

Our Course
To Date

2025
Review



appliances
recycling s.a.

Together we can create
a better future!



CEO's introductory note

“ We work with patience and perseverance and believe that through the active participation of organizations and citizens, we will upgrade the quality of our lives and the lives of our children. ”



In **Appliances Recycling S.A.** we work daily towards optimizing the results in all aspects of our activity: the quantities of items collected and the quality environmental characteristics, the recovery targets, the number of affiliated producers, the rate of information and awareness of the citizens. Our main concern is to attain our goals with the lowest average cost, leaving at the same time the smallest possible environmental footprint. Even though we manage the most complex waste stream, we overcome difficulties, thanks to the deep knowledge of the market and the high expertise of our executives and partners. The course of **Appliances Recycling S.A.** in Greece has been very positive, resulting in ranking Greece to the first positions among the European Union countries. The operation of **Appliances Recycling S.A.** is necessary for both the environment and the economy. Apart from saving on natural resources and energy, reducing rubbish and pollution, it also brings significant benefits for

our country, as it contributes to creating new companies and job positions. A necessary condition for the development of **Appliances Recycling S.A.** is to strengthen the collective conscience of the organizations that govern it, especially those of Local Government. Local Government bodies can be a catalyst in its development process. We continue our effort to form a closer collaboration by providing the necessary collection means. Nevertheless, the most determining factor is the state. It is of utmost importance for it to react immediately in order to battle against the phenomenon of illegal traffic of WEEE. There are plenty of challenges. However we will continue to work with patience and perseverance and we strongly believe that through the active participation of organizations and citizens we will upgrade the quality of our lives and the lives of our children.

Marios Intzeler

CEO

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1.1 Our Vision

Our vision is to create links between all citizens and bodies by inviting them to participate in a common goal, that is the protection of the environment.

1.2 Our Mission

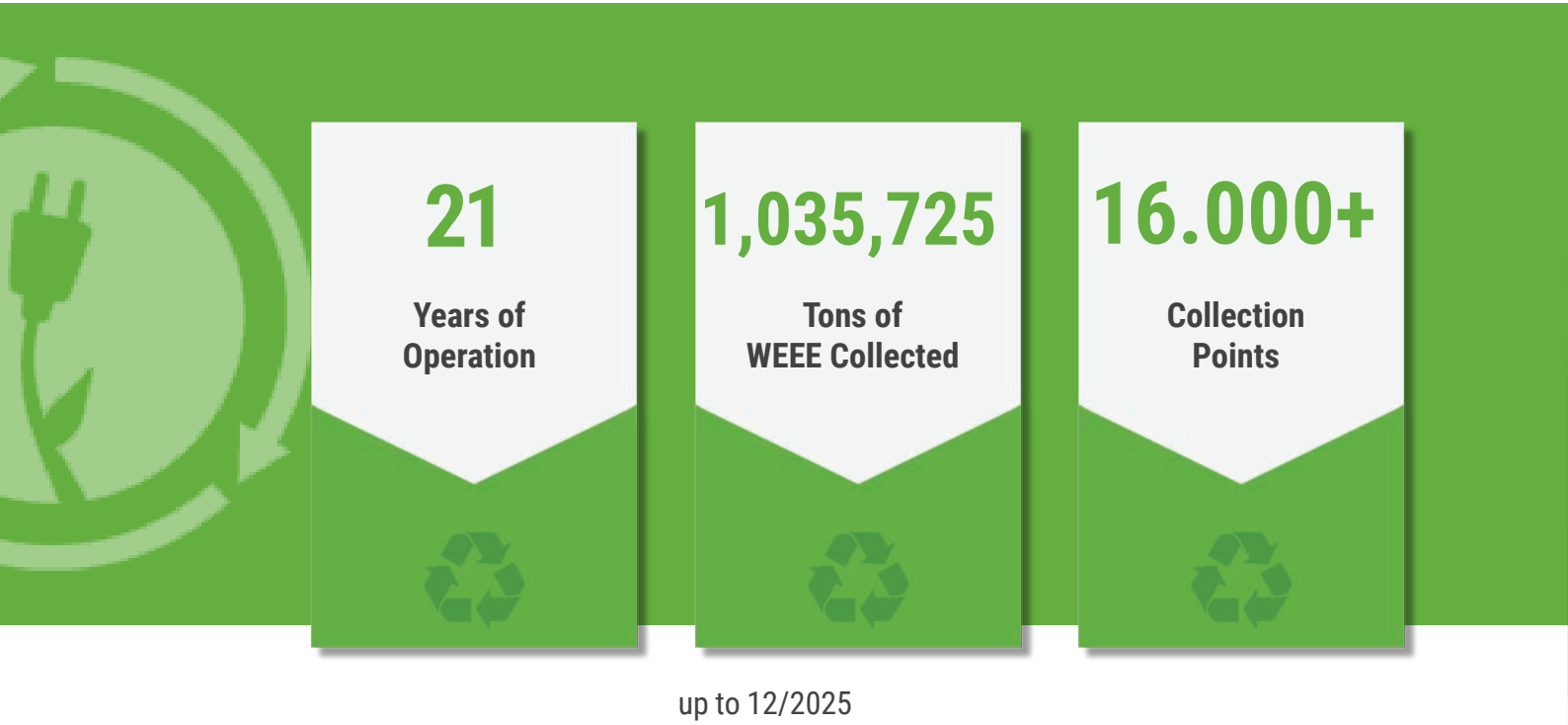
Our mission is to spread the practice of recycling Waste Electrical and Electronic Equipment (WEEE) so that no device is improperly managed.

1.3 Our Company

Appliances Recycling S.A. is the Collective System of Alternative Management of Waste Electrical and Electronic Equipment (WEEE), approved by the Hellenic Recycling Agency (EOAN) which comes under the Ministry of Environment and Energy.

The company, with **21 years of experience**, has collected over **one million tons** of waste, thanks to **more than 16.000 collection points**.

The System is responsible for **94%** of all WEEE management activities in Greece. (Weeeforum, 2023)



1.4 National Targets

The primary goal of the company is to achieve the National Target, as set by the European and Greek legislation, as well as to effectively control the cost of WEEE Alternative Management.

According to the EU Directive, as of 2019 the National Goal of State Members is the collection of at least 65% of the average weight of appliances sold in the market in the previous three years.

In 2025, **Appliances Recycling S.A.** achieved a 40,2% collection rate of WEEE, relative to average weight.

1.5 Shareholder Structure

10 of the biggest EEE trading companies participate in **Appliances Recycling S.A.** with a share capital.



- BSH Home Appliances S.A., • G.E. Dimitriou S.A., • European Appliances Greece A.E., • Feilo Sylvania Greece AEEE, • F.G. Europe A.E.
- Ledvance Single-Member Lighting S.A., • Robert Bosch Mov. A.E., • Siemens S.A. for Electrotechnical Projects and Products,
- Signify Hellas A.E., • Versuni Hellas Mov. A.E.

1.6 Organizational Structure

The company is staffed by a competent and specialized workforce of **40 employees**, allocated in the following departments:



The partners of **Appliances Recycling S.A.** employ more than **1,000 employees** of all fields of expertise in transport companies, collection associates and WEEE management units.

1.7 Cooperation with International Organizations

Appliances Recycling S.A. is a member of the **weeeforum**, the biggest association worldwide for the management of Waste Electrical and Electronic Equipment.

It is also a member of the **EucoLight** association that specializes in the management of lamps and lighting products after the end of their life. Finally, it is a member of the **weelabex**, organization, which has developed strict standards for the conduct of the required WEEE management operations in an environmentally proper manner.



1.8 Certifications

We have both organization and know-how.

Appliances Recycling S.A. is certified with **ISO 9001:2015** and **ISO 14001:2015**.



1.9 Appliances Life Cycle

Pillars of Activity

The object of the company is to organize the collection, transport, temporary storage, separation and treatment of WEEE and their components, with the ultimate goal being the removal of substances which are hazardous for the environment and the reintegration of usable materials as raw material in the production of new products.



1.10 Categories we manage

Appliances Recycling S.A. manages all types of WEEE, including lamps and ink/toner cartridges. Depending on the characteristics of the appliances, the legislation ranks them in **6 different categories**.



1.11 Collection Network

The company **cooperates** with more than **13,000 retail stores, companies, organizations, bodies and municipalities**. We have created a network of more than **16,000 collection points** of electrical and electronic appliances, lamps, toner and ink cartridges. We also have containers for the collection of big appliances.

During these **21 years** of operation, we have collected and recycled over **1,035,000 tons** of WEEE.



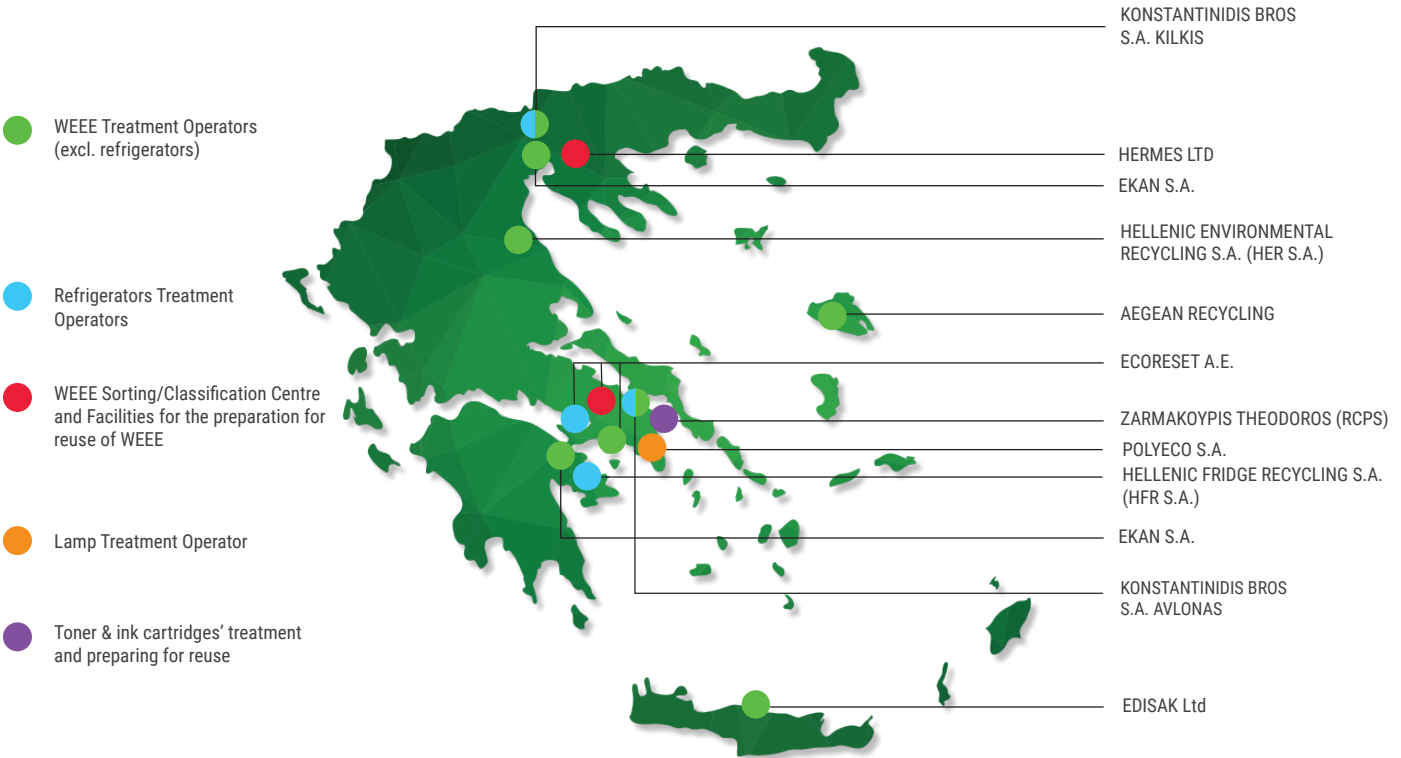
1.12 Transport

After collection, the appliances are transported to the partnering management units through an organized transport network, with **34 affiliated licensed WEEE transport companies** active in Greece.



1.13 Affiliated Treatment Operators

Appliances Recycling S.A. works with **13 licensed management units**, fully equipped with latest technology machines, which perform operations for the treatment and preparation for reuse of WEEE.



WEEE Treatment Facilities			
ECORESET S.A.	All WEEE categories treatment - except lamps & toner & ink cartridges	Aspropyrgos, Attica	
	WEEE sorting and preparing for reuse		
AEGEAN RECYCLING	All WEEE categories treatment - except refrigerators, lamps & toner & ink cartridges	Mytilene, Lesvos	
EDISAK LTD	All WEEE categories treatment - except refrigerators, lamps & toner & ink cartridges	Heraklion Crete	
HELLENIC RECYCLING CENTER S.A. (EKAN S.A.)	All WEEE categories treatment - except refrigerators, lamps & toner & ink cartridges	Agioi Theodoroi Korinthias	
		Sindos Thessaloniki	
HELLENIC FRIDGE RECYCLING S.A. (HFR S.A.)	Refrigerators treatment facility	Agioi Theodoroi Korinthias	
ZARMAKOYPIIS THEODOROS (RCPS)	Toner & inkjet cartridges' treatment and preparing for reuse	Mandra, Attica	
KONSTANTINIDIS BROS S.A.	All WEEE categories treatment - except lamps & toner & inkjet cartridges	Aspros Kilkis & Avlonas	
HELLENIC ENVIRONMENTAL RECYCLING S.A. (HER S.A.)	All WEEE categories treatment - except refrigerators, lamps & toner & ink cartridges	Larissa, Thessaly	
POLYECO S.A.	Lamp Treatment	Mandra, Attica	
XERMES LTD	WEEE sorting and preparing for reuse	Oreokastro, Thessaloniki	

1.14 Environmental, Social and Economic Benefits

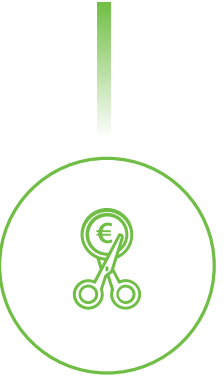
A significant contribution to the environment, culture and economy



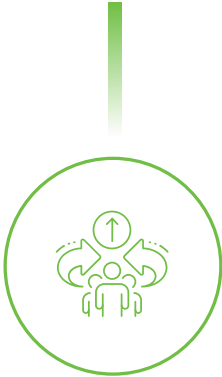
We considerably reduce environmental pollution and rubbish



We save energy & natural resources



We ensure financial benefits for our country, thanks to the recovery of raw materials



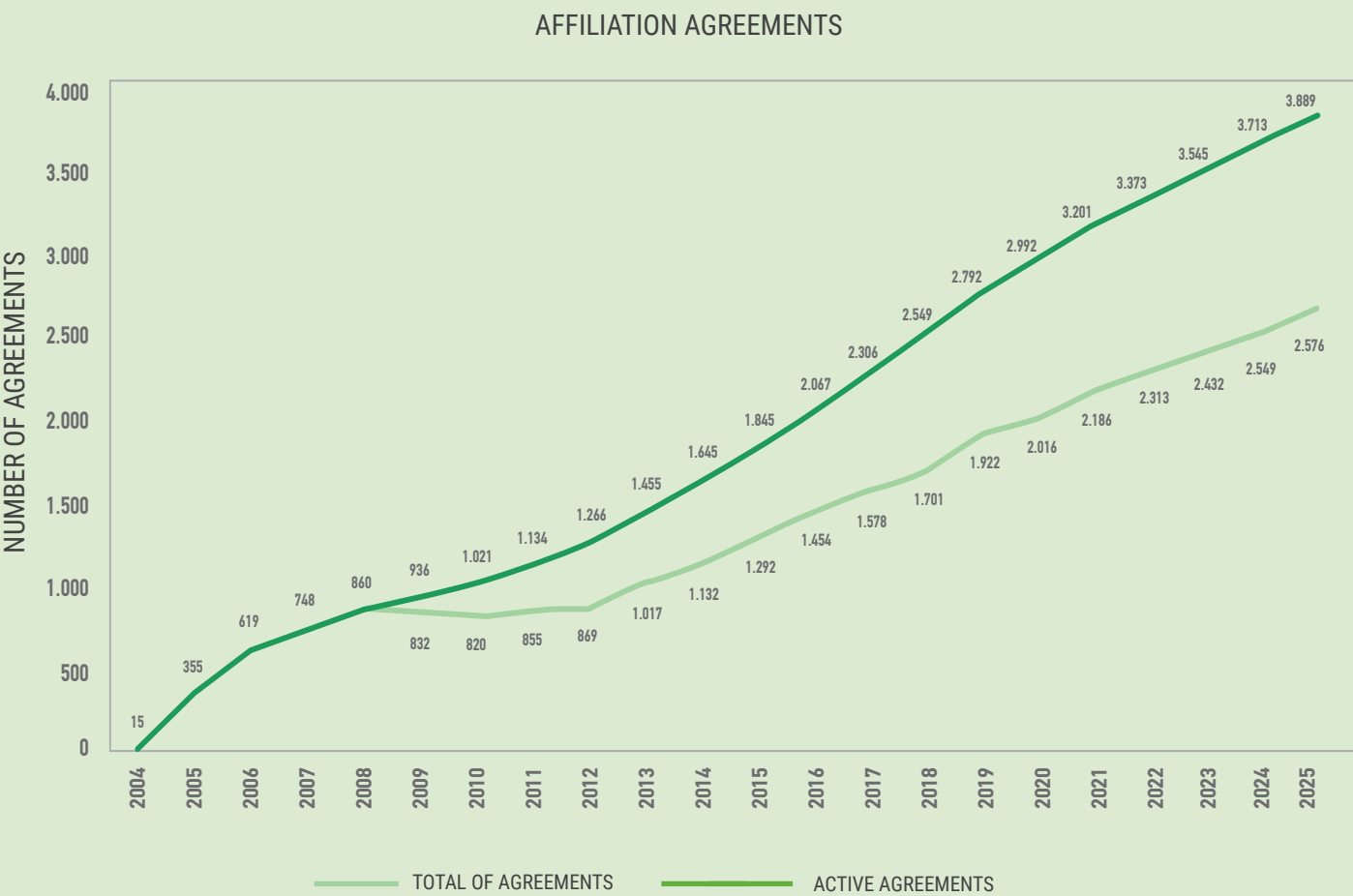
We contribute to the progress of our economy, by developing new enterprises and creating new job positions.

2. Review of 2025

2.1 Entry Agreements

The revenue of the System comes from the contributions of producers, which are proportionate to the EEE quantities they dispose to the domestic market.

Number of EEE producers who have signed an agreement with the System and their development along time

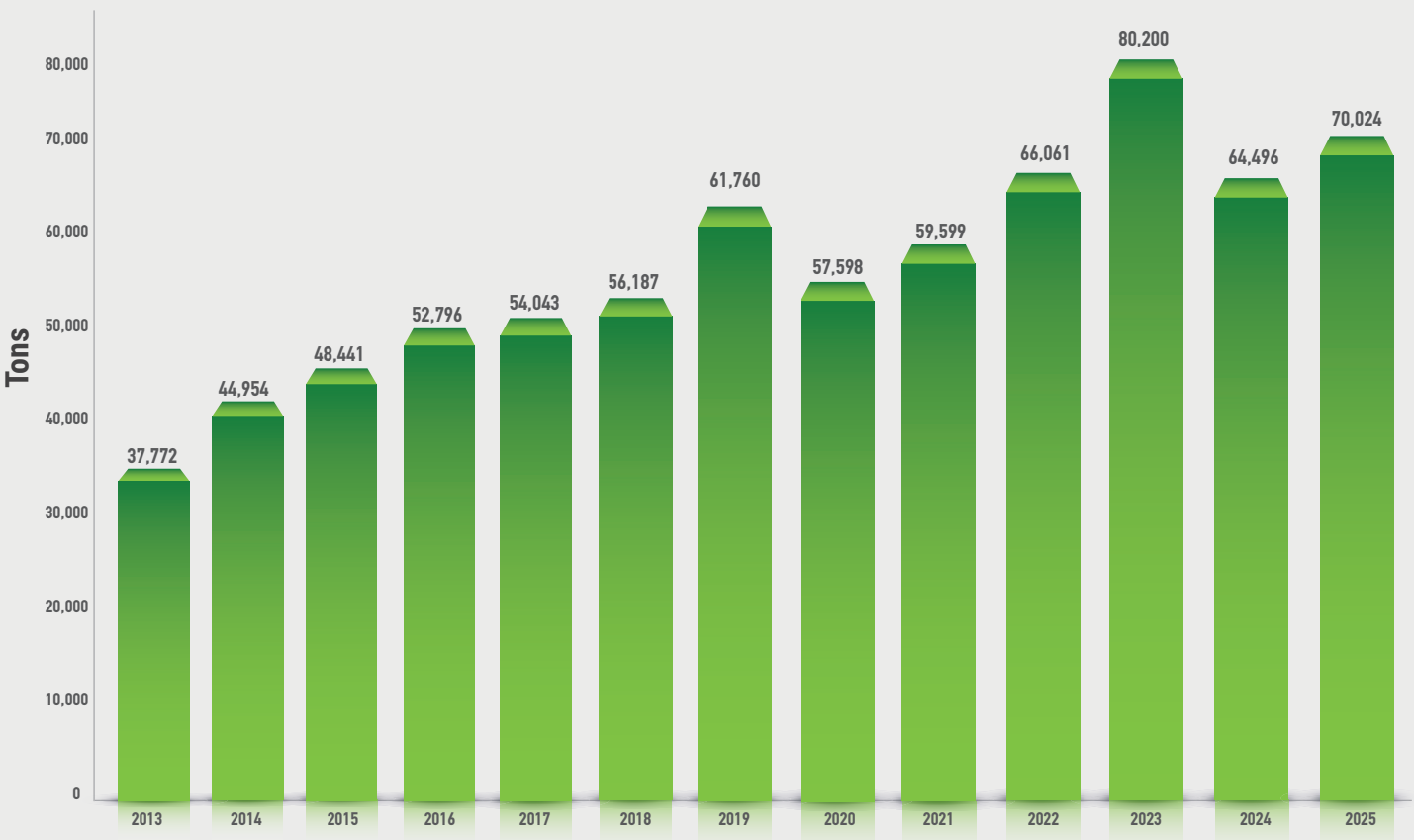


In 2025 the total of signed agreements of our company with enterprises comes to **3.889**.

2025
+5%
in relation to 2024

2.2 Progress of Collection

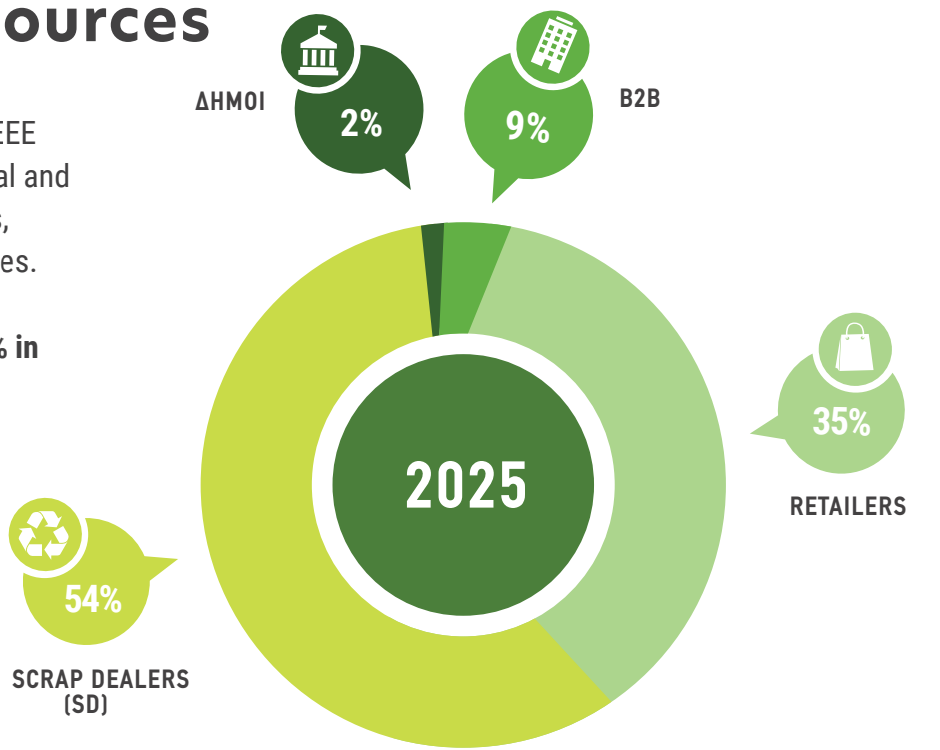
Collection per year 2013 - 2025 (in tons)



2.3 Collection Sources

Appliances Recycling S.A. collects WEEE from various sources, such as electrical and electronics stores, scrap metal dealers, companies, organizations, Municipalities.

The total collection increased by **+8,6%** in comparison to 2024.



2.4 WEEE Treatment

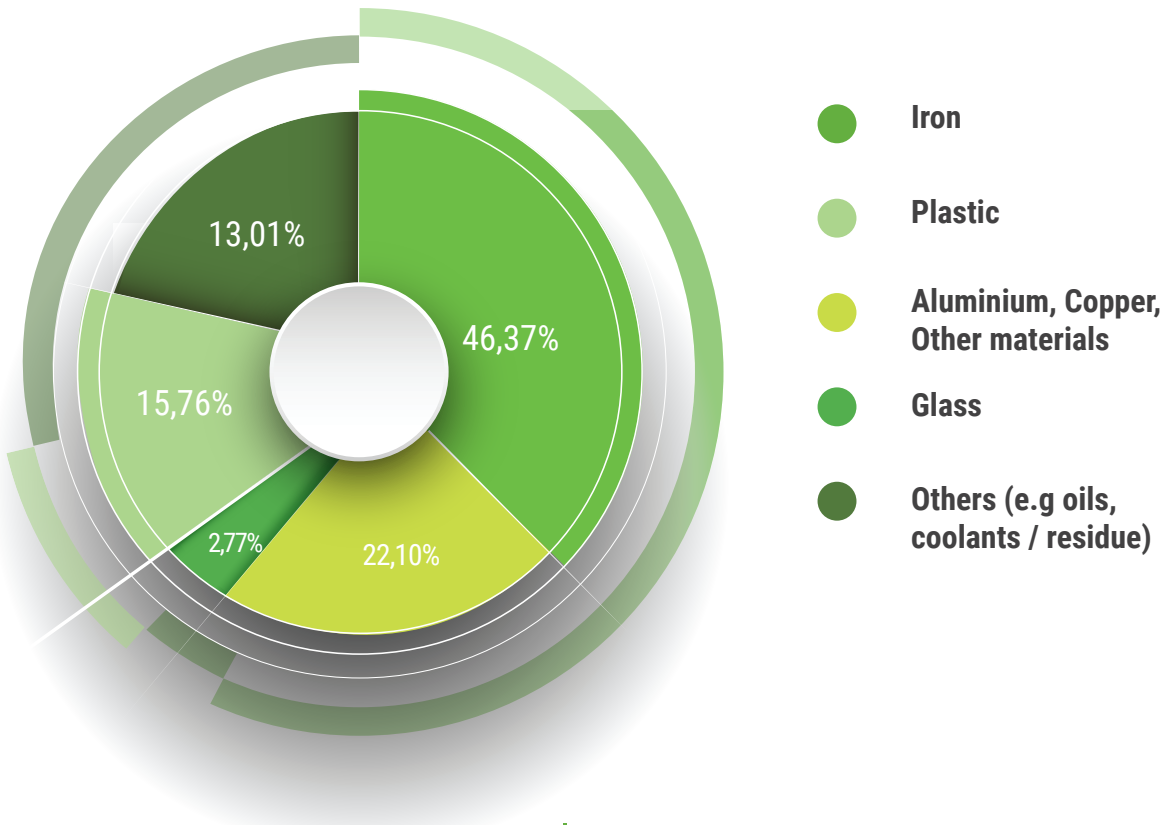
The Total 2025 Recovery Rate for Appliances Recycling S.A. was: 93.78%

Were treated by the
13
Affiliated Operators for
WEEE treatment



71.533
tons
WEEE

Recovered materials (%) 2025



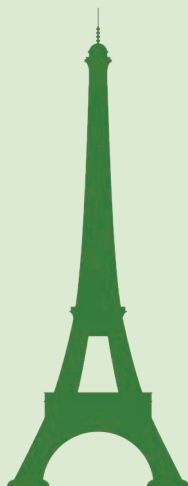
Recovered Materials

1.683t
of ALUMINUM
recovered



≈ 137.932.220
ALUMINIUM
CANS

35.634t
of IRON
recovered



≈ 4,9
EIFFEL
TOWERS

3.147t
of COPPER
recovered



≈ 35
LIBERTY
STATUES

2.5 Circular Economy

According to the principles of circular economy, we have to wonder whether our appliance is too energy consuming, whether it is still useful or meets our needs, in order to decide to dispose it properly and maybe give it a second life.

We have to consider all these questions before we dispose our appliances, to ensure that they follow the right path, whether for recycling or reuse.



REDUCE



REUSE

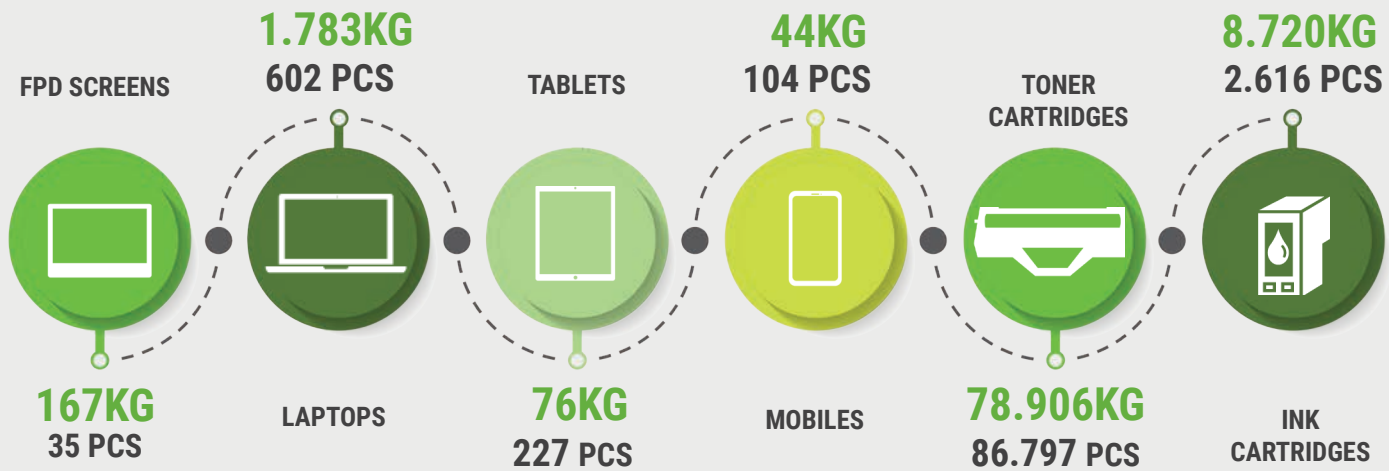


RECYCLE

2.6 Reuse

Reuse is the primary process for waste management. For this reason, two WEEE Sorting Centers (SC) were developed in the context of the Life ReWeee program , in Attica and Central Macedonia regions, in compliance to the European and National Legislation.

Appliances Prepared for reuse in 2025



Actions to Achieve Reuse Goals

- The installation of additional specialized collection units at 665 locations for separate collection of toner and ink cartridges from other WEEE.
- A pilot program was implemented for the development and installment of dedicated collection bins for the separate collection of WEEE with high reusability potential.

Awareness Campaign

Central message

«IT'S NOT ENOUGH FOR YOU TO RECYCLE IT
THE PLANET MUST RECYCLE IT TOO!»

The new campaign centers on one of us, someone who has carried outdated misconceptions about how to dispose of old electronic devices and light bulbs.



Using humor and sharp observations about everyday life in Greece, the campaign encourages people to protect the environment by recycling electrical devices and light bulbs properly at more than 16,000 collection points. These include electronics and appliance stores, supermarkets, municipal collection sites, and participating companies—all of which can be easily located at electrocycle.gr.

Never in the trash or in the blue recycling bins.



Radio



Television



Collaboration with
Mad TV



Digital Means

The campaign includes
360° communication,
with messages to



Cinema



Print Advertising



Collaboration with Road Show
with Gregory Arnaoutoglou

Creative design by



and the production by



Collaboration with MAD channel

June 2025

On the occasion of World Environment Day, **Appliances Recycling S.A.** launched a comprehensive 360° campaign aimed at informing and educating young people about the proper recycling of electrical and electronic equipment.

The campaign was rolled out across multiple channels and included:

- **Television and radio fillers** featuring presenters from MAD TV and radio producers from MAD Radio.
- **Radio fillers.**
- **Digital promotion on MAD's social media channels.**



Citizen Information & Awareness Activities 2025

Using specially equipped vans, we visited **14 locations across the country.**

We visited different neighborhoods in **Athens**, as well as areas in **Northern and Western Greece.** (Athens, Thessaloniki, Kozani, Ptolemaida, Edessa, Naousa). In Western Greece, we collaborated with DIADYMA (the regional waste management organization).

Hundreds of students and citizens visited the van, received information about recycling through informational leaflets, and were given eco-friendly tote bags as gifts.

WEEE COLLECTION BY THE VAN IN 14 MUNICIPALITIES, OCTOBER 2025

~ 2.740kg of small electrical appliances collected
~ 7.000 citizens informed



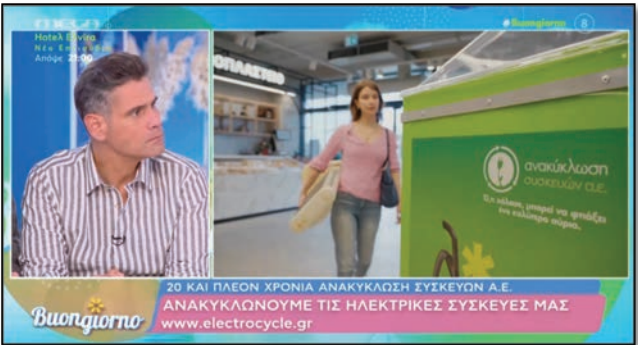
Ewaste Day 2025

14 TELEVISION FEATURES WITH CORPORATE BRANDING, OCTOBER 2025

Happy Day, Buongiorno, Super Katerina, Breakfast @Star, Kalimera x2, Simera (Today), Mera me Chroma (A Day with Color), Index, News @ ERT3, etc.

For **E-waste day 2025**, we collaborated with leading television programs.

More than 1 million viewers were informed.



1st Prize at the European EWWR Awards 2025

Appliances Recycling S.A. won 1st Prize in the Association/NGO category at the European Week for Waste Reduction (EWWR) 2025 Awards.

The award ceremony took place in Brussels, in the presence of the European Committee of the Regions (CoR), as part of EU Green Week, among 11 shortlisted projects from countries across Europe.



The Award-Winning Initiative

The “Learn, Act, Live Better” program was developed during the 17th edition of EWWR (November 2025), focusing on Waste Electrical and Electronic Equipment (WEEE).

The initiative included an online educational event in collaboration with NoWaste21 participation from **130 schools** and **1.100 students**, webinar of **104 participants**, and the Recycling Van Roadshow, which visited **18 municipalities** across Greece and directly informed **9.000 citizens**.



Numbers That Speak for Themselves

Since 2016, the educational program has reached more than **330,000** students and educators through over **3,600** presentations in schools throughout Greece.

Roadshow Results for 2025

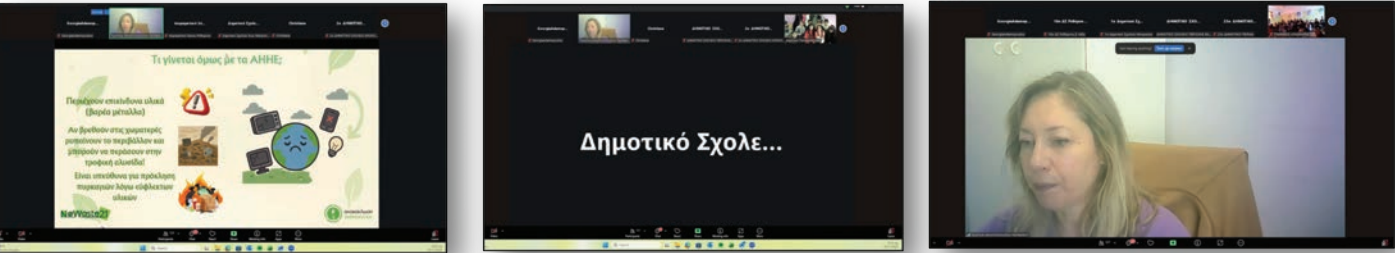
32 stops,
collected
~4.000 kg of small electrical devices
informed more than
16.000 citizens,
achieved television coverage reaching over
1.000.000 viewers.

This distinction recognizes a long-term investment in education, innovation, and meaningful action in support of the circular economy.

European Week for Waste Reduction (EWWR)

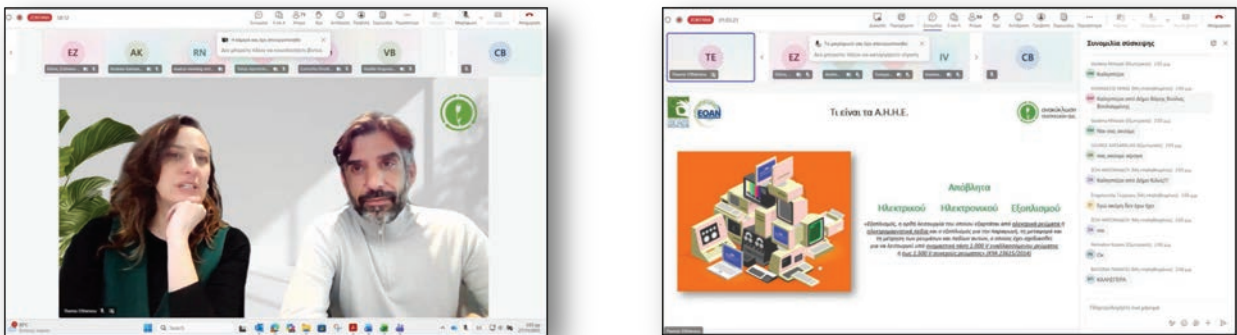
EDUCATION IN SCHOOLS «LEARN, ACT, LIVE BETTER»

- An online educational activity was held on 25 November 2025 for primary school students, in collaboration with **NoWaste21**.
- A nationwide open invitation was sent out, and **130 schools** from across Greece participated.
- As a result of the presentation, numerous schools expressed interest in installing collection bins on their premises.



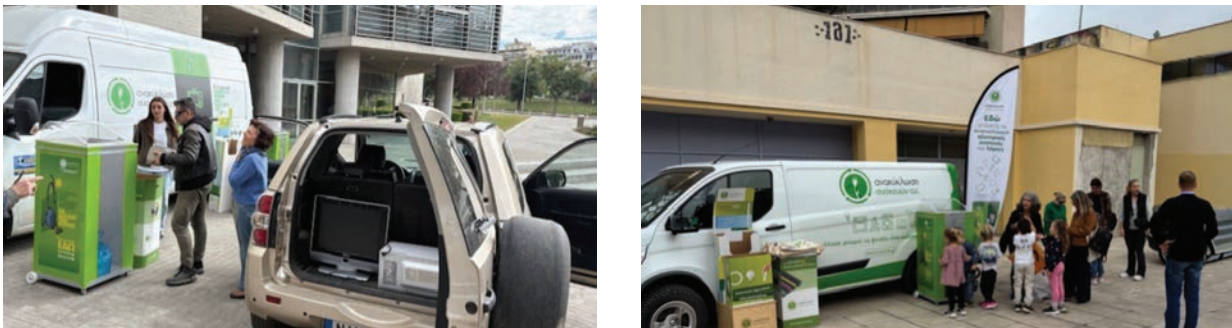
ONLINE CONFERENCE / WEBINAR «GET INFORMED – TAKE ACTION – LIVE BETTER»

- As part of the European Week for Waste Reduction, a webinar was held on 27 November 2025 for producers, retail partners, and local authorities, with the participation of Ms. Kouroudi, Deputy Head of Directorate A for Extended Producer Responsibility (EPR) Programs.
- The webinar, titled «Get Informed – Take Action – Live Better,» focused on best practices for reducing Waste Electrical and Electronic Equipment (WEEE) in both professional and personal environments. The webinar was attended by **104 participants**.



CITIZEN ENGAGEMENT ACTIVITIES WEEE COLLECTION IN 18 MUNICIPALITIES FOR THE EUROPEAN WEEK FOR WASTE REDUCTION

- Activities were carried out in cooperation with **18 municipalities** across Greece during the period 22–30 November 2025: Moschato–Tavros, Chalkida, Oreokastro, Ilioupoli, Aigaleo, Sitia, Tyrnavos, Veria, Polygyros, Rethymno, Chania, Volos, Xanthi, Serres, Ilia, Amaliada, Agrinio, and Kifisia.
- Public awareness and engagement through the distribution of eco-friendly bags and informational leaflets.
- Expansion of collection infrastructure through the installation of collection bins at municipal locations.
- Local **WEEE** collection initiatives.



18 MUNICIPALITIES PARTICIPATED NATIONWIDE

1.260 kg of small electrical devices were collected	9,000 citizens were informed and engaged
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PUBLICITY FOR EWWR 2025 SAMPLE MEDIA COVERAGE

- **37 online news articles** from local news websites covering the activities of municipalities across the country.
- **12 articles** were published in local newspapers covering municipal initiatives and the newly established collection points.



HungryBins... they are the most hungry bins!

In the context of enhancing its nationwide collection network, **Appliances Recycling S.A.**, with the support of **Eurobank**, introduced the **Hungry Bins**—outdoor containers for disposing of electrical and electronic devices. These are the company’s new bins, merging **art** and **e-waste recycling**. Each bin features one of eight unique designs by street artist **SAME84** (produced by **elcproductions**), showcasing playful creatures “devouring” small electrical and electronic devices, including mobile phones, tablets, toner and ink cartridges.

Thanks to their robust construction, these bins have been placed outdoors—especially in squares and high-traffic public areas—across nine municipalities in Greece: Attica, Kalamaria, Larissa, Katerini, Trikala, Serres, Kozani, Kordelio-Evosmos, and Giannitsa. They offer citizens a 24-hour solution for conveniently disposing of electrical appliances. Additionally, two bins are located inside Eurobank’s facilities in Nea Ionia and Piraeus for the bank’s staff.



During 2025, a total of **9,372 kg** of Waste Electrical and Electronic Equipment (WEEE) was collected through the Hungry Bins initiative.

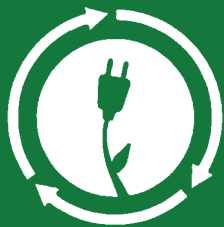
Educational School Program

During the school year 2024-2025 we visited
793 schools
and informed about
150.215 students and teachers



Since 2016 that we have launched an educational program in schools all around Greece, more than **330.000** students and teachers have been informed and more than **3.600** presentations have been completed.

The program addresses to students from the third class of Primary School up to the first class of High School.



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APPLIANCES RECYCLING S.A.

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Waste Electrical and Electronic Equipment

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