

Name Vanilla Steel
 Website vanillasteel.com
 Year Launched 2020
 Area Steel



Vanilla Steel is the largest independent digital platform for metals in Europe, with the intrinsic focus on non-prime steel, which represents 5-10% of total steel volumes. The e-auction platform of Vanilla Steel that increases the velocity and volume of non-prime steel transactions is 'lock-step', in that the better the company the performs, the more impact it will have.

The sale of non-prime steel generates CO2e savings of between 96% to 70% when compared to the same tonnage of prime steel, with the delta attributable to the steel being 'Primary Route' (created from iron and coke) or 'Recycled Route' (created from 'scrap' steel).

Vanilla Steel is focused on SDG 12.5 by directly reducing the environmental impact of end users from highly pollutive industries through reduction of the CO2e impact of the core raw material.

Vanilla Steel helps to reduce the demand for less environmentally-friendly competitors by enhancing the competitiveness of the European manufacturing industry.



IMP Analysis

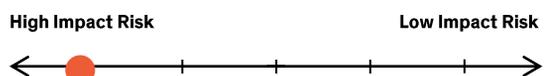
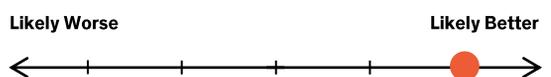
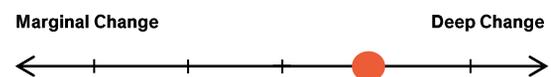
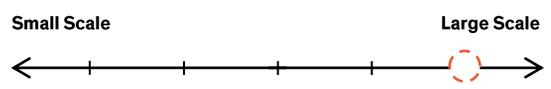
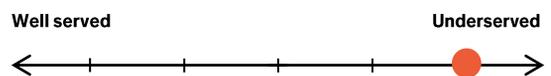
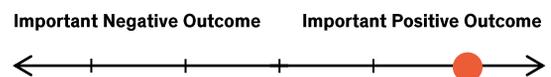
What: Vanilla Steel is an e-commerce auction platform that facilitates the sales of non-prime steel, including declassified or 'downgraded' material with manufacturing defaults, prime-steel aged stock, and prime steel that does not have a buyer at the point that the manufacturing process ends.

Who: By selling non-prime steel to "metal-ware" companies, Vanilla Steel facilitates the requalification of this metal for new applications, thereby realizing significant Co2 emission savings of around 70%.

How Much: The impact of Vanilla Steel is represented by the tons of non-prime steel transacted (scale) and tons of CO2 emissions reduced per ton of steel (depth).

Contribution: Vanilla Steel is the only e-commerce platform for non-prime steel in Europe with no direct competitors. The adjacent competitors are in-house solutions from producers and traders. Therefore, there is a high likelihood of impact attribution to Vanilla Steel.

Impact Risk: Vanilla Steel faces an Execution Risk due to the requirement of significant volume and velocity of non-prime steel inventory to deliver liquidity, whilst avoiding prime steel cannibalization. The Company also faces a Stakeholder Participation risk since the end-users of steel overwhelmingly operate in pollutive industries.



■ Carry-linked ● Today ○ Projected

Conclusion

According to the IMP Framework, the impact classification of Vanilla Steel is a "C" (Contributing to Solutions) by offering the e-commerce platform to facilitate the transactions of non-prime steel between suppliers and buyers, thus, realizing significant Co2 emission savings and enhancing greener practices through improved competitiveness of the European market.