

A woman in a white, short-sleeved, tiered dress is seen from the back, holding a large bouquet of daisies. She is standing in a grassy field with trees in the background under a blue sky. The image is framed by a green curved shape at the top and a blue curved shape at the bottom.

Impact Report 2024

We are on a mission to save our planet –
one second hand product at a time.

momox

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Message from the CEO

Dear all,

The world around us is changing more rapidly and fundamentally than ever before. We are no longer at the start of a transformation; we are right in the middle of it. International conflicts, resource scarcity, and shifting consumer values are redefining how we live, consume, and do business. Even though sustainability may be receiving less attention in parts of business and society, at momox we remain firmly convinced that sustainability and economic success go hand in hand – and that both are vital for the well-being of people, society, and future generations. This conviction is not only still relevant – it has become more urgent than ever.

For years, we've believed in the power of second chances: giving products a second life and constantly evolving as an organization. Our mission has always been to make second-hand goods accessible to everyone, enabling more conscious consumption at scale.

2024 has once again been both a challenging and pivotal year in our journey. Building on the foundation of previous efforts, we've made further progress, especially in improving our data quality to better map emissions and to identify and implement more effective reduction measures. At the

same time, we have launched a broad range of sustainability initiatives across our operations.

But impact goes beyond numbers and metrics. It lives in the trust we build with our customers, our partners, and our employees. That is why we continue to invest in transparency, reliability, and a seamless experience across all touchpoints. Strong relationships are the foundation of lasting impact, and we are committed to strengthening them.

Looking ahead, our goal remains clear: to lead by example as a pioneer in re-commerce. We will continue to embed sustainability into decisions we make, improving processes, empowering people, and ensuring our growth benefits both the planet and our communities.

None of this would be possible without the dedication of our employees, the loyalty of our customers, and the support of our partners. I extend my sincere thanks to each of you for being part of our journey. Together, we will continue to drive our mission to save our planet - one second hand product at a time!

Heiner Kroke
Chief Executive Officer





About momox

Let the Numbers Speak for Themselves



4,417 tons

of CO₂ eq* reduced in 2024
compared to 2021



Founded in

2004



377 million

euros in revenue in 2024



Almost

400 million

books and media articles
saved since 2004



Over

35 million

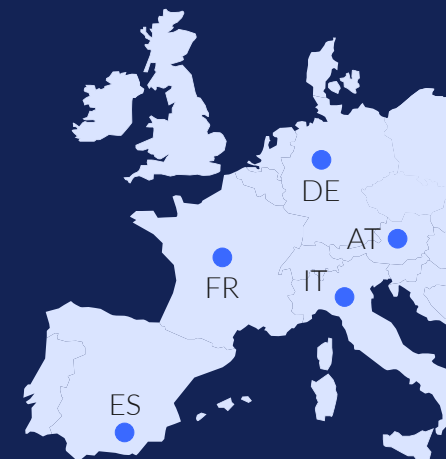
fashion items saved since 2014



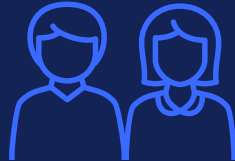
122,000 m²

in three locations

Main Markets:



* "eq" stands for "equivalent" and is used to standardize the impact of various greenhouse gases by expressing them in terms of their carbon dioxide (CO₂) equivalence.



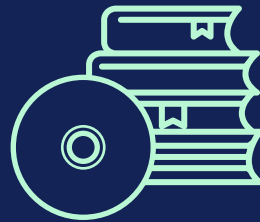
> 2,100

employees from over
78 different countries



90%

recycled materials
in packaging



> 4 million

individual books and media
titles on stock



3,000

fashion brands listed



> 50 million

customers from over 140 countries

In 2024 we avoided,
together with our customers

47,478 tons

of CO2 eq

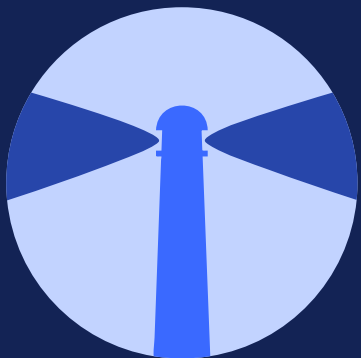
This is momox

momox is the leader in the re-commerce industry, making second hand goods accessible to everyone. Since 2004, momox has been buying and selling used books and media, expanding its offerings to include fashion items in 2014. The platform provides a hassle-free way for customers to sell their pre-owned items and shop for quality second hand products.



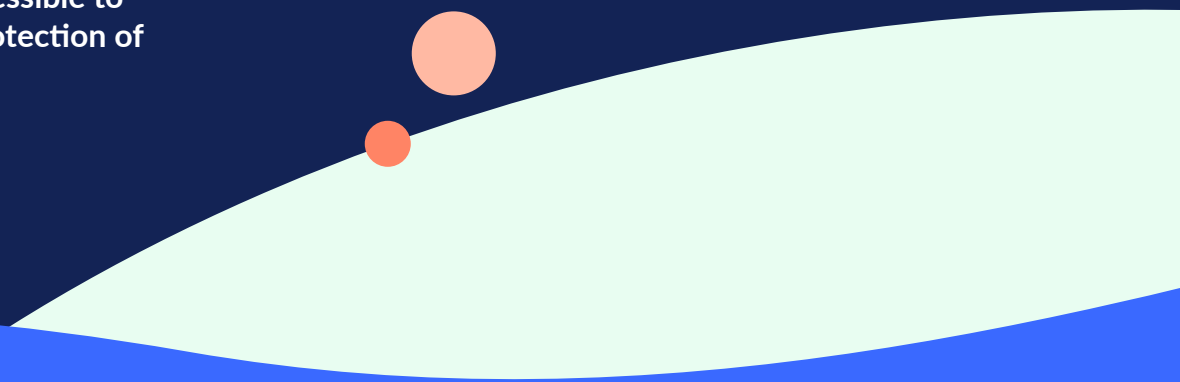
momox Mission

We are on a mission to save our planet – one second hand product at a time.



momox Vision

We are THE innovative re-commerce leader, making second hand goods fully accessible to everyone and contributing to the protection of the environment.



Simplicity and Sustainability: Always in Harmony

Our Benefits

For sellers



act
sustainably



sell
easily & quickly



sell every-
thing at once



receive a
fixed price

For buyers



act
sustainably



cheaper
than new



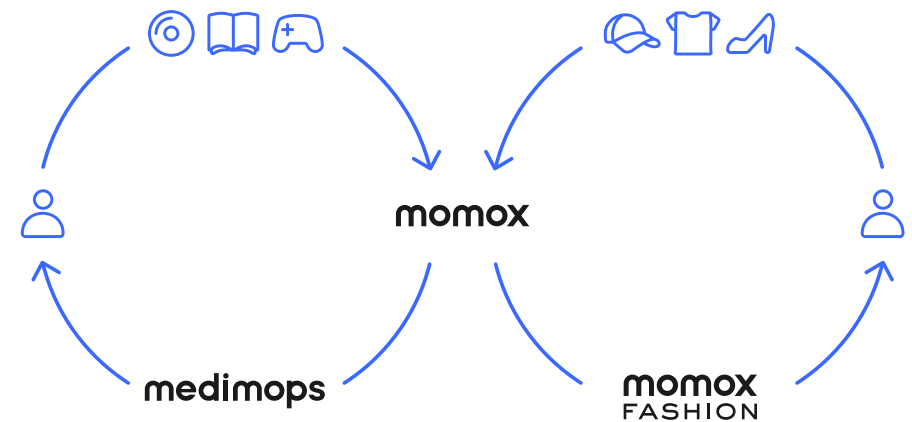
huge
range



quality-
checked items

Circular Economy

How momox works



SUSTAINABLE DEVELOPMENT GOALS

As part of its sustainability strategy, momox has selected specific United Nations Sustainable Development Goals (SDGs). These goals

reflect the company's business activities and show where momox can make a meaningful contribution.

3 GOOD HEALTH AND WELL-BEING



We support healthy living for our employees of all ages and promote their well-being.

5 GENDER EQUALITY



We promote gender equality and equal opportunities.

7 AFFORDABLE AND CLEAN ENERGY



We have measures in place, including improving energy efficiency and increasing the use of renewable energy at all locations.

8 DECENT WORK AND ECONOMIC GROWTH



We promote sustained, inclusive and sustainable economic growth, full and productive employment, and decent work.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



We improve the use of resources and reduce waste by contributing to the circular economy.

13 CLIMATE ACTION



We reduce the ecological footprint and emissions through internal efforts and collaboration with suppliers, such as using recycled packaging and supporting environmental and climate protection projects.

15 LIFE ON LAND



Our circular model extends the life of clothing, books, and media while conserving resources like cotton and trees.

Materiality Matrix: Circularity in the Spotlight

In 2023, we conducted a materiality assessment and **identified three key areas** with the most significant impact and with biggest potential for improvement: **circular economy, climate change, and matters related to our employees**. As a result, these became our primary areas of focus.

Impact Perspective

Significant/ Critical

Important

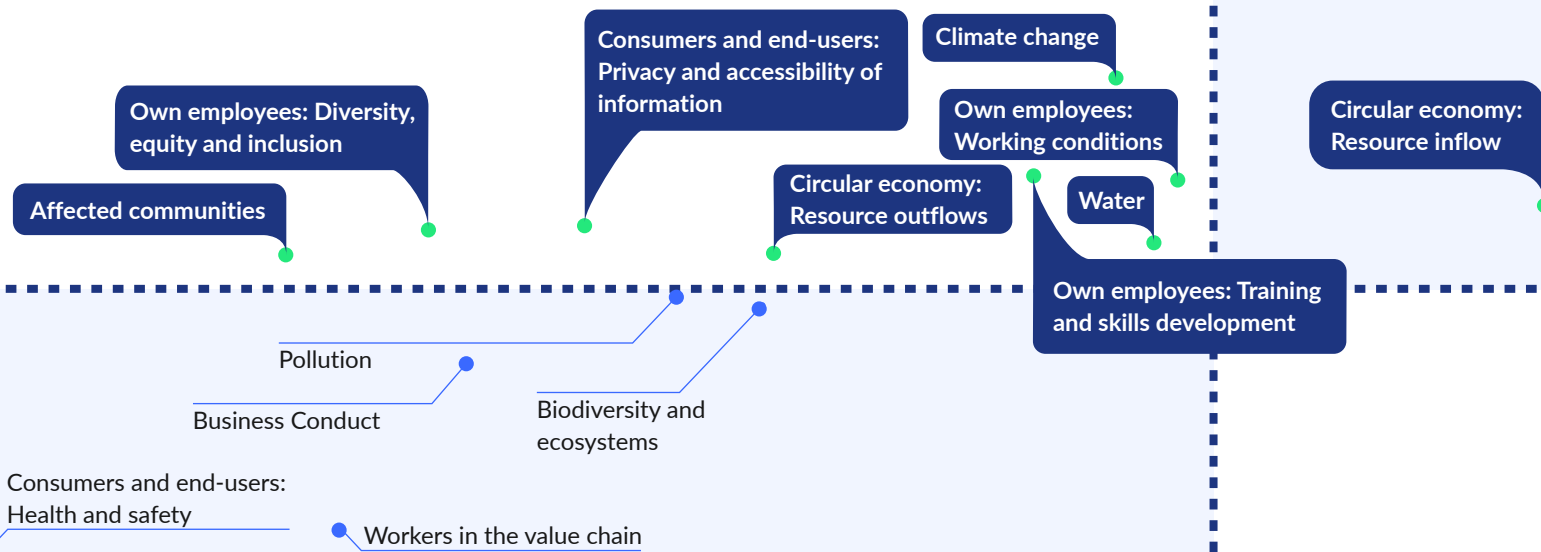
Minimal

Minimal/ Informative

Important/ Significant

Critical

Financial Perspective



The background is a solid blue color. A large, white, irregular shape is positioned on the right side, containing the word "Environment". Below this white shape is a dark blue, wavy, horizontal band. In the lower-left area, there are two orange circles of different sizes.

Environment

Introduction

from the CCO Fashion



At momox, we see sustainability not as a separate topic but as a mindset that shapes everything we do. We believe that redefining value starts with rethinking how products are used. By giving items a second life, we challenge conventional consumption and make room for smarter, more responsible choices. Innovation plays a key role in this: from sourcing to operations to customer interaction, we continuously look for better ways to create positive impact.

For us, sustainable business isn't a compromise—it's a catalyst. A way to align growth with responsibility and show that progress and purpose truly belong together. That's how we help drive the circular economy forward.

Lenia Karallus Chief Commercial Officer Fashion

Shaping Tomorrow:

A Look Into our Future



1 base year: 2021

2 base year: 2023

Shaping Tomorrow:

Where we are now



Rethinking Resources:

Embracing the Circular Economy

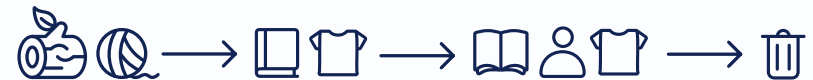
momox is proud to be a leader in promoting a circular economy, helping to reduce resource consumption. By re-selling used items, we extend the life of products and reduce the need for new raw materials. Although our business focuses on second hand goods, we've identified

some negative impacts related to resource use and waste from unsellable products. Negative impacts caused by the procurement of goods are mitigated by our momox purchasing guidelines.

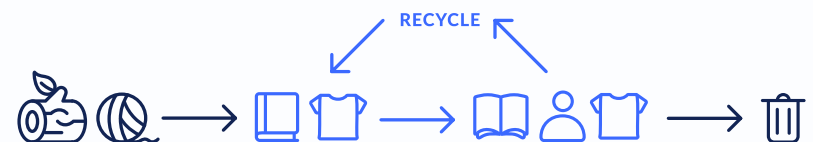
To tackle this, our purchasing guidelines emphasize the following priorities:

- Always select eco-friendly shipping options e.g. by electric vehicle, rail transport, climate-neutral service providers
- Prefer products made from renewable or recycled materials
- Choose reusable items instead of disposable ones
- Partner with suppliers who demonstrate strong sustainability practices
- Choose products that are locally produced, sustainably sourced, or come from fair trade when making purchases

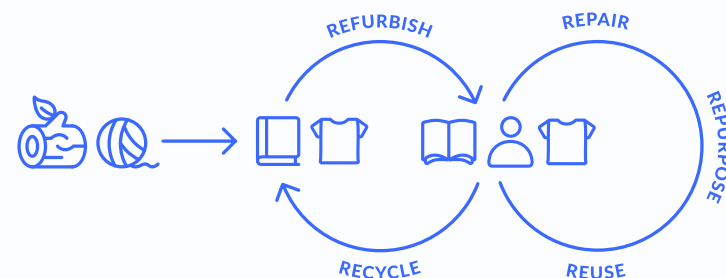
Linear economy



Recycling economy



Circular economy



Selected Key Initiatives



More and more books, media, and fashion items are being preserved through ongoing business growth



Sustainability trainings for employees



Collaboration with and donations to multiple NGOs and foundations, e.g. Cradle to Cradle, drip by drip e.V. and WWF



Ongoing calculation of GHG emissions for scopes 1, 2, and 3 since 2020



100% renewable energy in all locations



Optimized internal transports



Preparation on sustainability report according to CSRD-standards



DHL GoGreen for national shipments with DHL



Reduction of filling materials in packages



Updated travel guidelines with a focus on sustainable travel



Eco-friendly supplies and extensive recycling in offices



100% recycled material in cardboard shipping boxes, 80% recycled material in plastic shipping mailers

Selected Key Initiatives

- Participation in world cleanup day
- Tree plant activity
- And many more



Our Carbon Footprint

CO2

CH4

HFCs

PFCs

N2O

SF6

Scope 2

Indirect

Purchased electricity, steam, heating and cooling

Scope 3

Indirect

Employee commuting
Business travel

Waste

Transport and distribution

Scope 3

Direct

Company vehicles

Company facilities

Scope 3

Indirect

End-of-life treatment of sold products

Transportation and distribution

Use of sold products

Upstream activities

momox

Downstream activities

Our carbon footprint includes emissions from all our locations, as well as those generated by service providers and procurement activities. In recent years, we have significantly reduced our Scope 1 and 2 emissions, largely through initiatives such as switching to green energy. However, approximately 98% of our total emissions fall under Scope 3, particularly in procurement and logistics. In 2024, our emissions have increased in several categories this year, primarily due to growth-related activities and infrastructure investments. Despite this, in total, we have still made progress in reducing these emissions since 2021.

2021

2023

2024

37,278 t ↘ 21,523 t ↗ **25,984 t**

Scope 1 & 2

1,704 t ↘ 354 t ↘ **301 t**

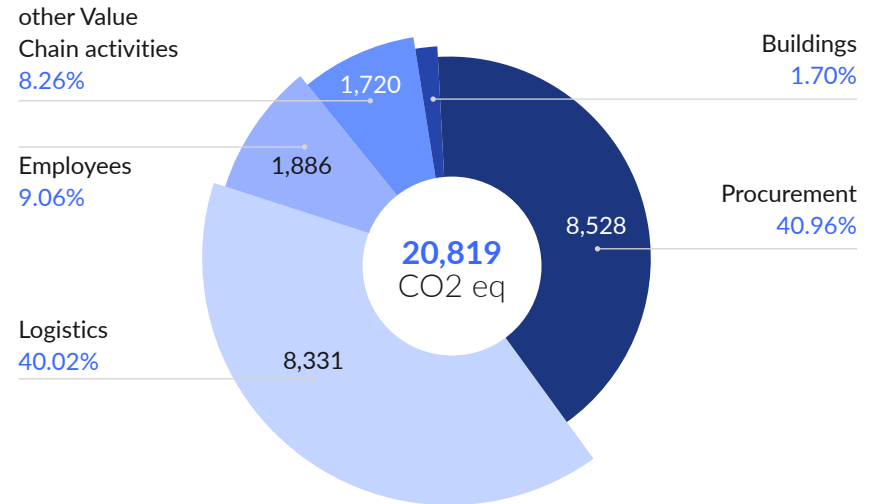
Scope 3

35,574 t ↘ 21,168 t ↗ **25,683 t**

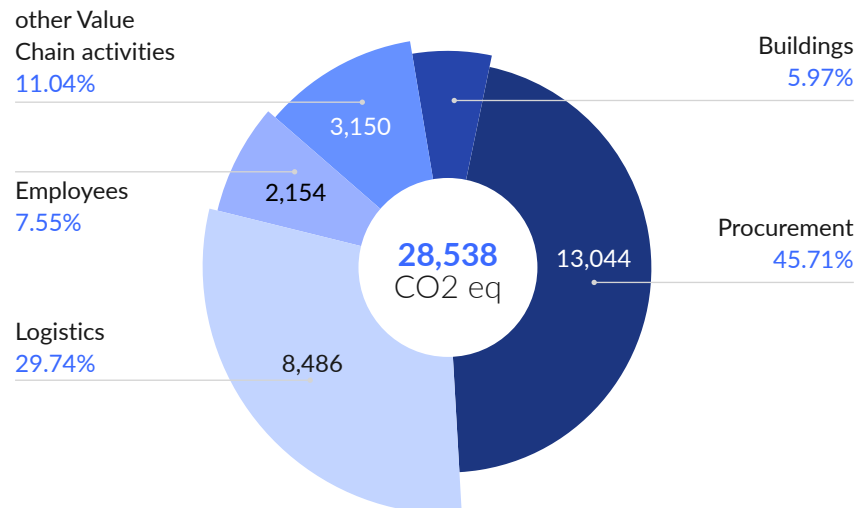
Emissions Breakdown: Scope 3 Focus

The main contributors to our carbon footprint in 2024 are purchased goods and services, transportation, and employee commuting – all of which fall under Scope 3 emissions. **We actively collaborate with our suppliers to reduce these emissions in the future.** In contrast, direct emissions (Scope 1) and indirect emissions from electricity consumption (Scope 2) account for only a small share of our overall footprint.

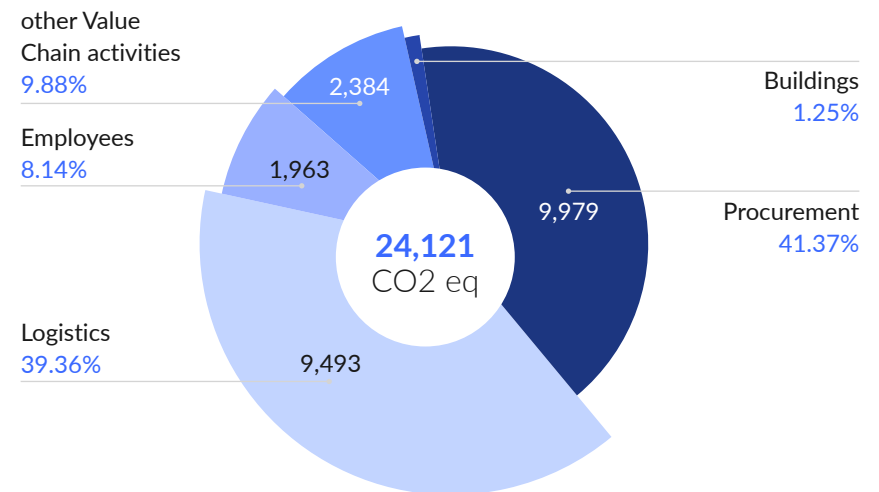
momox emissions 2023 in tCO₂ eq by area*



momox emissions 2021 in tCO₂ eq by area*



momox emissions 2024 in tCO₂ eq by area*



* excl. machinery and equipment

Avoiding Emissions with Pre-Loved Goods

Each time our customers choose second hand, they help avoid emissions. By buying second hand there is the possibility to reduce the demand for new production and preserve valuable resources. We've calculated the **avoided emissions** for each of our categories to highlight the impact of these sustainable choices.

In 2024

we avoided,
together with our customers,

47,478

metric **tons** of CO2 eq.

That is the equivalent of 9,894
homes' electricity use for one year.*



Second hand
bag

0.44 kg

CO2 avoided

52%

CO2 avoided

57%

CO2 avoided

5.36 kg

CO2 avoided



Second hand
media article



Second hand
dress

3.24 kg

CO2 avoided

61%

CO2 avoided



Second hand
book

1.01 kg

CO2 avoided

56%

CO2 avoided

* <https://www.epa.gov/energy/green-house-gas-equivalencies-calculator#results>

Understanding our Calculation Method

We compare the CO2 emissions of new products with momox relevant emissions. Avoided emissions consider activities beyond the second hand system, like production and transport. A key metric is the replacement rate, which shows how much second hand purchases replace new ones. While it varies between 0% (no avoidance) and 100% (full replacement), using 100% is unrealistic. Based on insights from our customers we've determined our own replacement rates. For example, our customers indicated that **70% of the fashion items purchased from momox fully replace identical or comparable items** they would have otherwise bought new. This figure, known as the replacement rate, suggests that in 7 out of 10 cases, buying a second hand clothing item prevents the purchase of a newly produced one. We are planning to revise and update our calculation methodology in 2025.

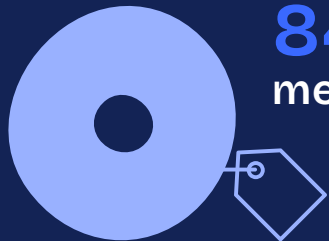
Replacement Rates

The replacement rates were measured through a customer survey in 2022, showing how often the purchase of a second hand item replaces the need for a new one.

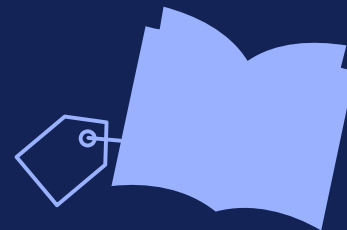
70%
fashion



84%
media

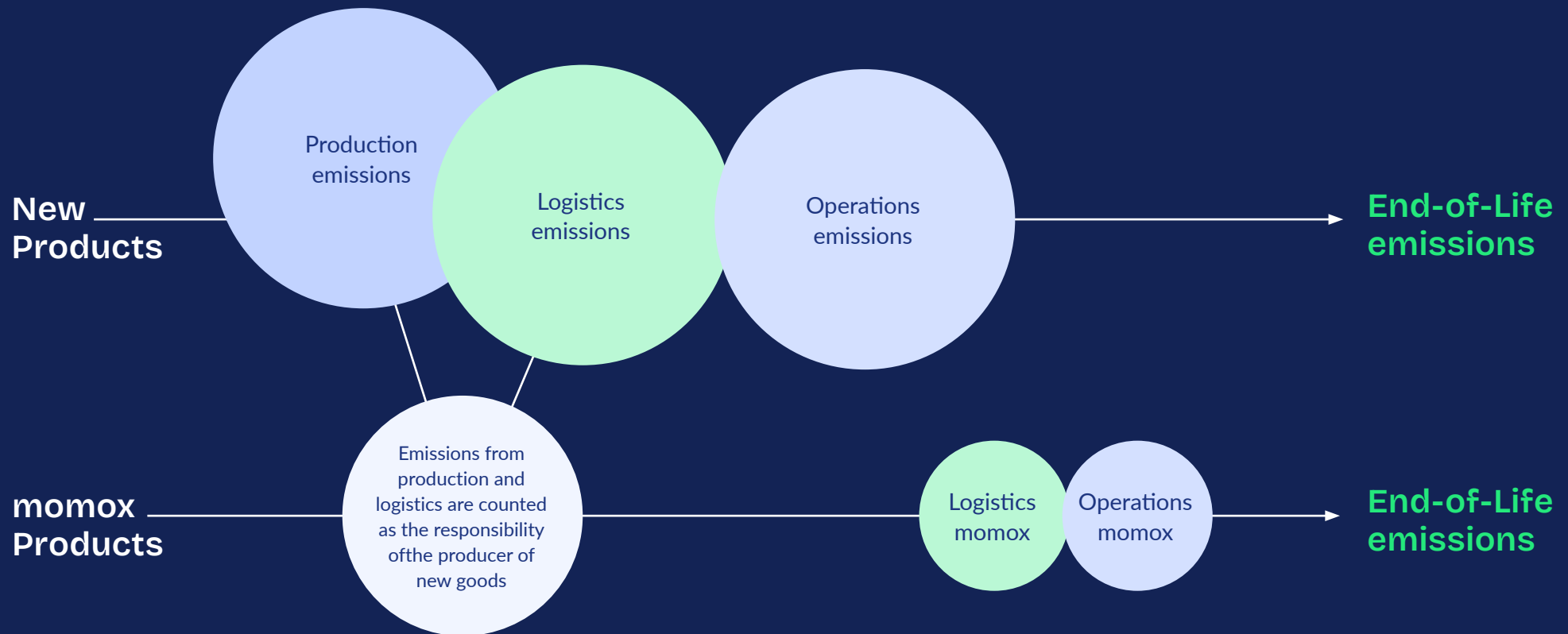


89%
books



Simplifield Calculation Logic

Newly Produced vs. Second Hand Goods



Social

The image features a solid blue background. On the left, there is a large, white, organic-shaped area that tapers to the right. At the bottom left, a dark blue, wavy shape extends horizontally. Two small orange dots are positioned near the right edge of the white shape, one slightly above the other.

Introduction

from the CPCO



We believe in a world where everyone belongs, grows and shines. This belief guides how we work, how we lead, and how we grow together. Our diversity isn't just something we're proud of—it's what drives our success. Different perspectives and open collaboration spark the ideas that move us forward. Inclusion means more than just being heard. It means feeling safe to be authentic, to take risks, and to learn from mistakes. That's where true energy and progress come from. By supporting each other and embracing change with courage, we not only move our company forward but help to shape a more inclusive world.

Alexandra Schulz Chief People and Culture Officer

Our Social Goals

Fostering Satisfaction,
Diversity, and Growth



1 base year: 2022

2 ratio female to male total

3 ratio female to male Teamlead

Our Core Values

At momox, we aim to create a work environment where our employees feel safe, valued, and can thrive. Potential and actual impacts, both positive and negative, on the working conditions of our employees are addressed and regulated by our Code of Conduct, while our Declaration of Principles for Human Rights and Environmental Obligations (in accordance with the German Supply Chain Due Diligence Act) sets expectations regarding the respect for human rights. The declaration outlines human rights and environmental responsibilities, as well as principles

of governance, risk analysis and management, preventive measures, complaint mechanisms, and documentation and reporting. These policies apply to all employees. We encourage our business partners to follow these principles and ensure their own partners do the same.

At the heart of everything we do are our core values, which serve as a guide for everyone and support us in our daily work and decisions.



Customer
Focus



High Performance
& Innovation



Openness &
Inclusion



Happiness



Sustainability



Financial
Stability



We are on a mission
to save our planet –
one second hand
product at a time.

Join



momox



Driving Change Together: Our Employees

At momox, we place great importance on fostering a diverse and inclusive workplace. We believe that diversity not only enriches our company culture but also drives innovation and success. That's why we actively prioritize diversity in our hiring processes, ensuring that different perspectives and backgrounds are represented. To support our employees' growth and development, we offer a wide range of training and learning opportunities. Above all, employee satisfaction is at the core of everything we do – we are committed to creating a work environment where everyone feels valued, empowered, and motivated to contribute their best.



54%
men

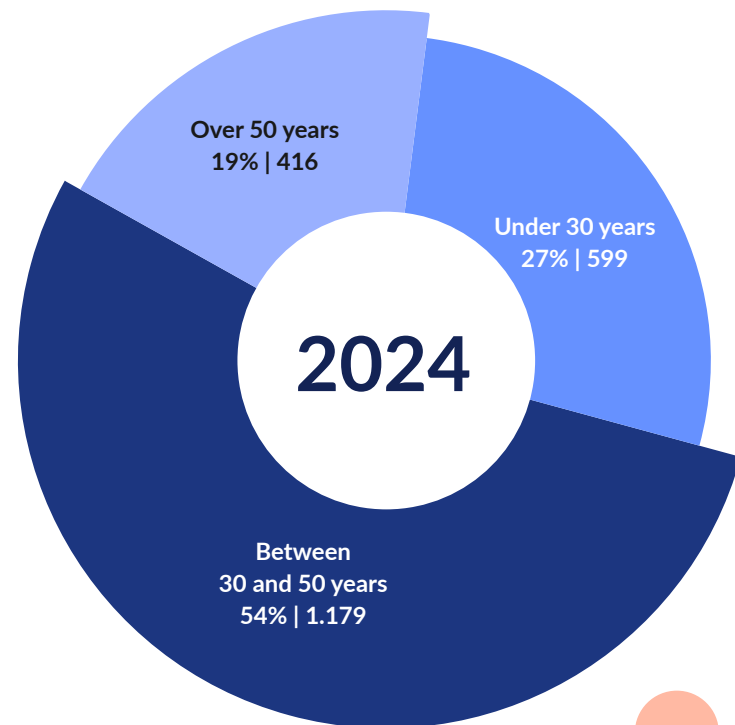
46%
women



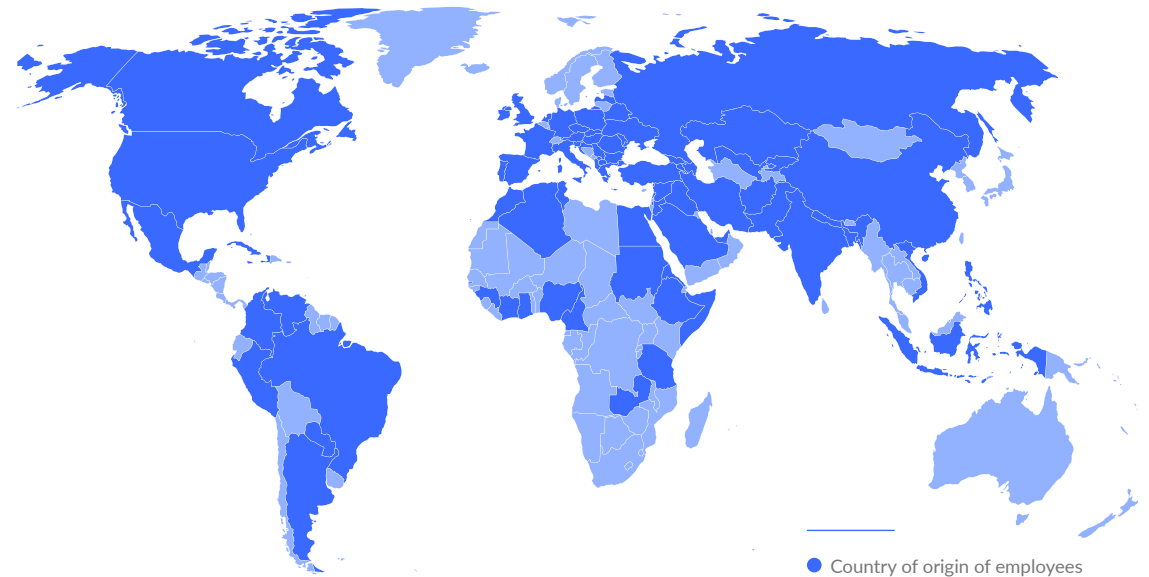
0.09%
diverse

Driving Change Together: Our Employees

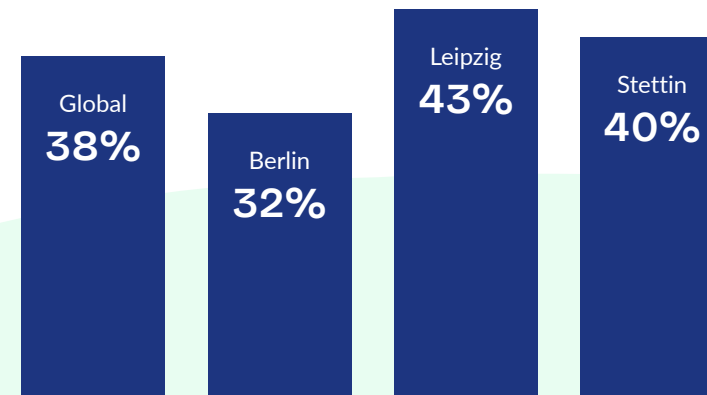
Share of Employees by Age Group



Our Employees come from 78 Countries



Women in Leadership 2024



Selected Key Initiatives



Annual training budget for skill development



Developed training programs for e.g team leaders (GROW) and area managers (LEAD), focusing on leadership development.



Occupational health management activities and subsidized sport memberships



Cooperation with health insurance and implementing a mental health provider



Increased accessibility measures, such as sign language courses, accessible workplaces and job advertisements with inclusive language



A joint DE&I vision and strategy that is reflected in the OKRs and integrated in the OKR planning



Regular employee survey on DE&I topics to identify areas for improvement



Various diversity initiatives, such as relocation assistance, language training, training on intercultural skills, etc.

Social

Progress



Pride Champion Gold seal in 2024

28%

of leadership roles are held by women

>40%

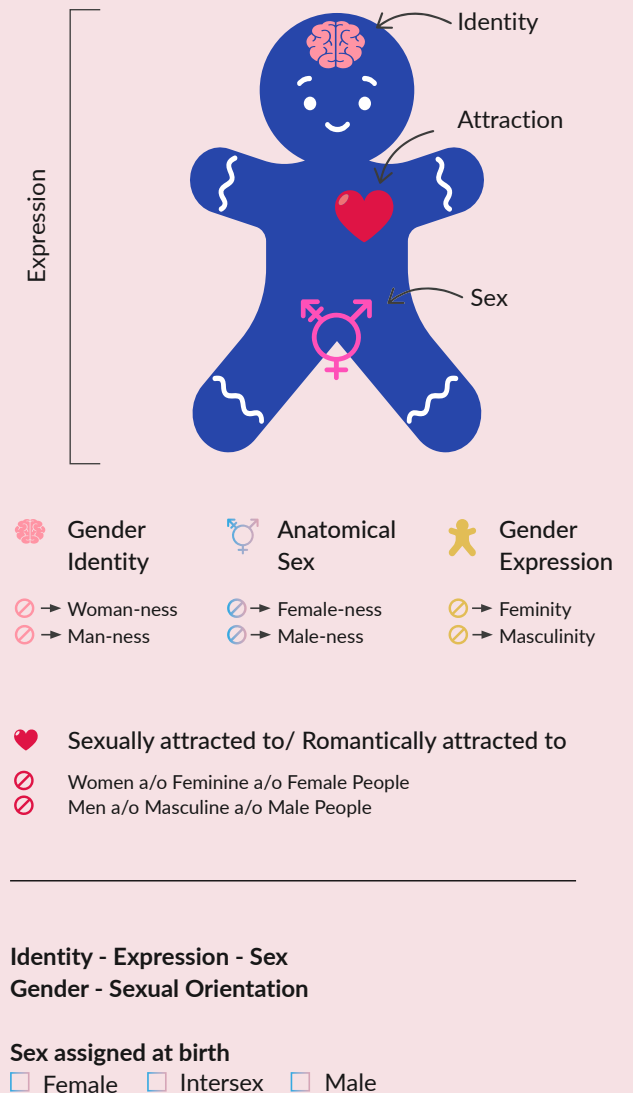
of teamleads are occupied by people who were born outside their working country

Championing Diversity, Equity, and Inclusion in our Workforce

One of our six core values is **openness**. This includes openness to different cultures, religions, worldviews, professional backgrounds, ages, mental and physical abilities, genders, gender identities, and sexual orientations. It also encompasses awareness of intersectionalities and a willingness to accept criticism and feedback.

To raise awareness on LGBTQIA+ issues, particularly on transgender/trans*issues, we have implemented a **company guideline** in 2023.

We have also formed a dedicated **diversity team** to actively drive and implement diversity initiatives. Additionally, we have established **complaint offices at all locations** to ensure that concerns related to diversity and inclusion are promptly and effectively addressed.



Our Comprehensive Benefits



Sustainability

We love the sustainability aspect of second hand and integrate it into our everyday office life using simple methods such as sustainable consumables, double-sided printing, energy-saving mode on devices, waste separation and much more.



Corporate discounts

We believe that our second hand products are for everyone. That's why our employees receive monthly vouchers, giving them the opportunity to enjoy discounts on our products while also helping to conserve resources.



Company events

We organise various employee events at regular intervals to exchange ideas and celebrate together outside of work. In addition to summer and Christmas celebrations, there are also film evenings, monthly breakfast buffets and other events where we meet as a team.



Professional development

We are convinced that growth is not only essential for the company, but also for each individual team member. That is why we actively promote the further training of our employees and provide an annual budget that can be used individually.

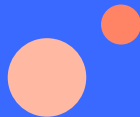


Birthday celebrations

As a birthday present, our employees get half a day of holiday - so you can either leave work early, come to work later, or take a half day of holiday in conjunction and stay off work all day.

Many more
location-specific
benefits...

Governance



Introduction from the CFO

As a company with a circular business model, we place great importance on responsible and transparent governance. Integrity, ethical standards, and legal compliance are deeply embedded in how we operate and make decisions. This foundation allows us to build lasting trust—with our customers, partners, and teams. By aligning strong governance with our circular approach, we're not only driving long-term business success, we're also upholding our commitment to social and environmental responsibility.

Christian von Hohnhorst Chief Financial Officer

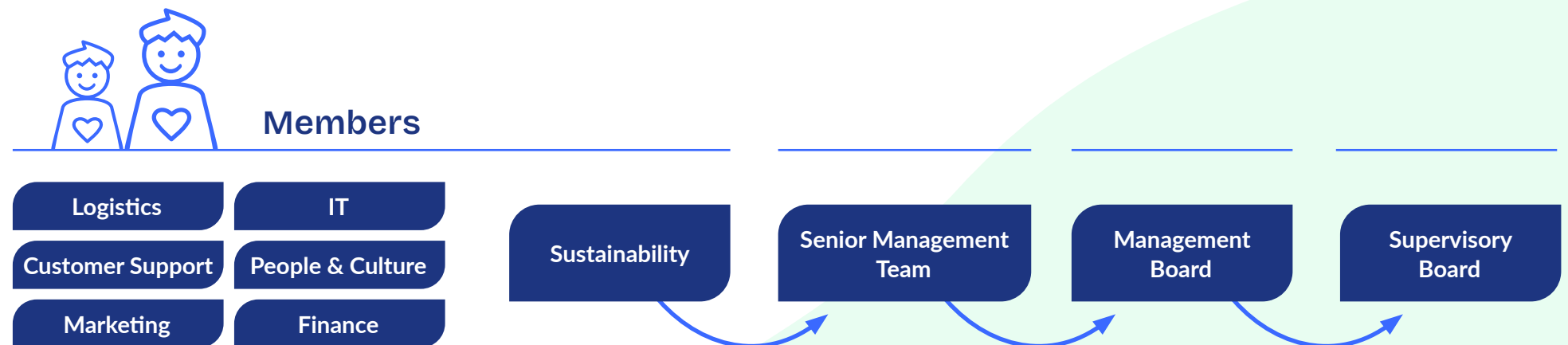


Driving Accountability:

Our Sustainability Committee and Reporting

To ensure that sustainability is integrated into all our actions, we have established a **management sustainability committee comprised of members from all departments and locations**. These members report directly to the Senior Management Team, ensuring that their insights

and recommendations are heard at the highest level. This structure allows us to take a **holistic approach to sustainability across the company**, with every area actively contributing to and driving our long-term goals.



Selected Initiatives

We focus on key aspects related to the **protection of customer, employee, and applicant data**. Our Code of Conduct outlines strict adherence to statutory laws

and regulations, ensuring that we maintain the **highest standards of compliance and integrity**.



Implemented a Code of Conduct (CoC) with clear guidelines that define and prohibit behaviour, e.g., outlining the zero tolerance for bribery and corruption.



System in place to enable whistleblower reporting and protection.



A comprehensive compliance program is in place, encompassing a wide range of measures, such as ensuring, compliance with laws, data protection, anti-corruption, risk management, monitoring, risk reporting and responsibilities.



The sustainability statement for 2024 has been prepared to comply with German and European regulatory requirements (CSRD)

Governance

Progress

Available to all employees

Number of incidents reported on the whistleblower platform in 2024: 0

Delivering on the German Supply Chain Due Dilligence Act

Alignment-process with EU Regulations and local GAAP

Empowering Communities Through Partnerships

We are committed to giving all products a second chance, even those that don't meet our purchasing criteria. In addition to returning rejected items when they do not meet our criteria, customers can choose the 'Sell & Donate' or 'Recycle & Donate' options. Since 2021, we have been

partnering with our customers to donate to various organizations, actively supporting sustainable projects and taking responsibility for both the environment and society together.



drip by drip

Donation Sums

2021
343,163€

2022
351,546€

2023
301,042€

2024
478,506€



Imprint

Publisher

momox SE
Schreiberhauer Straße 30
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and Christian von Hohnhorst

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Photo credits

Saikat Baran Shil in Dhaka,
Bangladesch; Julika Tribukait/WWF;
Foto Max Arens/
Cradle to Cradle NGO