



2022 Impact Report

Making Returns Better for Customers, Retailers, and the Planet





Explore our efforts to improve the environment, our community, and our workplace.



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Introduction

A Message from Our Founders

When we look back on the past three years, perhaps the most important lesson we have learned has been to persevere. For many of us, 2022 felt like a return to normal. We shopped in stores, we hugged our families and friends, we traveled again. But even as the world opens up, curveballs come from left and right. Now we have a new set of challenges: rising prices, ongoing conflicts and extreme weather spurred on by climate change.

But we have learned to band together and move forward, even in turbulent times. At Optoro, we aim to help solve pervasive challenges in our corner of the universe, allowing shoppers and retailers to thrive even in uncertainty. We're inspired by the hard work our team and partners have done to adapt and innovate. From expanding our Express Returns™ network, to cutting 17.7 million pounds of carbon emissions from returns, to diverting over 4.6 million pounds of waste from landfills, we're proud of how we're contributing to designing a more sustainable future for retail.

And we're prouder, still, of how our team supports each other and their wider communities. Our technology facilitated \$11.9 million in donated goods, making sure they ended up in the hands of those who needed them most. Optorians spent 1,890 hours volunteering for more than 90 organizations.

And all the while, the Optoro team has looked inward and reflected on how to make the company a more inclusive, welcoming environment. Folks across Optoro have worked to expand our diversity, equity and inclusion efforts, acted as DEI ambassadors within the organization and relaunched the Optoro Women's Group.

2022 was our best year yet, marked by record growth and exciting new product and client launches. We surpassed 100 million returns through our platform and kept 94% of our clients' returned and excess inventory out of landfills. Chances are that if you did an online return this holiday season, you did it with a retailer that uses our technology. As we look toward 2023 and beyond, we could not be more excited about what lies ahead. With our new CEO Amena Ali joining the leadership team, there is more opportunity than ever to build on the momentum from the past year—and 15 years—and take Optoro to the next level.



TOBIN MOORE

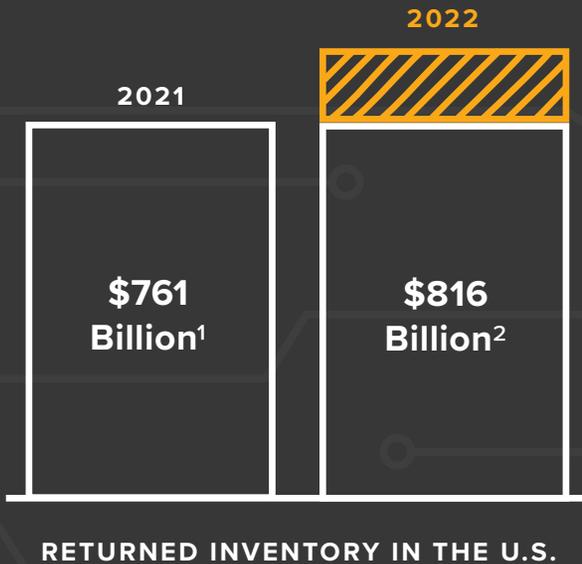
Co-Founder & Principal



ADAM VITARELLO

Co-Founder & Chief Strategy Officer

The Returns Problem



RETURNED INVENTORY IN THE U.S.



24 Million

METRIC TONS OF CO₂ EMITTED



5.1 Million

CARS DRIVEN FOR ONE YEAR



9.5 Billion

POUNDS OF RETURNS IN LANDFILLS



10,500

FULLY LOADED BOEING 747S

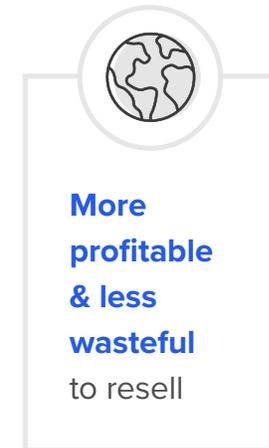
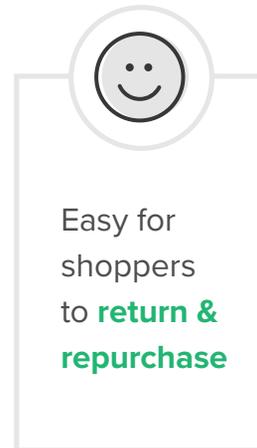


As retail sales continue to grow, the average rate of return has remained flat at 16.5% compared with 16.6% in 2021. “Even with 29 continuous months of retail sales growth, consumers have remained steady with the overall rate of merchandise returned to retailers this year,”³ said Mark Mathews, NRF’s vice president of research development and industry analysis.

Optoro's Mission



Our mission is to **make retail more sustainable by eliminating all waste from returns.**



Optoro's returns technology enables retailers to extend the useful life of products and donate or recycle any materials that have reached the end of their useful lives by connecting a seamless online returns experience with efficient supply chain processing and best-in-class recommerce. By helping our clients to implement circular business models, Optoro's technology is part of the circular retail transformation. **Better for customers, retailers, and the planet.**

Environmental Impact



Reducing Landfill Waste: 2022

Our technology helped our retail clients prolong the useful lives of products and divert inventory from landfills.

94%

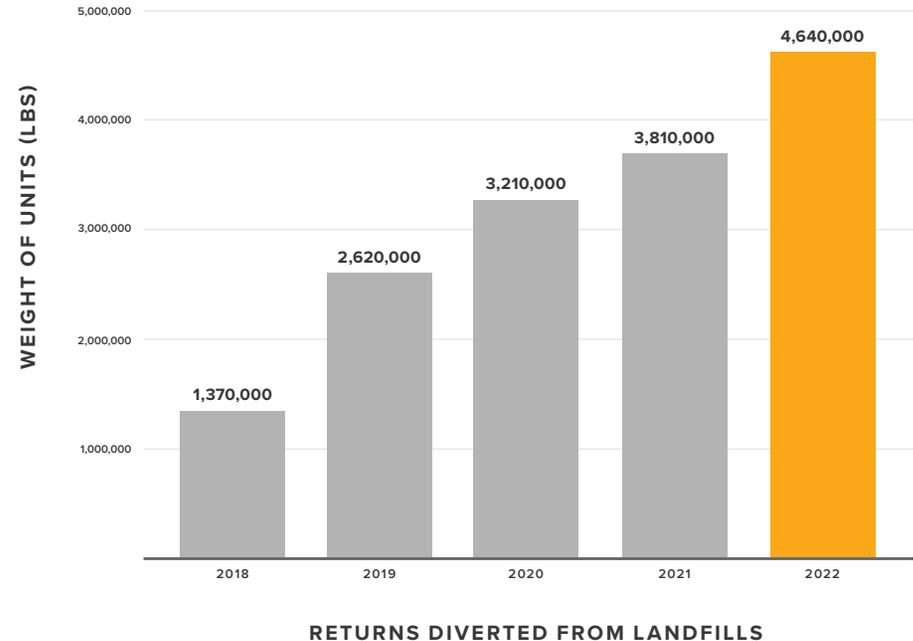
of our clients' returned and excess inventory was kept out of landfills

4.6M lbs

of waste diverted from landfills

32.5M

items sent to reuse channels

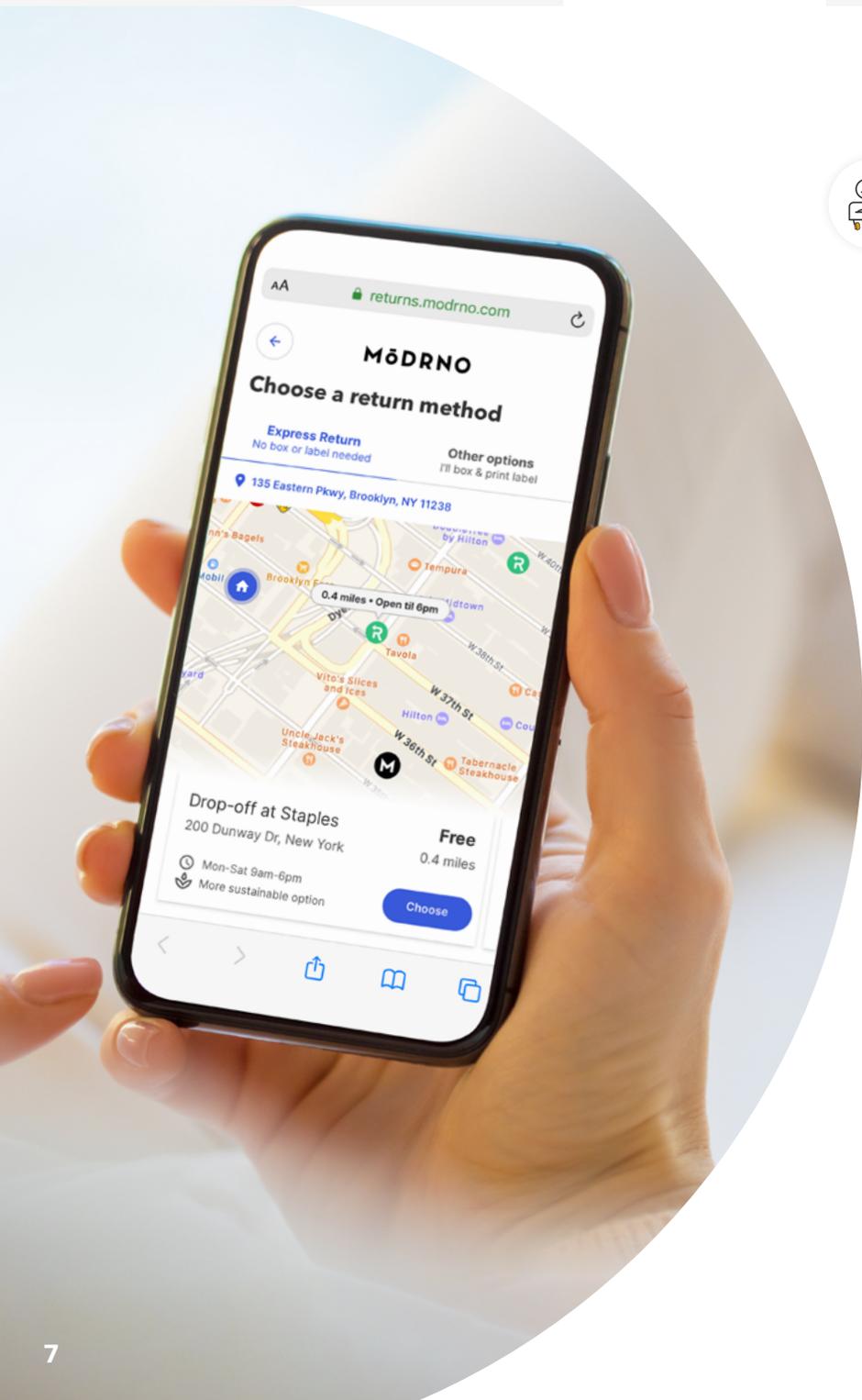


Reducing Carbon Emissions

Optoro's technology prevented 17.7 million lbs of carbon emissions by diverting products from landfills and reducing unnecessary transportation.⁴ Every time we reuse something that would have otherwise gone to the landfill, we reduce the amount of greenhouse gas emissions (GHGs).

17.7 Million Pounds

of carbon emissions prevented by Optoro's technology



Express Returns™

In 2022, we continued to expand Optoro Express Returns™, our nationwide drop-off network. Retailers on Express Returns are making returns easier than ever while driving customer loyalty without compromising sustainability. Customers can easily drop off their returns with no box or label needed at **over 1,000 locations across the country**. The drop-off locations then consolidate returned items into fewer shipments for retailers, reducing cardboard use and carbon footprint.

8,500 lbs* of carbon emissions reduced by Express Returns in 2022



Express Returns not only eases friction for consumers, but it helps make retail a more sustainable industry. As we collectively look to the future of retail, Optoro will continue to enable retailers and consumers to build environmentally-friendly practices into their everyday lives.



Express Returns has been an enormous step forward for Optoro and all the retailers we serve. Not only does the ease of a packageless and printerless option delight customers, retailers are experiencing significant cost savings and drastically reducing their carbon footprint."

- Mike Ganz // General Manager, Returns Experience & Data

Optoro's Top Volunteers

As a mission-driven organization, service is core to Optoro's values. This year, three individuals gave more of their time as volunteers in their communities.

Omar Philmore
Operations Manager

67.5 HOURS VOLUNTEERED



Heather Keen
Office Manager

44.5 HOURS VOLUNTEERED



Anne Tempelis
Lead Product Designer

40.25 HOURS VOLUNTEERED



Community Impact



Community Giving

In 2022, Optoro's technology facilitated the donation of **\$11.9M worth of goods** to charity organizations.

Optoro's technology facilitated product donations to a variety of charity organizations. Here is a spotlight on one of them.

SPOTLIGHT



Harvest Time International is a non-profit 501(c)3 humanitarian organization dedicated to providing a hand up to children and families in need. Since 1992, they have responded to disasters by sending supplies, food, and water to help rebuild communities. Harvest Time International has distributed over 27k truckloads of supplies worth \$539M so far. Optoro donated over 15,000 items to Harvest Time International in 2022, supporting many efforts including hurricane relief in Florida.

Supporting the Gig Economy

Optoro's online marketplace BULQ™ enabled gig economy workers to maintain or start new careers in reselling during tough economic times.

Over 2,800 resellers purchased inventory from BULQ and from BULQ's eBay store, which is part of Optoro's exclusive eBay partnership.



Optorians made 25 visits to national parks across the U.S. this year. Optoro will donate \$25 to each park visited in one calendar year.



Optoro also values giving our employees time for volunteering. In the past year, Optorians spent 1,890 hours volunteering in our communities at more than 90 organizations across the U.S.

Our People



As a community, we've worked to cultivate a workplace environment that celebrates and invests in the diversity of our people. In 2022, Optoro employees put their time and energy into building dedicated spaces to connect with and inspire one another.

Employee Spotlights

Optorians had a lot to celebrate this year. From milestone sabbaticals to award wins, our employees found joy in nurturing their personal and professional lives.

Awards



Lauren Yevak // Director, Client Success
2022 Retail Brew Go-Getter Awards™



Retail Brew's Go-Getter Awards celebrate individuals in the early stages of their retail careers who showcase a bold blend of drive, creativity, and leadership.

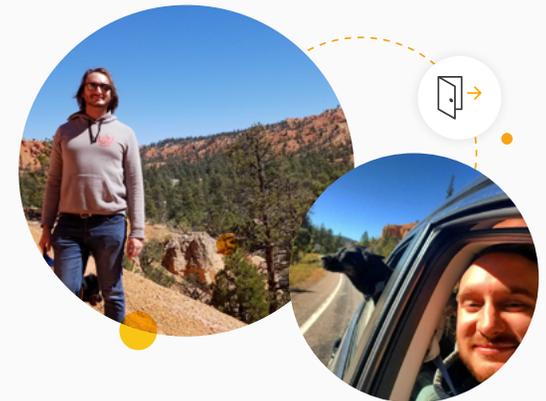
“The Client Success lead role requires representing Optoro externally to clients, as well as representing clients internally to the company. Lauren ensures clients see the value of Optoro's platform for their business, and advocates for clients internally across Product, Software Engineering, Operations, Marketing, and more. Aside from the meaningful contributions within her client work described above, Lauren has gone above and beyond to establish new ways of working across the Client Success team including Quarterly Account Reviews, which is an internal forum that serves as a key input to prioritization of work streams and deployment of resources across the company.”

- Zach Kramer // VP of Client Success

Employee Sabbaticals

Bryan Dombrowski // Quality Engineer
5 years at Optoro

Bryan spent 4 weeks road tripping the Rocky Mountain West with his partner and their dog, clocking in over 6,000 miles and passing through 9 states. Between hiking around national parks and exploring local bookstores, Bryan was able to rest, reset, and recharge.



Being able to take such a long time off away from work really allowed me to rest and recharge in a way that a long weekend or week long vacation doesn't. From day 1 of NEO when I found out about the Sabbatical program I knew I would spend at least 5 years at Optoro. And now that I'm back I'm already looking forward to accomplishing another 5.”



CRUSH Core Values

Collaborative

Communicates effectively,
problem solves, team player

Resourceful

Does more with less,
creative & adaptable

Unconventional

Brings original and unique
perspectives, challenges
the norm

Sensible

Level-headed & practical
when making decisions

Hungry

Passionately invested in
doing what it takes to help
their team achieve its goals

The Monthly CRUSH Award

This peer-nominated award recognizes an employee who went above and beyond the call of duty, embodying one or more of Optoro's values to deliver exceptional results that impacted Optoro during the previous month. Here are a few of the outstanding coworkers we have celebrated this year.



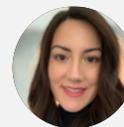
Rachel Marion // Field Marketing Manager

Attending, participating in, and speaking at industry events and conferences is a key part of how we connect with retailers and brands. With thoughtful preparation and extreme organizational skills, Rachel ensured that Shoptalk, one of our largest annual events, was the most impactful conference for our staff and our prospects. During months of preparation, she made sure all participating teams were informed of every detail of the event, while planning an outstanding experience for Optoro attendees and everyone we met.



Nhu Nguyen // Infrastructure Engineer

Nhu has been a consistent stand-out rockstar during her first year at Optoro. She collaborated across multiple teams, such as Development, Security, and Product, to not only get our infrastructure environments created, but automated for some top clients. Thanks to Nhu's next-level thinking and hunger to get the job done, we were able to have a new product infrastructure up and running in record time!



Lauren Calderon // Senior Quality Engineer

Lauren has exercised her collaboration skills with the Returns Experience product team to release countless features and bug fixes on-time — and to multiple clients at once. Her keen sensibility to help release clean code has helped unlock a more sustainable business model as we continue to implement Returns Experience clients. With just six months at Optoro, Lauren has shown up for her team in more ways than one!



Rajat Giri // Director, Professional Services

Rajat's hunger for success has consistently driven Optoro closer to our largest business goals to date. His crafty ability to juggle multiple client implementations while utilizing his knowledge of upcoming features built for one client to overcome the roadblocks of another is nothing short of amazing. Rajat is also celebrated as an inclusive leader, onboarding new hires with a resounding positive, can-do attitude.

Enabling Diversity, Equity, & Inclusion (DEI)

At Optoro, our volunteer-led DEI committee worked hand-in-hand with our Talent & Culture team and with leaders across Optoro to further embed DEI considerations and conversations into our workplace culture. In 2022, the DEI committee worked with others at Optoro to:

- ▶ Host **10 company-wide conversations** on issues relating to diversity, equity, & inclusion
- ▶ Support a **DEI ambassadors program**, with representatives from each department leading conversations with their teams
- ▶ Support **Optoro Women's Group** to hold 10 events, including a workshop series on holding effective performance reviews
- ▶ Share information and resources about **18 religious and cultural holidays**

SPOTLIGHT

Optoro Women's Group

In 2022, Optorians Lis Warren and Kelley Huston revitalized the Optoro Women's Group (OWG), a vibrant community for engaging and empowering all women at Optoro. **This group was created to provide the women at Optoro with the tools and resources necessary for building successful careers.** Today, the OWG offers a monthly forum where employees can engage with mentors, access educational resources, and attend curated workshops on a variety of topics like building confidence, setting goals, and marketing professional experience.

One of the flagship initiatives that the OWG kicked off this year was a mentorship program geared towards connecting people across the organization to support personal and professional growth. The pilot program has been a resounding success, with employees feeling more connected to one another and in-charge of their development. In the coming months, the OWG will be focused on expanding the group's reach and mentorship program across the organization.

KEY FOCUS AREAS OF SESSIONS:

Engagement

how we get people involved

Empowerment

how we build each other up

Education

how we learn and grow together



One of my favorite things about the women's group is bearing witness to the intimate a-ha moments that are created when members connect over shared experience. Our time together is truly restorative and uplifting. I look forward to seeing continued growth in the coming years."



Lis Warren
Lead UX Designer



As individuals, we have so much to give. Wouldn't it be great if we had a way to uncover that a bit more? The Optoro Women's Group is really about fostering connection, growth, confidence, and empowerment."



Kelley Huston
Senior Product Manager



Being a mentor with the Optoro Women's Group program has allowed me to support a wonderful mentee, who is also a new mom taking on a critical role on a high profile project. Helping her navigate challenges and communicate boundaries, having been there myself, has been incredibly rewarding and engaging."



Sarah Minukas (mentor)
Director of User Experience



Join Us In Making Retail More Sustainable

We're a group of changemakers working together to make retail more sustainable.

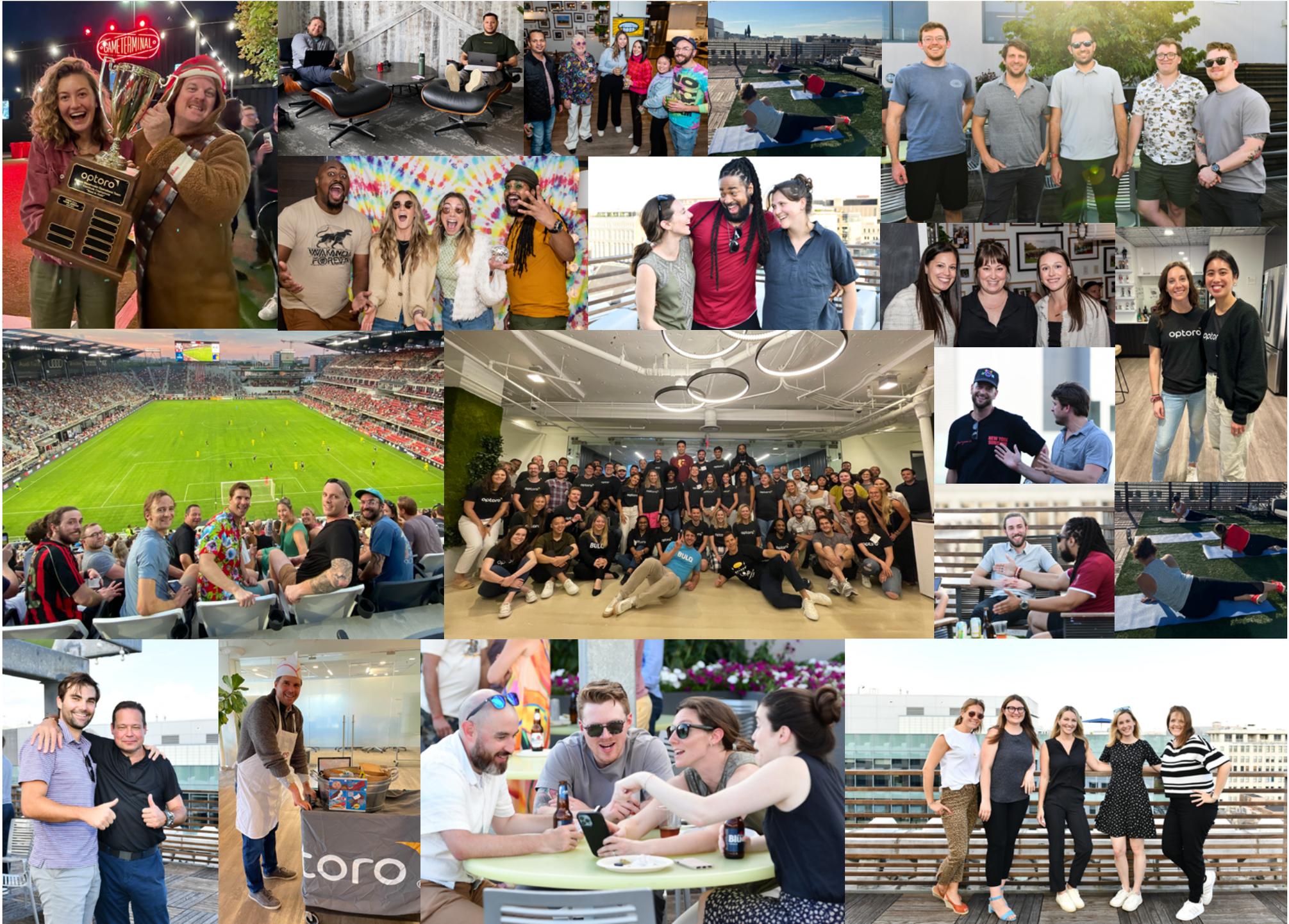
Optoro is the leading provider of returns technology for retailers and brands, using data science and real-time decision making automation to make returns better for customers, retailers, and the planet. From an easy online customer returns portal, to warehouse processing and resale software, we offer powerful solutions to improve outcomes across all points in the returns process. Retailers and brands—including Best Buy, IKEA, and Staples—trust Optoro's technology to make returns a strategic advantage for their business and enable sustainability initiatives across their supply chain.

To learn more or schedule a demo

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To start your career with Optoro

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