



myhalo 

**ESG Brand
Strategy
Internal
Confidential**

Updated 26 September 2022

Contents

01 PC Dreams Group

02 Our Philosophy

03 PC Dreams Founder Story

04 Vision, Mission, Core Values

05 Brand Persona

06 Brand Tone

07 Brand Tagline

08 The e-Waste Problem

09 ESG Narrative

10 ESG Brand Strategy



About PC Dreams Group

PC Dreams Group is Singapore's largest integrated ICT* zero e-waste enterprise.

The Group comprises of:



Through myhalo, our proprietary integrated platform, we have started a zero e-waste movement in Singapore. We want to reduce e-waste through education and collaboration with government, education institutions, information & communication technology industry, tech community, partners, retailers and enterprises.

*ICT : Infocomm Technology

OUR PHILOSOPHY

We Price with Our Conscience



Our Founder Story

The first phone Ching Hwee ever repaired was his own. As a university freshman, he got to know a fellow student who would later become his wife. To communicate with her, he needed a mobile phone; a luxurious commodity in the early 2000s. To make the most of this purchase, he began independently replacing parts in his mobile phone to avoid issues such as overheating.

Upon discovering this knack for fixing gadgets, it was not long before he started dabbling into PCs and laptops. From there he began repairing other students' devices from his dorm room, and soon enough PC Dreams was born. Since its founding, responsibility and accountability have always been at the heart of PC Dreams. We take integrity towards our customers seriously and never take advantage or profit from their ignorance. With the philosophy of 'Pricing with our conscience', we commit to fair and consistent valuations for all devices

Our Founder Story

In 2014 our sole outlet was ravaged by a fire, which saw almost all of our inventory damaged. This unfortunate event left us in debt, making us rethink our purpose and the legacy PC Dreams would leave behind.

We want to create a considerable societal and environmental impact. As more people buy and own digital devices, the number of unused devices has increased exponentially. This is why, after over a decade in the business, we are doubling down on our efforts to solve this problem.

Our answer to this is myhalo, a sustainability tech platform for users to trade-in, repair, sell and purchase digital devices. We want to build a community to embrace a zero e-waste lifestyle.

Our vision

A world with zero e-waste



Our mission

To build a community that
embraces a zero e-waste
lifestyle



Our Core Values



Passion

Dedicated towards the environment and sustainable development



Integrity

Upholding utmost honesty in everything we do



Customer-centric

Placing customer first to deliver the best experience



Embrace Change

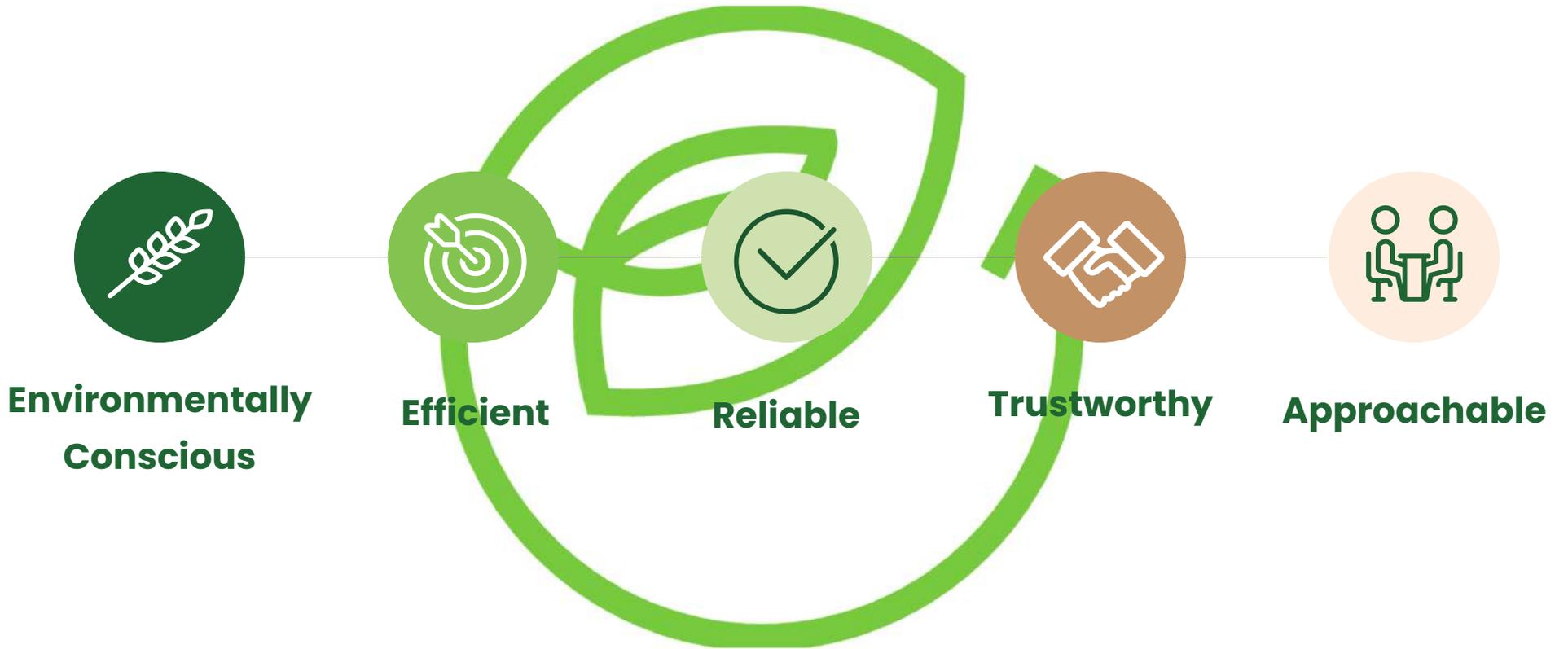
Invigorated to keep up with the fast paced changes in technology



Growth Mindset

Continually learning new things and expanding horizons

Brand Persona



Brand Tone



Friendly

Language used is kind and pleasant to evoke a sense of warmth.



Honest

Communication is transparent and non-deceptive to convey integrity and trustworthiness. What you see is what you get – our communication is down-to-earth, without hiding behind jargon.



Fun

Communication should be youthful, enthusiastic and exciting to convey a sense of enjoyment in joining our zero e-waste community.



Helpful

One of our main strengths is convenience for the consumer and this should be communicated using language which evokes a sense of support and co-operation.



Caring

We care deeply for the environment and our society and this is conveyed through caring and empathetic language.

Brand Tone

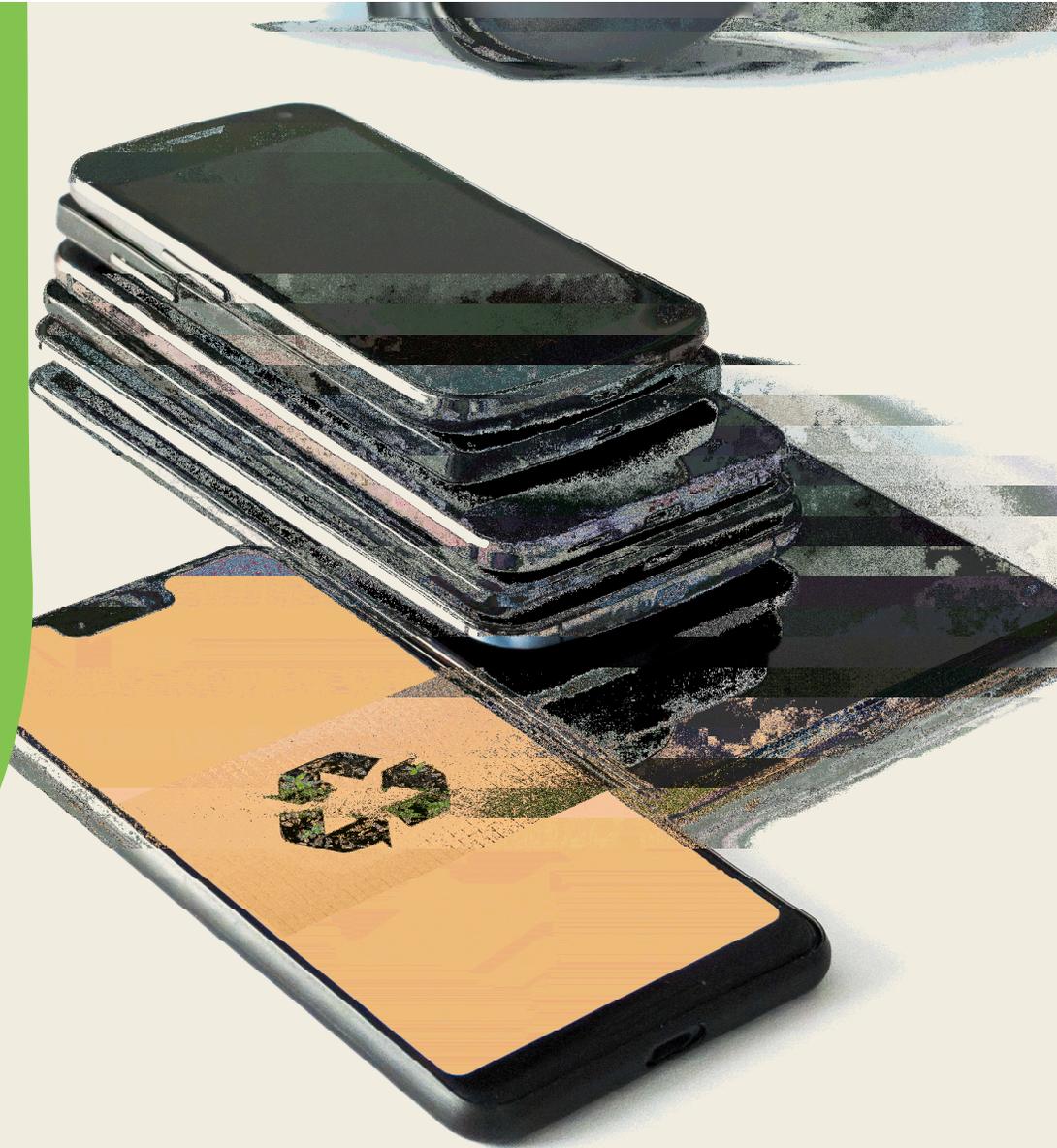
All myhalo content uses Standard UK English. The language should be professional without sounding overly corporate, or excessive use of technical jargon.

Depending on context, a more casual tone can also be adopted where applicable, especially when communicating directly to the consumer.

As far as possible, communication uses first-person language and is directed towards the individual to help create an emotional connection.

TAGLINE

**Zero
e-Waste.
Simplified.**

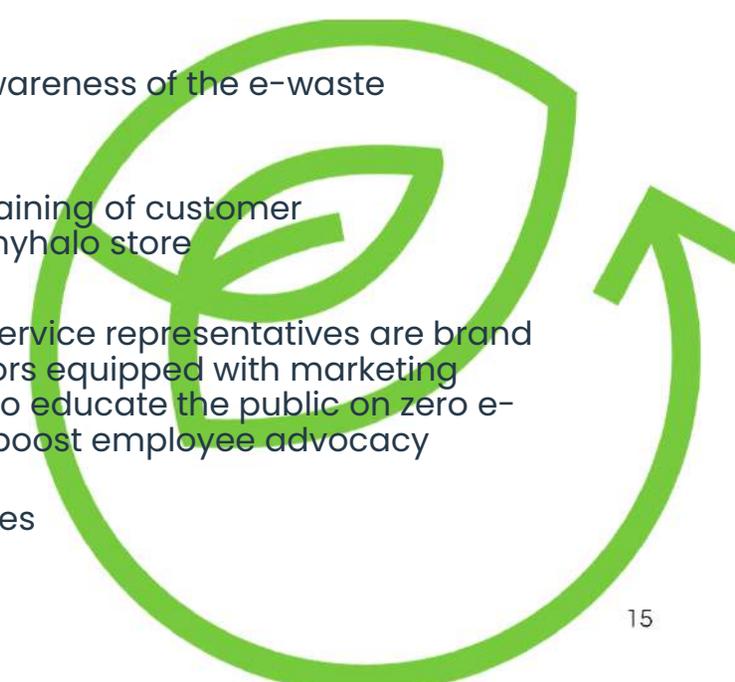




**A world with
zero e-waste.**

Branding initiatives and strategies

- 01 Build a sustainability tech platform to achieve our zero e-waste mission
- 02 Revamp pc dreams flagship store at bugis to myhalo concept
- 03 Build a zero e-waste community through myhalo platform
- 04 Internal training of our vision and mission
- 05 Establish a strong culture centred around ESG
- 06 Hiring new team members who are passionate about sustainability
- 07 Increase awareness of the e-waste problem
- 08 Constant training of customer service at myhalo store
- 09 Customer service representatives are brand ambassadors equipped with marketing collaterals to educate the public on zero e-waste and boost employee advocacy
- 10 CSR Initiatives



Communicating our brand story to stakeholders

Stakeholder	Communication Channels
1. Internal Team	<ul style="list-style-type: none"> • Weekly meetings • Email • SLACK • Whatsapp • Annual Townhall Meeting • Internal branding workshop
2. Government	<ul style="list-style-type: none"> • In-person meetings • Email • PR/Media
3. Partners/Retailers	<ul style="list-style-type: none"> • Events • Campaigns • Panels/seminars/webinars
4. Corporate Clients	<ul style="list-style-type: none"> • In-person meetings • Industry associations/organisations • Sustainability organisations • Credential deck
5. Consumers	<ul style="list-style-type: none"> • Social media • Email marketing • Website • Events/CSR • Collaborations • Flagship store (Bugis Junction) • Customer service



Measuring effectiveness of our initiatives and strategies

01 Positive unbiased reviews on Google and Facebook

02 Impact numbers - units of e-wastage reduced

03 Size of zero e-waste community we have built

04 Size of internal database

05 Consumer and partner testimonials

06 Number of collaborations, partnerships and engagement initiatives



Impact Metric : Take Action

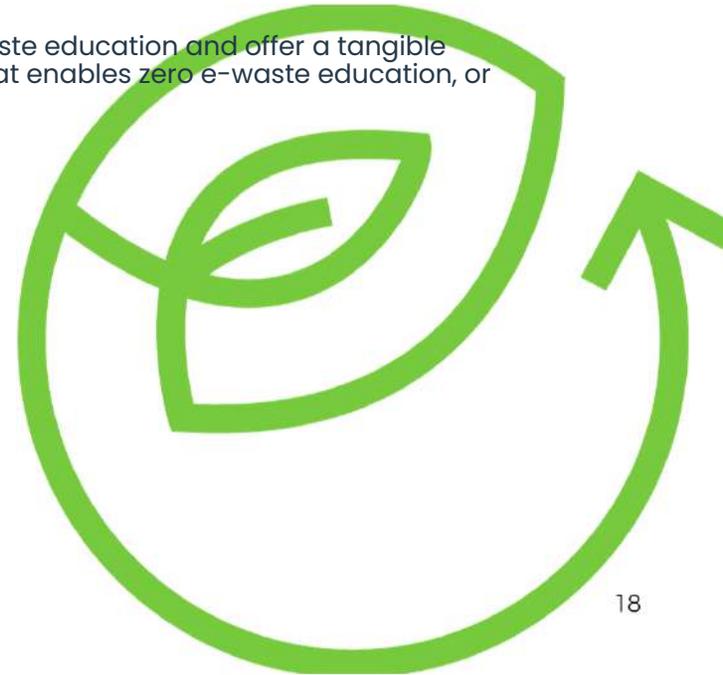
Zero e-Waste 'Take Action' Project

myhalo is a sustainability tech platform that aims to encourage people to embrace a zero e-waste lifestyle. By providing device trade-in and repairs, as well as the sale of refurbished devices, we hope to extend device lifespans and reduce e-waste output.

We are embarking on the Take Action Project to demonstrate our efforts towards zero e-waste education and offer a tangible measure of the impact we are making towards a zero e-waste future. To us, each action that enables zero e-waste education, or helps extend the lifespan of a device is one step towards a more sustainable future for all.

What counts as an action:

- i. Joining the zero e-waste community
- ii. Every myhalo Pledge taken
- iii. Liking a myhalo post
- iv. Sharing a myhalo post
- v. Every device traded in
- vi. Every device repaired
- vii. Every refurbished device purchased



Singapore produces
60,000 tonnes
of e-waste every year

That's equivalent to discarding about
70 mobile phones
per person in Singapore!

The average
Singaporean owns



at any given time

e-Waste in Singapore



Since 2017,
myhalo has
saved over

5 TONNES

of devices from
entering landfills
and becoming e-waste

1. Towards Zero Waste SG: <https://www.towardszerowaste.gov.sg/ewaste/>
2. Google Barometer: <https://www.thinkwithgoogle.com/intl/en-apac/collections/singapore/>

The world produces
53.5 MILLION METRIC TONNES
of e-waste every year

70% of hazardous waste
that ends up in landfills
is e-waste.



In 2019, each person
produced an average of



7.3KG
of e-waste globally

Global e-Waste at a Glance



From 2014 - 2019,
global e-waste output
grew by

21%

If nothing changes the
total amount of e-
waste generated
worldwide will reach

**67
MILLION
TONNES**

by 2030!



1 ton of iPhones produces
324x more gold
than 1 ton of gold ore



1. Global e-Waste Monitor: <https://ewastemonitor.info/gem-2020/>
2. The Sustainable Development Goals Report 2022: <https://unstats.un.org/sdgs/report/2022/>
3. 911 Metallurgist: <https://www.911metallurgist.com/blog/what-it-takes-to-make-iphones>
4. World Economic Forum: <https://www.weforum.org/agenda/2021/10/2021-years-e-waste-outweigh-great-wall-of-china/>
5. The World Counts: <https://www.theworldcounts.com/stories/electronic-waste-facts>

The e-waste problem



SINGAPORE PRODUCES

60,000

tonnes of e-waste per year

That's equivalent to the mass of about 35,000 cars!

And if that wasn't shocking enough, a large part of what is considered "e-waste" isn't actually waste at all; many electronic devices and their parts can be reused or recycled, and you could be tossing usable electronics out into landfills.

*Channel News Asia:

<https://www.channelnewsasia.com/singapore/e-waste-recycling-collection-disposal-scheme-faq-1930806>

Manufacturing one smartphone



A SINGLE RESTORED SMARTPHONE SAVES

80.7kg

OF CARBON EMISSIONS

and

13,000L

OF WATER

Making smartphones is an emissions-laden process

A brand-new smartphone generates an average of 85 kilograms in emissions in its first year of use. Ninety-five percent of this comes from manufacturing processes, including the extraction of raw materials and shipping.

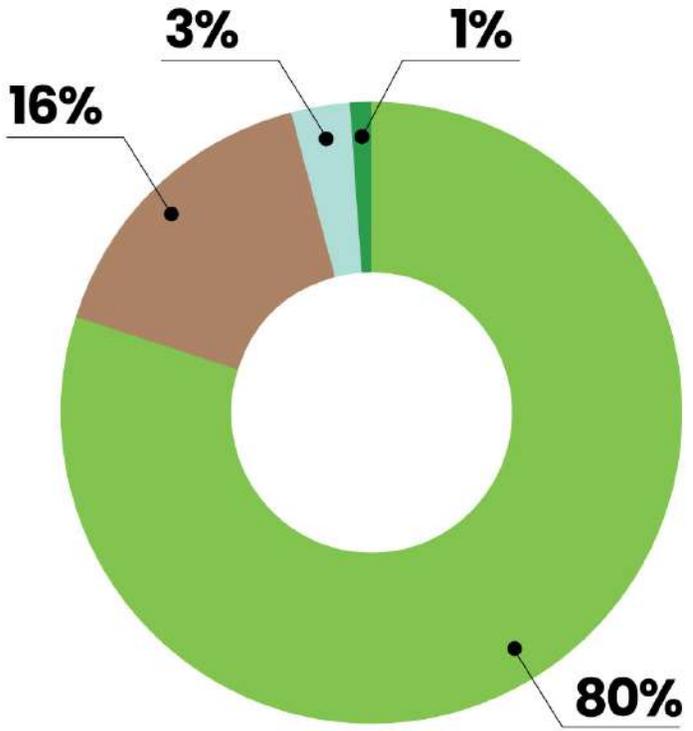
*Deloitte, 2021:

<https://www2.deloitte.com/uk/en/insights/industry/technology/technology-media-and-telecom-predictions/2022/environmental-impact-smartphones.html#>

*The Independent, 2015:

<https://www.independent.co.uk/climate-change/news/revealed-the-shocking-amount-of-resources-needed-to-make-products-such-as-mobile-phones-coffee-and-tshirts-10233672.html>

Greenhouse Gas Emissions (iPhone 8)



- Production
- Recycling
- Transport
- Customer Use

Data taken from iPhone 8-64GB model



Life Cycle of a iPhone 8 64GB

Cities are the mines of Future



1 ton of ore from famous Yanacocha (Peru) Gold Mine yields around **0.85g**

1 ton of iPhones would yield about **275.6g**



324x more gold



1 ton of ore from famous Escondida (Chile) copper mine produces, on average, **9.5kg**

1 ton of iPhones would yield about **128.6kg**



13x more copper

911 Metallurgist: <https://www.911metallurgist.com/blog/what-it-takes-to-make-iphones>

Cities are the mines of Future



1 ton of ore from the Cannington (Australia) silver mine yields around **0.42kg**

1 ton of iPhones would yield about **2.76kg**



6.5x as much silver



1 ton of ore from the Bushveld Complex (South Africa) platinum mine produces, on average, **9.35g**

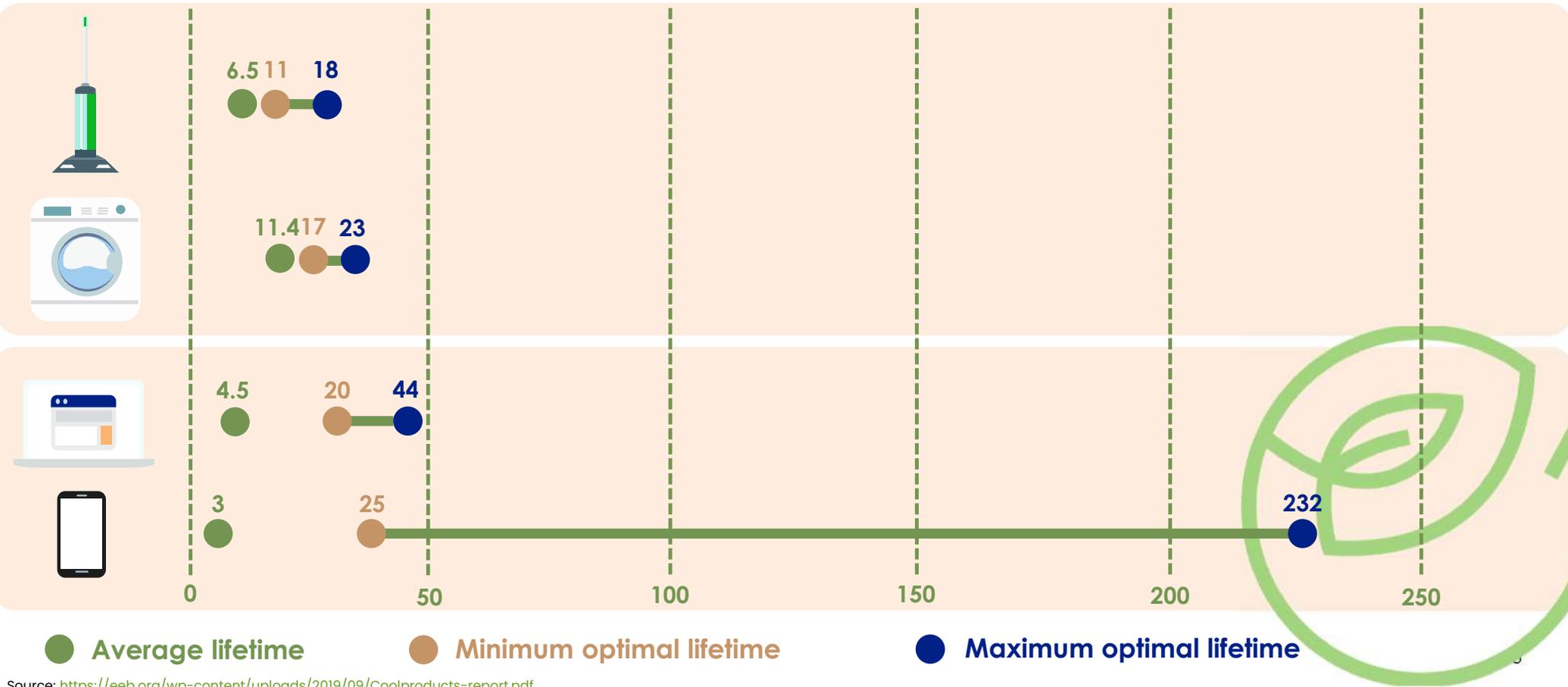
1 ton of iPhones would yield about **2.8g**



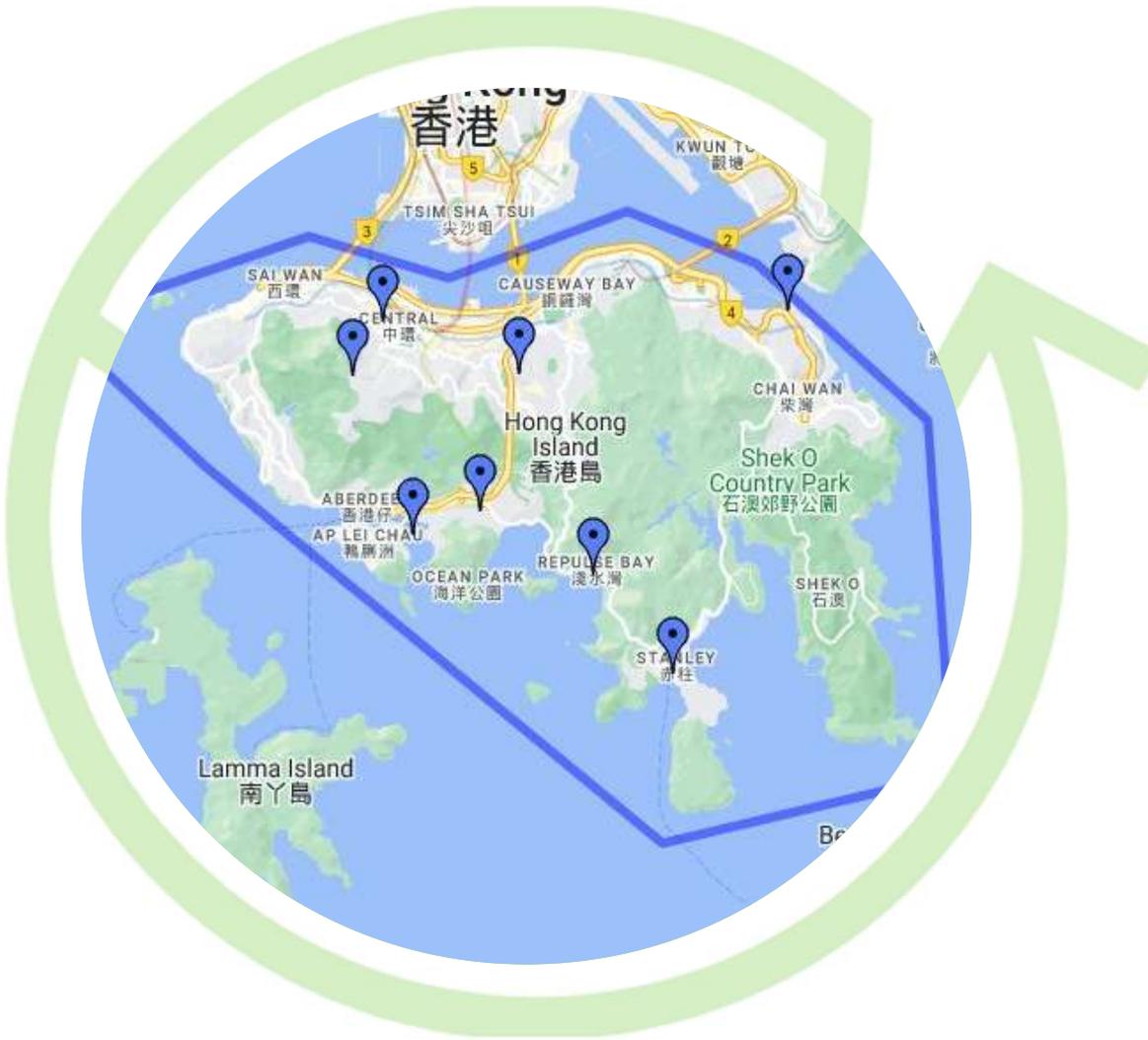
3.3x less platinum

How long should products last from a climate perspective?

Average lifetime vs optimal lifetime to limit Global Warming Potential (years)



Source: <https://eeb.org/wp-content/uploads/2019/09/Coolproducts-report.pdf>



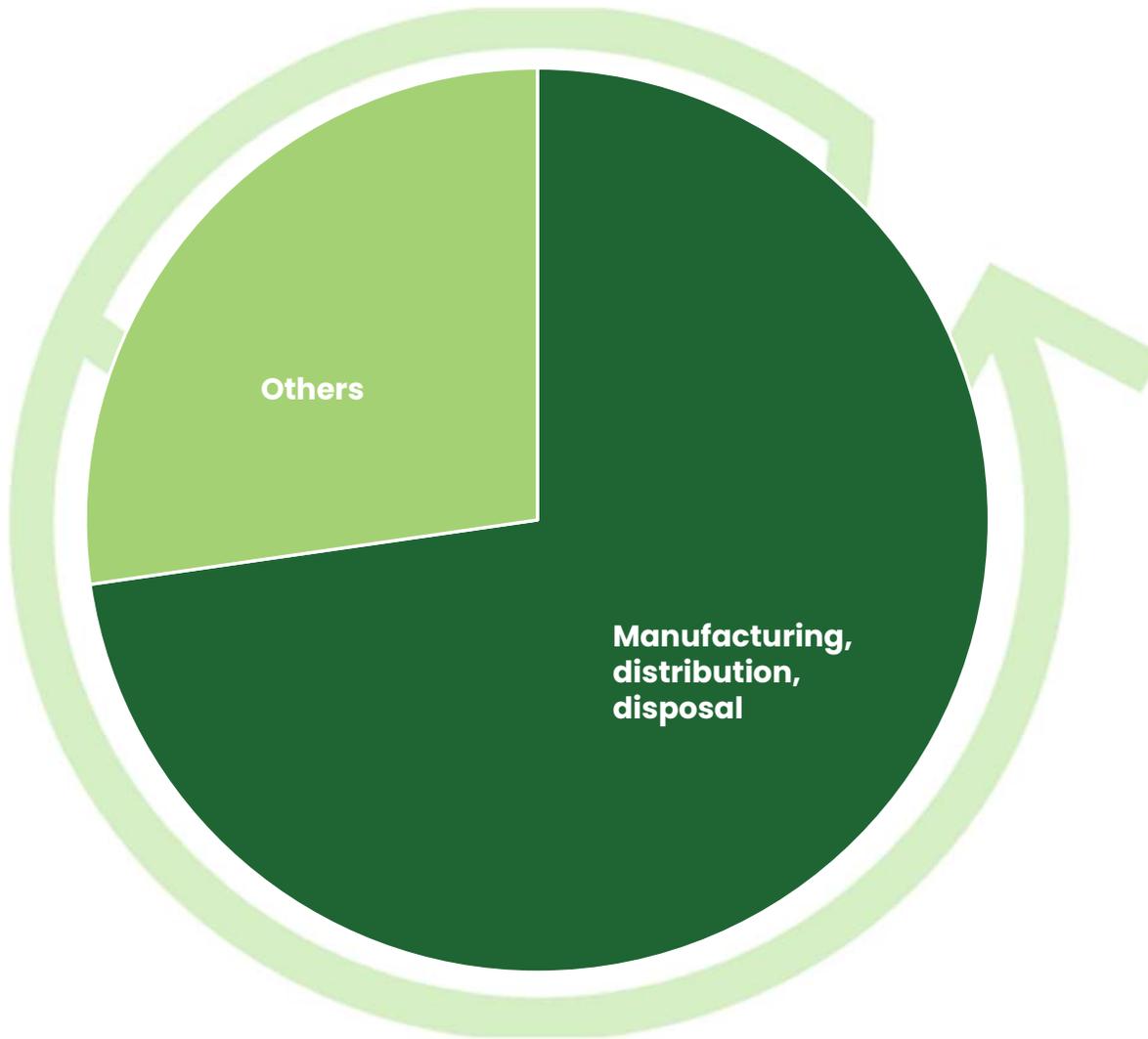
**Each year, enough
e-waste is produced
globally to cover all
of Hong Kong Island**

That's almost 80 square kilometres!



In 2021, 57.4 million tonnes of e-waste was discarded

That outweighs the Great Wall of China



Manufacturing, distribution and disposal account for about 72% of a smartphone's total climate impact

Repairing your device instead of replacing it reduces your carbon footprint and minimizes climate impact



e-Waste is growing by about three to four percent every year

If nothing changes, that number is could reach 74 million tonnes by 2030

The Problem We Solve

The average Singaporean owns 3.3 digital devices at any given time.

But how many are in active use?

Devices that aren't actively used despite having active demand are e-wastage.

When you trade-in at myhalo, you're giving your old device a new lease on life and making it accessible to someone who needs it more.



Why customers like to keep their old devices and what we do to help:



Data

We manage customer data via Data Transfer and Data Recovery services.



Faulty Device

We provide repairing and trade in services.



Kept as Spare Device

We provide short term and flexible rental services.

Play a part to protect the planet

By providing trade-in, repairs, and sale of pre-owned electronic devices under one integrated platform, joining the circular economy has never been easier.

myhalo helps make conscious decision-making easy and accessible, so you have the satisfaction of knowing you're helping protect the planet without breaking a sweat (or the bank)!

myhalo wants to
change the way you
look at your old
devices **forever.**



Your Home is NOT an e-junkyard

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Singapore to build a national consciousness to care for the environment.

Sustainable consumption, on the other hand, starts with us – a change in our mindsets and behaviours.



Singapore Green Plan

Supporting the Green Plan goal to reduce the amount of waste to landfill per capita per day by 20%

A large part of what is considered “e-waste” isn’t actually waste at all; many electronic devices and their parts can be reused or recycled, and you could be tossing usable electronics out into landfills.

We have always believed in responsibility and accountability – not just to our customers, but also to future generations. We want to create a more sustainable future where buying restored devices is the norm.

We have developed an ecosystem that enables repair, restoration and purchase of used device. we want to form a community that’s committed to a world with zero e-waste.



Singapore Green Plan

Sustainability as a New Engine for Jobs and Growth

Green Economy

The Green Economy is about living, working and pursuing growth, while maintaining environmental sustainability and conservation.

Today, more than 450 job roles across 17 sectors require green skills.

Top Clusters of Priority Skills

Green Process Designs that help reduce wastage and pollution in the products and services provided

Carbon Footprint Management which helps keep greenhouse gas emissions to a minimum

Environmental Management System Frameworks and Policies to maintain environmentally friendly work processes

<https://www.skillsfuture.gov.sg/skillsreport>

SG Eco Fund Feature – MyKilio

Mykilio makes their substrate material from food waste collected from local F&B outlets

Mykilio envisions that their material could be used in a wide range of applications including interior design, agriculture and construction. Through their efforts, they hope to raise awareness and inspire action on waste reduction and the use of eco-friendly alternative materials.

Feeling inspired by Mykilio's story? If you have an idea of your own that supports environmental sustainability and involves the community, you too can apply for the SG Eco Fund to help grow your green idea! Visit mse.gov.sg/SGEcoFund for more information.



<https://medium.com/greenplan/sg-eco-fund-feature-mykilio-d47d6eaa6cd2>

Green DNA

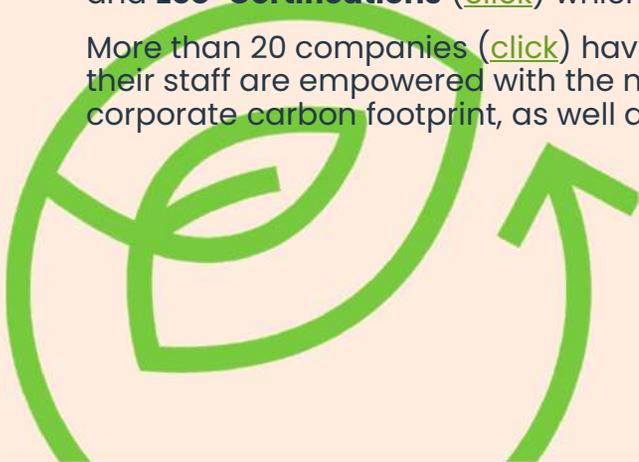


GreenDNA is an internationally UNEP-recognised accreditation system that encodes green practices into the DNA of organisations and individuals, to adopt a **Low Carbon Lifestyle**, incorporating a green mindset of using **One Less**, and practising **Responsible Consumption & Production**, for effective changes in green resource management and business processes, advocating a circular economy to fight global climate crisis.

The GreenDNA certification system covers carbon emission reduction (CER), which takes close reference to, and is aligned to ISO Greenhouse Gas (GHG) 14064 standards.

The GreenDNA certificate is provided to organisations and government agencies who successfully complete all fulfillments of GreenDNA, which encompass SEC's programmes such as Training & Education, Awards & Outreach and **Eco-Certifications** ([click](#)) which is an integral component of the GreenDNA.

More than 20 companies ([click](#)) have also attended our **Eco Ambassador Training Programme (EATP)**, where their staff are empowered with the necessary knowledge and expertise to reduce waste, lower the impact of their corporate carbon footprint, as well as to champion sustainability within and beyond their organisations.



UN Sustainable Development Goals

We Contribute to

Ensure sustainable consumption and production patterns



myhalo Concept

**We solve the
problem of e-
waste.**



Our mission is building
a community that
embraces a zero e-
waste lifestyle.

myhalo Concept

What is myhalo?

A zero e-waste sustainability tech platform for users to trade-in, repair and purchase digital devices

We encourage conscious consumers to join our community and become part of the zero e-waste movement



Conveniently

Our integrated systems and pricing algorithm create a seamless experience for you.

Safely

Our professionals securely transfer and manage your data across all devices, according to our ISO-certified procedures.

Responsibly

By embracing repair and resale, we extend the lifespan of your devices and keep them out of landfills and incinerators.





myholo

ADOPT A DEVICE

ADOPT A DEVICE

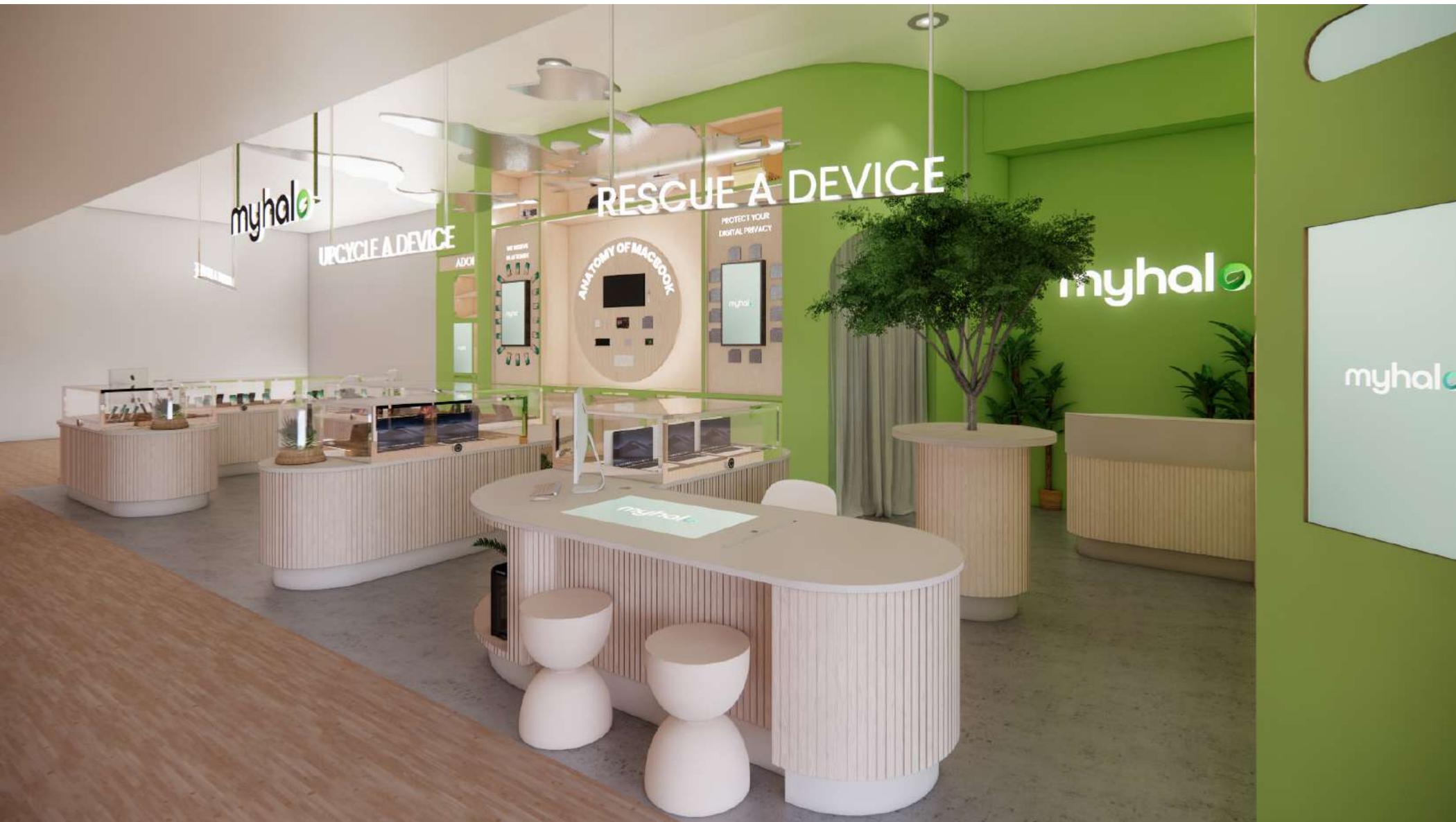
UPCYCLE A DEVICE

MACBOOK ANATOMY

RESCUE A DEVICE

ADOPT ME I'M AS NEW

myholo



myhalo

UPCYCLE A DEVICE

RESCUE A DEVICE

ANATOMY OF MACBOOK

PROTECT YOUR DIGITAL PRIVACY

myhalo

myhalo



Our Track Record



Potential Collaborators

Zero Waste SG

- Zero Waste SG is a charity and non-governmental organisation leading the drive towards zero waste in Singapore through education and advocacy. Zero Waste SG focuses on engaging the public and corporates on the 3Rs (Reduce, Reuse and Recycle) in areas of Food Waste, Plastic Disposables, Household Recycling, Organisational Waste)
- Have not yet embarked on any e-waste education programs, potential collaboration opportunity with myhalo

Point of contact:

Long-term partnerships for programme sponsorship and/or campaigns are also

welcome, please contact huileng@zerowastesg.com /

jaclyn@zerowastesg.com



Potential Collaborators

NTU Earthlink

- Since 1993, Earthlink has led NTU’s environmental activities. Here, passionate individuals with a vision for a healthier planet plan outreach events and activities to raise awareness for environmental issues. Earthlink has twelve portfolios organised under four broad Committees of Campaigns, Events, Projects and Support.
- 1001 Ways the World is Going to Die! Earthlink NTU’s very own podcast with a positive, humorous but realistic take on some of the world’s biggest environmental headaches

Point of contact:

ntu.earthlink@gmail.com
 Ng Shi Zhou, President



Every year, large amounts of e-waste are generated globally. Learn about how you can do your part in reducing this by joining us in learning how to fix your computers! In the Repair Hack Workshop, you will be equipped with the basic technical troubleshooting skills to resolve computer software and hardware problems. Sign up with in the link in poster or at our bio!

#NTUsg #MyULife



Potential Collaborators

SMU SecondGuru Zero Waste Bootcamp

The Zero Waste Bootcamp is a 12-week programme for youth to team up, create, and execute eco and social sustainability projects. During the bootcamp, youth will gain skills and knowledge to carry out a meaningful project, become certified Green Ambassadors, connect with like-minded individuals and receive guidance from a panel of mentors who come from various fields in Singapore.

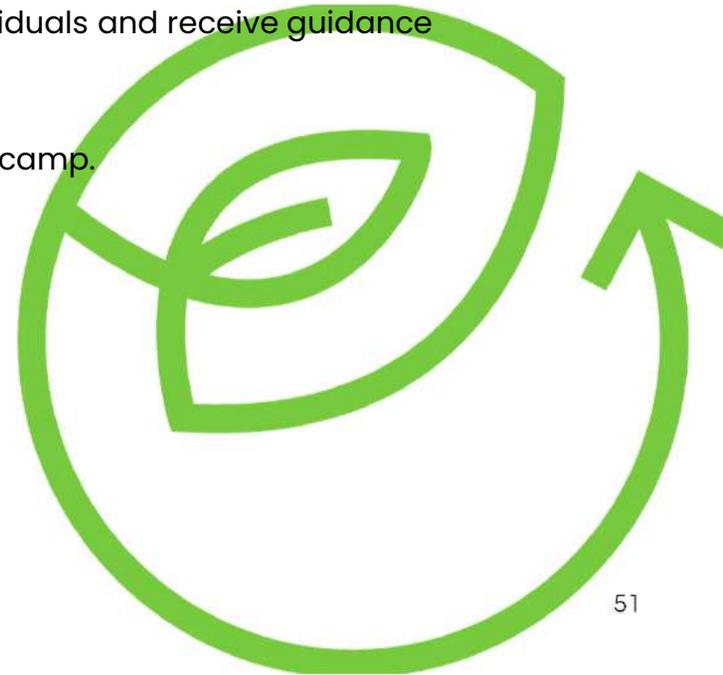
LCSI is supporting this programme by participating as a facilitator for the bootcamp.

Point of contact:

Administration Building, 81 Victoria Street
Tel: +65 6828 0821

Email: liencentre@smu.edu.sg

Lien Centre for Social Innovation
Singapore Management University



Potential Collaborators

Repair Kopitiam

- Repair Kopitiam operates as a community repair meetup on the last Sunday of the month. Members of the public join us at designated areas to repair items that range from broken electrical appliances to torn clothing to damaged furniture. By doing so, you engage in responsible e-waste disposal through the guidance of our volunteer Repair Coaches.
- eRevival Square (collaboration between July-December 2021) > can myhalo do something similar? SGTech, social enterprise Sustainable Living Lab (SL2) and Facebook joined together to launch eRevival Square, an initiative to raise community awareness to address the growing e-waste problem in Singapore. eRevival Square marks the first step of a long-term collaboration amongst various cross-industry stakeholders, including the government.
- Comprising virtual and community activities, the programme aims to drive awareness of sustainability in Singapore.

Point of contact:

Sustainable Living Lab Community
Lab@UWCSEA, #B1-D119,
1 Tampines Street 73, 528704

Potential Collaborators

Speco & ChopValue

- Co-branding with sustainability brands and products:
 - To use Speco as a sustainable and non-toxic anti-viral coating for our all pre-owned devices.
 - To use ChopValue as a sustainable material to make customized bamboo accessories such as phone/tablet/laptop stands as our premiums.
- Launching of our gamified myhalo membership with to win ChopValue bamboo products and our device cleaning services using Speco solutions.

Point of contact:

Benjamin Chua, Founder Speco
Justin Lee, ChopValue Singapore Franchisee



Potential Collaborators

Corporate Sustainability Talks

- To work with sustainability heads and managers of corporate to participate in their internal online and offline staff events to promote zero e-waste lifestyle.
- Already obtained agreement to work with Seagate & GIC to participate in their internal staff program in 2023. Currently in talks with NTUC income to connect with their sustainability team.

Point of contact:

Deborah Chan, Sustainability Lead, GIC
Preetham, Sustainability Team Member, Seagate



Thank You



Contact Us:
Tan Ching Hwee
Mobile : 9634 4436



Scan this QR code
For more information

