

WL TRACEABILITY FOR MANUFACTURERS

TRACEABILITY

AND TRUST

**ACROSS THE ENTIRE
SUPPLY CHAIN**



Traceability addresses a number of trends in society that have a major impact on manufacturing companies. A first trend we see is the steep increase of counterfeiting and contraband across the globe. This can result in a severely damaged brand image and in revenue loss for manufacturers. A second trend is the growing demand of consumers for sustainable, healthy and equitable products. By giving transparent information about the origins of their products and about their supply chain, manufacturers create a competitive advantage. And finally we see a trend that in many countries legislators are implementing traceability schemes that protect their citizens against illicit products. Manufacturers must comply with these schemes in order to safeguard their access to the market.

Our Traceability solutions allow you to not only face the challenges, but also to take full benefit of the opportunities that these trends represent.

KNOWING THE FULL HISTORY OF A PRODUCT TO ENSURE TRUST ACROSS THE ENTIRE SUPPLY CHAIN IS AT THE CORE OF WL TRACEABILITY FOR MANUFACTURERS



WL TRACEABILITY FOR MANUFACTURERS: ADDRESSING MULTIPLE CHALLENGES AND BRINGING BENEFITS

MARKET ACCESS

Governments around the world are implementing traceability regulations (i.e: European Tobacco Product Directive, Russian CRPT regulation for multiple product segments etc). Failing to comply with any regulation may result in the loss of market access and hence can have serious business consequences. Unfortunately, these regulations are often quite complex and vary from country to country.

Allowing companies to **focus on business rather than regulations**, Worldline manages the complex and time-consuming processes concerning compliance with governmental regulations.

ILLCIT TRADE

The Global Brand counterfeiting report estimates that the value of counterfeited and pirated goods is about to reach 1.82 trillion dollars in 2020. This constitutes a problem of global scale impacting many product segments.

Creating transparency and building trust helps to protect businesses from from illicit trade.

GREY MARKET

The grey market trades through unauthorized distribution channels. Hence, it constitutes a source of revenue loss for manufacturers and for their authorised distribution channels. in order to prevent this, manufacturers need to monitor their resellers.

Monitoring resellers to ensure more fairness in the market helps manufacturers.

INFORMING CUSTOMERS

The consumer is not always sure that what he/she is buying is truly healthy or ethical. For this reason, consumer demand for transparency is increasing and it is very important for companies to have full control over processes and suppliers to be confident that product quality is guaranteed.

Ensuring customers that your products are healthy and ethical will improve your brand image.

RECYCLING

Minimal thresholds and key progress indicator concerning recycling could be set by authorities or partners. It can be difficult to demonstrate to the authorities that targets were reached, all in a trusted way. Moreover, it's very important to be able to fight against recycling frauds.

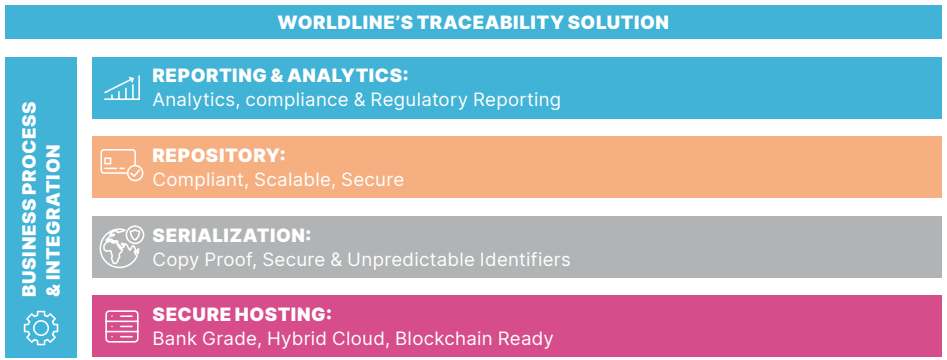
Improving company reputation and preventing fraud thanks to an transparent and fraud free recycling process.

INCREASE CUSTOMER INTIMACY

One of the best ways to increase sales is to have a good intimacy with the end client. Nevertheless, it is complicated to enable intimacy when brands are not directly related to them. Hence, it is important to create direct links between customers and the brand.

Build stronger relationship with customers by creating direct links between user and brand.

COMBINING BEST DIGITAL TECHNOLOGIES TO ACHIEVE YOUR TRACK AND TRACE MISSION

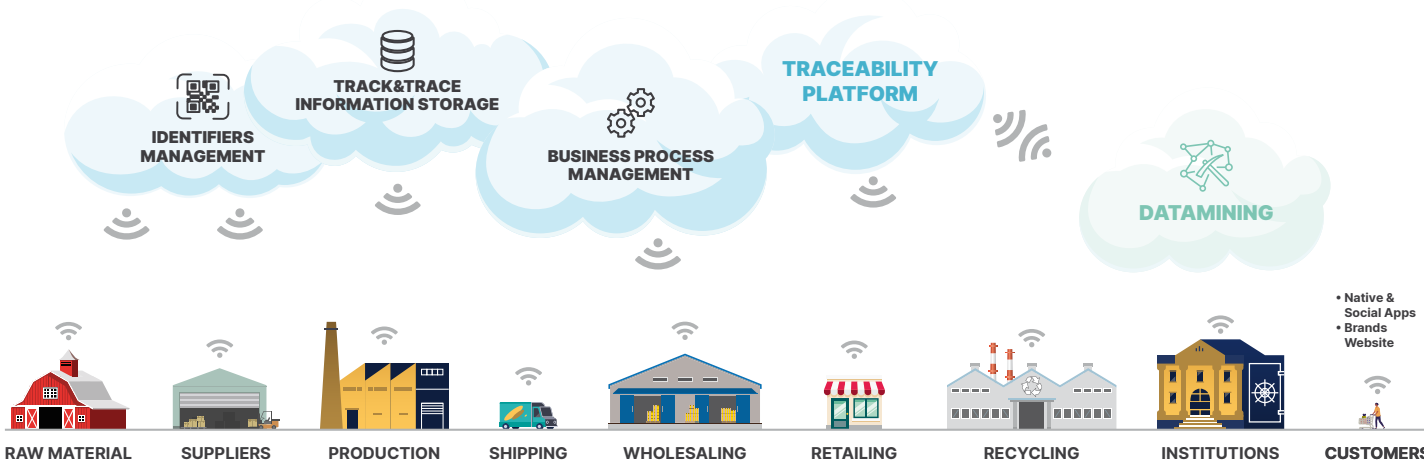


- **Data storage:** this is at the heart of the traceability solution. All information received during the product lifecycle is stored in fast, scalable and secured infrastructures. Depending on the business case, we can either offer classical storage or blockchain-based one. This information is the basic brick that will constitute the real added value of traceability. So that you'll be able to design specific reports and alerts in order to **optimize and follow each steps of your supply chain.**

Our solution is designed around 4 major functional stacks:

- **Manufacturers' support:** the purpose is to provide manufacturers with the support necessary to comply with regulations that are put in place by countries. For instance, we are able to support the Chestny Znak regulation in Russia. In this way, we can act only as an interlocutor and **assume every regulatory obligation on your behalf.**
- **Serialization:** can generate secure and random identifiers **preventing any counterfeiter** from duplicating the code. The serialization can be fully digital or mixed with other security layers (overt, covert and forensic). This is useful if you are looking to mark your products individually to track them or even to efficiently release a product recall campaign.
- **Production line monitoring:** for high value products or when quality requirements are high, we are also providing monitoring system for the production lines (Anti Tampering Devices). You will have full visibility of your factory operations. This will ensure the maximum traceability warranties since none of your official products could leave the factories without fulfilling the traceability requirements.

ACCOMPLISH ALL YOUR TRACEABILITY NEEDS WITH OUR ONE STOP SHOP SOLUTION



WORLDLINE SUPPORTS YOUR TRACEABILITY PROJECTS FROM END-TO-END

Worldline's expertise in developing traceability solutions has been developed for over a decade as we have been one of the first companies to implement comprehensive product traceability systems between private and public sectors to combat illicit trade in all its forms.

We are the leader in the European payment industry with more than 40 years of experience in hosting and processing sensitive data.

The fact that Worldline can support your project from end-to end whilst adapting the solutions to your context makes Worldline the ideal partner.

- Our best-in-class services:
- Consulting service tailored to your challenges and expectations
 - Scoping and impact study, allowing integration of production lines and processes with Worldline solution
 - Customization of our solution in terms of business processes, alerts & reports

- Developing and running highly available and secured shared systems
- Worldline can take partial or full responsibility of IT processes which will allow you to exploit traceability opportunities!

THEY TRUST US

PÖSCHL Tobacco Switzerland AC

VON EICKEN GERMANY

MAC BAREN TOBACCO

ABOUT WORLDLINE

Worldline [Euronext: WLN] is the European leader in the payment and transactional services industry. With innovation at the core of its DNA, Worldline's core offerings include pan-European and domestic Commercial Acquiring for physical or online businesses, secured payment transaction processing for banks and financial institutions, as well as transactional services in e-Ticketing and for local and central public agencies. Thanks to a presence in 30+ countries, Worldline is the payment partner of choice for merchants, banks, public transport operators, government agencies and industrial companies, delivering cutting-edge digital services. Worldline's activities are organized around three axes: Merchant Services, Financial Services including equensWorldline and Mobility & e-Transactional Services. Worldline employs circa 12,000 people worldwide, 2019 revenue of circa 2.4 billion euros.

worldline.com

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