

Systems used for Traceability / Product Recalls - Focus on Food Integrity -

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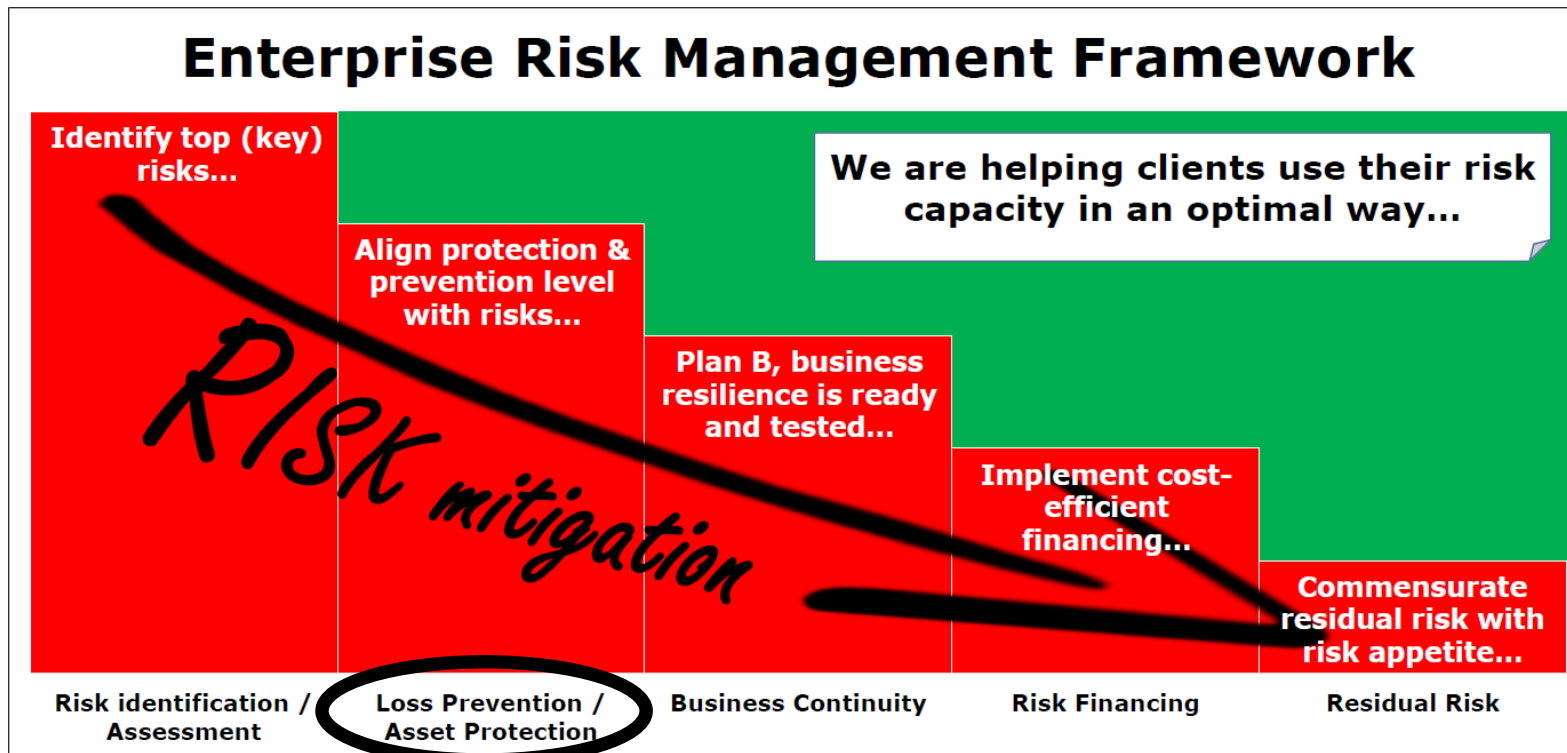
THE CONSULTING GROUP AG

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SINGAPORE/JAKARTA/MANILA/KUALA LUMPUR

Our vision..

...is to assist you in achieving your objectives and protect your assets.



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Can you have the full control over your supply chain ?

- What kind of issues could lead to a product recall ?
- Have you already been confronted with such an issue ?
- How do you normally handle such issues ?
- How can you guarantee the full traceability of your products ?
- How quickly can you contact your customers in case of problems ?
- What can be done to protect your company / your brand ?
- What solutions (prevention / protection) are available today ?

Authenticateit (a global communication platform)

- Authenticateit can generate a GS1 **S**erialised **G**lobal **T**rade **I**tem **N**umber
 - SGTIN can be used instead, or in conjunction with product barcodes
 - Each product serial number is stored in a cloud-database, and
 - Possesses a set of restrictions created / managed by the brand.
- [Link to the brochure](#)



GS1 Datamatrix



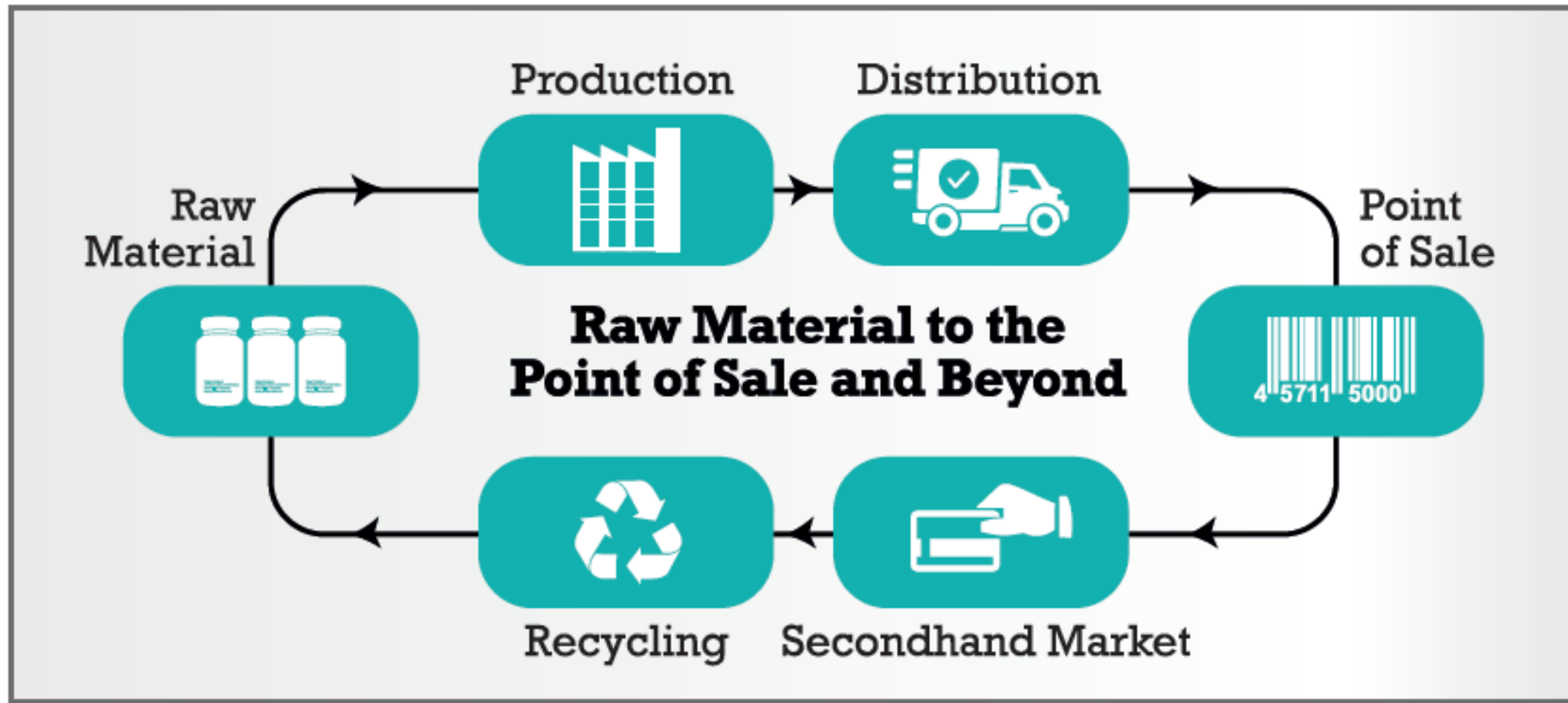
GS1 DataBar

Authenticateit (Crowd Source Trusted Data)

- Enables consumer to access product related information
- Various data sources can be used
- OECD global product recall portal does speed up clearance process
- Partnership with AsureQuality enables delivery of trusted information
- All information accessible online



Modular brand protection and consumer engagement platform



Authenticateit App

- Free application enabling consumer to scan products
- Working in both, retail and online environment
- Check if product is genuine, safe, understand where product is coming from, access other important information
- First of its kind complete platform
- Helps brand to meet regulatory compliance, deter sales of counterfeit and grey imported goods
- Engage directly with consumers, boost consumer confidence and increase sales

Authenticateit (product 360 analytics)

- Consumer gain access to additional information, tailored to teach specific product
- Understanding how consumer use this information will empower brands
- Refine how and what information you provide to your consumers about your products



Authenticateit (what else ?)

- 32 languages
- Nutritional information (average by serving)
- Nutrition information (how much do I need each day ?)
- Live chat feature
- Push notification
- Social media plugin

