UNIQUE DIGITAL IDS

How Digital Transformation is Driving a New Era in Food & Beverage Supply Chains

Wednesday, November 9, 2022

SPEAKERS

John McPherson

Sr. DIRECTOR OF DIGITAL INNOVATION

Rob Clark

NORTH AMERICAN SALES DIRECTOR

AGENDA

- About Antares Vision Group
- What is Digital Transformation in the F&B Supply Chain?
- Solutions + Use Cases

HOUSEKEEPING

This is an interactive webinar!

We will be asking poll questions

Ask questions through Chat and we will discuss during Q/A at the end as time allows

We appreciate your engagement!

On-Demand recording and Q/A available 24-hrs after

Follow-up survey – participate for $5 Starbucks gift card

POLL # 1

What topic did you come to learn about today?

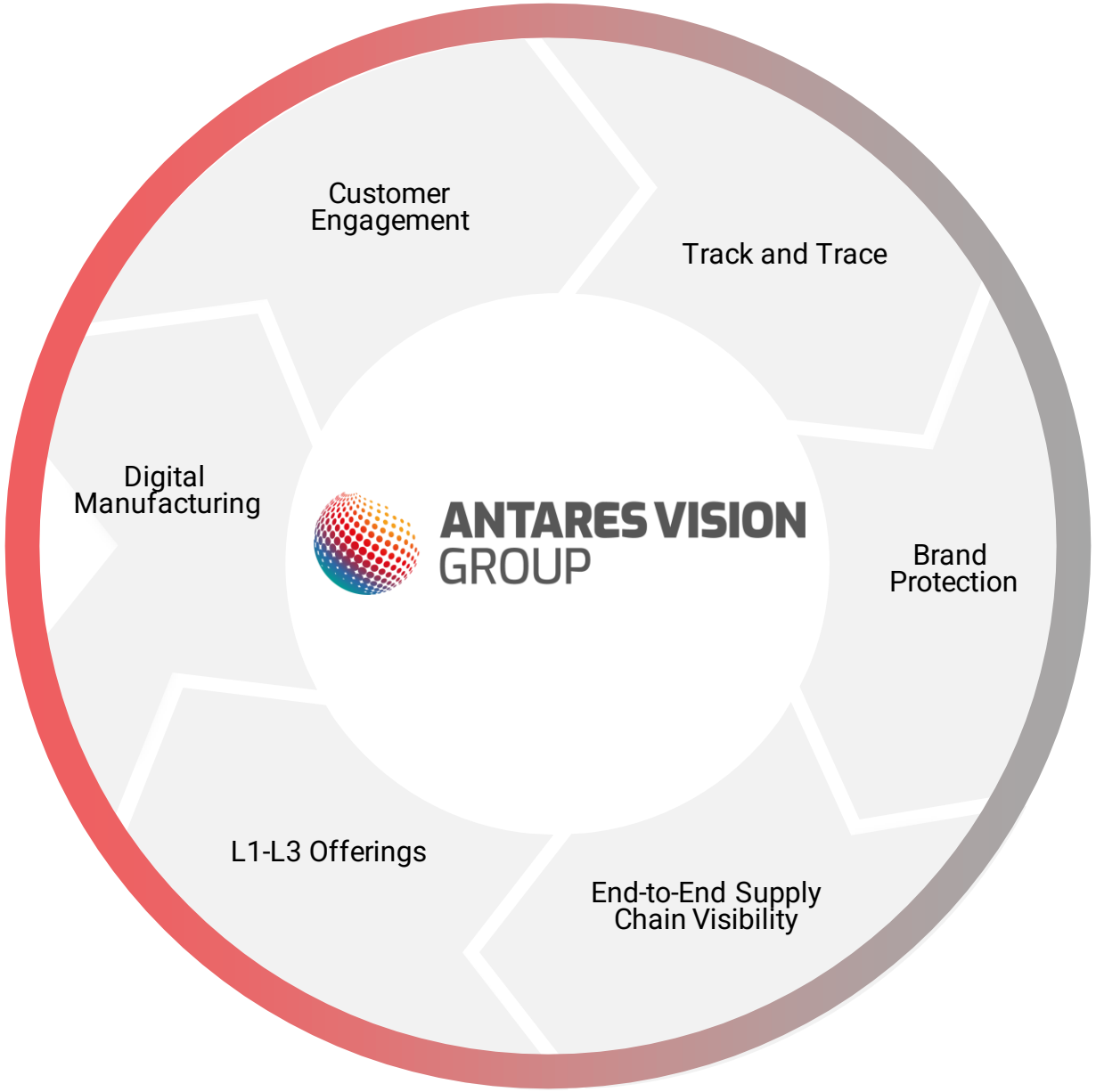
ABOUT ANTARES VISION GROUP

Global Leaders in Track + Trace

ANTARES VISION GROUP provides a unified END-TO-END SUPPLY CHAIN PLATFORM

"We want to make products that speak"

Emidio Zorzella – CEO, Antares Vision Group



WHAT IS A SUPPLY CHAIN DIGITAL TRANSFORMATION?

“Data is becoming the new raw material of business”

Craig Mundie – Senior Advisor to the CEO of Microsoft and Barack Obama

BUSINESS PROBLEM/OPPORTUNITY

Transparency + Traceability

$15 Billion — Global food fraud costs between $10bn and $15bn a year - equivalent to around 10 per cent of all food products sold commercially

$1.8 Trillion — Est. annual cost of counterfeit from lost revenues, tax and regulatory liabilities

$10 Million — Average Hard Costs for a Single Recall Event: $10M USD

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The Cost of Doing Nothing is Getting Expensive

"Changes in the environment and in the global economy are increasing the frequency and magnitude of shocks. Forty weather disasters in 2019 caused damages exceeding $1 billion each—and in recent years, the economic toll caused by the most extreme events has been escalating."

"Responsibility for transparency is met with distrust. Sixty-one (61%) percent of omnichannel shoppers believe manufacturers, brands or government institutions are completely responsible for providing detailed product information; however, less than one-half of shoppers completely trust product information from manufacturers and brands (41%) or from government institutions (46%)."

"The share of global trade conducted with countries ranked in the bottom half of the world for political stability, as assessed by the World Bank, rose from 16 percent in 2000 to 29 percent in 2018. Just as telling, almost 80 percent of trade involves nations with declining political stability scores"

Consumers are demanding more from companies and brands.

Detailed product information & data

Transparency, sustainability & accountability

Mobile access in the store & at home

Brand engagement & experiences after the purchase

of Consumers Say they would pay more for brand Certainty

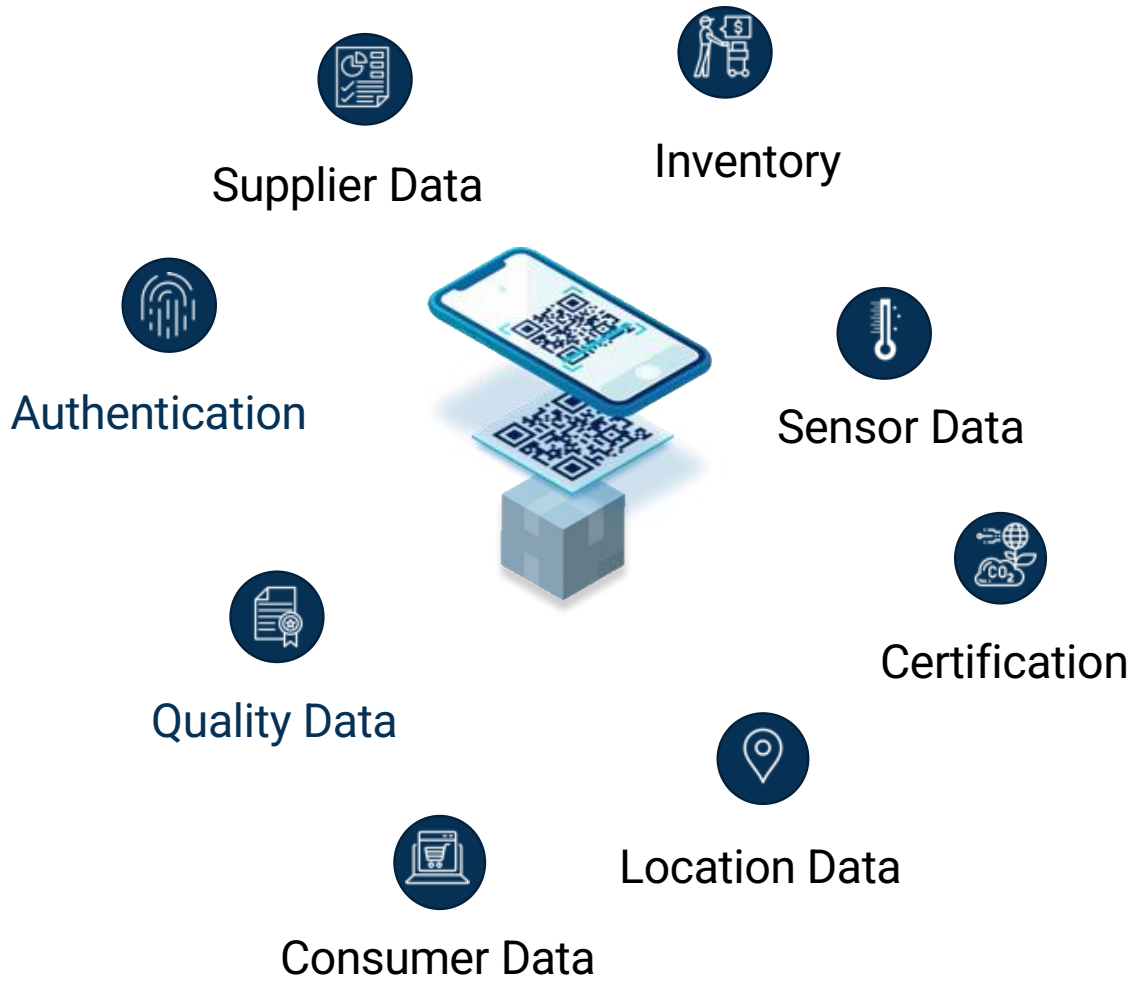
Consumers say transparency from businesses is more important than ever before

More than 75% of consumers are less likely to buy from a brand whose reputation is associate with counterfeit goods

Unique IDs Enable Digital Transformations

Serialized digital product traceability is at the core of resilient and agile supply chains and allows brands to Get Maximum Value from Digital Assets

- Anti-Counterfeit
- Fight Diversion
- Improve Inventory Visibility
- Improve Quality, Reduce Exceptions
- Reduce Waste and Shrink
- Regulatory and Customer Compliance
- Drive Deep Analytics to Reduce Risk
- Deliver New Digital Consumer Experiences
- Deliver on Sustainability + Circularity



Unique Digital Product IDs Create Digital Supply Chain Assets

POLL # 2

Where are you on your digital transformation journey?

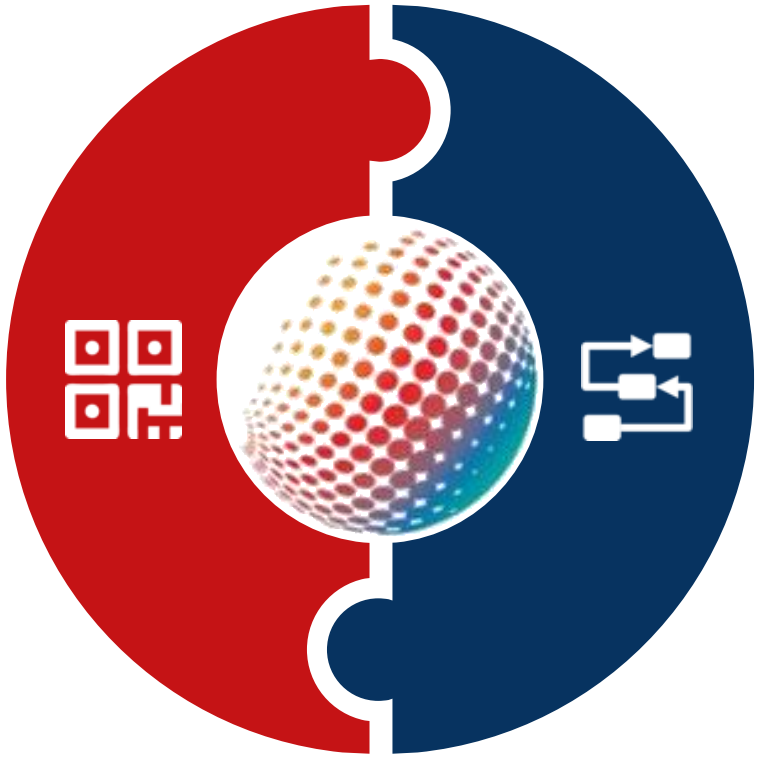
OUR APPROACH

Enabling Digital Transformations

THE POWER OF TRUSTPARENCY™

A **Digital ID** gives **Life** to your products

Manufacturing Operations



Traceability lets your product tell its **Story**

End to End Supply Chain

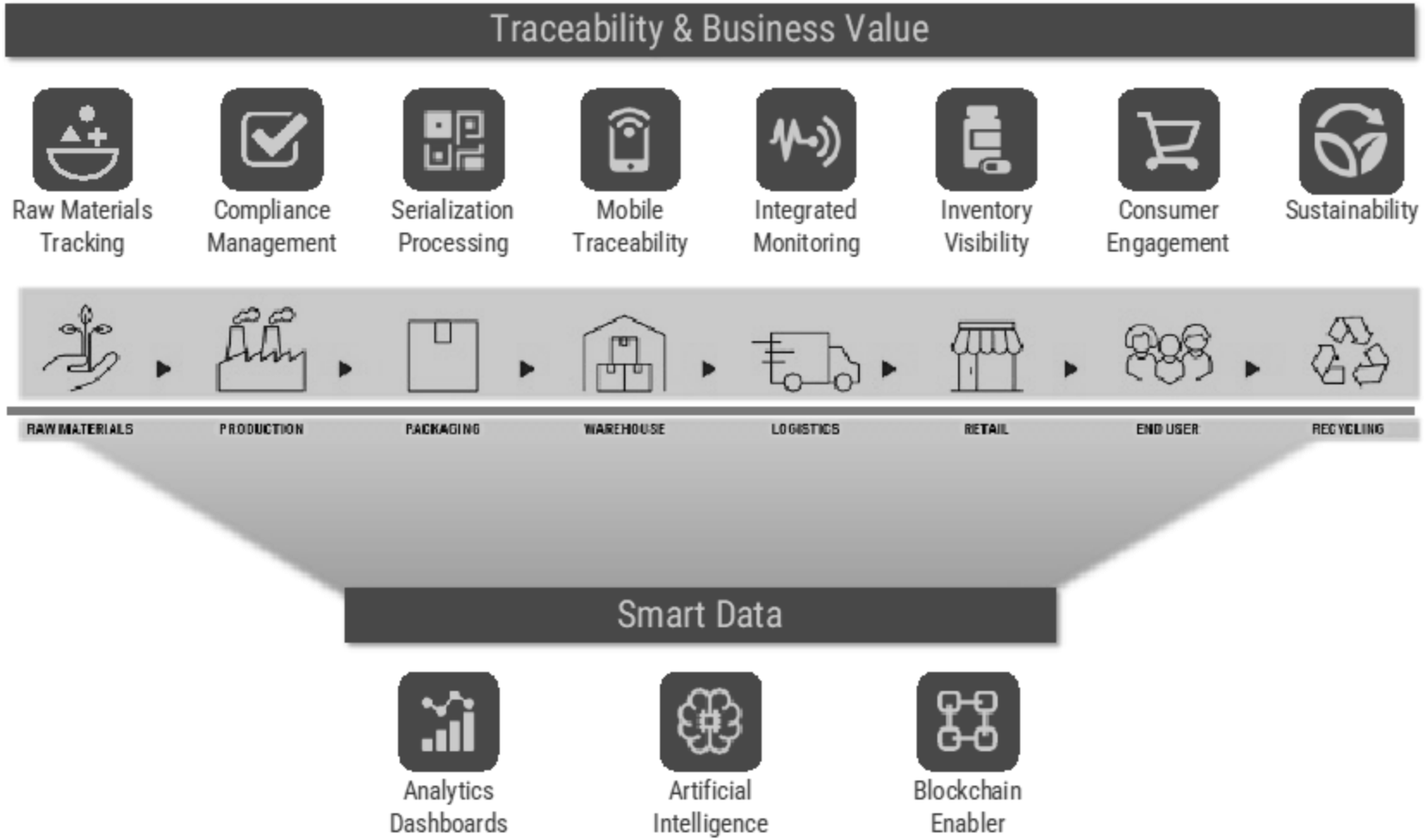
FULL STACK TRACEABILITY

OUR VALUE

- Deep expertise in both **hardware and software** solutions
- Only solution provider to **support all levels** (L1-L5) of the serialization & traceability stack
- **Complete, scalable, flexible solution** for all the scenario and stakeholders
- **High powerful database** to gather, store and exchange data.
- Software suite for **compliance with worldwide traceability** regulations

Trustparency™ Across the Supply Chain

- **Mobile Capability** – Mobile App to scan and track products.
- **Real Time Tracking** – Leverage a variety of Internet of Things (IoT) devices to track of products
- **Regulatory Compliance** – Meet governmental compliance requirements
- **Raw Material and Finished Goods Tracking** – Track raw materials from the source through manufacture and to consumption
- **Brand Protection** – Tracking to prevent counterfeits & diversion
- **Consumer Engagement –** Leverage serialized Unique IDs to drive customized experiences



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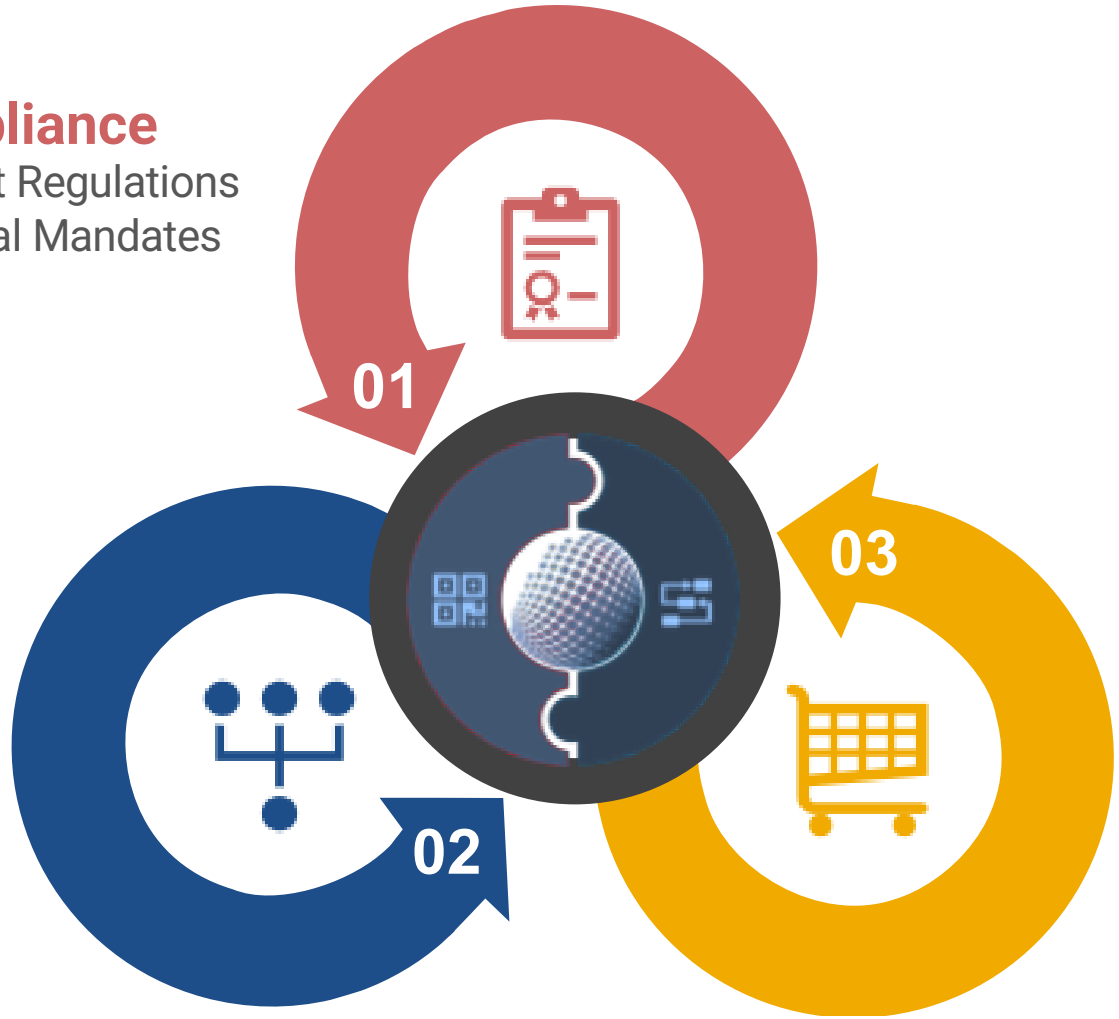
LEVERAGING UNIQUE DIGITAL IDS FOR BUSINESS VALUE

Business Cases

DRIVERS FOR TRUSTPARENCY™

Compliance
Government Regulations
Commercial Mandates



Operations
Supply Chain
Brand Protection

Consumers
Consumer Loyalty
Consumer Insight

CUSTOMER STORIES: GLOBAL COMPLIANCE

Top 3 Global Beverage Company

Serialization + Compliance Expertise in the Most Complex Market

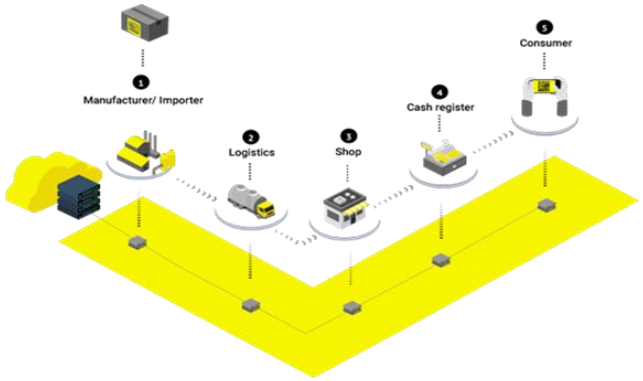
Using Unique Product ID to authenticate products in Market. Crypto-Code Exchange and compliance reporting

In-Country Expertise

Russia- based team working with CRPT Since 2018; One of only a few global providers with implementations in Russia

Line-Level Data Capture

AVG Enabling Serialization on the Production Lines.



Chestny ZNAK

Russia

CHESTNY ZNAK NATIONAL TRACK & TRACE DIGITAL SYSTEM

CUSTOMER STORIES: TRUSTPARENCY

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reckitt

BRAND PROTECTION
INFANT FORMULA

Reckitt, including its Mead Johnson business chose AV Group to lead its brand protection project for infant formula following incidences of counterfeit product making babies sick across Asia.

Serializing Finished Goods

Using Unique Product ID to authenticate products in Market

Consumer Authentication

Leveraging Consumer scans to deliver messages of authenticity, building brand trust

Line-Level Data Capture

AVG Enabling Serialization on the Production Lines.

CUSTOMER STORIES: OPTIMIZATION

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Driscoll's
Only the Finest Berries™

Consumer Engagement

"Every clamshell should sell the next clamshell" (CEO, Driscoll's)

Digitizing 1.5 Billion Items

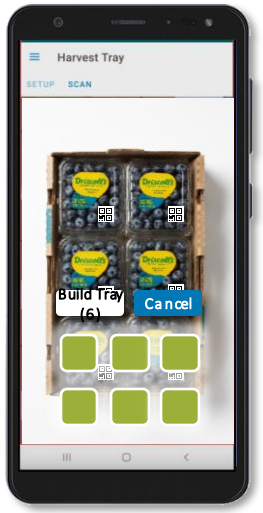
Clamshell traceability allows individual consumer feedback to be associated with harvest data.

Optimize Consumer Surveys

Using consumer insights and data to drive our variety commercialization decisions.

Ensure Grower Adoption

Achieved 98% accuracy & sub-second scan times



CUSTOMER STORIES: CONSUMER ENGAGEMENT

Global, California-based wine producer

Making Data Actionable

Consumer Smartphone Scans deliver different experiences based on attributes in the Platform

Serializing Finished Goods

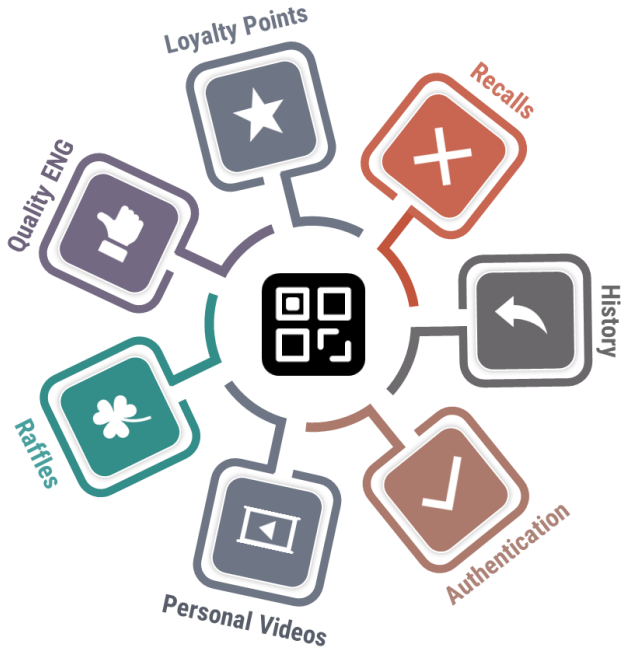
Using Serialized Data to Drive Business Decisions.

Experimenting with Personalized Engagement

Using consumer insights and data to drive our variety commercialization decisions.

Line-Level Data Capture

AVG Enabling Serialization on the Production Lines.



The Consumer Engagement Tool Enables the brand to deliver customized, unique experiences via Serialized QRCs

CUSTOMER STORIES: TRUE FARM - FORK

RURALL
RURAL & URBAN DIGITAL HUB

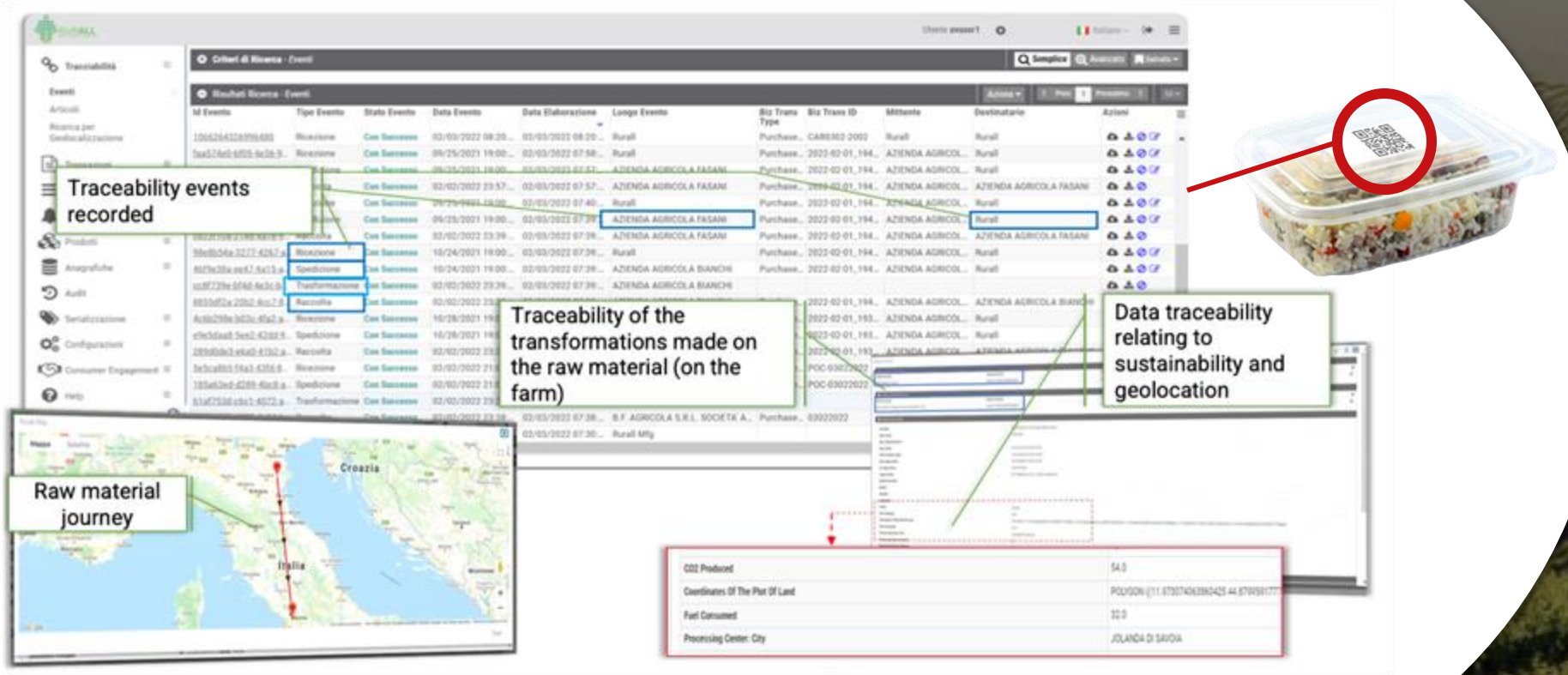
INDUSTRY PARTNERSHIP

COLDIRETTI

BF
BEST FIELDS, BEST FOOD.

SDF

RURALL aims to become the Italian platform of reference for Farm to Fork traceability in the food & beverage industry



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CUSTOMER STORIES: ASSET TRACKING

Global Bread Company

Reducing Asset Loss

Real time view of location and status of delivery baskets across the supply chain

Annual cost of lost trays est. at $21.6M.

Tracking Products through RFID

Track product through the supply chain at the basket level to provide high fidelity digital mapping of product flow

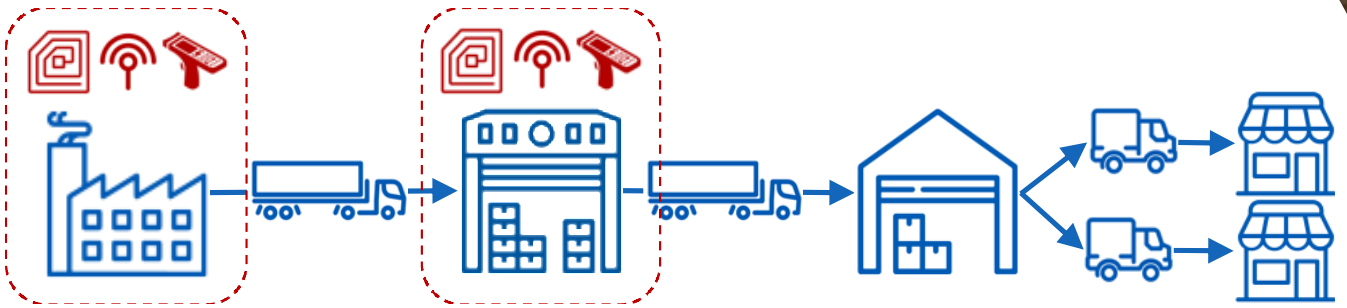
Driving Insights from Data

KPIs for all assets in the field

- Maintenance/Inspection Status
- Asset Utilization
- Revenue by Asset
- Total view of asset Inventory by Location, Status and Type

ROI

Initial ROI around eliminating loss of 30% annually



COMPLIANCE-DRIVEN SUPPLY CHAIN VISIBILITY

FDA DSCSA and FSMA: How History Can Predict the Future

- November 7th, 2022 – the FDA sent the FSMA Final Rule to the Office of the Federal Register (OFR)
- January 2023 - traceability recordkeeping requirements for foods on the Food Traceability List (FTL) would become effective 60 days after it is published in the OFR.
- January 2023 - We will be conducting an educational webinar outlining the requirements for companies on the Food Traceability List – **be on the lookout for an invite!**

KEY TAKEAWAYS

1. Rapid changes in global supply chains, technology and consumer sentiment have shifted the landscape toward ever more granular and real-time data
2. Digital Transformation and Traceability Connects the Physical Product with Digital Information About that product
3. End-End Supply Chain Visibility is foundational for Taking Organizations from Reactive to Predictive
4. Leading Global brands are leveraging Unique Digital IDs to unlock different types of business value
5. Start small; choose one use case and prove business value, then scale leveraging lessons learned
6. Leadership Required to realize Transformation Projects
   - Executive Sponsorship
   - Cross-Organization Stakeholders
7. **Find the Right Partner and Be Flexible**

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Ready to take the next step toward Digital Transformation in your food and beverage supply chain?

CONTACT US FOR MORE INFORMATION

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Q + A