



AUKSJONEN

ESG 2024



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Our values
in **practice.**



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Every day, we at Auksjonen make sure that things move forward, not stand still.

MESSAGE FROM THE CEO

At Auksjonen, circular economy is not a goal in itself – it is the very foundation of our business model.

By facilitating the purchase and sale of used vehicles, machinery, and equipment, the lifespan of valuable resources is extended. This is good news for both the economy and the environment.

Every day we make sure that things move forward, not stand still. Reuse contributes to less waste, lower emissions, and more responsible use of resources. And we believe that everything has value!

In 2024 alone, more than 50,000 objects were sold on our platform, and over 3.1 million bids were placed. This demonstrates that both individuals and businesses choose auction because it is profitable - while at the same time contributing to increased reuse and reduced environmental impact.

We see growing interest in used equipment and surplus materials. Companies are increasingly realizing the profitability of sustainability – by reselling, they can free up capital, reduce storage costs, and, at best, avoid unnecessary waste. At the same time, more and more individuals are discovering that making greener choices pays off.

Auksjonen will continue to be an important player in the circular economy. We are proud of the role we play - and we see it as our responsibility to make it both profitable and easy to make climate-smart choices.

Kai Møller

– Kai Møller,
CEO, Auksjonen.no

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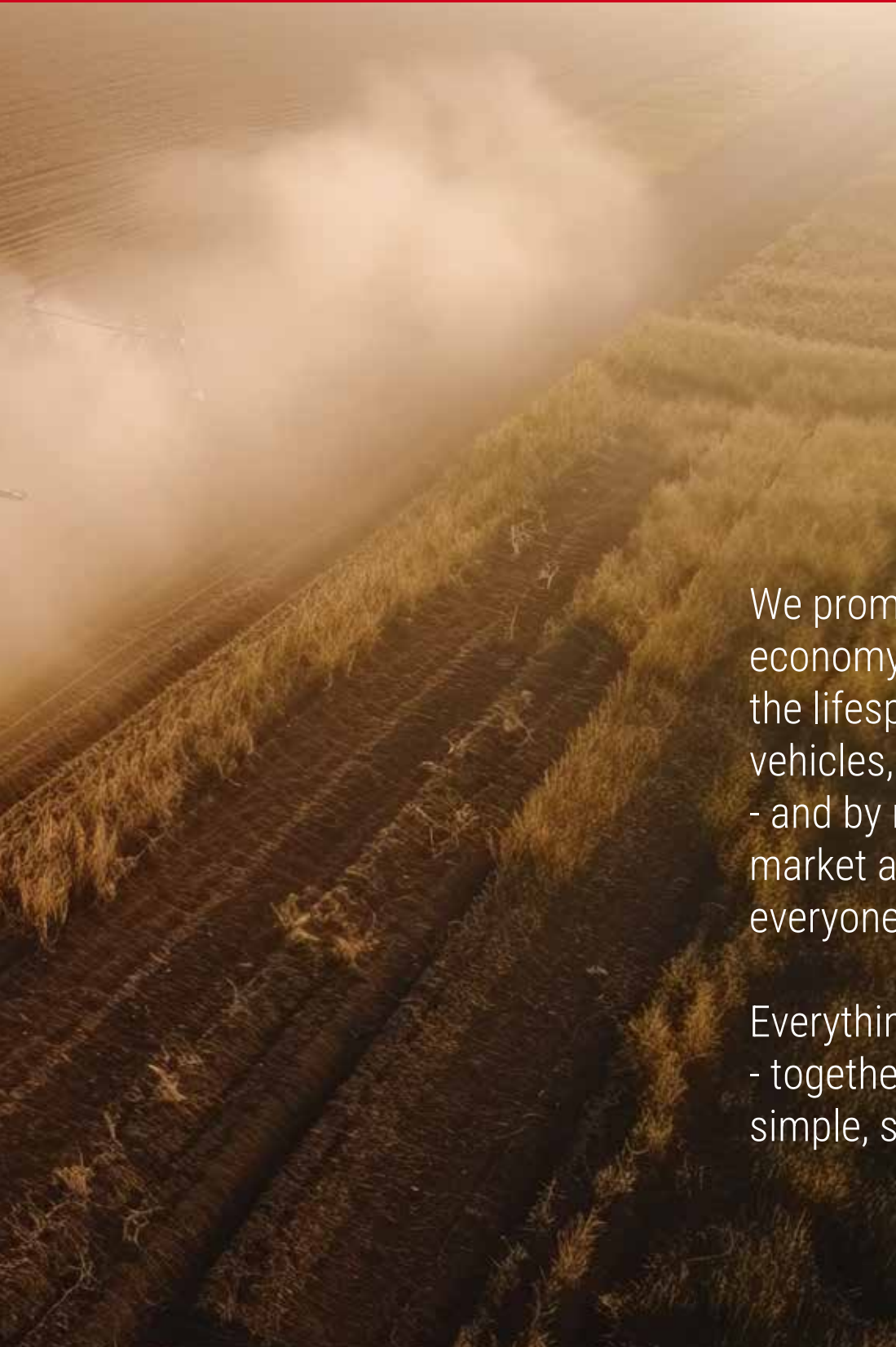
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SUSTAINABILITY AND RESPONSIBILITY





We promote circular economy by extending the lifespan of machinery, vehicles, and equipment - and by making the used market accessible to everyone.

Everything has value - together we make reuse simple, safe, and profitable.

WHY ESG IS IMPORTANT TO US

Through our auction platform, Auksjonen.no has contributed to 247,000 tons of CO₂ avoidance through the purchase and sale of used machinery and goods.

Today we can document CO₂ avoidance for 29.16% of sold objects – corresponding to nearly 70% of the sales value. By 2030, we aim to cover 90% of product categories and are therefore working to collect more object data such as weight and dimensions in our auctions.

In May 2025, the Expert Group for Circular Economy presented the report *Not Straight Ahead*, which shows that today's global consumption accounts for over 90% of biodiversity and water resource loss, as well as over 55% of greenhouse gas emissions. Meanwhile, Norway is only 2% circular.

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**247,000 tons of CO₂ avoided
through the purchase and sale
of used machinery and goods.**

At Auksjonen, we see sustainability as an opportunity to create value for our customers, the environment, and society. We make it easier to buy and sell used, and every time a machine, car, or trailer gets a new life with a new owner, we save resources, cut emissions, and promote circular economy in practice.





WHAT ESG MEANS TO US

01

Reducing emissions and resource use by making reuse simple, safe, and accessible to all.

02

Taking care of people - through an inclusive workplace with focus on trust, safety, and development.

03

Offering a transparent, efficient, and responsible marketplace for used equipment, vehicles, and machinery.

ESG is an integrated part of how we work, think, and develop our services. When you are a customer at Auksjonen, you contribute to the transition from a linear to a circular economy – one machine, truck, or trailer at a time.



VISION

We aim to be the first choice for businesses when they need to buy and sell machinery, vehicles, and equipment. In this way, we extend the lifespan and value of goods - and contribute to a more circular economy.







OUR ESG GOALS FOR 2026:



01

Increase the number of unique buyers and sellers.



02

Ensure **90%** of company cars are electric.



03

Reach **40%** female employees.



Our motto at Auksjonen:
Everything has value.







COMPARING 2023 TO 2024

BIDDERS

70 192 2023
87 451 (+24%) 2024
Status: On the right track

+24,59%

PRIVATE SELLERS

6 059 2023
8 108 (+33,82%) 2024
Status: On the right track

+33,82%

BUSINESS SELLERS

3 736 2023
4 620 (+23,66%) 2024
Status: On the right track

+23,66%

ELECTRIC CARS

58% - Still need a replacement plan
for remaining fossil-fuel cars.
Status: Taking action

58%

WOMEN

30% by 2024 - progress, but still
a way to go to reach 40%.
Status: Taking action

30%



RESULTS OF OUR WORK

Environmental impact through reuse - Let it move, don't let it stand still!

In 2024, more than 247,000 tons of CO₂ were avoided through the reuse of vehicles, machinery, and equipment via Auksjonen.no.

This equals the emissions from more than 125,000 new passenger cars – and shows the real difference it makes to choose used over new.

RESULT:

- Reuse generates lower emissions than new production.
- Example: 109 tons of CO₂ avoided by purchasing a used construction machine instead of a new one.
- Largest CO₂ avoidance in: cars, trucks & trailers.

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109 tons of CO₂ avoided by buying a used construction machine compared to a new one.



CO₂-AVOIDANCE PER CATEGORY:

CATEGORY		TONS CO2
01	CARS	116 159
02	TRUCKS & TRAILERS	68 089
03	CONSTRUCTON	52 014
04	AGRICULTURE	6 036
05	CARAVANS	3 369
06	MOTORCYCLES	1 229

**Total CO₂ avoidance:
247 000 tons**

(*We currently have CO₂ calculations for 29% of the objects sold through Auksjonen.no – mainly larger categories such as trucks, tractors, and other heavy vehicles. These together account for nearly 70% of total sales value and give us a solid basis to demonstrate the climate effect of reuse in the largest segments. We are now actively working to expand the calculations to more product categories, so that we can eventually document avoided emissions also from smaller objects.*)





OUR CONTRIBUTION TO THE UN SUSTAINABLE DEVELOPMENT GOALS

Through concrete measures in our operations and culture, we have strengthened our work with environment, people, and responsible governance.

The tables on pages 20–21 and 22–23 show how these actions are connected to selected UN Sustainable Development Goals – and how our efforts contribute in practice.

On pages 26–29, we present the measures we are actively working on to further strengthen sustainability in our business.

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Reuse for a greener future
- together we contribute to
sustainable solutions.

ACTIONS WE HAVE IMPLEMENTED:



SDG TARGET 11.3

Cooperation with local and independent actors.

DESCRIPTION

We have supported local initiatives and actors that contribute to more sustainable and inclusive communities.



SDG TARGET 17.17

Volunteer work (Operation Rusken, TV charity campaign, Pink Ribbon, Dementia campaign).

DESCRIPTION

Description: We have participated in volunteer efforts and charitable causes to strengthen local and national community spirit.



SDG TARGET 12.18

Free sales for private individuals.

DESCRIPTION

We have removed sales fees for private individuals to make it easier to participate in the circular economy.



SDG TARGET 3.4 & 3.8

Low sick leave (2.52% in 2024) and access to physiotherapist at the office.

DESCRIPTION

Result of targeted work on health-promoting measures and good employee follow-up.

We also offer weekly physiotherapy as a preventive health measure.



SDG TARGET 8.5 & 8.8

Facilitation when needed (home office, breaks, ergonomics) and close dialogue with occupational health services.

DESCRIPTION

We have implemented flexible solutions tailored to individual needs.

We work closely with occupational health services to strengthen HSE and reduce risks.



SDG TARGET 3.4

Procurement of ergonomic equipment.

DESCRIPTION

We have invested in equipment that reduces physical strain and improves working conditions.



SDG TARGET 10.2

Inclusion of remote workers.

DESCRIPTION

We have established routines and social measures that ensure all employees are included regardless of geographic location.



SDG TARGET 5.1

Marking important days (Women's Day, Mental Health Awareness, Movember, etc.).

DESCRIPTION

We create awareness and engagement around health, equality, and inclusion.



SDG TARGET 16.6

Open and responsible sales process.

DESCRIPTION

We offer documented sales processes, open bid logs, and clear terms for all users.



SDG TARGET 16.10

Client account for secure payments.

DESCRIPTION

We have established a secure payment solution that protects both buyer and seller.



SDG TARGET 16.10

GDPR and Transparency Act compliance.

DESCRIPTION

We have implemented measures to safeguard privacy and promote transparency.



SDG TARGET 16.4

Export control and sanctions compliance.

DESCRIPTION

We do not allow sales to actors who may use objects for illegal activity or human rights violations.

ACTIONS WE ARE WORKING ON:



SDG TARGET 3.4

Measures for an inclusive work environment.

DESCRIPTION

We work to strengthen well-being and mental health through flexibility, physical facilitation, and a positive social culture.



SDG TARGET 5.5

Increased share of women.

DESCRIPTION

We currently have 30% women in the organization and are working to increase representation and participation.



SDG TARGET 10.12

Diversity in social media and advertising.

DESCRIPTION

We highlight diversity in external communication to create belonging and attract broader applicant groups.



SDG TARGET 8.8

Mapping of discrimination risk.

DESCRIPTION

We have mapped risks and are working on measures for a safer and more inclusive work environment.



SDG TARGET 10.12

Inclusive recruitment language.

DESCRIPTION

We use inclusive language and imagery to increase diversity among applicants



SDG TARGET 12.16

Environmental Lighthouse certification follow-up.

DESCRIPTION

We maintain our Environmental Lighthouse certification and work continuously with measures in line with the requirements.



SDG TARGET 12.8

Campaigns and communication on reuse.

DESCRIPTION

We develop campaigns and content to make reuse more understandable and attractive.



SDG TARGET 8.3

Simplified invoicing model.

DESCRIPTION

We are developing a solution that simplifies transactions between buyer and seller.



SDG TARGET 8.5 & 8.8

Strengthened internal communication.

DESCRIPTION

We are working on better information flow and culture for predictability and transparency.



SDG TARGET 9.5

Landing page optimization.

DESCRIPTION

We improve user experience to make reuse more accessible and efficient



SDG TARGET 16.10

Accessible employee handbook and whistleblowing routines.

DESCRIPTION

We plan to make governance documents easily accessible for all employees.



SDG TARGET 16.10

Improved FAQ and user guides.

DESCRIPTION

We are simplifying the customer journey through clearer and more accessible information, making the auction easier to understand and use.



THE VALUES DRIVING OUR ESG WORK

We create value for B2B sellers and buyers – and for society and the planet.

Through skilled people, technology, and data, we make it easy to trade used goods – quickly and safely.

We connect local sellers and buyers with the global market.

In this way, we contribute to a smoother transition from linear to circular economy. At the same time, we extend the lifespan of machinery, vehicles, and equipment - reducing waste and emissions.

For us, ESG is about common sense and business acumen. Everything has value – and we want to ensure that things move forward, not gather dust. Our values show how we take responsibility for the environment, people, and the market we are part of.



We connect local sellers and buyers with the global market.

WE TAKE OWNERSHIP:

- We reduce our own footprint – through smarter operations, better routines, and sustainable procurement.
- We make it easier for customers to make sustainable choices and develop solutions for documented CO₂ avoidance through a self-service report and dashboard.
- We invest in technology and solutions that make the used market better, safer, and more efficient.

WE DELIVER RESULTS:

- We set clear goals: 90% electric cars, 40% women, more buyers and sellers.
- We follow up with concrete measures and report on progress.
- We use insights and feedback to improve – every day.

WE PRIORITIZE CUSTOMERS:

- We make it simple and safe to buy and sell used.
- We offer secure payment via client account, open bid logs, and support from over 40 local auction agents.
- We keep the threshold low – with free sales for private individuals and broad marketing that provides strong visibility and control over transactions.



Setting
CLEAR GOALS

90% - By the end of 2025, 90% of company cars will be electric. This means lower emissions, smarter fleet management, and a better future for all. Interest is growing – together we make the green shift easier and more profitable.



We have set a goal of achieving 90% electric company cars.

NEXT STEPS TOWARDS 2026

This is what we will continue working on to improve even further.

We work continuously to achieve both existing and new sustainability goals – through concrete actions, insights, and improvements. At the same time, we prioritize maintaining and strengthening the results we have already achieved.

E Environment



SDG TARGET 13.2

Complete and launch replacement plan for company cars by Q4 2026.

DESCRIPTION

We are reducing emissions from transport by replacing fossil-fuel cars with electric vehicles



SDG TARGET 12.16

More sustainable promotional items.

DESCRIPTION

We choose more durable materials and shorter logistics chains to reduce environmental impact.



SDG TARGET 12.8

Platform improvements and new functionality for sellers.

DESCRIPTION

We are making it easier to sell used goods and contribute to the circular economy.

**SDG TARGET 12.16**

Customer access to reports on their own CO₂ savings.

DESCRIPTION

We are developing functionality that documents climate benefits for customers. Planned launch: August 2025.

**SDG TARGET 13.3**

Further development of CO₂ calculator.

DESCRIPTION

We are expanding the calculation basis to cover more object types.

**SDG TARGET 12.5**

Better waste sorting inside and outside offices.

DESCRIPTION

We are reducing waste and increasing recycling levels.

**SDG TARGET 12.6**

Sustainable travel choices and fewer giveaways.

DESCRIPTION

We prioritize a lower climate footprint and more durable items.



SDG TARGET 10.2

Increased website accessibility for users with disabilities.

DESCRIPTION

We are working on universal design and better accessibility to ensure equal user experiences.



SDG TARGET 5.1

Clear focus on diversity in communication and recruitment.

DESCRIPTION

We promote equal opportunities and broad representation.



SDG TARGET 5.5

Employer branding with female role models.

DESCRIPTION

We highlight women in various roles to inspire more applicants.



DELMÅL 10.2

Diversity procedure in recruitment.

DESCRIPTION

We emphasize gender balance when qualifications are equal to promote balance.

**SDG TARGET 3.4**

Continued efforts for low sick leave and mental health.

DESCRIPTION

We continue measures that strengthen health and prevent absence.

G Governance/ Business Practices

**SDG TARGET 8.8**

Implementation of reporting obligations.

DESCRIPTION

We follow up identified challenges and initiate measures.

**SDG TARGET 16.10**

Internal communication project for safety and predictability.

DESCRIPTION

We make guidelines available and strengthen internal transparency.



OUR VALUES IN PRACTICE

With circular economy as our business model.

Auksjonen.no makes it simple, safe, and profitable to buy and sell used machinery, vehicles, and equipment – actively helping to reduce waste, emissions, and resource use.

Our platform promotes circular economy in practice, benefiting both our customers and the environment.

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Our platform promotes circular economy in practice, benefiting both our customers and the environment



OUR ESG TARGETS TOWARDS 2026

NUMBER OF BUYERS

Goal: Increase the number of unique buyers by 20% during 2025.

Status: +12% buyers, +7.5% private sellers, +8.2% business customers.

+20%

ELECTRIC CARS

Goal: Reach 90% electric company cars.

Status: 58%

90%

GENDER EQUALITY

Goal: Reach 40% female employees

Status: 30%

40%

DOCUMENTED IMPACT IN 2024



247 000

tons of avoided through
the purchase and sale of used
machinery and goods

29%

We currently have CO₂
calculations for 29% of objects
sold via Auksjonen.no.



67,4%

These represent 67.4% of the total number of objects sold and total sales value.

Impact

Impact is greatest in the following categories: Cars, Trucks, and Construction.

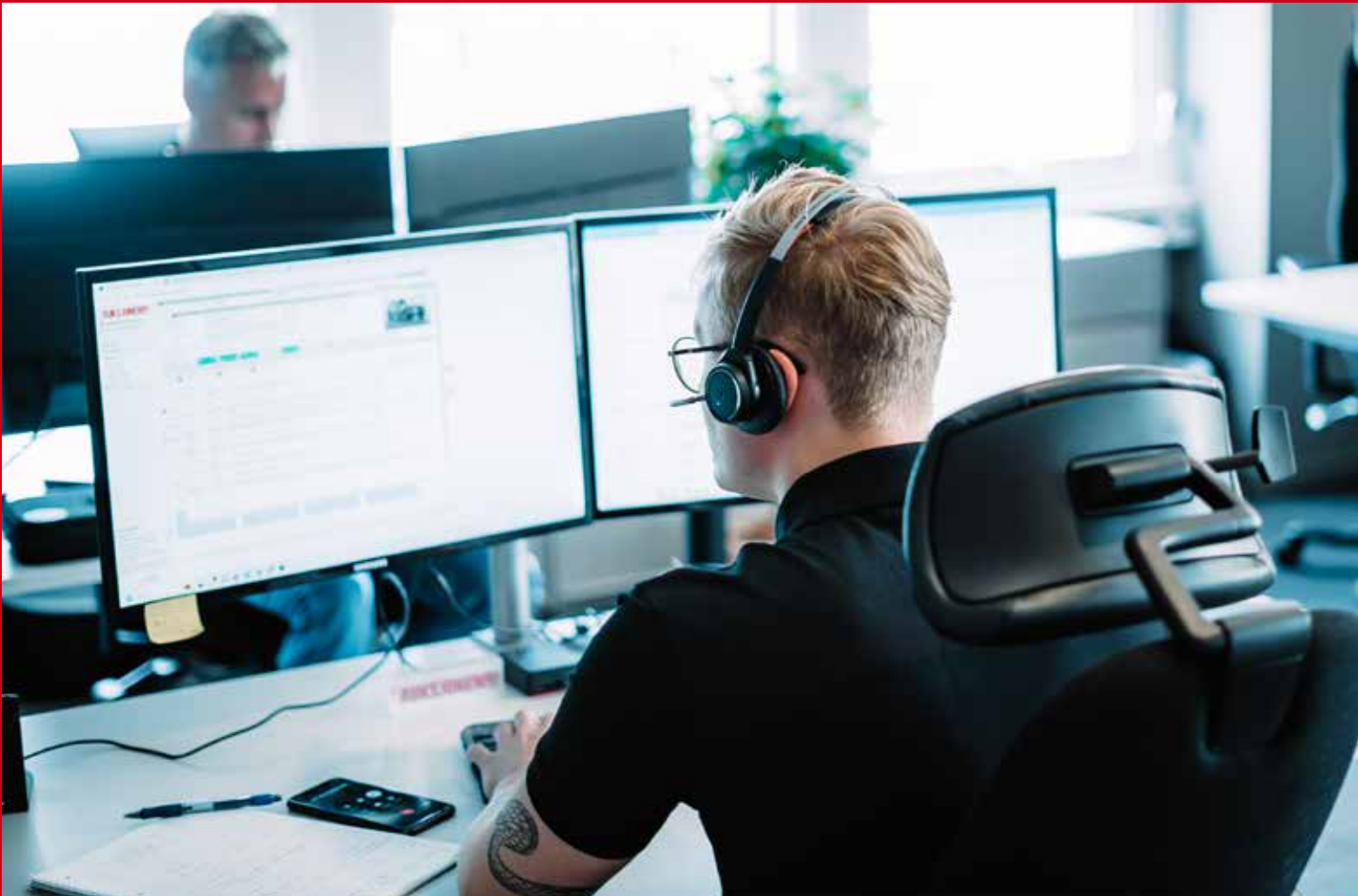


OPEN AND RESPONSIBLE GOVERNANCE

At Auksjonen.no, purchases and sales take place under clear terms, with full transparency and documented processes.

A secure and controlled payment solution through our client account ensures that transactions are carried out in an orderly, predictable, and transparent way – for the benefit of both buyer and seller. All sales dialogue and bidding take place under fair and structured conditions, where privacy and data security are safeguarded in accordance with GDPR and the Transparency Act.

We take responsibility to ensure that all transactions comply with applicable laws and international sanctions. Sales to actors or countries that may use objects for illegal activities or human rights violations are not permitted. In this way, we contribute to responsible trade and protect both the platform and the society around us.





E Environment

Documented climate impact customers can refer to:

- Planned phase-out of fossil cars and replacement plan by 2026.
 - Expansion of CO₂ calculator and customer tools for climate reporting.
 - Better sorting and more durable, locally sourced promotional items.
-



S Social

A sustainable and inclusive work environment:

- Inclusive workplace, flexibility, and measures to further reduce already low sick leave (2.52%).
 - Diversity in communication and recruitment, universal design.
 - Employer branding and visibility of female role models.
-



G Governance/ Business Practices

Open and responsible trade with clear process:

- Documented sales process, client account, open bid log.
 - GDPR, Transparency Act, and export control compliance.
 - Measures in line with activity and reporting obligations are followed up.
-

WHAT THIS MEANS FOR YOU AS A CUSTOMER

Open and responsible trade with clear process:

- Access to CO₂ avoidance data for your sales.
 - Ability to refer to concrete contributions to the UN Sustainable Development Goals.
 - Use of an ESG-friendly platform that supports the transition from linear to circular economy.
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Auctions with purpose
– at Norway's largest online auction marketplace.