



blinto™

SUSTAINABILITY REPORT 2023





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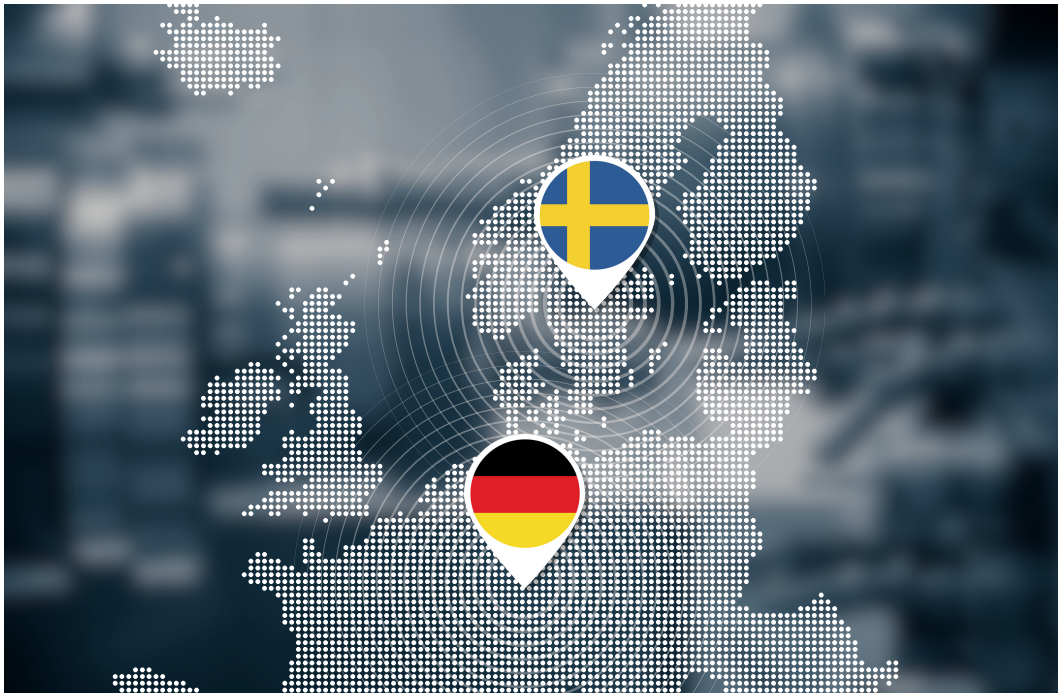
About Blinto

Blinto AB was established in Växjö in the fall of 2018 to provide a circular approach to extend the lifespan and purpose of used machinery and utility vehicles for new owners. Through the platform blinto.se, we provide auctions at market prices, allowing businesses in construction, forestry, agriculture, logistics, and industry to buy and sell items.

Blinto has evolved into a strong brand, representing a modern marketplace with secure and reliable transactions. Our sellers receive seamless assistance with asset disposal, and we manage the entire sales process, enabling companies to concentrate on their core business. All items are promoted across various channels and targeted towards the right customer segments, both domestically and internationally.

Being a brokerage service, we always strive to ensure that our bidders feel confident placing bids. All items are meticulously documented by our knowledgeable and professional staff, eliminating the need for multiple inspections by several potential buyers. Thanks to our strong local market presence and a network of auctioneers spread nationwide, we can minimize the need for travel associated with a sale, leading to a smaller environmental footprint compared to businesses selling independently.





Blinto is gaining an increasing share of the market, not only within Swedish borders. Since the international launch in spring 2022, Blinto has been expanding its presence in Germany through [blinto.de](https://www.blinto.de). With Verdane becoming the majority owner in mid-March 2023, our company gained even better opportunities to strengthen our position in the international market and continue our expansion.

Even public organizations such as regions and municipalities, aiming for long-term sustainability, are offered a seamless and straightforward solution for sales. Through a strategic purchasing work approach for sustainable procurement, the public sector, together with the business community, can contribute to sustainable societal development and the achievement of the goals outlined in Agenda 2030.



CEO's Message

It is with great joy and pride that I welcome you to our sustainability report for 2023. When reflecting on the past year, I am both proud and humbled that Blinto remains resilient in a turbulent world marked by ongoing political instability and general economic uncertainty.

Thanks to the commendable efforts of all our employees, we have sustained high growth throughout the year, further solidifying our already strong market position. This success is attributed to the continued trust from both existing and new customers.

The changes in our external environment not only present us with new challenges but also offer opportunities, where we have a crucial role to play. The production of new machinery and vehicles significantly contributes to carbon emissions. With a business model rooted in reusability and a service that aids companies in adopting a more circular approach, Blinto continues to contribute to long-term sustainability.



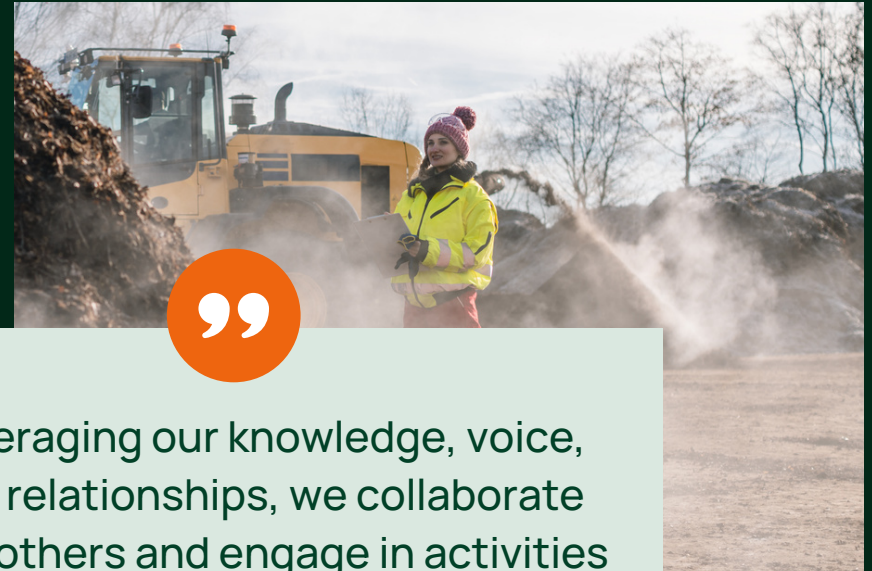
In this report, we have compiled our efforts and achievements in the field of sustainability over the past year. We have taken significant strides in reinforcing our commitment, both in combating climate change and contributing to the communities in which we operate.

Blinto continues its value-driven journey, ensuring growth in both the short and long term by maximizing value from our existing operations. Leveraging our knowledge, voice, and relationships, we collaborate with others and engage in activities that make a difference, drive change, and have a lasting impact on the external world. By supporting research at Linnaeus University, we actively contribute to addressing the climate and societal challenges we face.

I would like to extend a warm thank you to our partners, investors, employees, and, most importantly, the users of our auction service – you all play a part in Blinto's circular business. Each new relationship is an opportunity to create more ripples, and together, we are building a more sustainable future.



Richard Nilsson, CEO, Blinto



Leveraging our knowledge, voice, and relationships, we collaborate with others and engage in activities that make a difference and have a lasting impact on the external world.

Richard Nilsson, CEO, Blinto



Our Circular Business Model

Climate change, wars, and a continuously growing population have brought resource issues to the forefront. We are entering a new world order with a new economy and new market regulations, where circularity offers the solution to many of our complex problems. To achieve climate neutrality, we must embrace circularity, facing entirely new conditions as we strive for climate neutrality and as the EU taxonomy guides finances toward circular actors.

Throughout the year, Blinto has formed partnerships with players in the construction trade to contribute in making the construction industry more circular. Through our extensive marketing targeting the right interest groups in Sweden and internationally, products find new life with new owners. Actively assisting companies in their sustainability efforts and adopting a more circular approach is a crucial component for us in our endeavor to contribute to a more sustainable society.

The economy of the future relies on circularity. We talk about a circular economy, a clear vision of an economic system designed to repeatedly regenerate resources, thereby minimizing the extraction of new natural resources. With a circular economy, profitability, competitiveness, environmental concerns, and sustainability are at the forefront. Developing one's business for a circular economy adds value, whether you are ready to completely change your business model or reduce your resource consumption.



Circular economy entails significant changes. Digital tools can provide knowledge and information about what is currently available on the market and what can be created. Blinto hopes to witness more collaboration, more markets for reuse, and more services that can bring products back to the market.

The transition to a more circular economy is a prerequisite for meeting environmental goals. Global extraction of natural resources has more than tripled since 1970 and continues to rise, placing an unsustainable burden on the planet. Creating a circular economy, where waste is eliminated, resources circulate, and nature is regenerated, is crucial for the shift towards a more sustainable future.

Blinto offers a marketplace where, through reuse, we extend the lifespan of machinery, vehicles, and tools. Here, businesses can acquire what they need for their operations in a convenient and more sustainable manner than if they had purchased newly produced items.

By establishing a circular economy for products, we can keep valuable resources in use for a longer period. Extending the lifespan of a product avoids the extraction of new materials and conserves natural resources such as water, land, and minerals, leading to fewer greenhouse gas emissions and a reduced need for toxic substances often used in production.

For many businesses, high sustainability goals combined with the desire to become more circular pose a challenge, often due to a lack of both time and resources. In this scenario, Blinto's business model provides a solution. Our service enables companies to make smart and sustainable purchasing decisions, that promotes sustainable development.



Blinto enables companies to make smart and sustainable decisions regarding purchases that promote sustainable development through a circular economy.





Customer Case

Companies aiming for increased sustainability need to review their entire operations. An essential aspect is to divest items that are no longer in use and find customers for unique products that have been taken out of the assortment. A successful collaboration with a major player in the construction trade, initiated in early 2023, is the partnership between Blinto and K-Bygg. Together, we have discovered new avenues for trade and are working to minimize waste for the benefit of the environment.

K-Bygg and Blinto in a partnership to promote a circular construction industry

Since January 2023, Blinto has had a key partnership with K-Bygg. Through extensive marketing to the right interest groups, both in Sweden and internationally, incorrect orders and unique, often challenging-to-sell products find new life with new owners via blinto.se. With Blinto's assistance, K-Bygg can adopt a more circular approach, and several stores have found the key to solve the challenge of selling products that they themselves may struggle to market.

Environmental Focus

K-Bygg is part of the Kesko Group, and the stores offer a wide range of products within the building supply trade. According to Patrick Warnroth, responsible for the collaboration with Blinto at K-Bygg, getting help with the disposal of machinery and products in a smooth and seamless manner is crucial for reducing waste.



K-Bygg has made significant strides in facilitating recycling in recent years and is striving to reduce the waste it generates through various initiatives. An example of this is the collaboration with Blinto.

“It is our responsibility to find new avenues to ensure that everything produced and already available in the market is used for an extended period, and Blinto is a great help in this regard,” says Patrick Warnroth.

Despite the uncertainties in the construction industry, K-Bygg finds it crucial to maintain focus and continue working on sustainability at both the central and local levels.

“One challenge we have faced is finding customers for a range of unique items that inevitably arise in a store. It could involve incorrect orders, customer returns, discontinued products, or display models that need to reach a market with the right stakeholders so that we can work as circularly as possible,” says Patrick Warnroth.



We don't have the customers ourselves to be as circular as we want to be. We need assistance to avoid a situation where we are forced to discard materials because we don't reach the right customer segment. With Blinto, we can succeed better in this.

Daniel Sjöqvist, Site Manager, K-Bygg, Umeå

New Paths for Commerce

Daniel Sjöqvist, the site manager at K-Bygg in Umeå, explains that a challenge faced by K-Bygg stores across the country is selling outdated or unique inventory to local customers.

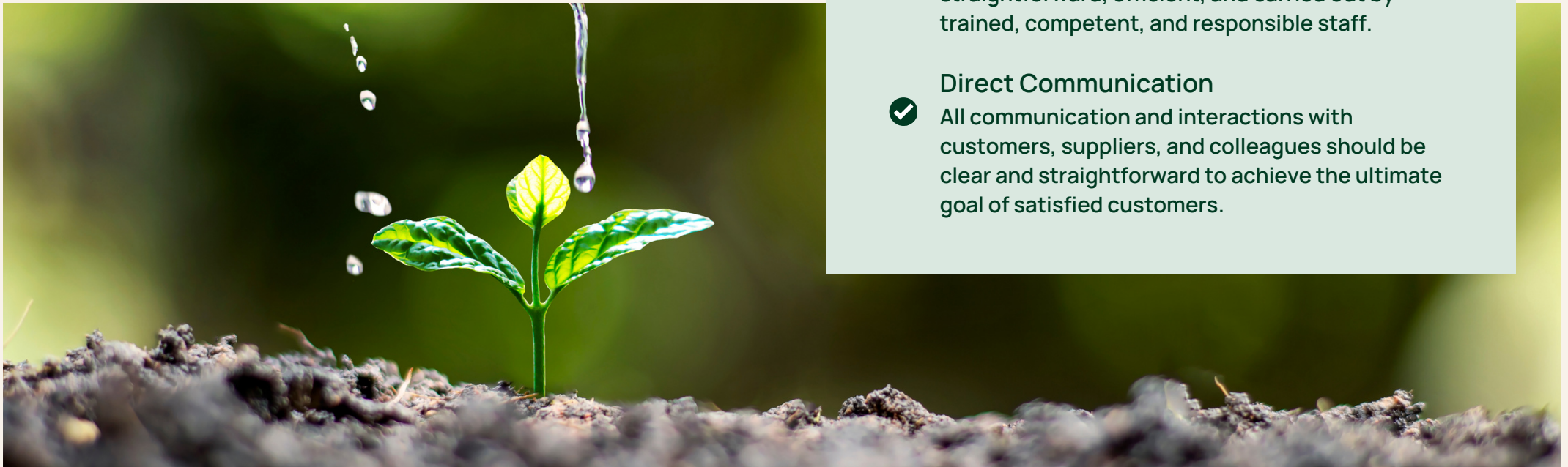
“We don't have the customer base ourselves to be as circular as we want to be. We need assistance to avoid a situation where we are forced to discard materials because we don't reach the right customer segment. With Blinto, we can succeed better in this,” says Daniel.

Working together with Blinto turned out to be easier than Daniel Sjöqvist and his staff had anticipated.

“It's about getting into the routine. The more product segments we try to auction online and the more stores that get involved, the more we realize what can actually be sold. One could say that, together with Blinto, we have found new paths for commerce, which is positive for us and our customers, but also, significantly, for the environment.”

Quality Assurance and Customer Satisfaction

Blinto's business operations are built on customer relationships. To remain an appealing choice for both existing and new customers, we ensure that we meet our customers' expectations by being a reliable partner. The quality of our services should always be so high that it constitutes a crucial competitive advantage, prompting customers to choose us.



Blinto Ensures:

- ✓ **A Reliable Partnership**
We deliver the promised service in accordance with the agreements we enter into.
- ✓ **Transparency and Clarity**
Services are marketed according to established specifications, instructions, and issued sales material.
- ✓ **High Service Level**
Our administration and service are straightforward, efficient, and carried out by trained, competent, and responsible staff.
- ✓ **Direct Communication**
All communication and interactions with customers, suppliers, and colleagues should be clear and straightforward to achieve the ultimate goal of satisfied customers.

Sustainability and Blinto

Sustainability is a fundamental part of Blinto's operations as our business model is built on reuse. We support the global goals for sustainable development, considering them as a part of a collectively agreed global ambition to eradicate poverty, protect the planet, and improve the lives and prospects for everyone



Sustainability Strategy and Governance

Blinto's sustainability efforts are led by the CEO and the board. We operate based on a concrete sustainability strategy with measurable goals and KPIs, Key Performance Indicators, forming the basis of our sustainability work.

Reuse has never been more relevant, the more people engage in reuse and contribute to a more circular economy, the better it is for the environment. Sustainability is at the core of Blinto's business, and our sustainability efforts align with the United Nations' global goals in Agenda 2030, covering various aspects such as environmental impact, ethics, governance, and social responsibility.

Sustainability Policy

Our sustainability policy outlines Blinto's overarching perspective on sustainability. Simultaneously, the code of conduct, along with other shared guidelines we have developed, serves as guidance for both how the company is led and for all employees in their work.

Blinto's sustainability policy, along with the environmental policy, was approved by the board in 2023.



Sustainability is the foundation of Blinto's business operations, and our efforts are aligned with the United Nations' global goals.

Our Environmental Initiatives

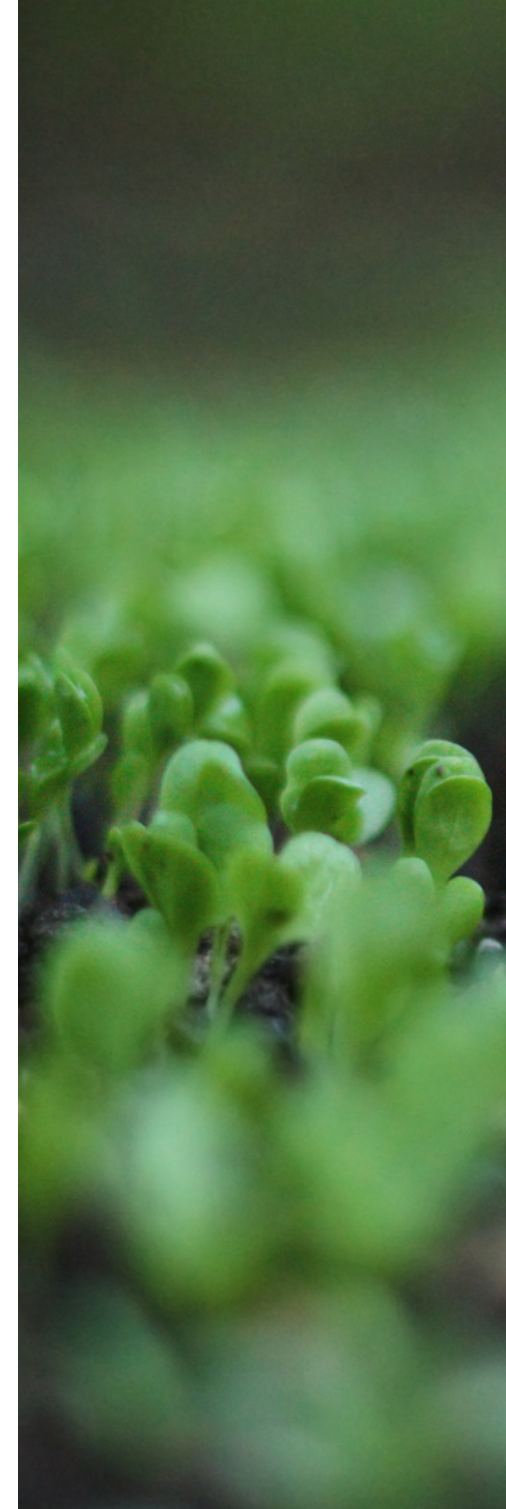
Large parts of the world are currently facing severe crises and challenges. Geopolitically, wars and a deteriorating security situation have, in addition to human suffering, resulted in an energy crisis, an economic crisis, bottlenecks in supply chains, and shortages of both raw materials and materials. Climate change and reduced biodiversity pose serious risks to both societies and ecosystems. Along with the aftermath of the pandemic, the events mentioned have created economic downturn and significant uncertainty.

Focus on Energy Transition

Reducing climate impact while meeting society's growing energy needs is a significant and current challenge. This involves creating efficient energy use and transitioning to renewable energy sources.

Increased geopolitical tensions have also highlighted the vulnerability of energy dependence and the need to increase individual countries' self-sufficiency. Working towards and achieving energy transition contributes to the creation of new jobs and business opportunities, as new energy sources, technologies, and systems need to be developed and implemented.

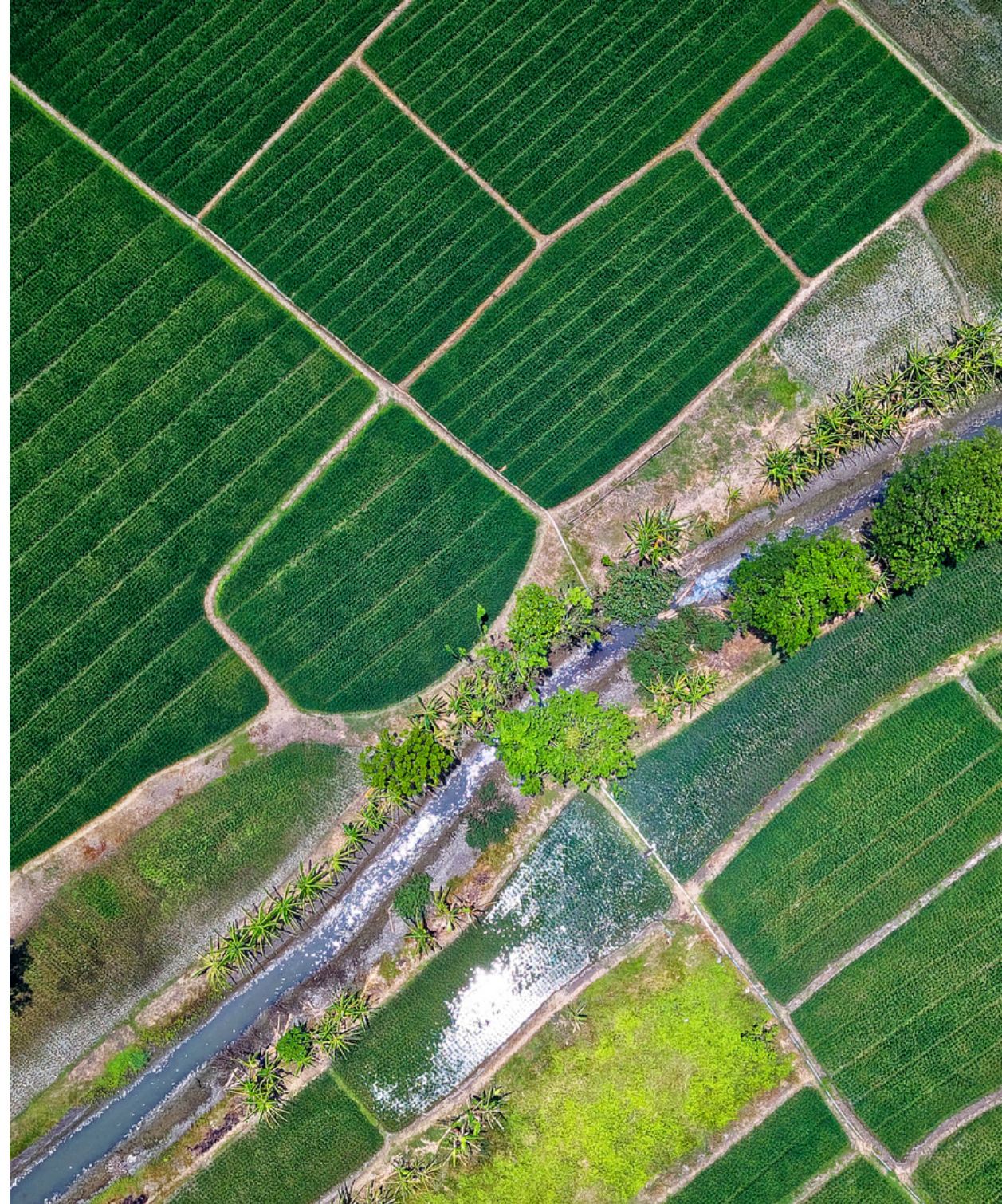
The global efforts to combat climate change are embodied in [the Climate Convention](#) and [the Paris Agreement](#). The Climate Convention is a global treaty outlining measures to halt climate change, signed at the United Nations Conference on Environment and Development in Rio in 1992. The Paris Agreement is an integral part of the Climate Convention, representing a global climate accord that came into force in 2016. The Paris Agreement stipulates that the global temperature increase should be limited to below two degrees, with an aspiration to limit it to 1.5 degrees. This is primarily to be achieved by reducing greenhouse gas emissions. Another aspect of the agreement involves providing support to those affected by the effects of climate change and increasing opportunities for climate adaptation.

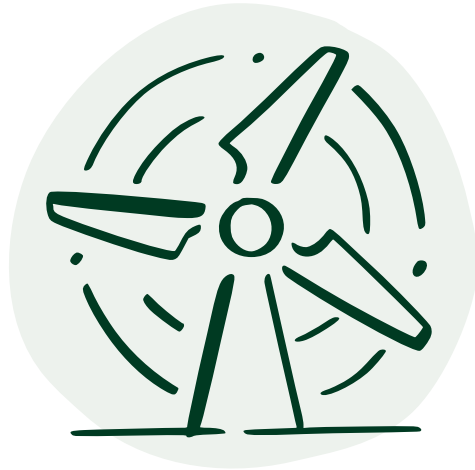


The European Green Deal is a package of political initiatives aimed at paving the way for a green transition in the EU, with the ultimate goal of achieving climate neutrality by 2050. The package supports the EU's transformation into a fair and prosperous society with a modern and competitive economy. The European Green Deal provides an action plan to enhance the efficient use of resources by transitioning to a clean, circular economy and reducing pollution.

Blinto's environmental efforts are part of our sustainability work and align with our commitment to the global goals for a sustainable society. We actively engage in environmental and sustainability initiatives with measurable goals. Our most significant contribution to an improved environment is assisting more customers in buying and selling used items.

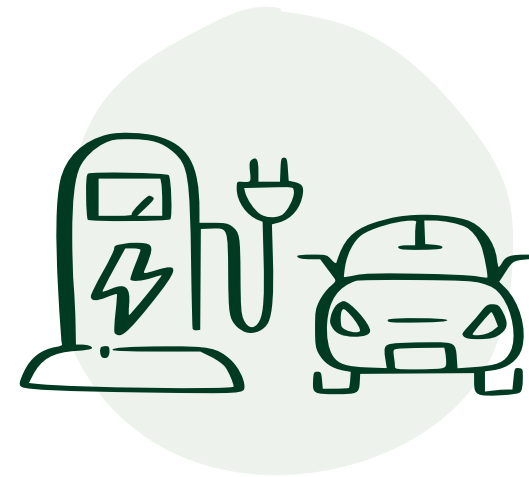
While Blinto does not engage in environmentally harmful activities, like most businesses, we have some environmental impact. We work diligently to minimize our resource consumption that affects the environment. We have analyzed two areas that contribute significantly to our environmental impact: our energy consumption and our business travel.





Our Energy Consumption

Our goal regarding energy usage is to ensure that the electricity used at our headquarters is renewable, and we successfully achieved that goal during year 2021/2022.

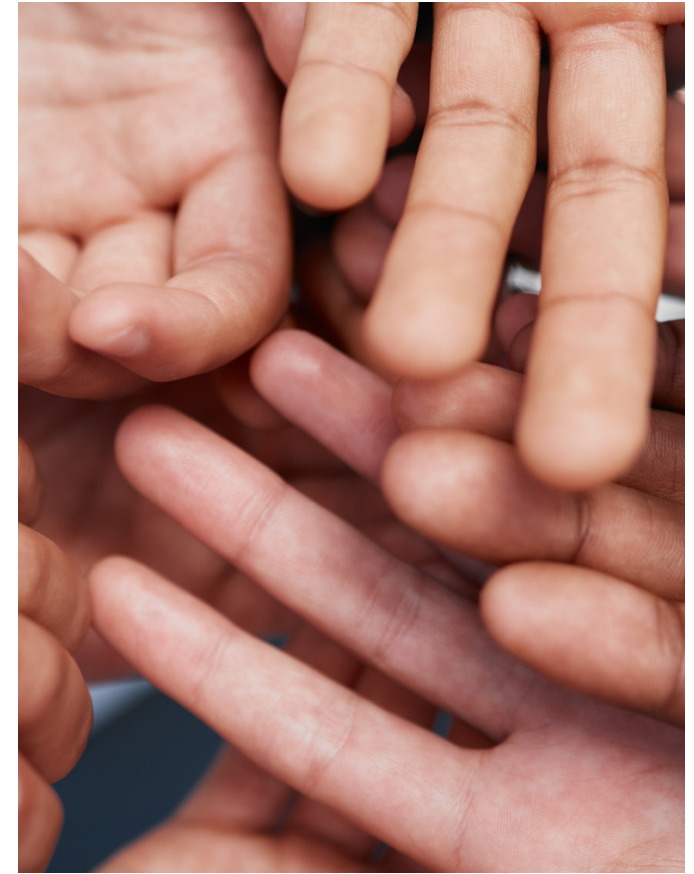


Our Business Travel

In 2024, we aspire to expand our vehicle fleet by incorporating more fossil-free cars.



Our Engagement with the UN's Global Goals outlined in Agenda 2030



Blinto acknowledges the significant global challenges facing our planet and its population. We share the United Nations' conviction that sustainable, inclusive, and lasting economic growth is essential for prosperity, and businesses should contribute to positive change. Agenda 2030 is a historic global action plan endorsed by UN member states in 2015. The goals and targets of Agenda 2030 are integrated and indivisible, encompassing all three dimensions of sustainable development: economic, social, and environmental.

Blinto supports the UN's global goals and considers them part of a globally agreed-upon ambition to eradicate poverty, protect the planet, and enhance the lives and prospects of all. We have identified goals 5, 12, and 13 as most relevant to us, since we believe we can have the greatest impact in these areas through our business operations. We use the goals as guidance in our sustainability efforts.



 Goal #12


Responsible Consumption and Production

Goal 12 focuses on ensuring structures that contribute to more sustainable consumption and production. The transition to sustainable consumption and production of goods and services is a necessity to reduce negative impacts on climate, the environment, and human health. Sustainable consumption and production involve efficient resource use and consideration for ecosystem services essential for sustenance.

Blinto's Commitment

Blinto enables the reuse of machines and vehicles through its auction service, helping businesses transition to more circular practices. With Blinto's assistance, companies no longer need to store or dispose of unused items in their operations in an unsustainable manner.



 Goal #13

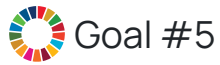
Climate Action

Climate change is a real and indisputable threat to our entire civilization. Greenhouse gas emissions continue to rise, and as a result, we risk surpassing an average global warming of two degrees, which would have serious consequences for ecosystems, ocean acidification, human security, food production, water resources, health, and an increased risk of natural disasters.

Blinto's Commitment

Our customers' choices make a positive impact, and the best thing we can do for the environment is to assist more businesses in buying and selling used items. Extending the lifespan of products avoids the extraction of new materials and conserves natural resources like water, land, and minerals. This approach helps prevent greenhouse gas emissions and the use of toxic substances typically employed in production. A crucial integrated aspect of our operations is resource conservation, with a commitment to continuous improvement in procedures and processes to minimize our environmental footprint, particularly in energy consumption, waste management, and procurement.

Learn more about our environmental efforts and how we contribute to goals 12 and 13 under Our Environmental Initiatives.



Gender Equality

Gender equality is a goal in itself and a prerequisite for sustainable development. Gender equality is achieved when men and women have the same rights, conditions, and opportunities, as well as equal power to contribute to the development of society..

Blinto's Commitment

All of our employees are central to our ongoing development, and gender equality is a crucial factor. We actively work towards gender equality, aiming for an inclusive corporate culture and a workplace that encourages diversity.

Learn more about how we work towards goal 5 under Our Employees.





Sustainable development is that
which meets the needs of the
present without compromising the
ability of future generations to meet
their own needs.

Gro Harlem Brundtland
United Nations World Commission on Environment and Development, 1987

Our Employees

Our employees are our most valuable asset. It is through their expertise that we can achieve our goals. Retaining competent and experienced employees while attracting new talents is therefore crucial for our operations. We aim to create a secure and healthy workplace characterized by professionalism, inclusivity, development opportunities, and effective leadership, a workplace where all employees have the opportunity to contribute to a more sustainable future.

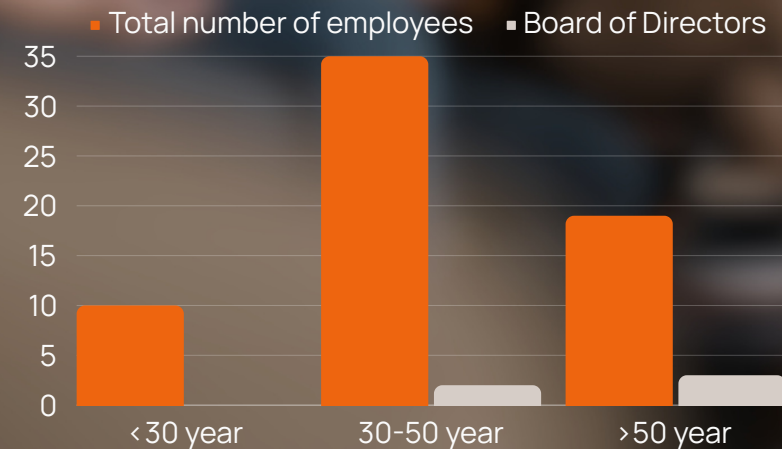
To cultivate the strong team spirit we aspire to, it is essential to foster an inclusive climate where helpfulness and commitment are fundamental elements. The "Blinto spirit," or our corporate culture, is imbued with shared values with trust and solidarity at its core. We value an open atmosphere where everyone respects the individual, the company, and the planet.

Gender Distribution of Employees

Total number of employees: 64



Age distribution



A sportsmanship spirit and high ambitions have permeated the work at Blinto from the beginning, contributing to the company's atmosphere and the desire to build a strong team where we motivate and inspire each other. As Michael Jordan said, 'Talent wins games, but teamwork and intelligence win championships.'

A well-being workforce propels a company forward. That's why we invest significantly in well-being, offering a generous wellness allowance and dedicating one hour per week for any chosen wellness activity during working hours. We also create time for shared social activities with a focus on health, including physical challenges that strengthen the team spirit. To continuously gauge the company's well-being, we utilize digital tools like Winningtemp, where the well-being and perceived work situation of all employees are monitored on a weekly basis.

We consider it self-evident that all employees should have equal opportunities. Having a diverse workforce provides us with valuable perspectives, and we believe that diversity encompasses the unique qualities each employee brings in terms of experience and education. Through our efforts in inclusion, we aim to create a workplace where all individuals and groups feel welcomed, respected, supported, and appreciated.

Blinto aspires to attract more women to an industry currently dominated by men. It is important for us to encourage more women to see the opportunities within the field, and by having female ambassadors in the company, we can challenge any potential stereotypes. We actively promote a gender-neutral recruitment process, from job ad creation to hiring decisions.



5,000 SEK

in wellness allowance per year

1 HOUR

wellness activities during working hours every week

1

An Inclusive Climate

Blinto promotes inclusion and diversity, committing to ensuring a fair workplace for all. Professional and personal development for each employee is a key factor in our success.

2

Competency Development

Blinto establishes and communicates clear goals for everyone, aiding employees in understanding how they contribute to the company's success and align with development needs. Blinto values preferences and ideas, regularly providing all employees with the opportunity to give and receive feedback.

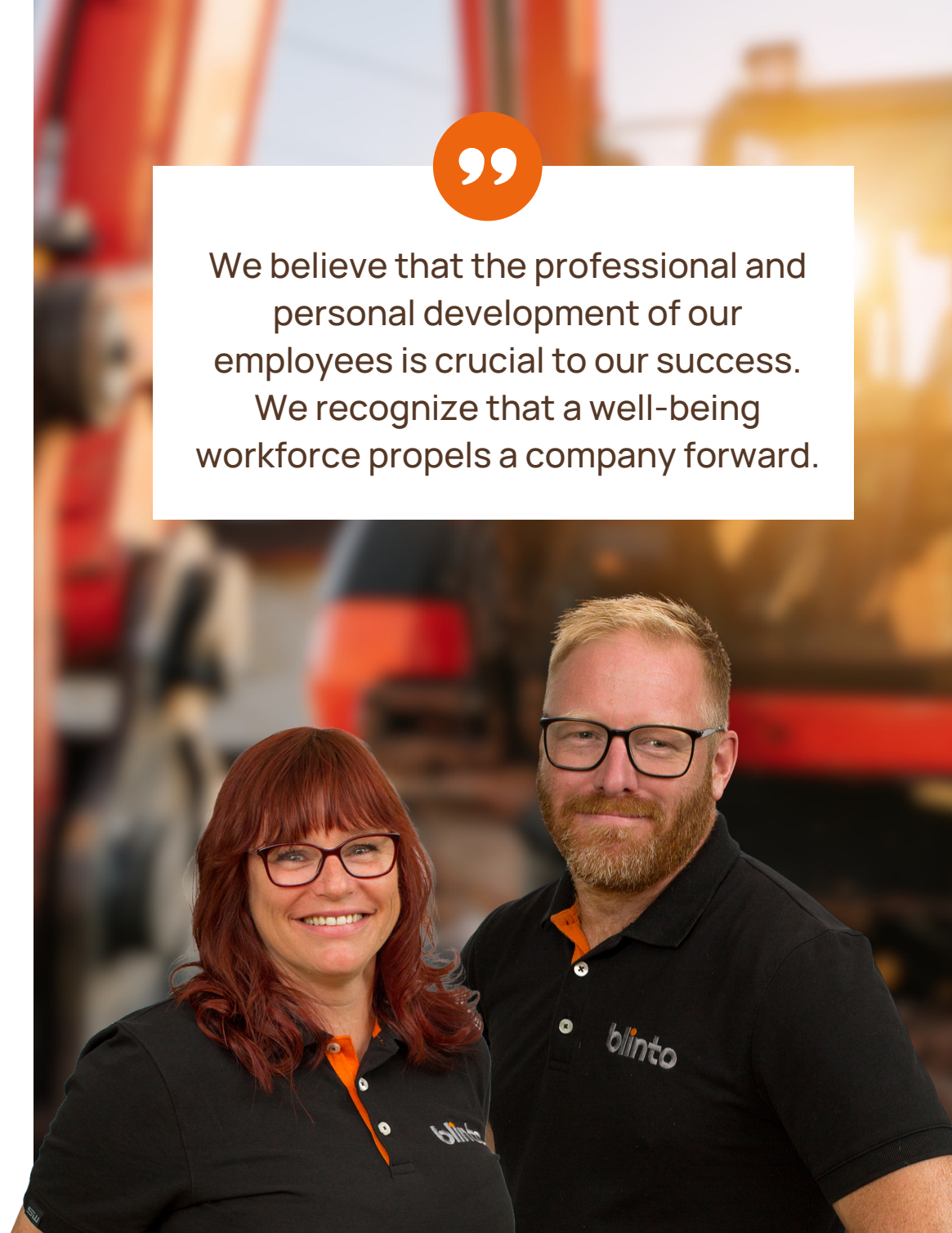
3

A Safe Workplace

The well-being and safety of each of our employees is a priority for us, and our objective is to maintain a workplace free from accidents. Every day, our commitment to health and safety is at the forefront of everything we do.



We believe that the professional and personal development of our employees is crucial to our success. We recognize that a well-being workforce propels a company forward.





Business Ethics

A values-driven culture that promotes honesty, transparency, and ethical behavior is the key to Blinto's long-term success. Our Code of Conduct provides a clear framework for our employees to adhere to. These guidelines permeate our entire organization in everything we do, every day, in every action, and set the boundaries for how we conduct ourselves. Independence and proper conduct are crucial for building trust, fostering long-term relationships with customers and suppliers, and operating successfully in the market. Each employee has a responsibility to be familiar with our Code of Conduct and act in accordance with it.

Community Engagement

Blinto is committed to contributing to real societal change. We leverage our knowledge, voice, and relationships to collaborate with others and influence activities that make a difference, drive change, and have a lasting impact on the external world.



UNHCR

Blinto collaborates with several organizations to support communities and encourage relief efforts during challenging times. In 2022, Blinto initiated a donation to the UN refugee agency UNHCR in connection with a charity auction to support relief efforts in Ukraine. Since the beginning of the conflict, UNHCR has dispatched relief convoys with emergency aid for people in the most affected areas and provided sleeping spaces and safe gathering points along escape routes.

University Research

By supporting research at Linnaeus University, we contribute to addressing the climate and societal challenges we face. The support aims to enhance and expand economic scientific research and the ability to disseminate research results to practical business applications.

Medical Research

We highly value collaboration with our customers and partners to support fundraising for Bröstcancerförbundet and 'Mustaschkampen', where raised funds go to the Swedish Prostate Cancer Foundation. We have contributed by organizing charity auctions where the proceeds, supplemented by additional donations from Blinto, have been donated to cancer research.



Additional research and education are prerequisites for addressing the challenges that society faces.



Musikhjälpen (Music Aid) 2023

When Musikhjälpen (Music Aid) came to Blinto's hometown in December 2023, and the well-known glass cage took its place for the first time in Växjö, we contributed to raising funds under the theme "No one should die of hunger."

Currently, the world is facing the worst hunger crisis in modern times, with 40 million people living on the brink of starvation. Musikhjälpen relies on people's engagement, where collective efforts, both large and small, can save lives. With the support of customers and employees, Blinto raised over 40,000 SEK during the fundraising week. This achievement allowed us to reach our goal and donate an amount equivalent to providing food for a hundred families for an entire month.



Musikhjälpen relies on people's engagement, where collective efforts, both large and small, can save lives.



MUSIKHJÄLPEN

Local Engagement and Support for Community Sports

It is important for us to be a part of the community in which we operate. Växjö Charity is a foundation that provides support to local associations and organizations in Kronoberg County. Through our collaboration with Växjö Charity, we contribute to fundraisers that make a difference in the community and have a local impact.

We also provide independent support to sports and community activities such as Växjö Lakers, Hovshaga AIF Football, Hovshaga AIF Floorball, Östers IF, and Växjö Swim Club.

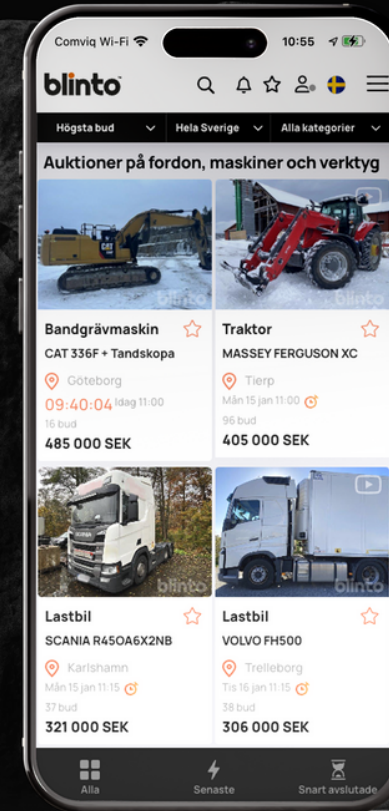


Through our collaboration with Växjö Charity, we contribute to fundraisers that make a difference in the community and have a local impact.

Data Security

We are in the midst of an information revolution where the digitization of society is progressing at full speed. The development curve is exponential, and advanced IT solutions that interconnect everything play an increasingly crucial role in shaping the sustainable societies of tomorrow.

Blinto aims for high stability, accessibility, and information security in all our systems to ensure long-term customer relationships and trust. We have clarified the responsibility for the review and establishment of processes, along with accompanying procedures for development and management, to ensure a good balance and quality in our IT systems. The work processes are established in accordance with guidelines and regulations.







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