



## **Dipli and Orange launch a 100% digital smartphone trade-in platform**

**Paris, February 25, 2025** – Dipli, a French social enterprise (ESS) specializing in the second life of electronic products, has partnered with Orange to launch a fully digital smartphone trade-in service dedicated to individuals. With nearly 7 out of 10 French consumers having never sold their old mobile phones, the challenge lies in convincing them at the right moment with an attractive and accessible offer. For several years, Orange did not offer an online trade-in service. Enter Dipli, providing its turnkey trade-in technology tailored to digital needs. This partnership represents a strong commitment to the circular economy, aiming to reduce the number of unused devices while promoting their recycling and refurbishment.

### **A fully digital trade-in service to improve the smartphone resale experience**

According to an IPSOS study for Dipli, **69% of consumers have never sold their old smartphones**. This highlights the growth potential for online trade-in services and telecom operators, provided the process is simplified for consumers. Moreover, 38% of French consumers view their operator as a trusted partner for selling their smartphones, citing simplicity and speed as key factors. Orange's new 100% online service, powered by Dipli, enables individuals to sell their smartphones easily without visiting a store. Whether or not they are Orange customers, users benefit from a trade-in offer when purchasing a new phone, at the same price as in store.

### **A simplified smartphone trade-in price**

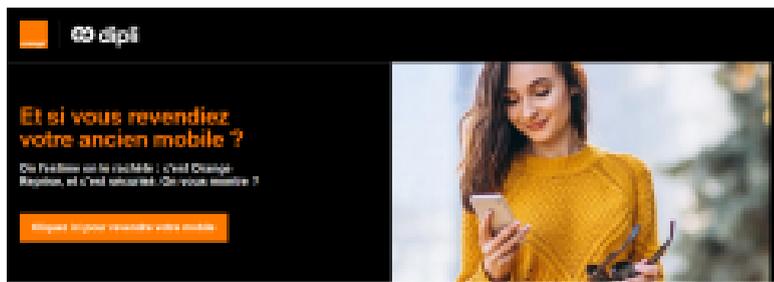
The entire site was designed and is managed by Dipli, an expert in the second life of electronic products, overseeing the trade-in process from start to finish. Leveraging its expertise, Dipli ensures identical trade-in pricing both online and in stores, enhancing the omnichannel strategy telecom operators value. Consumers also enjoy free shipping for their traded-in devices, covered by Orange.

Behind the scenes, Dipli provides Orange with the same technology used in its in-store solutions: an algorithm that determines the best trade-in offers, even for smartphones with defects.

By collaborating with leading refurbishers in the market, Dipli optimizes the value chain and maximizes the chances of getting devices back into circulation.

### **For customers looking to purchase a new smartphone, the process is simple and seamless:**

- Choose a new model online (Orange or Sosh)
- Enter the trade-in details and estimate the value of the device
- Confirm the trade-in online and receive a prepaid shipping label by email
- Drop off the old phone at a designated collection point (within 10 days)
- Track the trade-in status (confirmation of value upon receipt) and receive payment via bank transfer.



## Accelerating smartphone recycling and refurbishment

Beyond its positive environmental impact, this initiative financially incentivizes individuals by offering compensation for purchasing new devices. Both Orange and non-Orange customers now have access to a convenient, eco-friendly solution for managing their old smartphones.

This collaboration between Orange and Dipli simplifies the smartphone trade-in and recycling process, making it accessible to a broader audience. It addresses the challenges of digital responsibility by reducing the number of unused devices and promoting the recycling and refurbishment of electronic equipment. All the conditions are now in place to accelerate progress in this area.

"Launching this online trade-in offer demonstrates Orange's commitment to an efficient and omnichannel approach. We are proud to support Orange teams in this unprecedented step forward." – **Reynold Simonnet, CEO and Co-founder of Dipli**

### About Dipli

Founded in 2016 by Reynold Simonnet and Tanguy Pennel, experienced entrepreneurs in green technology, Dipli simplifies the lifecycle management of electronic products. Its all-in-one platform securely connects the electronics industry with secondary markets. Based in Paris, the company has developed strong technological, operational, and data science expertise, enabling it to deploy its solution across Europe.

Accredited as a social enterprise (ESS) since 2022, Dipli aspires to become the global reference in the supply chain of second-hand electronics. Orange France has been collaborating with Dipli since 2023.

For more information: [dipli.com](https://dipli.com)

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