ABOUT EVRYTHNG

From bottles of wine to handbags, from T-shirts to boxes of cereal, billions of products are getting connected to the web and digitally coming to life. This means they can be tracked and authenticated through the supply chain to give new levels of transparency and visibility, and they can operate as an interactive new channel for brands to engage directly with consumers via their smartphones.

EVRYTHNG provides an Internet of Things platform to digitize consumer products at massive scale and enables brands to survive and thrive in this new competitive landscape. We work with many of the world's leading manufacturers, including Unilever, Coca Cola, Diageo and Mondelez, to turn their physical products into a critical part of their digital transformation strategies.

Your products have a story to tell

When you digitize your products, they collect, generate and share data. For your business, this means getting insights where previously there was little or no visibility. For your consumers, this means learning more about the product, unlocking hidden value and getting closer to your brand.
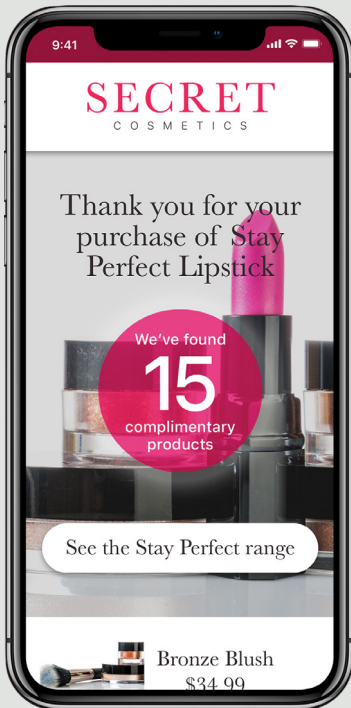
TO YOUR BUSINESS

WHERE ARE THEY?

WHERE ARE THEY HEADING?

WHAT CONDITION ARE THEY IN?

ARE THEY IN THE RIGHT MARKET?

HAS TAX BEEN PAID?

IN WHAT QUANTITY?

TO YOUR CONSUMER

WHAT WERE THEY MADE FROM?

ARE THEY GENUINE?

HOW TO RECYCLE THEM

WHERE DID THEY COME FROM?

HOW TO BUY OR RE-ORDER THEM

WHAT REWARDS DO THEY UNLOCK?

The value of digitized products

Protect brand integrity. Increase revenues by identifying and combating counterfeit goods, gray market trading, unauthorized manufacturing and fraudulent returns.

Speed up traceability. End-to-end traceability has been found to be "at least 40 times faster,"[1] helping reduce the cost and impact of recalls and minimize supply chain losses.

Boost transparency and trust. Grow sales by providing consumers in-store with information about the product they are buying, such as provenance or its carbon footprint.

First-party data. Collect consent-based data from consumers to fuel CRM initiatives, and unlock insights about trends and usage to inform product developments.

Build brand loyalty. Consumers scanning products result in 10 x more engagements than from paid digital ads, 23% longer dwell time on website and 39% more Likes & Shares[2].

Convert wholesale consumers to DTC. Drive direct consumer engagement through services, like mobile checkout or reordering and personalized, contextual experiences.

Simplify product labelling. Provide region-specific product or regulatory information dynamically via the cloud, and say goodbye to crowded, complex labelling.
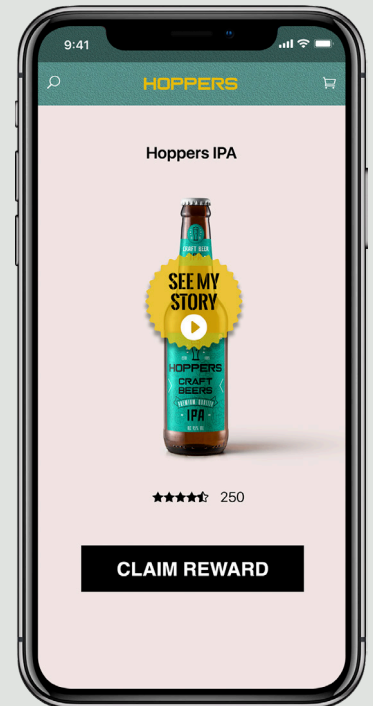
Why brands are digitizing their products now

Consumers are interacting digitally like never before

9. 6 hours
Spent each day by Millennials consuming digital content[3]

$5.5 trillion
Mobile payments via QR code scanning in 2016[4]

The last barriers to product scanning have disappeared

4 trillion products
Use GS1 identifiers which can now be connected to the web by default

2 billion smartphones
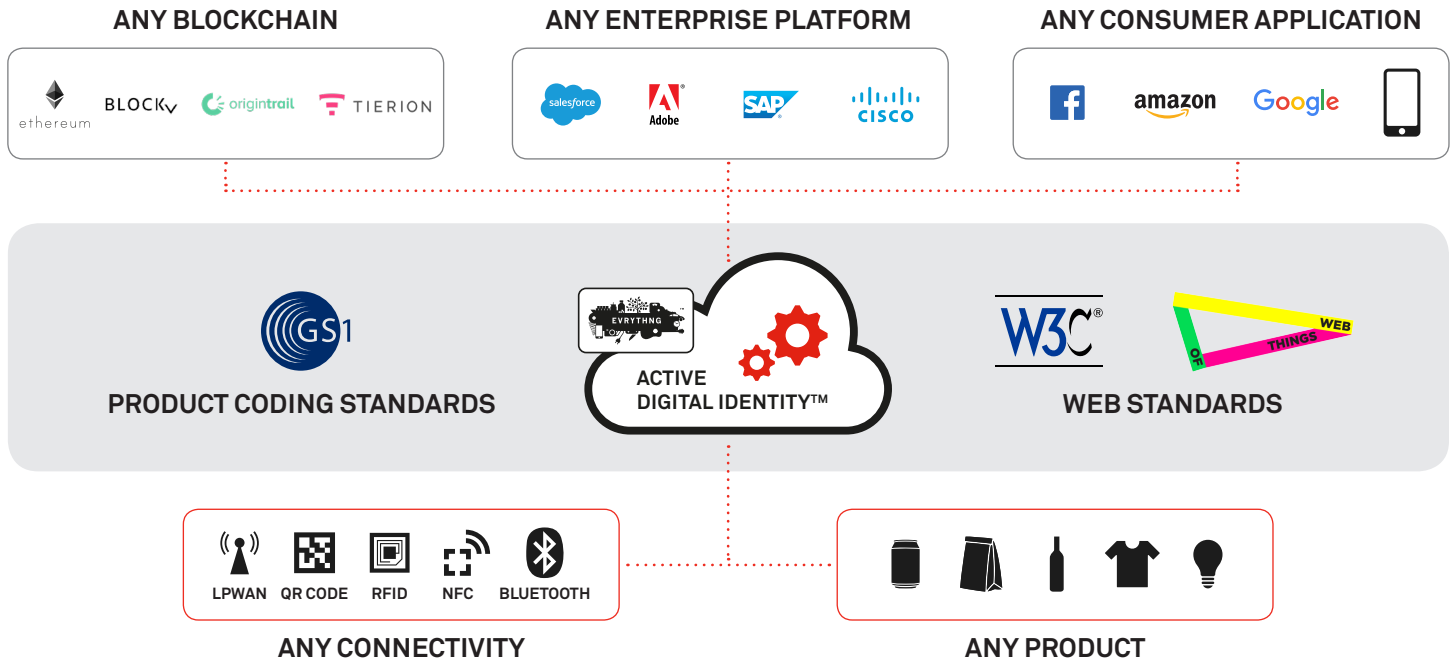Now capable of natively scanning QR codes and NFC tags

Companies are facing unprecedented challenges from DTC brands and Amazon

$22 billion
Sales transferred from large to smaller companies in US between 2011 and 2016[5]

100%
End-customer registration and supply chain instrumentation is the new normal

[1]The Glenmorangie Company   [2]Results from EVRYTHNG customer deployments   [3]Adobe   [4]iResearch   [5]Boston Consulting Group

An Introduction to the EVRYTHNG platform

The EVRYTHNG platform provides digital identity and data management for physical products. At the heart of our platform is the concept of an Active Digital Identity™, mapped to an on-pack code, tag or sensor, which connects it to the web and the wider digital ecosystem.

ANY BLOCKCHAIN
ANY ENTERPRISE PLATFORM
ANY CONSUMER APPLICATION

PRODUCT CODING STANDARDS
ACTIVE DIGITAL IDENTITY™
WEB STANDARDS

ANY CONNECTIVITY — LPWAN, QR CODE, RFID, NFC, BLUETOOTH

ANY PRODUCT

Platform Components

Active Digital Identity™
An intelligent digital twin for every product with its own unique URL. Multiple identifiers can map to the same digital twin allowing for interoperability between different codes.

Semantic Data Model
A flexible and dynamic way to capture all your products' attributes using GS1 vocabularies so that its profile is accessible over the web, and can participate in applications.

Machine Learning and Analytics
Data visualization and advanced algorithms can be applied to product and consumer datasets to unlock actionable insights.

Blockchain Integrated
Anchor product data and events on different blockchains using our pre-built connectors for verification and transparency.

Reactor Rules Engine
A customizable and real-time scripting tool which allows you to automate workflows and alerts based on real-world actions and events.

Dynamic Scans
A patented URL redirection tool to define the web service the user's device is routed to, according to dynamic and context-specific parameters, like user profile, location, or day.

Integrations
Your product can connect into wider digital ecosystem via out-the-box integration modules for common platforms like Salesforce, SAP or Amazon Alexa.

Security
Each product URL has a unique crypto secure key, communication is protected by strong Web protocols (TLS) and data strictly controlled by granular and flexible permissions.

The end-to-end process

1

Unique Digital Identities Given to Every Product

First, you create digital identities using our bulk creation API or QuickStart Tool. Each serialized item is given its own unique url and can be mapped to your GS1 identifiers, such as GTIN codes.

2

Mass-Scale Packaging and Printing

Physical 'triggers' such as QR codes, NFC and RFID tags are embedded into labels and packaging at point of manufacture, thanks to EVRYTHNG's partnerships with packaging providers, including Avery Dennison, WestRock and Crown. Each one has a corresponding digital identity in the cloud.

3

Consumer, Retail and Supply Chain Applications

EVRYTHNG have a number of out-the-box mobile experiences, as well as tools and templates for brands and agencies to create applications and workflows for a wide range of use cases. These include:

| Authenticity | SmartLabel™ | Loyalty | Self-checkout | Registration |
| Provenance | Contents | Recommendations | Recycling | Reorder |

4

Data Analytics

The data from and about products collected by the EVRYTHNG platform is 100% owned by the brand, and can be dynamically and transparently shared between business units, partners, retailers and consumers, used to provide insights or open up new business models.

Company Overview

EVRYTHNG™

Founded: 2011   **Locations:** London, New York, San Francisco

Employees: 55   **Markets:** Apparel, Food & Beverages, Cosmetics, Homecare

Key customers:

ABInBev   Coca-Cola   DIAGEO   Johnson&Johnson   GE   MARS   Mondelēz International   Unilever

Key partners:

AVERY DENNISON   CROWN Brand-Building Packaging™   GS1   smartlabel   WestRock   Zappar