EXECUTIVE SUMMARY

VISION

- **Powerful food actors** will be those who **engage in a proactively transparent relationship** with their clients and consumers
- They must be capable of protecting their reputation because they are equipped to monitor and provide **proof that promises are kept** in each product
- In the digital era food marketing is moving from "**tell and believe**" to "**show and prove**"

HOW WE ARE ADDRESSING MARKET NEEDS

- **We enable food players to monitor and prove their promises** and **build up reputation**
- **Leveraging technology** and **data** for **the marketing of proof**
  - ✓ Real-time **traceability** to see the product journey
  - ✓ Digital audits to **prove promises** are respected
  - ✓ Consumer webapp for **transparency**

AMBITION & MARKET POTENTIAL

- Become a **world-class** provider of **food transparency blockchain solutions**, allowing for **marketing of truth** and improved **food security**
  - ✓ Reinvent the global **food audit market worth $10 billion USD**
  - ✓ Increase food safety, reducing **food waste and product recalls**
  - ✓ Restore **consumer trust** by responding to their demands for **transparency**

CONSUMERS ARE DEMANDING MORE TRANSPARENCY IN FOOD

Only **33% trust food** vs 47% just one year ago*

75% will switch to a brand giving more detailed product information vs **39% in 2016****

'**I scan there for I am'** – since it's creation 2 years ago, the barcode scanning app **Yuka** has accumulated **15 million users**

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MULTIPLE RECENT FOOD SCANDALS AND RECALLS HAVE DIMINISHED CONSUMER CONFIDENCE IN BRANDS

Examples: e.coli-contaminated lettuce – lasgane made from horse meat – fipronil-contaminated eggs

THESE SCANDALS HAVE GREAT IMPACT ON BRANDS' REPUTATIONS AND FINANCES: UP TO $10 MILLION DOLLARS IN DIRECT COSTS ALONE*

*2017 Food Marketing Institute Study

" However, there is hope that '**Blockchain** will facilitate **$31 billion** in **"food fraud savings" by** the year **2024**'*

CONNECTING **FOOD**

We are a B2B Foodtech company using Blockchain for **real-time traceability** and **digital auditing** from farm to store.

We help our clients can **showcase transparency** and **prove their promises** to their customers and consumers.

We work with brands and

farmers to bring existing

data alive

and create value

We do this by:

Leveraging existing traceability data
to link batches to show product ingredient origin and transformation

Digitally auditing supply chain data
and continual mass-balance calculations to check product promises are respected in each product

Using Blockchain as a trusted third party
so transparency can be showcased to the consumer and registered information remains tamper-proof

OUR BENEFITS REACH ACROSS ALL DEPARTMENTS

Be alerted in real time of product non-compliance. **Improve product quality while reducing food wastage**.

Quality

Logistics

Maintain a clear vision of your supply chain at all times**. Recall products quickly and easily.**

Stand out from your competitors by providing your customers with full **traceability and quality auditing,** enhanced by the power of the blockchain.

Sales

Marketing

Improve your brand image, prove your promises to your customers and consumers. **Position your company as innovative and transparent.**

CONNECTING FOOD

4 STEPS TO LEVERAGE DATA FOR BLOCKCHAIN TRANSPARENCY

#1 COLLECT

existing data from each actor using information systems, connected objects or data interfaces

#2 AUDIT

and prove quality & engagements, continuously and in real-time, by verifying the compliance of each transaction or transformation action
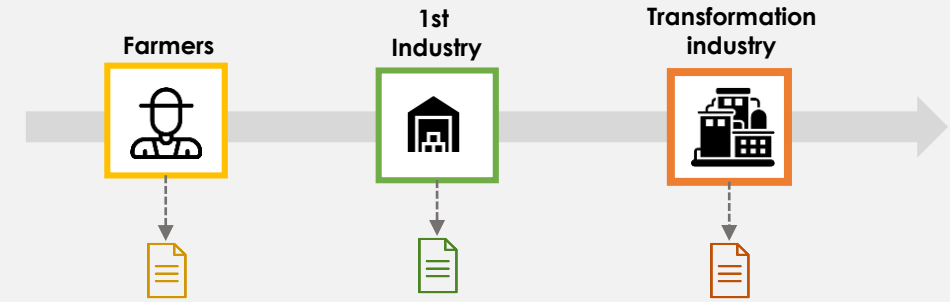
#3 RECORD

data verified in an ultra-secure way thanks to the Blockchain, a trusted third party which guarantees unalterable data

#4 SHOW CASE

verified data with your ecosystem:
- Internal procurement teams
- Clients' blockchain systems
- Linking to consumers
- Auditors

Farmers   **1st Industry**   **Transformation industry**

Mathematical algorithms for auditing data
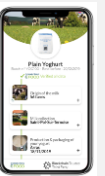
- Origin
- Certificates (Organic)
- …

Blockchain ensures data is tamper-proof

Real time traceability & audit dashboard
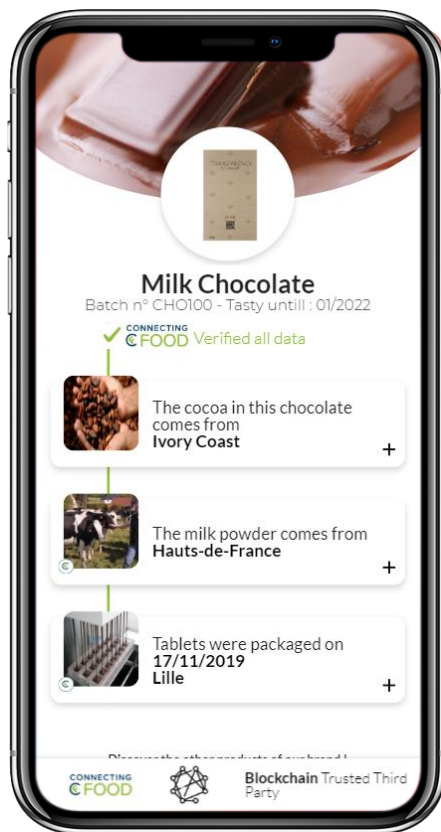
Interoperability with other blockchains

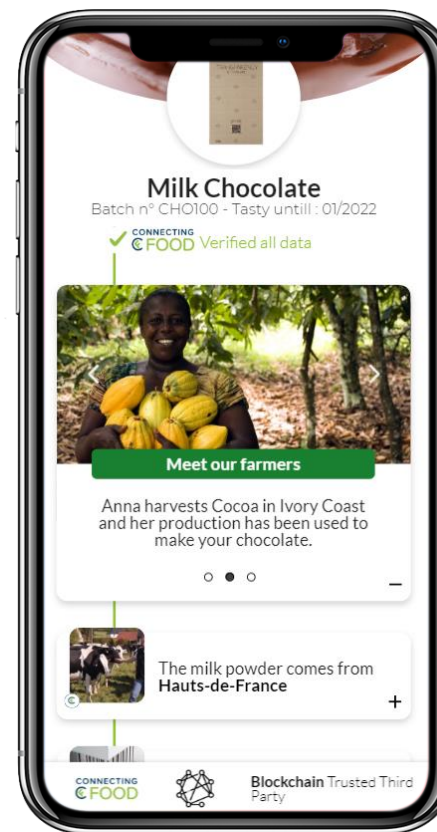B2C Webapp

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OUR CONSUMER WEB APP
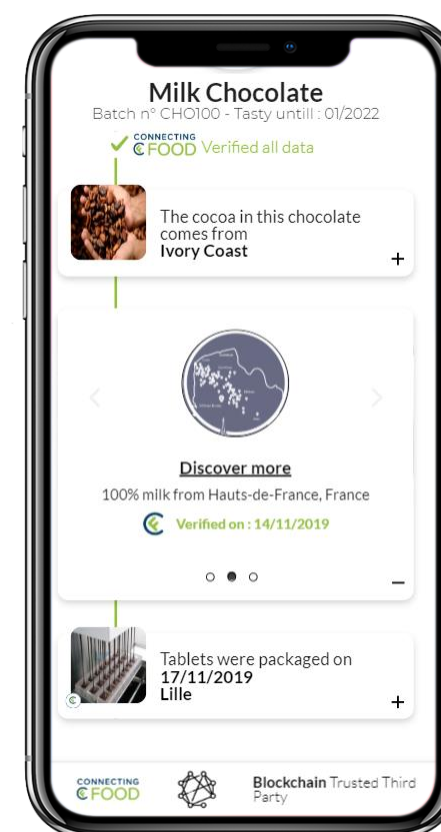
SCAN THIS QR CODE TO SEE AN EXAMPLE FOR A BAR OF CHOCOLATE →

BATCH BY BATCH TRACEABILITY

PRODUCT BENEFITS PROVEN

AUDIT RESULTS

We also transform the collected supply chain data into a **WebApp**, accessible for shoppers via a **QR CODE**. Companies and brands can **SHOWCASE** quality criteria such as: ingredient origins, farming practices, and environmental/ sustainability efforts.

CONNECTING **FOOD**

HOW ARE WE UNIQUE?

- Connecting Food's blockchain platform was designed **by Agrifood actors for Agrifood actors**

- We are the **only** company with the capability to **digitally audit** food supply chains 24/7 in **real-time**

- Our know-how and business model is **focused on food and FMCG model** (high volumes / low unit margin)

- Our Solutions are **interoperable** with all food actor systems and underlying blockchain standards

- Our Leadership team has years of **experience** in both **food and tech,** giving them direct knowledge of industry challenges

CONNECTING
FOOD

FOOD TRANSPARENCY BLOCKCHAIN