

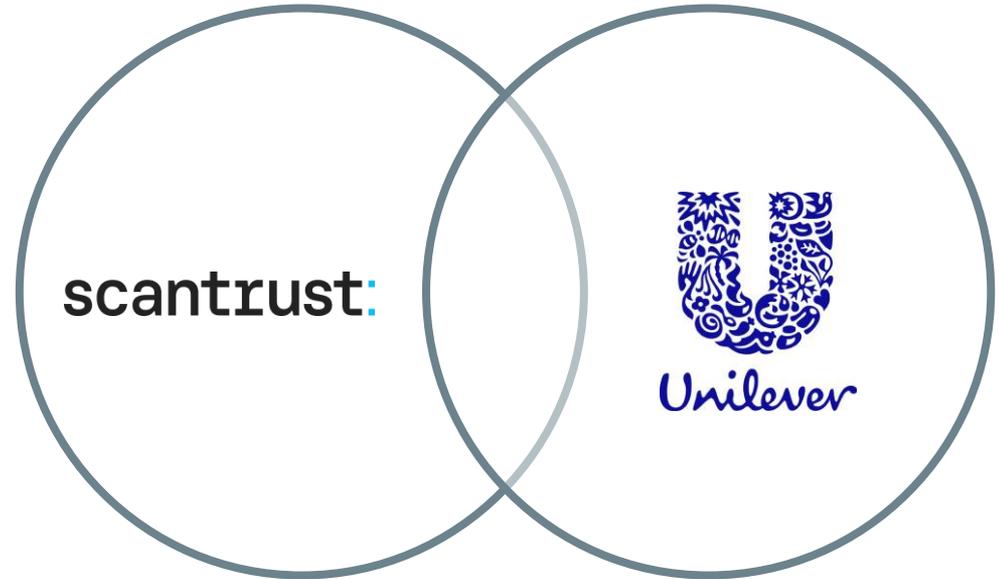
Hyperledger Member Webinar
End-to-end pork meat traceability
with Unilever

6th May 2020

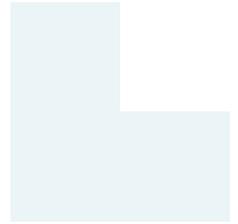


Agenda

1. ScanTrust company presentation
2. Scantrust & Unilever: history
3. Project business background
4. Technical implementation
5. Live demonstration
6. Operations & launch
7. Outcomes of the project



About Scantrust



Scantrust Experience

- Offices in Shanghai, Singapore, Berlin, Lausanne, Amsterdam and Kiev
- 140+ million active codes in over 130 countries; global delivery capability & project rollout experience with Fortune 500 customer base



Partnerships



Global Presence



Offices:

- Lausanne (HQ)
- Shanghai
- Singapore
- Bangkok
- Kyiv
- Amsterdam
- Santiago
- Buenos Aires

Active codes in over 130 countries

Connected Products Platform



Secure
Unique Identifiers



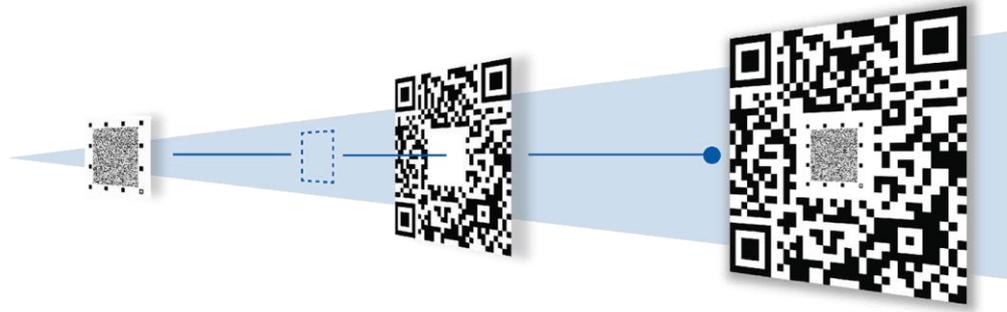
Mobile
Authentication



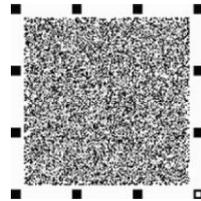
Real-time
Supply Chain Traceability &
Direct Consumer Engagement

- Secure individual QR codes for smart packaging & products
- Supply chain data collection
- End-user web pages (for content, engagement, & loyalty)
- Cloud dashboard for reporting and analytics

How the Secure Graphic Works



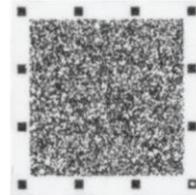
Secure Graphic + QR Code = ScanTrust Secure Code



DIGITAL FILE
100% information
quality



Authentic



ORIGINAL PRINT
60% information
quality



Copy

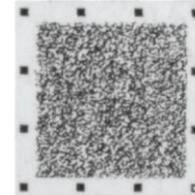


PHOTO COPY
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(US Patent No. 9594993 B2)

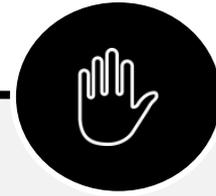
How We Help



Supply chain
awareness
Establish
transparency in
supply chain

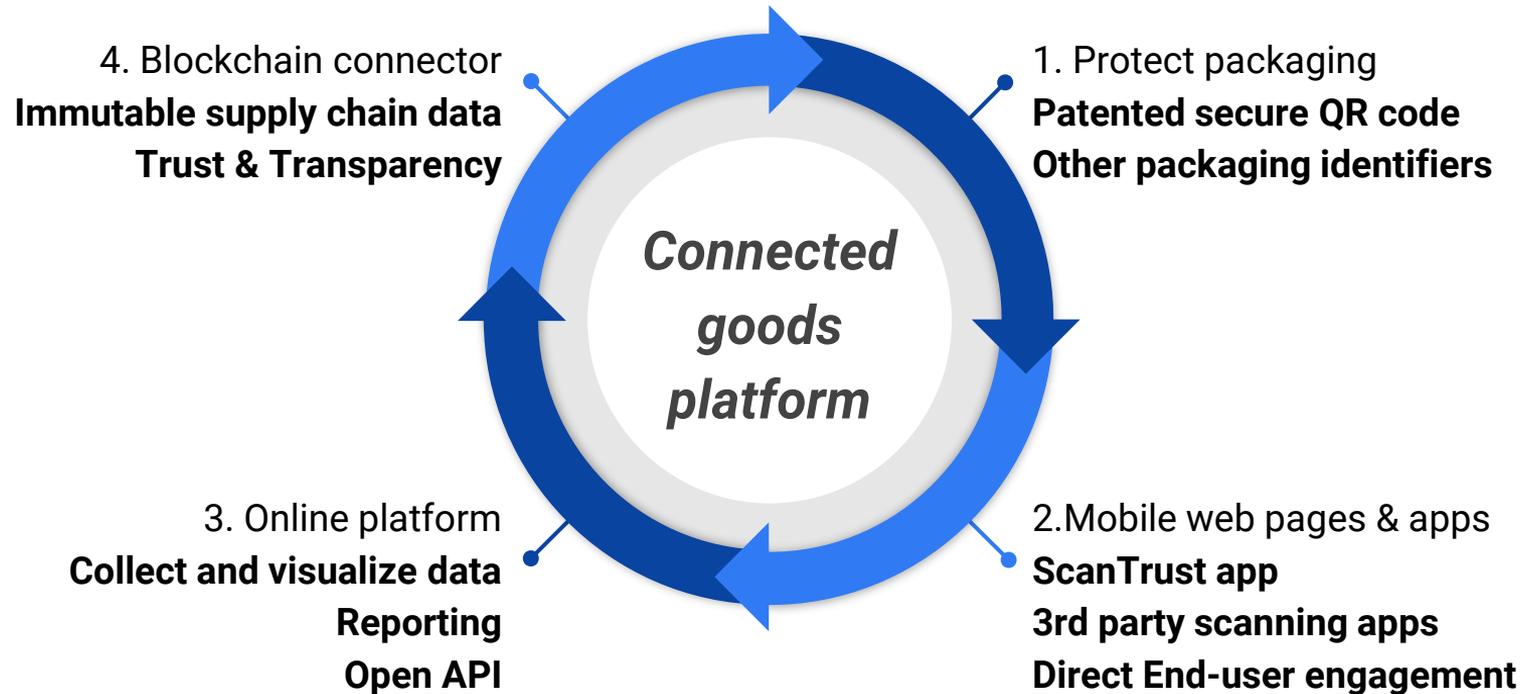


Engagement
Create new touch
points to
distributors and
other stakeholders

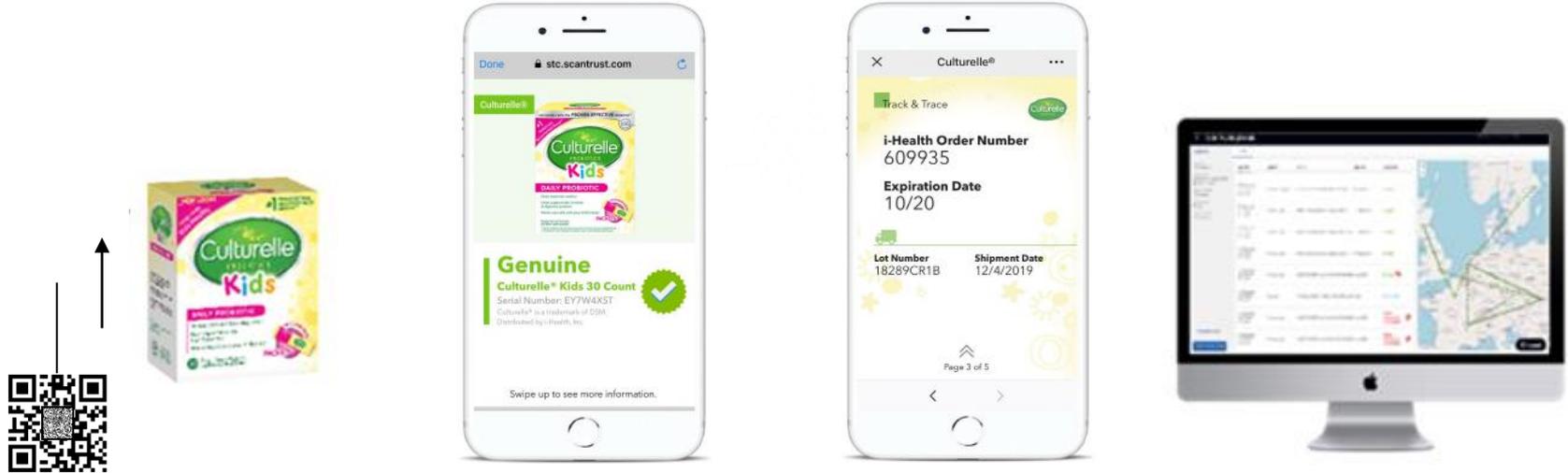


Active brand
protection
Preventing
Counterfeits

Connected Products Platform



ScanTrust Process



Apply Code

*QR is printed on label
and applied to pack*

Scan

Dynamic scan result

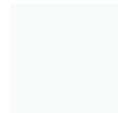
Engage

*Provide customized
product information to
consumers*

Analyze

*Collect, visualize &
analyze scan data to
provide business
intelligence*

ScanTrust & Unilever: History



Learnings

- 1) Innovation function is a «**foot in the door**» for blockchain projects - however, for scaling involvement of **business unit is critical**
- 2) Explore **multiple business cases** – every organization and business unit is different
- 3) Local teams **move fast** – global teams are **key to scaling**
- 4) High acceptance of **innovation** in **Asia**

ScanTrust & Unilever: Business Background



Opportunity: Build trust and transparency around our clean pork farm standard

Food Safety & Credibility is the top concern and keeps on increasing

Social Listening



nielsen

Clean pork farm is the key take-aways from Non-brand buyers



PICO2 concept test

Nielsen's Social listening in VN

The How

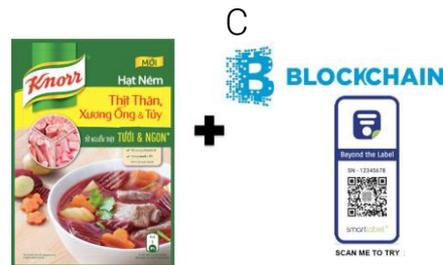
New Proposition & TVC

Knorr's superior taste can be trusted as it's made from STM that comes from selected clean pork farms



New Smart Packaging

Smart Packaging that allowed consumers to trace the origin of our higher standard pork farms



Superior Product

Knorr currently wins significantly vs Ajingon across key attributes

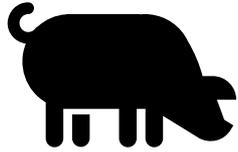


Project Implementation

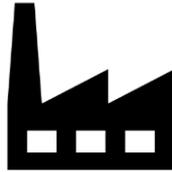


Supply Chain Snapshot

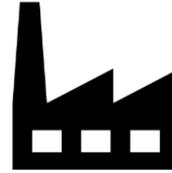
Pork Farms (2)



Meat processors (2)



Production (1)



Consumers (96M)



- Farm details
- Farm certifications

- Lot numbers
- Shipment details
- Processing dates

- Batch numbers
- Mixing details
- Processing dates

Food provenance history stored in a blockchain

Why blockchain?

Why use
Blockchain?



Data Governance:

- Protect supplier's data; comfortable to share and collaborate for traceability
- Plan to scale, more suppliers, actors

Consumer trust and data immutability:

- Blockchain is part of the full approach to build consumer trust
- Auditable internal traceability

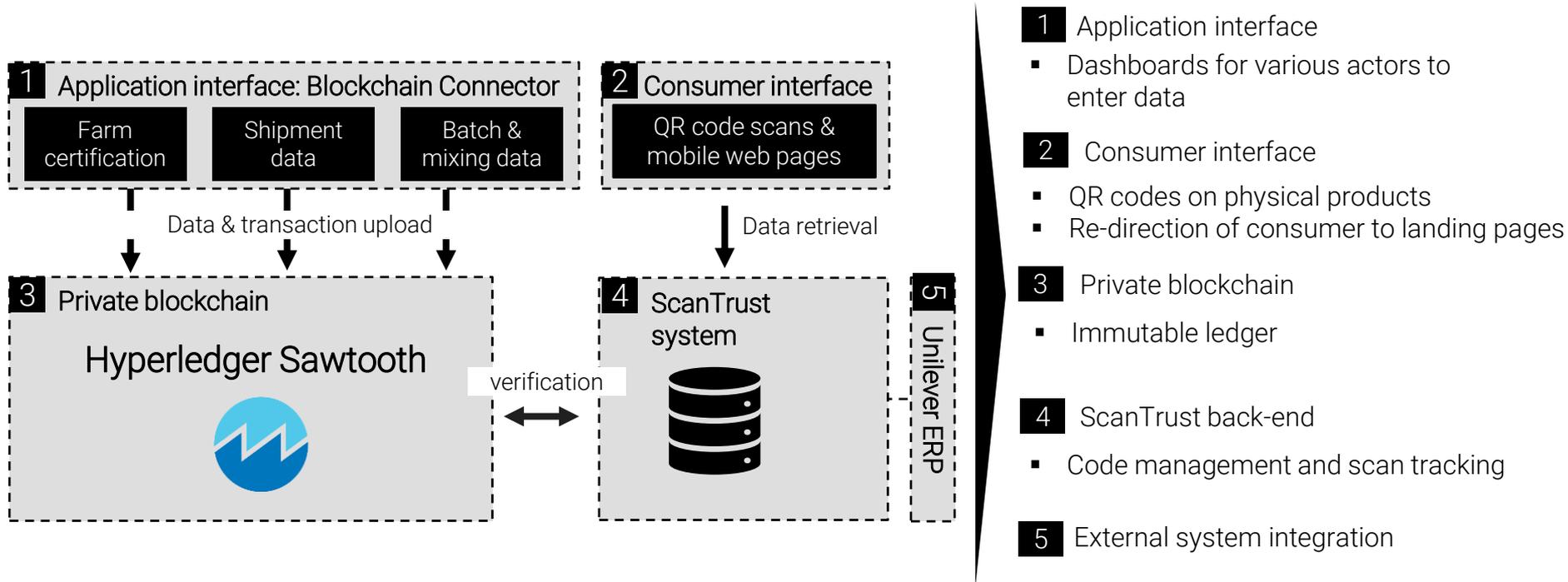
Technical implementation



- Unique ID management
- Consumer facing engagement
- Interoperable SaaS Platform

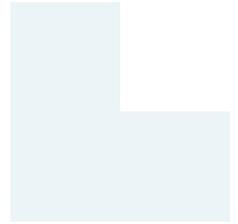
- Built for Supply Chain Scalability
- Designed for Enterprise
- Global Community

Technical implementation

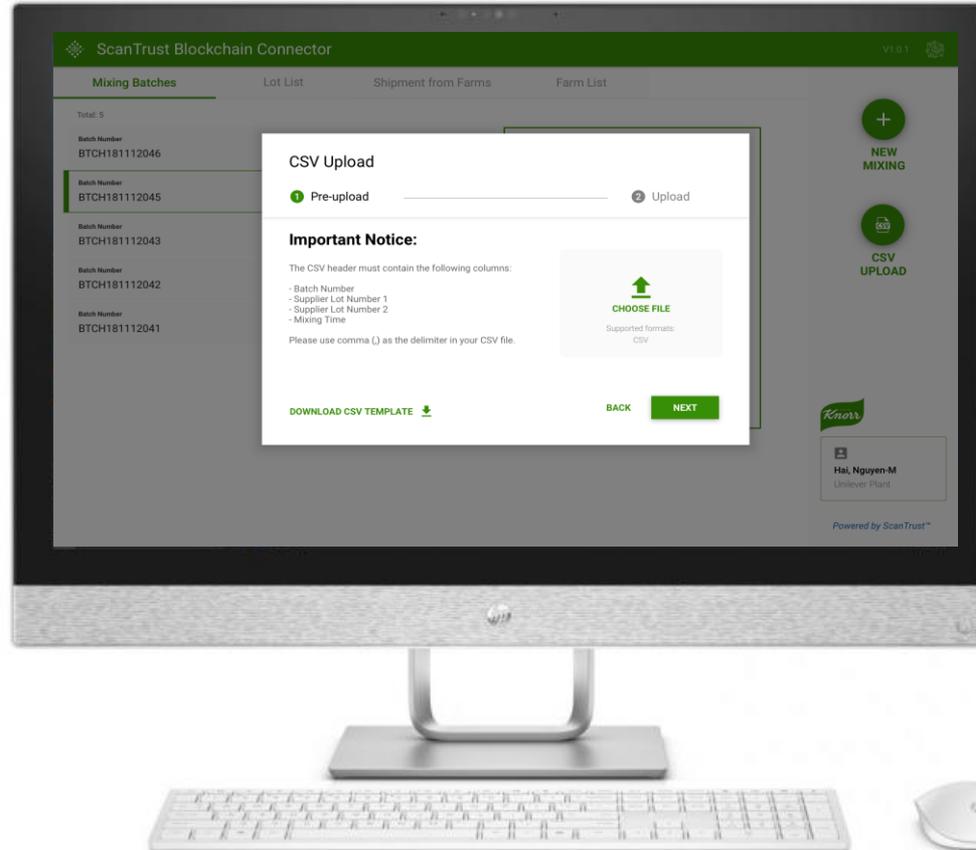


- 1** Application interface
 - Dashboards for various actors to enter data
- 2** Consumer interface
 - QR codes on physical products
 - Re-direction of consumer to landing pages
- 3** Private blockchain
 - Immutable ledger
- 4** ScanTrust back-end
 - Code management and scan tracking
- 5** External system integration

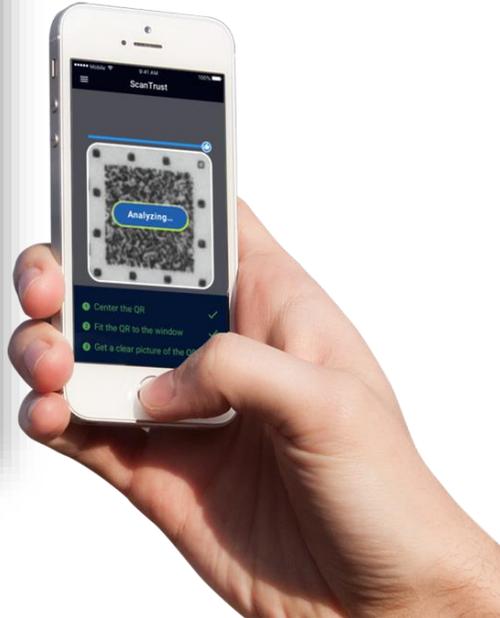
Live Demonstration



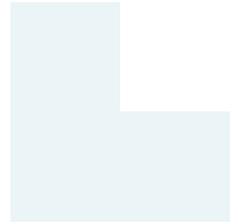
Data Upload - Demo



scantrust:



Operations & Launch



Operations & Launch

Packaging Production



Plant Integration



360° Launch



Packaging Production



Digital & cross category



TV & Youtube



THANK YOU!

Ricardo Garcia

Sales & Partnerships, DACH

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scantrust: