culture across all levels of the business. We closely monitor our performance, pursuing continuous improvement.

We take all reasonable measures to ensure the health, safety and welfare of all our employees who may be affected by our activities.

Genuine Solutions has created a Pioneer Programme - a dedicated team of first aiders, fire marshals and compliance professionals, chosen to help maintain, develop and continue to build on our industry leading safety performance.

The Genuine Solutions Pioneers play a hands on active role within the day to day management of the company, on all aspects from business administration to Health and Safety. Not only sharing the experience with capable individuals but also fostering a highly collaborative environment within the company.

HEALTH + SAFETY STANDARDS

Genuine Solutions recognise the importance of the safety of our people and as such hold two of the world's leading health and safety standards: NEBOSH - (National Examination Board in Occupational Safety and Health) and; BSC - (The British Safety Council).



AWARDS + RECOGNITION

Over the years we have proudly achieved recognition from our peers and a selection of recognised benchmarking bodies. Many, if not all of the awards we have received can be attributed to the efforts of a talented and dedicated team that makes Genuine Solutions unique.

Over the past year, we have been honoured to have been named winners or highly commended for a number of national and international awards. These awards have not only been industry specific, some have been in recognition for the part we are playing as a business in our bid to save the planet.

DOUBLE GLOBAL GOOD AWARD WINNERS

As a business we are continually raising environmental awareness and promoting sustainable working. The last twelve months has seen Genuine Solutions receive numerous awards including being named as double winners of the Global Good Awards for our part in reducing the impact our industry has on our planet.

MOBILE INDUSTRY RECYCLING + RECOMMERCE AWARD

This award acknowledges the proposition that Genuine Solutions offers and that it stands above all others, providing exceptional value to partners. It demonstrates and recognises that Genuine Solutions are achieving the goals that were set out all those years ago and are successfully pursuing our mission of save planet earth by breathing new life into technology, extending their lifecycle and finding new users for these products all over the world.

EXPORT CHAMPION

In recognition for our international trade track record and a thriving international performance, Genuine Solutions has been selected as an Export Champion by the Governments Department for International Trade (DiT). This involves participating in a number of activities to support the Government's strategy to increase the UK's value of Gross Domestic Product (GDP) of exports.

**“When we founded this company
15 years ago, we could only
have dreamt of the success and
recognition we have had the joy of
experiencing over the year.**

**Essentially this wouldn't have even
been possible without our team,
customers and partners alike.”**

Christian McBride, CEO, Genuine Solutions Group



EXPORTING IS GREAT

2021

EXPORT CHAMPION

The Department for International Trade (DIT) have assembled a group of Export Champions across England from companies of all sizes, representing a range of sectors, and covering all parts of the country.

Having been selected to become an Export Champion, Genuine Solutions will participate in a number of activities to support the Government's strategy to increase the UK's value of Gross Domestic Product (GDP) of exports from 30 to 35%.

WHAT IS AN EXPORT CHAMPION

Export Champions are individually selected exporters who are managed by DIT Regional Teams and will provide face-to-face and online encouragement to businesses through both one-to-one and one-to-few interactions. As well as engaging with other companies as ambassadors, guides and critical friends, they provide a pool of vetted companies for PR and ministerial events and are a group of "DIT

"It's a real honour to be chosen to support the DIT, with only 40 companies selected from the UK to support it. It's great that we have been recognised for our achievements and our ability to support".

Joe Day, Head of Sales, Genuine Solutions

ABOUT D.I.T

The Department for International Trade is an international economic department designed to secure UK and global prosperity by promoting and financing international trade and investment and championing free trade. It is responsible for:

- Bringing together policy, promotion and financial expertise to break down barriers to trade and investment, and help businesses succeed
- Delivering a new trade policy framework for the UK
- Promoting British trade and investment across the world; and
- Building the global appetite for British goods and services.

To deliver an outward-looking trade diplomacy strategy, the department's key priorities are:

- To promote UK exports of goods and services, to support a growing economy that creates wealth for all, supports jobs and meets our wider national interests
- To deliver the best international trading framework for the UK outside the EU, including through building our capacity to negotiate and administer a national trade policy
- To maximise opportunities for wealth creation through supporting Foreign Direct Investment (FDI), with a renewed focus on outward FDI (overseas direct investment) to support the Current Account.

SUSTAINABLE GROWTH

Our strong reputation in the telecommunications industry underpins our long-standing reputation for working with repeat, blue-chip multinational organisations. Our strategic business model demonstrates how Genuine Solutions is setting standards in both distribution, recycling, recovery and reuse solutions.

Whilst our environmental operation has performed slightly below expectations, Genuine Solutions overall performance, in particular our distribution division, has been excellent.

This improvement is a result of our strategy to:

- Maintain our market-leading position in both the UK and Europe
- Focus on increasing repeat business across the world from our core framework and blue-chip multinational customers
- Enhance and develop existing relationships and form new partnerships with globally recognised brands

- Increase our geographic reach and market penetration where there is demand from our core customers
- Carefully select industry leading individuals and implement new roles to further strengthen the team.

Although our revenue has increased on last year, as a result of legacy issues, both underlying profit before tax and margins are down on the previous year. We now believe that the problems arising from these issues have been dealt with, and that the projects we are currently working on and those due to commence in the near future have been procured under more favourable terms.

SUPPORTING OUR LOCAL COMMUNITY

We all lead busy lives and it's all too easy to grumble about the challenges that are thrown at us. But sometimes you have to stop and think about the world around you and the part you play in it. It is only when we take this time to reflect, that we begin to realise that we only have a limited time in our lifetime to make a real difference.

At Genuine Solutions, our vision is to protect the planet from the harmful effects of technology. But in order to realise that, we must all do what we can to protect the planet and all of its living creatures. We believe in playing on the good - we are all custodians of our future, so we rise to the challenge of making a difference and supporting those less fortunate around us.

Looking back at 2020, the team at Genuine Solutions, alongside our amazing customers, partners and suppliers have once again delivered a phenomenal year of support to our community and fundraising for our dedicated charities.



BUSINESS IN THE COMMUNITY



SCHOOL DONATIONS

Genuine Solutions provide local schools with donations of electrical equipment such as computers and tablets (iPads). The hope is that these donations help improve the schools facilities and in turn improve the overall experience and level of education received by the children.

FOODBANK

The UK has witnessed many business closures resulting in a loss of jobs due to the impacts of the pandemic. This has had an enormous financial impact on many families leading to a struggle for them to make ends meet and to put food on the table. In the UK right now, more people than ever are going hungry. Wanting to support and help where we can, Genuine Solutions made regular food donations to our local Foodbank, a grassroots, community organisation aimed at supporting people who cannot afford the essentials in life.

APPRENTICESHIPS

We have a programme in place that drives a constant demand for apprentices, which has been hugely successful and proven to be extremely valuable to the company over the years. Each year we take on more individuals from the local community giving them an opportunity to succeed.

Our apprenticeship programme offers a unique opportunity for our apprentices to learn and work in a multi-national company alongside industry experts. As well as gaining valuable work experience, they have the opportunity to study towards a professional qualification. The scheme helps us attract young talent into our business and increase the diversity of our workforce.

We are committed to setting a range of employment and skill targets - all apprentices undertake National Vocational Qualifications (NVQ's) in the subject relevant to their roles and are frequently monitored and audited to track their progress and development. 90% of those who successfully completed the programme, now have full time positions at Genuine Solutions.



SUPPORTING THOSE IN NEED

It is all too easy to take the lives we lead for granted. Yes, sometimes life can be overwhelming and the busy lives we entail can lead us to complain about the challenges we face as individuals. But in reality, if you actually take a moment to step back and take a look at the world around us, you will realise that there are others facing far greater challenges.

It is only when you take time to reflect on this, that you find yourself wanting to play your part in making a real difference to other peoples lives through the good of your own - we are all custodians of our future, so we rise to the challenge of making a difference and supporting those less fortunate around us.

For over 15 years, Genuine Solutions has produced and implemented an annual charity support programme, which year on year has proved to be extremely beneficial for a variety of local and national charities, as well as our local community. We are enormously passionate about continuing to provide this support and in turn partake in a variety of fundraising events throughout the year.

Unfortunately, due to the global pandemic our plans set out in our 2020/21 charity programme were significantly impacted as fundraising events all around the country were called off amidst a national lockdown. Coupled with the fact that the majority of employees were working from home and the business operating with a limited amount of office based staff, meant that our internal planned events were also postponed.

We didn't let that deter us from making the best from a bad situation and doing what we could to continue showing our support to those being affected the most by the pandemic.

Working with Three UK, we played our part in keeping kids connected during lockdown allowing them to continue their education at home by donating 200 laptops and 300 monitors to the 'Keep Kids Connected' scheme, facilitated by the DONS Local Action Group. These donations benefited students at three Secondary Schools and six Primary Schools within our local borough of Kingston.

We also teamed up with North East Lincolnshire Council and Northern Lincolnshire Business Connect to support disadvantaged people get connected to the digital world, by providing recovered mobile devices and accessories – helping them to become more independent, giving them the chance to learn new skills via online learning, and to bring families closer together through regular communication.

During this challenging time, the business showed support to UCLH Charity and the University College London Hospitals NHS Foundation Trust, by donating 2,000 phone chargers which were included in well-being packs being given to support front-line workers, who found themselves working around the clock, selflessly putting their lives at risk to save those suffering with the virus.

Another show of support came in the light of donating 500 powerbanks to Ronald McDonald House Charities. With hospitals across the UK during the pandemic only allowing one parent to be at their poorly child's bedside, meant that a lone parent was no longer supported in person by another parent/ carer or the extended family. The importance of a fully charged mobile phone was essential as this allowed that lone parent to stay connected with their other children, family members and support networks while caring for their poorly child in hospital.



SUPPORTING THE GLOBAL COMMUNITY

Genuine Solutions partnered up with Humanity First, an international aid agency, to install a new water pump in Port Loko, in the Northern province of Sierra Leone.

The project, which was a collaborative effort between ourselves, communities and organisations on the ground and Humanity First, took twelve months in the making, but is now fully operational.

Here at Genuine Solutions, we are passionate about making a difference to people's lives through projects such as this. The idea for this project came directly from one of our people and we immediately embraced it. Our ultimate business goal is about protecting our planet through technology recycling and yet here we could use a little intuition, lots of engagement and some technology to release one of the planet's natural resources – water. We are so proud to have played a part in this amazing project.

“This pump will provide safe and clean drinking water to an estimated 1,000 beneficiaries who erstwhile would have been deprived of this basic human requirement, which many of us take for granted. Through Genuine’s fundraising efforts they have directly eased much hardship for many people. We thoroughly appreciate their support and look forward to working with them in the future.”

Naseer Dean, Vice Chair of Humanity First International

YOUNG + OLD

Genuine Solutions strongly believe in showing support to both the communities younger and older generations. For many years now at Christmas we've made donations to not only charities, but to hospitals, local schools and elderly care homes too.

Every Christmas, we select additional charities to focus in the spirit of the season and offer some festive magic to those in need. As part of the annual charity drive, Genuine Solutions spread some festive cheer to the young and old in the local community.

Although Christmas is a season of celebrations for most, we at Genuine understand that it can be a very difficult time for others. Unfortunately, there are many children who are unwell and find themselves in hospital over the festive period away from their families. Where as sadly many of the elderly generation have no remaining family and as a result spend Christmas alone.

With this in mind, each year the team at Genuine take time out to spend some time visiting and donating dozens of presents to the children's wards at local hospitals such as, Kingston Hospital and St Thomas' hospital, as well as to the local elderly cares homes such as Amy Woodgate Care Home to present the gifts.

Kingston Hospital 
NHS Foundation Trust

Amy Woodgate 
Support for Dementia



"Everyone is always so eager to help, support and give time to these deserving causes."

It's humbling to see the gratitude from those who receive the gifts. It truly is a pleasure to be involved."

Joe Day, Head of Sales UK&I,
Genuine Solutions.

REDUCING THE IMPACT OF WASTE

Whilst our focus in the past has been in improving waste management and reporting, looking forward we will be launching a waste reduction programme, striving to reduce the overall tonnage of waste we produce.

Our environmental performance is of the up-most importance to us, both in terms of measuring our progress as a business and our continual improvement in reducing the negative effects our industry has on the environment. Our aim is to educate the industry on the damage done to the environment by discarding products as waste, explaining the benefits of reuse and demonstrating the financial return for the recovery and re-sale of these products.

WASTE PLAN

As part of our efforts to reduce waste and associated costs of disposal, we have established a waste plan. The plan aims to reduce the overall amount of waste generated through recovery, the amount of 'general waste' being produced and improve the overall process of waste segregation.

The plan has been actioned through:

- Raising awareness via training, huddle meetings and monthly waste audits
- Appointing a waste co-ordinator
- Introducing separate bins for various recyclable materials
- Improved waste segregation signs
- Ensuring monthly detailed waste reports are reviewed
- £50 monthly reward for the best performing team.



REDUCING OUR EMISSIONS

In 2021, Genuine Solutions reached its target of becoming carbon neutral. Having achieved this, it enables us to provide carbon neutral services to our partners, giving them the ability to reduce their own carbon footprint. With the intention to maintain this and further reduce carbon emissions, we have set ourselves a new objective of becoming a Carbon Net Zero company by 2025.

Our environmental performance is of the utmost importance to us, both in terms of measuring our progress as a business and our continual improvement in reducing the negative effects our industry has on the environment. Our aim is to educate the industry on the damage done to the environment by discarding products as waste, explaining the benefits of reuse and demonstrating the financial return for the recovery and re-sale of these products.

THERE ARE THREE STAGES TO OUR PLAN - MONITOR, REDUCE AND OFFSET.

The first monitoring phase is already underway. Detailed reviews of every activity that the company undertakes, every shipment commissioned, every delivery sent out, energy consumed and even journeys to and from work of every single member of staff is being monitored.

The company will clearly identify which emissions are from sources that the company owns or controls.

Substantial investment has already taken place to re-configure our new multi-million pound

headquarters, ensuring that energy usage is reduced. Genuine Solutions eagerly encourages staff to car share, cycle or walk when travelling to and from the workplace.

Once the monitoring process is complete, the company will establish a formal plan which will be published to show exactly how emissions will be reduced and once this plan has been put into action, it will offset any remaining carbon emissions.

The company is determined to focus on reuse and sustainably to show that it is not only prepared to advocate such measures, but is prepared to show that its actions will speak volumes for its commitment.

RESOURCES USED	2019	2020	2021*
Products recovered	96.067 tonnes	61.797 tonnes	27.329 tonnes
Products recycled	26.047 tonnes	5.843 tonnes	0.494 tonnes
Products recycled (Hazardous)	0 tonnes	0 tonnes	2.698 tonnes
Materials sent to landfill	0	0	0
Materials sent for waste to energy	25.84 tonnes	23.02 tonnes	10.32 tonnes
Packaging for reuse and recycling	28.365 tonnes	15.48 tonnes	3.980 tonnes
Total products/materials processed	176.319 tonnes	106.14 tonnes	44.821 tonnes

*figures as of July 2021



CARBON NEUTRAL

Our circular economy model has avoided a massive 9,000 tonnes of WEEE waste going into landfill, helping to elongate the life of devices, empowering our partners to make better, more sustainable choices whilst driving up consumer demand for refurbished products.

We are passionate about service and doing the right thing. It is just simply not about the bottom-line results but the overall impact that we create, this is how we measure success.

To help remove and hopefully one day reverse the damage wasteful technology has had on the earth, the business made a bold move and engaged with Resource Futures, experts in sustainable practices and environmental impact minimisation for businesses. They undertook a company sustainability audit and calculated the businesses annual Carbon Footprint.

Armed with this information Genuine Solutions joined forces with another green industry expert Carbon Footprint Ltd and now support several global sustainability and community care projects to offset our carbon trail. These projects have seen Genuine Solutions offset the 1289.8 tonnes of carbon produced in 2020.

But our commitment doesn't stop there. Sights are firmly set on improving the businesses Carbon Footprint rating year on year and by continuing to work closely with sustainability experts and making strategic partnerships, Genuine Solutions hopes to become Net Zero in the not too distant future.



UK TREE PLANTING + PROTECTING THE AMAZON

This project provides an opportunity to plant trees in the UK whilst also helping to protect the Amazon Rainforest – the largest remaining rainforest in the world. The Amazon is known for its amazing biodiversity; containing 10% of all species, including many endangered species.

For each tCO₂e offset, one tree is planted in the UK and an additional tCO₂e is offset through the Brazilian Amazon Verified Carbon Standard (VCS) Reduced Emissions from Deforestation and Degradation (REDD) project to guarantee the emission reductions.

PACAJAI REDD+ PROJECT - BRAZIL

This project is working to prevent unplanned deforestation in native forests, which has occurred due to logging, squatting and attempts to implement pastures. The project is expected to avoid over 22 million tonnes of carbon dioxide equivalent greenhouse gas emissions over a 40-year period. This will be achieved by managing the land in the form of a "private conservation reserve", through rigorous monitoring and enforcement. From 2012 the project has scaled-up its monitoring activities by employing and properly training local villagers for monitoring and enforcement activities.

ONIL IMPROVED COOKING STOVES - GUATEMALA

The ONIL Stove is a fuel-efficient stove that reduces the amount of firewood required by households by up to 58%. Since a very high proportion of fuel wood comes from non-renewable sources, this translates directly into reduced emission reductions from non-renewable extraction of wood. A single ONIL Stove will save between 3-4 tons of CO₂e per year.

VP BIOSUPPLY WASTEWATER TREATMENT AND BIOGAS UTILIZATION PROJECT - THAILAND

This project captures methane at a Thai starch plant using two closed anaerobic wastewater treatment facilities and converts the gas into energy, partially replacing the need for fossil fuel consumption. The project has a twofold effect: it prevents methane from harming the climate and avoids thousands of tonnes of fossil fuel being burnt per year.

With this project, not only has the local air and water quality improved, the starch plant has also reduced its fossil fuel consumption significantly. In addition, the project and revenues from carbon credits have generated jobs for locals and supported social and educational activities in the community.



SAVING PLANET EARTH

Our commitment to reuse runs through every department of the company. We realise that we cannot stand still when it comes to developing strategies for reuse, as this is the only sustainable way that our planet will be able to survive.

We've created a sustainable profitable business that is a positive contributor to the environment through reuse of recovered components and products, eliminating the need for landfill. We've identified and implemented processes and procedures which ensure every piece of cardboard, plastic or any other material is no longer simply sent off to be left to rot in the ground. This comes at a cost – but we believe that not only is it our ambition to help other companies to achieve their Corporate Social Responsibility, it must always lead the drive for greater and greater reuse.

Genuine Solutions are recognised value add recovery and reuse experts providing genuine solutions to our client's problems. We do what it says on the tin, 'we breathe new life into unwanted technology products and make them desirable again to new users around the world'. We strive for 100% reuse and zero-landfill, eradicating the negative impacts, waste has on the environment.

CIRCULAR ECONOMY

Genuine Solutions challenges the status quo of the mobile tech industry - by offering its customers a smarter, safer, more sustainable way of recovering and purchasing mobile accessories and smart devices.

Nature operates on an amazing continuous cycle of use and re-use: everything in it feeds and replenishes itself throughout and beyond its own lifespan. Sadly, we humans aren't as good at making use of products, and our linear economies follow one direction.

Businesses make something, we consume or use it, then we dispose of it. Imagine if all businesses worked to a circular model, where things we make today become the resources of tomorrow?

We believe in the power of the circular economy – it's why we specialise in keeping technology alive for longer, working with like-minded organisations to create a smarter way of enjoying technology that benefits planet Earth.

Genuine Solutions were the first in the mobile-tech industry to introduce recovered products to the mainstream market. To date we've recovered 88 million accessories and devices, and have prevented more than 9,000 tonnes of electronic waste going to landfill, reversing its destiny and enabling it to become circular and useful once again.

We've transformed the industry by offering a truly sustainable circular economy solution through the recovery and distribution of mobile technology - helping our customers make more sustainable and ethical choices.

We truly are the recovery and recycling pioneers who uniquely apply our expertise into distribution – enabling our customers to make more sustainable and ethical choices throughout manufacturing, retail and supply chains. What makes our approach effective is our ability to redistribute recovered devices across an international reseller market of over 1,300 customers across 51 countries.

Products that might not be suitable for one market can be reused elsewhere, generating a revenue for the client and 'closing the loop' so that every product is fully recycled. The services and solutions we provide are designed to ensure that they can rely on us for the long term.

We are committed to powering the circular economy and being the industry leaders in technology recovery and recycling.





ADDRESSING GLOBAL CHALLENGES

The UN Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, prosperity, and peace and justice. The Goals interconnect and in order to leave no one behind, it is important that we all play our part in achieving each Goal and target by 2030.

Although Genuine Solutions are not yet officially part of the UN Sustainability Development Goals Programme, it is our aim to join up within the next twelve months.

Our operation is however already heavily focused in working towards helping United Nations achieve their goals of making a more sustainable future for generations to come. Though our everyday business practices, we feel we are already contributing towards the following UN Sustainable Development Goals:



#PLAY YOUR PART

ARE YOU PLAYING YOUR PART?

To have a truly sustainable impact on the growing e-waste problem, companies need to play their part and consider repairing, reusing and recycling their electronics.

As technology has evolved, companies have adopted new electronic equipment to streamline and automate processes. When these products reach the end of their life cycle, it is the company's responsibility to deal with e-waste in an ethical and environmentally responsible way.

1.4 million tonnes of e-waste are sent to landfill every year in the UK alone, from mobile phones to computers and printers, leaking harmful toxins into the earth.

Technology has become an essential part of business across many different sectors. It is now a case of finding sustainable solutions to handling e-waste.

It's our desire to build and strengthen relationships with businesses who have similar ethos, operate ethically and aspire to play their part for the good of our planet.

We operate ethically to safeguard future generations and are always striving towards our mission to save planet Earth. This includes adhering to sustainable working practices and manufacturing products with ethically sourced materials.

We have the power to work together to eliminate digital dumps and implement safe and efficient e-waste procedures, the benefits are three-fold: help to save the environment by reducing the amount of waste going to landfill, reduce costs by purchasing refurbished products and improve a brands image.

#PlayYourPart is an open invitation to businesses, organisations, groups and individuals to come together as one, with one aim - to reach the ultimate goal to save the planet. It's about collaboration, but it's also a question – are you playing your part?



T. +44 (0)203 177 0000

E. info@genuinesolutions.co.uk

W. genuinesolutions.co.uk