

2025 Call2Recycle Canada, Inc. Corporate Annual Report

call2recycle[®]
Leading the charge for recycling.[™]



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David Collie
Chair of the Board of Directors



Joe Zenobio
President & CEO, Call2Recycle Canada

Leadership Letter

Call2Recycle Canada continued building on its national momentum in 2025 through program expansion, operational innovation and record-setting collection growth. As battery-powered products become increasingly common and lithium-ion batteries play a larger role in everyday life, we remain focused on delivering safe, accessible and scalable recycling solutions that help Canadians properly manage batteries at end of life.

This year marked another major milestone, with approximately 8 million kilograms of household batteries collected and recycled through our national network, an increase of more than 17% over the previous year and our third consecutive record-breaking year. We also expanded our collection infrastructure through the deployment of additional smart containers and the growth of automatic pick-up services, improving safety, service and operational efficiency across Canada.

2025 was also a significant year for program growth and innovation. We officially launched *Recycle Your Vapes* in Québec, Canada's first collection and recycling program for battery-powered vaping devices. The industry-led *EV Battery Recovery Program* expanded nationally in collaboration with vehicle manufacturers and industry associations, helping strengthen Canada's circular economy for electric vehicle batteries. In addition, our *Recycle Your Batteries, Canada!* program expanded with the launch of regulated battery recycling programs in Alberta and Yukon, making Yukon the first Canadian territory to join Call2Recycle's regulated network.

Safety and operational excellence remained central to our work. Through continued investments in smart container technology, battery safety education, collection infrastructure and automation, we strengthened our ability to safely manage growing battery volumes while helping Canadians better understand proper battery handling and recycling practices.

These achievements would not have been possible without the support of our members, collection partners, sorting and processing partners, employees, board members and Canadians who participate in our programs. Together, we are helping build a safer, more sustainable and circular future for Canada.

A handwritten signature in black ink, appearing to read "David Collie".

David Collie
Chair of the Board of Directors

A handwritten signature in black ink, appearing to read "Joe Zenobio".

Joe Zenobio
President & CEO, Call2Recycle Canada

Mission

As Canada's trusted leader in battery and related products recycling, Call2Recycle powers the circular economy by uniting members, partners, and communities. Through a steadfast commitment to safety and efficiency, we transform end-of-life batteries into new products that drive a cleaner, brighter future.

Vision

To be the most successful and respected battery recycling stewardship organization in the world.

Our Five Pillars

1

REGULATORY COMPLIANCE – SIMPLIFIED STEWARDSHIP

Call2Recycle takes care of every aspect of extended producer responsibility (EPR) for over 400 members, ensuring full compliance with provincial end-of-life battery regulations. From household to e-mobility, EV, and vape batteries, we make regulatory compliance effortless and reliable.

2

COST EFFICIENCY – TRANSPARENT, SCALABLE, AND INNOVATIVE

With a national footprint, Call2Recycle delivers scale and harmonized operations nationwide. We work transparently with members, continually optimizing costs to keep programs efficient and accountable. Innovation drives value through smart containers, improved traceability, and more sustainable recycling solutions.

3

AWARENESS AND ENGAGEMENT – EMPOWERING CANADIANS TO RECYCLE

We help Canadians recycle better through named programs like *Recycle Your Batteries, Canada!*, designed for clarity and impact. Data backs our education and awareness initiatives, reflects provincial specificities, and is continuously refined to keep pace with evolving recycling habits and technologies.

4

EASY AND RESPONSIVE – A PARTNER OF CHOICE

From retailers and municipalities to industry partners, Call2Recycle offers a simple, ready-to-go battery collection and recycling solution. Our team is responsive, trusted, and agile, making participation seamless for every stakeholder.

5

SAFETY FIRST – CERTIFIED AND PROVEN

As Canada's only R2-certified battery stewardship program, safety is central to everything we do. From flame-retardant liner innovation to rigorous audits of downstream vendors, we meet the highest standards for collection, transportation, and recycling, supported by multiple ISO certifications.

Key Metrics

- Third consecutive record-breaking year, setting a new annual record for batteries collected, with more than 8 million kg.
- Over 17% year-over-year collections growth in regulated provinces.
- More than **60 million kilograms** of used batteries have been collected and recycled since 1997.
- Approximately 90% of Canadians now have access to battery recycling services within 15 km of their homes.
- More than **15,000 participating drop-off locations**.
- Largest logistics manager of EV batteries in Canada, with over 1,000 EV pickups, an increase of 286% from the year prior.
- **735,000** visitors to our *Recycle Your Batteries, Canada!* website, an increase of 14% from the year prior.

Key Moments in 2025

1

REGULATORY COMPLIANCE

- Launched regulated battery recycling programs in Alberta and Yukon.
- Expanded the industry-led *EV Battery Recovery Program* nationally.
- Launched *Recycle Your Vapes* in Québec for nicotine and then cannabis battery-powered vape devices.

2

OPERATIONAL EXCELLENCE

- Deployed 469 smart containers across Canada, with further expansion planned.
- Expanded automatic battery collection services into Alberta and the Québec City regions.
- Continued expanding national sorting, logistics and processing partnerships.

3

CONSUMER EDUCATION & AWARENESS

- Expanded the “Protect What Matters. Be Battery Safe.” campaign nationwide.
- Launched public education campaigns and contests with Christine Sinclair to promote safe battery recycling.
- Partnered with municipalities, fire departments, and youth sports groups to encourage safer recycling practices.

4

EFFECTIVE COST MANAGEMENT

- Expanded operational reporting to improve performance tracking and data-driven decisions.
- Implemented automation tools to streamline workflows and compliance tracking.
- Advanced EV battery management automation to improve coordination, efficiency, and service.

5

SAFETY FOCUSED

- Completed smart container thermal testing and registered with CANUTEC for 24/7 emergency transportation support.
- Achieved UN certification for e-mobility and nested box kits.
- Expanded partnerships with fire services and safety organizations, including Central York, Sherbrooke, UL FSRI, and NFPA.

5

Program Highlights:

Household Batteries

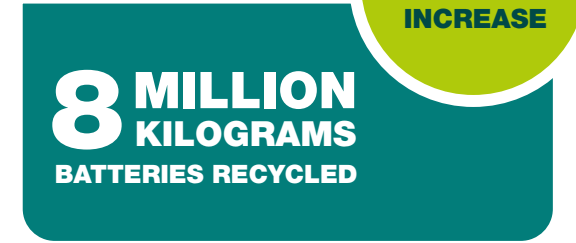
Call2Recycle has been the leader for battery collection and recycling in Canada since 1997, collecting over 60 million kilograms of used batteries since its founding. With a network of over 15,000 collection locations, including leading retailers and municipal sites, Call2Recycle is a trusted partner in building a cleaner, more sustainable Canada.

In 2025, the organization continued strengthening and expanding its *Recycle Your Batteries, Canada!* program through new provincial launches, infrastructure growth and national and local awareness initiatives. Regulated battery recycling programs officially launched in Alberta and Yukon (the first Canadian territory to be added to our regulated network) during the year, thanks to the collaborative efforts with governments and regulators such as the Alberta Recycling Management Authority (ARMA).

Collection infrastructure and operational capacity also continued expanding nationwide. More than 460 smart containers were deployed in 2025, while automatic pick-up services expanded into Alberta and the Québec City region to support safer and more efficient battery collection activities.

Public awareness efforts also continued growing through the expansion of the “Protect What Matters. Be Battery Safe.” campaign, national outreach initiatives and continued collaboration with organizations including the National Fire Protection Association (NFPA), UL’s Fire Safety Research Institute (UL FSRI) and regional fire departments across Canada. High-impact public education campaigns and PR tours across British Columbia and Alberta with brand ambassador and soccer legend Christine Sinclair also helped increase notoriety.

Together, these efforts helped drive another year of strong collection growth. In 2025, Call2Recycle recycled approximately 8 million kilograms of household batteries, representing an increase of more than 17% compared to the previous year (the third consecutive record-breaking year) and reflecting growing participation in battery recycling programs across Canada.



Program Highlights:

Growth & Innovation

2025 marked a year of continued program expansion and innovation for Call2Recycle as the organization advanced recycling solutions to support evolving battery and material streams across Canada.

Recycle Your Vapes – Québec

A major milestone was the launch of *Recycle Your Vapes* in Québec, a collection and recycling program for battery-powered vaping devices. Launched on January 1, 2025, the first-of-its-kind program in Canada was developed with leading vape producers to provide adult consumers with a safe and responsible recycling solution. In November 2025, the program expanded to include cannabis vape collection and recycling following regulatory changes.



EV Battery Recovery Program – National Expansion

Call2Recycle also supported the national expansion of the industry-led *EV Battery Recovery Program* following its successful rollout in Québec. Developed in coordination with vehicle manufacturers and automotive industry associations, the program supports the collection, transportation, repurposing and recycling of eligible end-of-life EV batteries across Canada while advancing the country's circular economy. Together, these initiatives strengthened Call2Recycle's position as a national leader in responsible recycling solutions.

Further investments were made in electric mobility battery collection, education and safety as the use of e-bikes, e-scooters and other battery-powered transportation devices (e-mobility) continued to grow. Efforts included expanding the collection network, enhancing safety guidance and increasing education to support proper battery handling, storage and recycling.

In British Columbia, we continued supporting the province's e-Transport program, which provides a responsible recycling solution for the entire battery-powered transportation device. These initiatives strengthened collection infrastructure, improved accessibility and supported the responsible management of emerging mobility products.



Public Education & Awareness

In 2025, we prioritized helping Canadians better understand how to safely collect, protect and drop off their used batteries for recycling. Through a combination of national and local advertising, digital campaigns, public service announcements, contests, school resources and partner-supported outreach, the organization delivered more than 138 million impressions and drove more than 735,000 visitors to the *Recycle Your Batteries, Canada!* website, a 14% increase over 2024.

Key campaigns throughout the year included the National Battery Day and brand campaign featuring *Recycle Your Batteries, Canada!* brand ambassador and Canadian soccer legend Christine Sinclair, Earth Month and Circular Economy Month contests, the Always On campaign and a dedicated battery safety campaign focused on keeping batteries out of the garbage and regular recycling bins. These initiatives helped reinforce safe battery management practices, encourage Canadians to use public drop-off locations and strengthen awareness of the “Collect, Protect, Drop Off” message. The battery safety PSA also performed strongly on paid social, achieving a click-through rate of nearly 4%.

We also continued investing in youth education and long-term behaviour change, introducing a new student workbook designed to teach children how batteries work, why recycling matters and what happens to recovered materials. The resource will be distributed further in 2026 through partners including Earth Rangers. Annual tracking results also showed continued progress, with 70% of consumers in regulated provinces reporting that they recycle at least some of their household batteries, a three-point increase over 2024.

Throughout the year, we also organized different PR initiatives with Christine Sinclair to support national public awareness, media outreach and community engagement. This included an appearance on CP24’s Breakfast Television show alongside our VP of Marketing and Communications, Jon McQuaid, to discuss the power of teamwork in driving battery recycling across Canada. Regional awareness tours in Alberta during Canadian Environment Week and British Columbia during Circular Economy Month further brought the campaign directly to communities, with stops highlighting school engagement, retail partnerships and local collection accessibility. Together, these initiatives helped raise the visibility of safe battery recycling and reinforced the importance of making battery drop-off simple, accessible and part of everyday environmental action.



Compliance

Operational Integration and Regulatory Growth

Since 1997, Call2Recycle has operated Canada’s leading battery recycling program in compliance with environmental regulations across the provinces where it manages regulated programs. In 2025, the organization expanded regulated recycling activities while strengthening compliance and operational management systems.

During the year, Call2Recycle supported the growth of EV battery collection nationwide, launched a vape recycling program in Québec, and advanced preparations for the 2026 launch of the battery-powered products recycling program in Québec. The organization also continued collaborating with provincial stewardship and regulatory partners to support evolving Extended Producer Responsibility (EPR) requirements.

A key milestone was the implementation of an Integrated Management System (IMS), bringing together quality, environmental, and occupational health and safety management systems into a single framework. The IMS streamlines audits, reduces duplication, improves consistency, and supports ongoing compliance and operational efficiency.

Highest Operational Standards

Call2Recycle maintained internationally recognized certifications throughout 2025, including:

- R2v3 (Responsible Recycling Standard)
- ISO 14001 (Environmental Management System)
- ISO 9001 (Quality Management System)
- ISO 45001 (Occupational Health and Safety Management System)

The organization successfully completed its 2025 audits with zero non-conformances, including the audit of the newly implemented IMS. Recertification activities are scheduled for 2026.

Call2Recycle also maintained compliance with all applicable transportation, import/export, and hazardous waste requirements. Canadian sorting partners continued operating under valid export permits for approved U.S.-based downstream processors, while Call2Recycle maintained equivalency certificates and Permits of Equivalent Level of Environmental Safety (PELES) supporting battery, vape, and battery-powered product collection activities across Canada.



Operations & Cost Management

Operational Efficiency and Automation

We continued improving the efficiency and scalability of our national operations through automation, technology upgrades and strategic partnerships.

In 2025, we completed a major reporting and dashboard automation initiative, reducing manual workloads and enabling faster, data-driven decision-making. Additional projects included customer service workflow enhancements, expanded system integrations with sorting partners and new tools to streamline compliance tracking.

We also advanced EV battery management automation and completed a fulfillment and inventory transition project supporting the onboarding of a new national fulfillment partner for 2026, which will reduce the turnaround time for battery collection boxes from eleven to three days.

Network Expansion and Operational Growth

To support growing program demand, automatic battery collection services expanded into Alberta and the Québec City regions, while additional capacity was added in existing markets to improve service and operational efficiency.

The national sorting, logistics and processing network was strengthened through new partnerships and facility expansions supporting alkaline, sealed lead-acid and emerging battery streams. Expanded transportation and logistics partnerships further enhanced collection and material management capabilities.

Safety and Operational Excellence

Safety and reliability remained priorities throughout 2025. Advanced thermal testing of smart container technology was completed and registration with the Canadian Transport Emergency Centre (CANUTEC) was finalized to provide 24/7 emergency transportation support.

Key milestones included obtaining UN certification for e-mobility and nested box kits, introducing FSC-certified collection boxes and expanding multilingual collection technology capabilities.

In Québec, a new automated battery sorting system was commissioned, becoming the second automated sorter in the national network. Additional achievements included completing Federal Plastics Registry requirements and successfully completing external operational audits.



Safety Practices

Safety remained a core operational priority for Call2Recycle throughout 2025 through continued investments in collection infrastructure, public education and operational safety initiatives.

More than 460 smart containers were deployed during the year, strengthening fire mitigation, monitoring capabilities and safe battery collection infrastructure nationwide. Automatic pick-up services also continued expanding to support the secure retrieval of collected materials.

Additional safety enhancements included updated battery handling and shipping resources, expanded municipal best practices and training materials, and continued improvements to the management of damaged, defective and recalled batteries.

Public awareness and battery safety education also remained a major focus through the continued expansion of the “Protect What Matters. Be Battery Safe.” campaign. The initiative included updated educational toolkits, safety resources and national outreach activities promoting the safe handling, charging, storage and recycling of batteries across Canadian communities.

Strategic collaborations with organizations including the NFPA, UL FSRI and regional fire departments across Canada further strengthened battery safety awareness efforts throughout the year.

Operational safety standards were also reinforced through smart container thermal testing, UN certification for e-mobility and nested box kits and registration with CANUTEC to provide 24/7 emergency transportation support across the collection network.



PROTECT WHAT MATTERS. BE BATTERY SAFE.





Call2Recycle Canada Members in 2025

With the support of more than 400 members across Canada, Call2Recycle continues to expand responsible battery recycling solutions that help protect the environment and support a more circular economy. Through strong collaboration across industry, government and community partners, we are advancing safe battery collection, increasing accessibility and helping build a more sustainable future for Canadians nationwide.

[View our member list online](#)



Statement of Financial Position

December 31, 2025 and 2024

Assets	2025	2024
Cash	\$ 4,852,850	\$ 3,292,795
Accounts Receivable	\$ 10,802,305	\$ 8,460,093
Marketable Securities	\$ 25,825,970	\$ 24,215,362
Other Assets	\$ 886,020	\$ 715,975
	\$ 42,367,145	\$ 36,684,225
Liabilities and Net Assets	2025	2024
Accounts Payable and Accrued Liabilities	\$ 13,391,783	\$ 8,551,679
Unrestricted Net Assets	2025	2024
Undesignated	\$ 10,567,844	\$ 10,430,905
Board Designated	\$ 18,407,518	\$ 17,701,641
	\$ 28,975,362	\$ 28,132,546
	\$ 42,367,145	\$ 36,684,225

To the Members of Call2Recycle Canada, Inc.

Opinion: The summary financial statements, which comprise the summary statement of financial position as at December 31, 2025, and the summary statements of operations for the year then ended, and related notes, are derived from the audited financial statements of Call2Recycle Canada, Inc. (the “Entity”) for the year ended December 31, 2025.

In our opinion, the accompanying summary financial statements are a fair summary of the audited financial statements, in accordance with the criteria disclosed in Note 1.

Summary Financial Statements: The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements and the auditor’s report thereon, therefore, is not a substitute for reading the Entity’s audited financial statements and the auditor’s report thereon.

The Audited Financial Statements and Our Report Thereon: We expressed an unmodified audit opinion on the audited financial statements in our report dated May 22, 2026.

Management’s Responsibility for the Summary Financial Statements:

Management is responsible for the preparation of the summary financial statements in accordance with the criteria disclosed in Note 1.

Auditor’s Responsibility: Our responsibility is to express an opinion on whether the summary financial statements are a fair summary of the audited financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, Engagements to Report on Summary Financial Statements.

BDO Canada LLP

Chartered Professional Accountants, Licensed Public Accountants Toronto, Ontario
May 22, 2026

Statement of Operations

For the Year Ended December 31, 2025

Revenues	2025	2024
Steward Fees	\$ 47,262,620	\$ 34,727,143
Investment Income	\$ 1,639,766	\$ 1,844,053
Other	\$ 1,312,253	\$ 894,417
	\$ 50,214,639	\$ 37,465,613
Expenses	2025	2024
Material Management and Processing	\$ 30,336,887	\$ 27,228,644
Public Education and Awareness	\$ 6,128,252	\$ 6,491,928
Other (Salary, Professional, Administrative)	\$ 12,906,684	\$ 7,544,698
	\$ 49,371,823	\$ 41,265,270
Excess (Deficiency) of Revenue Over Expenses	\$ 842,816	\$ (3,799,657)

1. Note to Summary Financial Statements

The summary financial statements are derived from the complete audited financial statements, prepared in accordance with Canadian accounting standards for not-for-profit organizations as at December 31, 2025 and for the year then ended.

The preparation of these summary financial statements requires management to determine the information that needs to be reflected in the summary financial statements so that they are consistent in all material respects with, or represent a summary of, the audited financial statements.

Management prepared these summary financial statements using the following criteria:

- the summary financial statements include the summary statement of financial position and summary statement of operations;
- management determined that the statements of changes in net assets and cash flows do not provide additional useful information and as such, have not included them as part of the summary financial statements;
- information in the summary financial statements agrees with the related information in the complete audited financial statements including comparative information; and
- in all material respects, the summary financial statements contain the information necessary to avoid distorting or obscuring matters disclosed in the related complete audited financial statements, including the notes thereto.

The complete audited financial statements of Call2Recycle Canada, Inc. are available upon request at the organization's office at 100 Sheppard Avenue East, Suite 800, Toronto, Ontario, Canada.

call2recycle®

Leading the charge for recycling.™

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