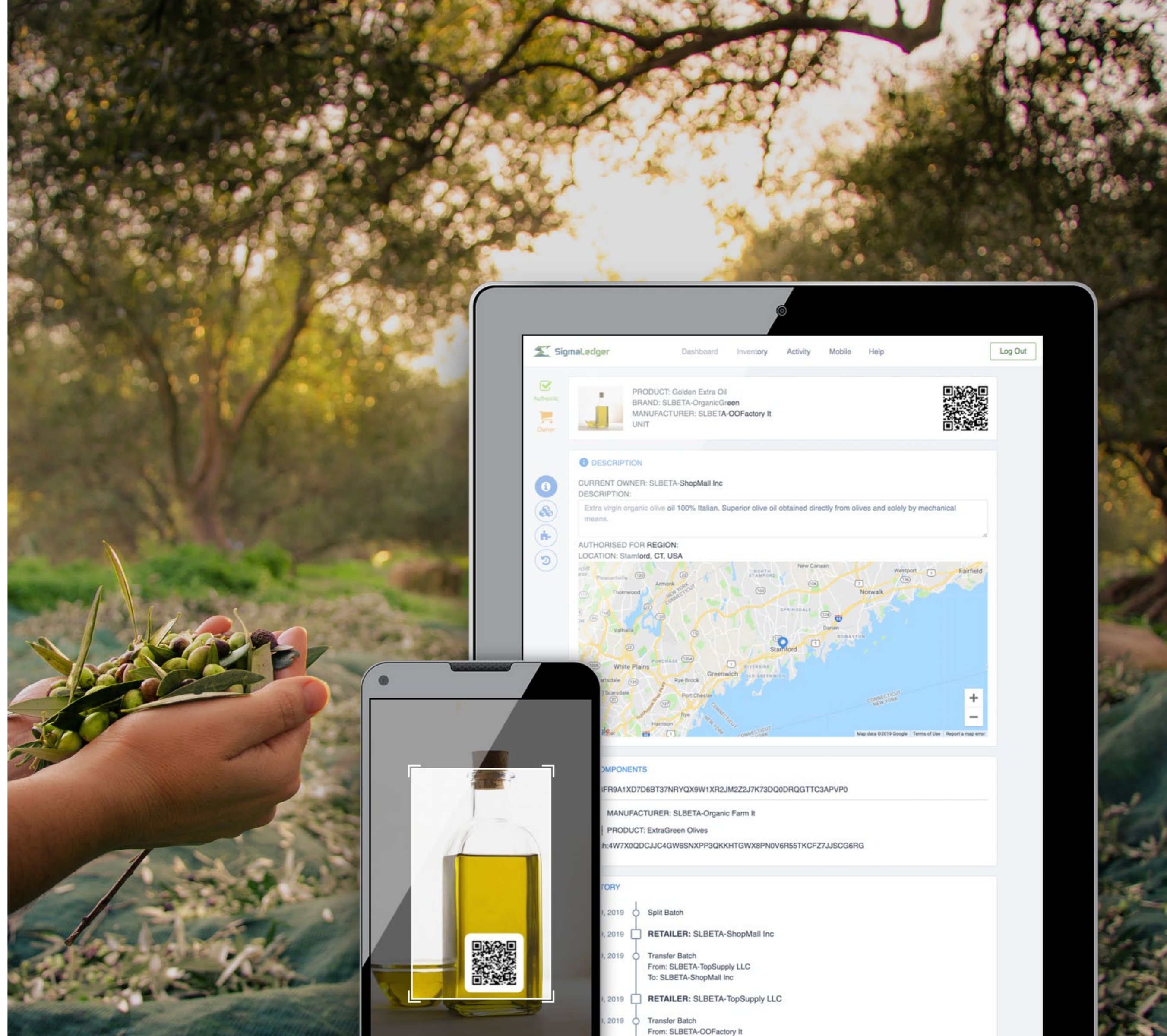




SigmaLedger

TAG. TRACE. VERIFY.



SigmaLedger Dashboard Inventory Activity Mobile Help [Log Out](#)

Authentic **Owner**

PRODUCT: Golden Extra Oil
BRAND: SLBETA-OrganicGreen
MANUFACTURER: SLBETA-OOFactory It
UNIT

DESCRIPTION

CURRENT OWNER: SLBETA-ShopMall Inc
DESCRIPTION:
Extra virgin organic olive oil 100% Italian. Superior olive oil obtained directly from olives and solely by mechanical means.

AUTHORISED FOR REGION:
LOCATION: Stamford, CT, USA

COMPONENTS

IFR9A1XD7D6BT37NRYQX9W1XR2JM2Z2J7K73DQ0DRQGTT3APVP0

MANUFACTURER: SLBETA-Organic Farm It
PRODUCT: ExtraGreen Olives
h:4W7X0QDCJJC4G6SNXPP3QKKHTGWX8PN0V6R55TKCFZ7JJSCG6RG

HISTORY

- 1, 2019 Split Batch
- 1, 2019 **RETAILER:** SLBETA-ShopMall Inc
- 1, 2019 Transfer Batch
From: SLBETA-TopSupply LLC
To: SLBETA-ShopMall Inc
- 1, 2019 **RETAILER:** SLBETA-TopSupply LLC
- 1, 2019 Transfer Batch
From: SLBETA-OOFactory It



The Food & Agriculture industry is evolving with an increased focus on:

- Voluntary, proactive monitoring
- Sustainable and responsible production
- Transparency and trusted information
- Product safety
- Product origin
- Consumer interest and engagement
- Commitment to fight counterfeit and verify authenticity
- Farm to table transparency

SigmaLedger was founded on the belief that blockchain technology can and should solve real global issues by adding safeguards to increase trust and confidence



"Blockchain provides an innovative solution to the transparency issues within the food products we consume every day."

Alik Rivkind, CEO

SigmaLedger provides a blockchain-based "go to" end-to-end traceability and counterfeit prevention solution, providing a neutral tool to build trust among participating parties. We are far beyond the white paper stage; we have solutions live in production.



SUPPLY CHAIN TRANSPARENCY

- Increase digital traceability
- Optimize recalls
- Integrate sensor data



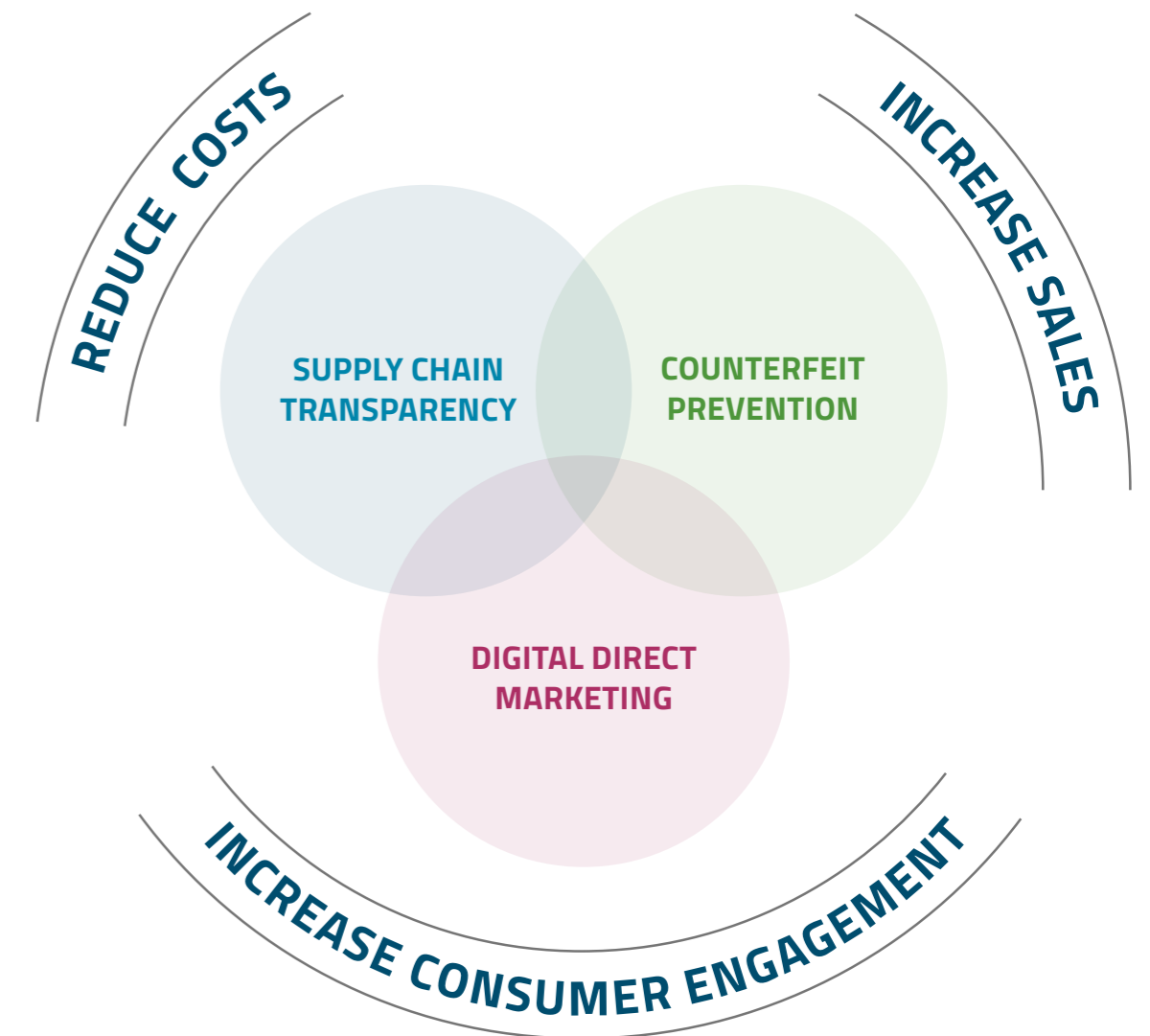
COUNTERFEIT PREVENTION

- Validate authenticity of products
- Prevent fraud in goods, and coupons
- Deter product diversion



DIGITAL DIRECT MARKETING

- Establish new channel for consumer engagement
- Guarantee communication authenticity



BUILDING TRUST is the cornerstone of SigmaLedger's use cases and the common thread of the Food & Agriculture industry's challenges



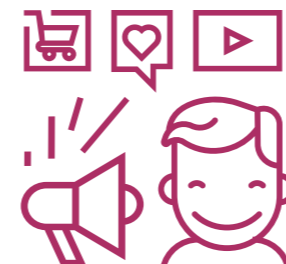
SAFETY

- Product Authenticity and Counterfeit Prevention
- Improved accuracy and speed of recalls
- Temperature Control



TRACEABILITY

- Proof of origin
- Ingredient transparency
- Supply chain visibility



CONSUMER ENGAGEMENT

- Communication and promotions
- Feedback
- Statistics of product interest and usage



BRAND ENHANCEMENT

- Environmental sustainability
- Competition against generics
- Connection through consumer interest and buying habits

Safety is top of mind to everyone and it certainly is for SigmaLedger

PRODUCT AUTHENTICITY AND COUNTERFEIT PREVENTION

Fraud prevention relies on validating authenticity; ability to deter product diversion is key measure of success

IMPROVED ACCURACY AND SPEED OF RECALLS

Recalls are more surgical with high level of precision (down to farm lot level) with real time communication to consumers

TEMPERATURE CONTROL

Sensors immediately detect and alert manufacturers and logistic providers to non-optimal and unsafe conditions

True traceability includes everyone who touches your product every step of the way

PROOF OF ORIGIN

Pinpointing product origin down to the farm and lot level provides peace of mind to consumers and makes recalls more manageable

INGREDIENT TRANSPARENCY

Each ingredient, as well as each variable within an ingredient, is detailed with immediate access and transparency

SUPPLY CHAIN VISIBILITY

Transparency along the supply chain provides end to end visibility with no chance of data loss or tampering

Consumer engagement is SigmaLedger's key differentiator

COMMUNICATION AND PROMOTIONS

Consumers have the power to opt in to Brand-guaranteed authentic communication tailored to their specific stage of interest and purchase; promotions are targeted

FEEDBACK

Consumers can provide anonymous feedback for all purchased products and ensure receipt of immediate product issue notifications from Brand

STATISTICS OF PRODUCT INTEREST AND USAGE

Statistics are gathered for every stage of product interaction in the offline world - similar to online tracking





Brand Enhancement provides valuable benefits not usually associated with blockchain

ENVIRONMENTAL SUSTAINABILITY

Demonstrated sustainability is a prerequisite for both consumers and brands; the ability to prove the effect on our environment is no longer a “nice to have” component

COMPETITION AGAINST GENERICS

The ability to communicate the benefits of your Brand vs the generic substitute at the moment a consumer is making the buying decision is essential

CONNECTION THROUGH CONSUMER INTEREST AND BUYING HABITS

Personalized interaction with consumers at their stage within the buying funnel allows a deeper reciprocal relationship

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