

Foxway's AI-powered trade-in delivers strong early results

Pilot launches across four European markets show that Foxway's AI-powered mobile device grading can increase residual values by up to 17%, helping consumers receive fairer valuations while enabling retailers and MNOs to deliver a more consistent trade-in experience.

Foxway has reached an important milestone in the development of its next-generation trade-in solution. Pilot launches in **Germany, Finland, Poland, and Croatia** are demonstrating strong early results, with consumers receiving **up to 17% higher residual values** through more accurate AI-powered smartphone assessments.

For retailers and mobile network operators, the solution helps create a seamless and transparent trade-in journey that builds customer trust, increases satisfaction, and encourages repeat purchases. By providing more consistent valuations, it also reduces friction throughout the trade-in process and strengthens collaboration across the value chain.

Designed to integrate seamlessly into existing retail environments, the solution combines advanced AI-powered visual inspection with Apple diagnostics through Foxway's role as an Apple Authorized Trade-In Kit Technology Provider.

Built with an AI-first approach, the platform delivers more reliable device assessments, clearer pricing, and greater transparency for everyone involved. Store employees benefit from an intuitive tool that simplifies device grading and enables them to serve customers with greater confidence and efficiency.

"These pilot launches show the future of circular tech is AI — and Foxway will lead the way," says Rohit Sodha, President of Foxway Recommerce Mobiles. "More accurate device assessments create value at every step of the trade-in journey. Consumers receive fairer valuations, while our partners can deliver a more seamless and trusted customer experience. That's how we accelerate the transition to a more circular tech market."

The successful pilots mark an important step towards making AI-powered trade-ins available across Europe. As demand for circular tech solutions continues to grow, Foxway is investing in technologies that help partners create better customer experiences, unlock more value from every device, and make circular choices easier for consumers.

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Foxway is a leading European provider of circular tech services to large organizations, the public sector, and resellers of consumer electronics. With a vision to be the world's best as-a-service company enabling circular tech, Foxway has supported its customers to make sustainability an integral part of their businesses. Foxway is headquartered in Sweden, and has a customer base in more than 100 countries around the globe. Foxway was founded in 2009 and has since then experienced rapid annual organic growth, further accelerated by strategic acquisitions of companies in the tech industry. Foxway today employs more than 1,200 people with an annual turnover of 8.3bn SEK.

For more information, visit: www.foxway.com