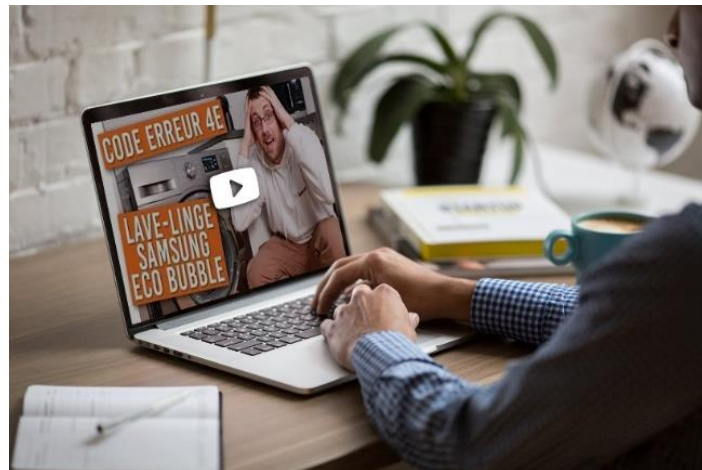


Spareka signs a fund raising of EUR 5 million to promote the right to reparation!

The market leader intends to turn the repair market upside down as early as 2020.



Press release, April 16th, 2020, Paris: Spareka, founded in 2012 by Geoffroy Malaterre, was created to enable French people to repair themselves their household appliances. Labeled Great Place to Work in 2016, the team gradually grew from three to twenty committed employees and moved to its Parisian premises. An early campaigner against programmed obsolescence, the company grew quickly and proved that "Repairing is easy".

The challenge is huge for Spareka. Out of 691 million household appliances¹ in France, there are about 16,000 breakdowns per day². Result: 1.4 million tons of electrical and electronic waste are thrown away per year³ in France, of which more than 66%⁴ of the appliances found in waste disposal sites can be easily repaired and reused. The main obstacle to repair is its cost, around €120 for a repair by a professional, which discourages many consumers. In response to this problem, Spareka is putting technology at the service of the public by offering educational tools such as [tutorials](#), [fault diagnostics and video](#) repair assistance on its website www.spareka.fr and its application, with the aim of providing French people with free training in repair and enabling self-repair.

Growing quickly, **Spareka saves hundreds of appliances a day with a focus on waste reduction, economic impact for families and consumer pride in self-repairing.** The company is recognized as a company with impact.



¹ Gifam has ["485 million small appliances and 206 million large appliances"](#) in 2019.

² Inventory of repair activity - ADEME- 2018 ["The analysis of interventions under and out of warranty resulted in an estimate of approximately 5.9 million interventions per year in France in 2016, 59% of which will be in the PEM and 41% in the GEM"](#).

³ Bilan France 2016 <https://www.planetoscope.com/dechets/1882-dechets-electroniques-deee-produits-en-france.html>

⁴ According to a study by [Ademe](#), the French Environment and Energy Management Agency, dating from 2007)

In 2018, Spareka became market leader with a turnover of 10 million euros and an online catalogue of more than 8 million spare part references. On the strength of these excellent initial results; **Geoffroy Malaterre** announced at the end of March 2020 a fund raising of 5 million euros from Paris Fonds Vert managed by DEMETER with the aim of accelerating the company's growth and promoting the right to repair and fight against programmed obsolescence in France and around the world.

Image: Spareka premises, 233 rue Etienne Marcel in Montreuil.



Democratizing self-repair: a challenge for the planet and consumers.

According to the WEEE (Waste Electrical and Electronic Equipment) and ADEME (⁵French Environment and Energy Management Agency), a French household is equipped with an average of 95 electrical or electronic appliances such as tools, toys, telephones, etc. Accessible at increasingly lower prices, about 54% of this equipment breaks down in the first few years and only 44%⁶ is repaired. Why is this? Partly because of the cost of repair. According to an ADEME study, a consumer does not repair if the total cost of the repair represents more than 30% of the price of his new⁷ product. On average, having your household appliance repaired by a professional costs €120 when repairing it yourself costs an average of €40⁸, or even €0 if the repair does not require any parts. This observation highlights a market, that of self-repair, where everything remains to be done.

In France and in Europe, repairing is a revolutionary gesture. Motivated by citizens' desire to change their consumption habits and accompanied by the success of voluntary repairers' associations, **consumers are demanding the right to repair**. Saving money, freeing themselves from manufacturers' supervision, learning or making a gesture for the planet; there are many motivations for consumers. *"In a few years, throwing away something without trying to repair it will be unacceptable - that's our ambition,"* explains Geoffroy Malaterre. *"We are embarking on an important shift: the transition of our system towards a circular economy and a responsible world. In order to move forward, manufacturers, consumers and public authorities will have to act with a clear conscience to always give priority to repair and reuse over the sale of a new appliance".* This is what Spareka is already doing with some partners such as Leroy Merlin or Auchan, players in the field of repairability.

With this fund raising, Spareka is asserting itself as an actor of change. All the more so as, at a time of ecological transition, extending the lifespan of equipment is **a powerful lever to slow down over-consumption** and slow down the drying up of our natural resources.

Image: Demonstration in front of the European Commission for the right to reparation in Brussels in December 2018.



⁵ Ecologic : [Electrical appliances in French homes](#)

⁶ According to a study by [Ademe](#), the French Environment and Energy Management Agency, dating from 2007)

⁷ Study carried out for ADEME : [Extending the life of products](#)

⁸ 40€ is the average basket price on www.spareka.fr on 400 000 orders per year

The consumer becomes his own technician

To fix it, we have to find the fault! When a smartphone screen cracks, the diagnosis is immediate: the screen must be changed. But when you notice a puddle under your dishwasher, the diagnosis is less obvious. To offer an alternative to professional repairers, too expensive, and replacement, too polluting, Spareka has created interactive fault diagnostics, free and online. It is quick and easy: depending on the brand, the reference of the appliance and the symptom, the application with very simple questions leads the consumer to understand the origin of his breakdown. No more scams and unnecessary replacements, in just a few minutes and free of charge, the consumer becomes his own repairer or that of his neighbour. Especially when we know that 60% of breakdowns can be⁹ repaired without changing spare parts, for example by unclogging, descaling, handling the appliance. In these cases, the repair is free of charge for the consumer.

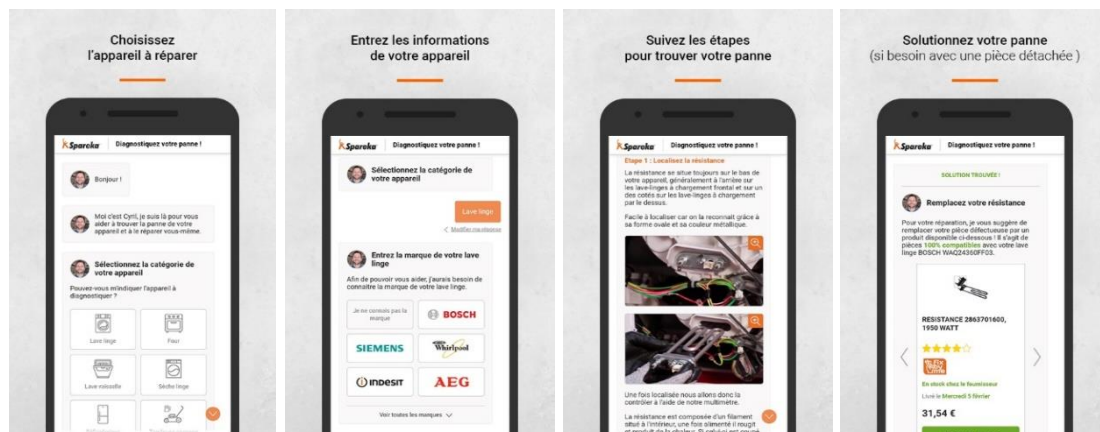


Image: the 4 steps to understand its failure, via the Android Spareka application



"The diagnostic aid gives everyone confidence, from DIY enthusiasts to novices, even children! When we give repair courses in schools to change mentalities, young people get caught up in the game and take less than 10 minutes to change a washing machine heating element. Being guided allows them to gain confidence and take action. Behind this ultra simple interface is actually a system that optimizes decision trees through self-learning with data and contributions from the millions of Spareka users and partners. As a result, diagnostics are getting better every day. Our goal is to put technology at the service of citizens: we can no longer waste so many devices because of a lack of information," explains Geoffroy Malaterre.

Image: Repair workshop on the occasion of the Fête des Sciences, at the Cité des Sciences in Paris.

⁹ 60% is the share of users of troubleshooting, restarting their device without changing parts.

Today, you can find diagnostics for the top 30 appliances in the house on www.spareka.fr. Tomorrow, every object in the house will have its own: lamps, musical instruments, furniture, etc. and repairing them will be child's play. Eventually, the brand plans to put these chatbots on the websites of its committed partners: distributors, public bodies, associations... to save money for French people who are thinking of buying a television or a lawnmower when theirs could still be working.

Through 750,000 fault diagnoses and more than 25 million video tutorials, Spareka customers have already avoided the emission of 31,500 tons of CO₂.



Image: Repair workshop on the occasion of the Fête des Sciences, at the Cité des Sciences in Paris.

Create a marketplace to broaden the spare parts offer

The reparability of an appliance is determined by several criteria, two of which are very important: the availability of spare parts and their selling price. These two elements are also, according to a study carried out with the ADEME in 2017¹⁰, what the French demand in order to be able to repair instead of throwing away: to have access to parts at a reasonable price. The issue is therefore very clear: to improve the reparability of appliances, the market must be opened up. This is why **the Spareka.fr website will be transformed within a year into a specialised marketplace**, a marketplace where an unlimited number of manufacturers, sellers and distributors will be able to come and offer their own parts. The consumer will enter the reference number of his washing machine, lawnmower, vacuum cleaner, water heater, suitcase, stroller, and will have the possibility to select and order separately each of the spare parts composing his product.

By putting the players in the repair industry on the same platform in competition with each other, the startup intends to make the **price of parts** even more accessible, improve its delivery times and offer more than 40 million Spareka references, thus guaranteeing consumers the possibility of finding the right part, delivered in the shortest possible time and at the right price.

Since its creation, the startup's customers have already saved 418 million euros by repairing instead of throwing away. Worldwide, the amount of electrical and electronic waste will reach 44.7 million in 2016. Tomorrow, Spareka intends to enable the repair of 5 million devices worldwide per year, including 500,000 in France.

A solid investment in the midst of the Coronavirus crisis

This fund-raising stands out for two reasons: it is the largest fund-raising event in the sector and it is one of the rare fund-raising events signed in this period of health crisis.

While the vast majority of investors are currently cautious, the investment fund at Impact DEMETER has not for a moment put forward the idea of postponing this investment, which is remarkable given the current context. *"If we have not questioned this investment it is because Spareka's prospects are driven by a strongly growing demand responding to major ecological, economic and social challenges. The development of the company should not be hindered by the health crisis we are going through, on the contrary: our current situation highlights the importance of do-it-yourself. This is even more obvious in this period of confinement where consumers are stuck at home, with no other choice than to be independent and learn to do things themselves. We must continue to move forward!"* explains Jean-Charles Scatena, Partner at Demeter.

"Our YouTube channel, with more than 700 tutorials, is currently viewed 1 million times a month in France and will soon be available in all languages. We are working to defend the right to reparation and provide the educational tools necessary for all the world's inhabitants to repair our planet." concludes the founder. "Repairing instead of throwing away has no borders".

¹⁰ Study by ADEME and Spareka in 2017 ["The behaviour of French people with regard to self-repair"](#).

About SPAREKA :

SPAREKA is a company that gives everyone the means to repair their household, garden and swimming pool appliances. Founded and managed by Geoffroy Malaterre since 2012, the e-commerce site now has more than 30,000 unique visitors per day and more than one million customers. Committed to repairability and circular economy, SPAREKA is developing a very strong pedagogical axis. With 8 million references of spare parts, the company offers many free digital tools to learn how to repair yourself: more than 700 tutorial videos, troubleshooting, a community forum. <http://www.spareka.fr>

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About DEMETER:

Demeter (www.demeter-im.com) is a major European player in private equity for the energy and environmental transition. Its funds invest between 1 and 30 million euros to support companies in the sector at all stages of their development: innovative start-ups, fast-growing SMEs and large enterprises, and infrastructure projects. The Demeter team has 35 people based in Paris, Grenoble, Lyon, Metz, Madrid and Munster, manages €1 billion and has made 160 investments since 2005. Paris Fonds Vert is a growth capital fund with a territorial impact created at the initiative of the City of Paris to accelerate the energy and ecological transition of large metropolises.

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All images are available in high definition on request.

Picture: a washing machine dismantled into parts

