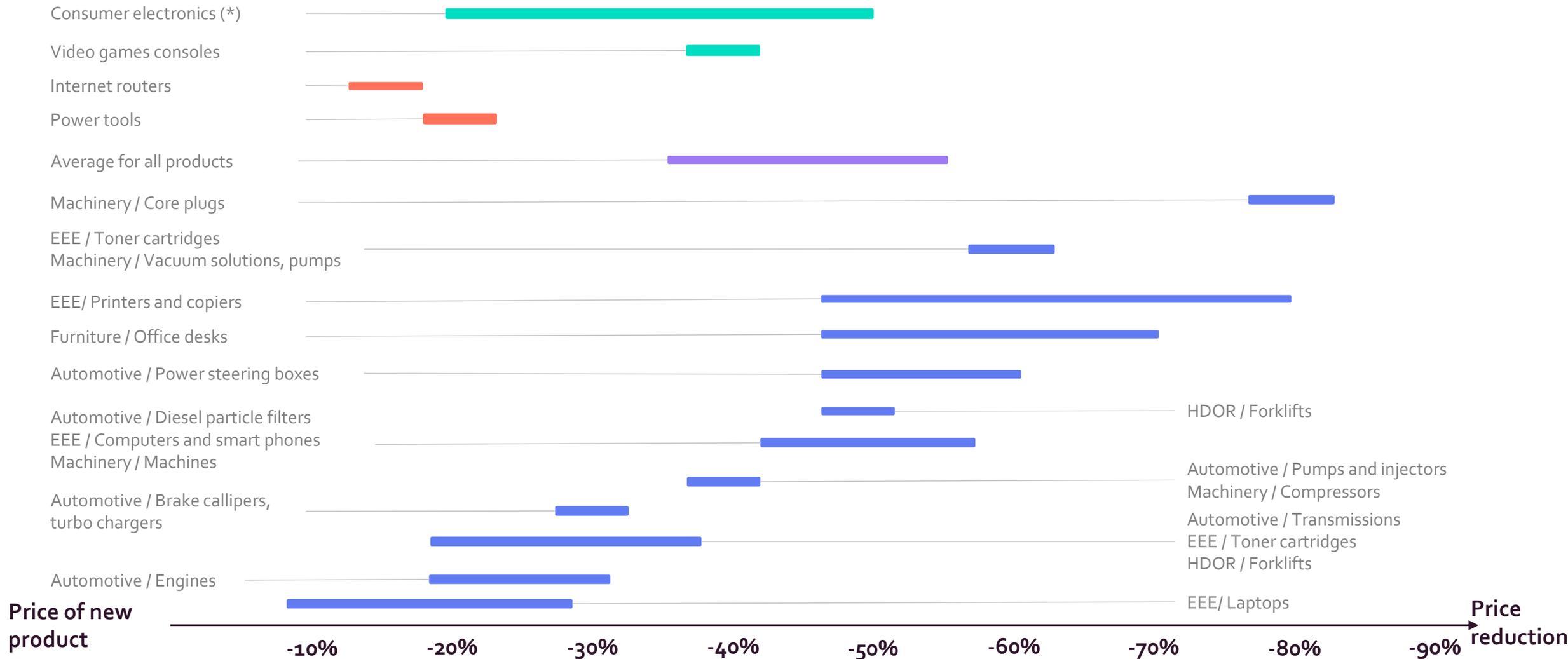


Indicative willingness to pay as price reduction range compared to new product price



Sources:

[ERN 'Map of Business Model Landscape' 2016](#)

[Hauser & Lund The remanufacturing industry: Anatomy of a giant 2003](#)

[Guide & Li :The potential for cannibalization of new product sales by remanufactured products 2010](#)

[Subramanian & Subramanyam: Key factors in the market of remanufactured products 2012 \(* adopted to Sirris insights\)](#)