1WorldSync - Our Solution

SOLUTIONS

Product Information Cloud

WORLD SYNC

RETAIL | HARDLINES | CPG/FMCG
HEALTHCARE | FOOD SERVICE

Product information for
Supply Chain Enablement

Product Information for
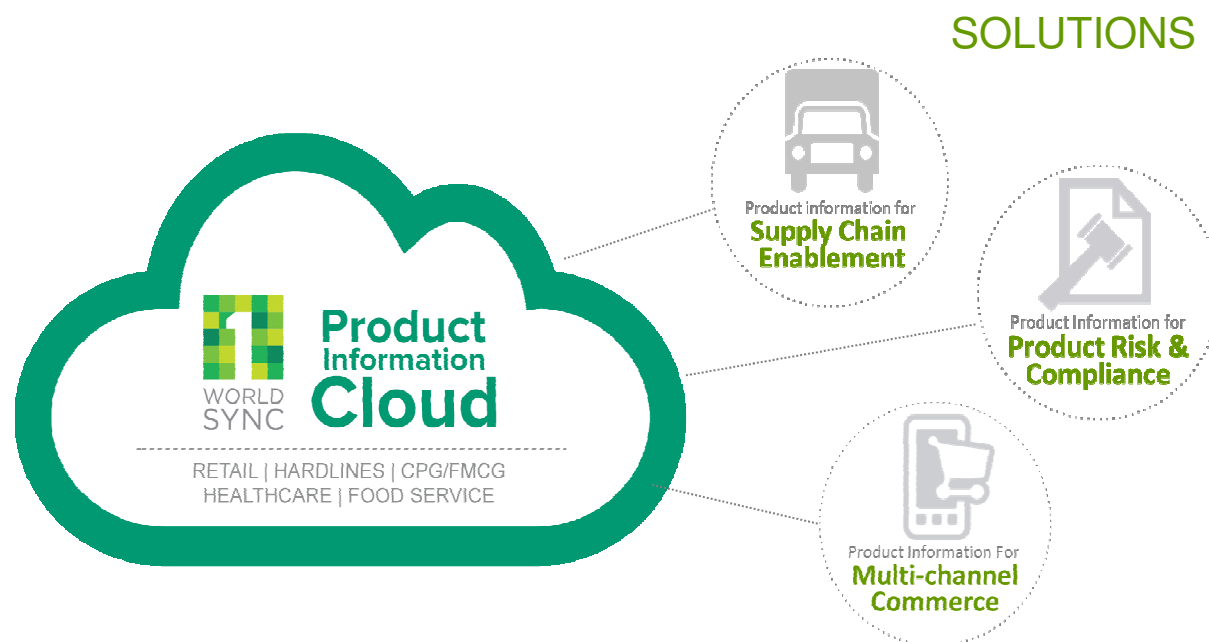**Product Risk & Compliance**
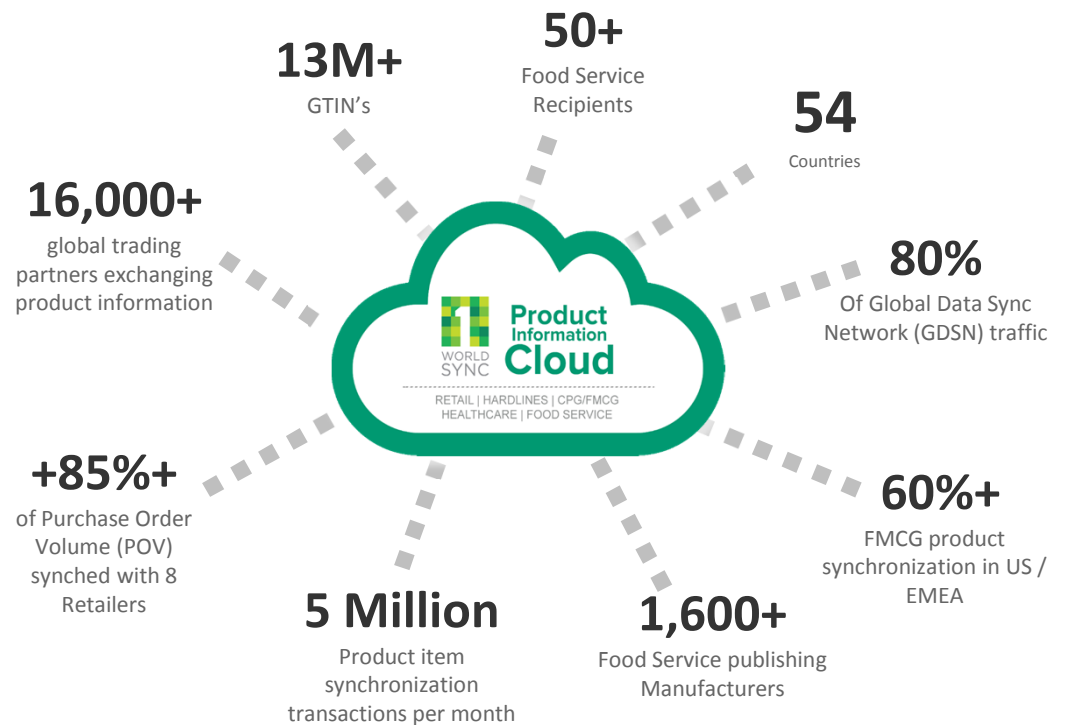
Product Information For
Multi-channel Commerce

A trusted product information network for global manufacturers and brand owners, to sync and exchange trusted product data and content with customers, distributors and authorized 3rd parties.

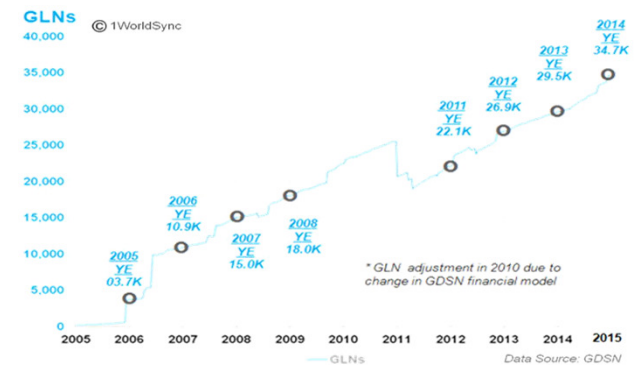WORLD SYNC

1WorldSync – GDSN Environment

- Largest GDSN Certified Data Pool in the World

- Operates in 4 major industries: CPG/Grocery, Foodservice, Hardlines/DIY, and Healthcare

- 5 million item synchronization transactions per month

- Over 16,000 Customers in 54 countries

- Over 13 million GTINs

- Over 230+ Employees

- Provides Data Sync services for:
  - Data Sources
  - Data Recipients
  - Regulatory Agencies

13M+
GTIN's

50+
Food Service Recipients

54
Countries

16,000+
global trading partners exchanging product information

80%
Of Global Data Sync Network (GDSN) traffic

Product Information Cloud
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RETAIL | HARDLINES | CPG/FMCG HEALTHCARE | FOOD SERVICE

60%+
FMCG product synchronization in US / EMEA

+85%+
of Purchase Order Volume (POV) synched with 8 Retailers

5 Million
Product item synchronization transactions per month

1,600+
Food Service publishing Manufacturers

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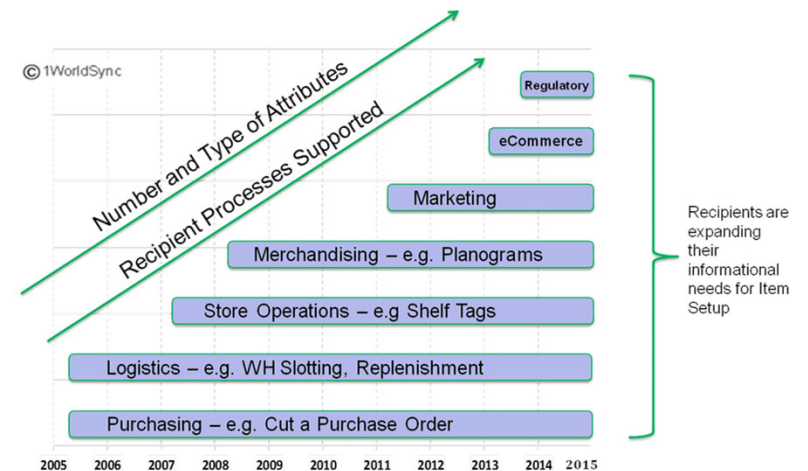CONNECTING TRUSTED PRODUCT DATA EVERYWHERE

Growth of GDSN

- GDSN has seen enormous increase in active subscribers over the past 10 years…increase of 35,000 GLN's

- Growth has been consistent in Grocery/CPG, but now GDSN is seeing substantial growth in newer industries to adopt GS1 Standards:

  — Healthcare

  — Foodservice

- Use of GDSN is not limited to just Business to Business engagement

- Use of GDSN to support regulatory requirements now becoming more prevalent:

  — EU 1169

  — UDI

- With GDSN expansion in Healthcare,

expectations are of continued GLN growth

GLNs © 1WorldSync

40,000

35,000

30,000

25,000

20,000

15,000

10,000

5,000

0

2005 YE 03.7K *2006 YE 10.9K* *2007 YE 15.0K* *2008 YE 18.0K* *2011 YE 22.1K* *2012 YE 26.9K* *2013 YE 29.5K* *2014 YE 34.7K*

* GLN adjustment in 2010 due to change in GDSN financial model

2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 **2015**

—— GLNs

Data Source: GDSN

More GTINs / More Attributes

- As GDSN has grown in number of users/organizations, so has the request for available number of GTINs

- Healthcare as an industry can have the largest impact to GTIN growth due to catalog availability (variation of product) and globalization of need

- With GTIN growth, there has also been an expansion of Attributes

- In the past, Attribute growth was driven by business need, but today, with greater use of GDSN in regulatory, Attribute growth can now be tied to regulatory requirements

- While it was once Regulatory following Business (EU 1169) , now we see Business following Regulatory (UDI)

- Attributes have moved from:
  - Supply Chain ->
  - Operations ->
  - Marketing ->
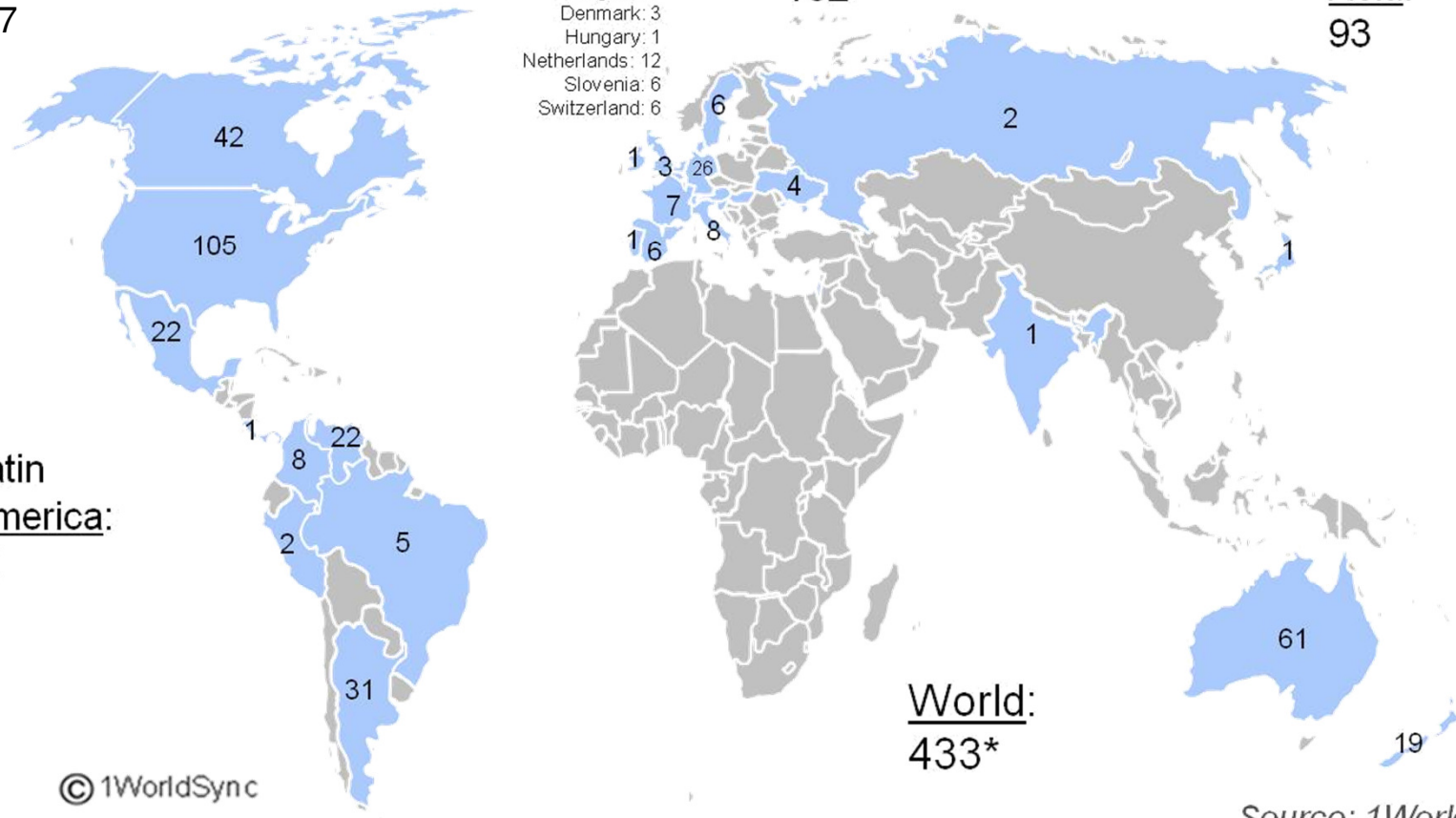 - eCommerce ->
  - Regulatory

GDSN: Growing Number of 'Live' Recipients

US/
Canada:
147

Europe:
102

Asia:
93

Austria: 15
Belgium: 1
Denmark: 3
Hungary: 1
Netherlands: 12
Slovenia: 6
Switzerland: 6

42

6

2

1   3   26

4

1

7

1 6   8

1

105

22

1

22

Latin
America:
91

8

2

5

31

61

World:
433*

19

© 1WorldSync

Source: 1WorldSync
*Approximate: includes duplicate recipients in multiple countries
Approximately 365 unduplicated recipients

(1WorldSync has 16,000 customers in 54 countries)

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Global Growth & Challenges

- Increased number of users/organizations, increased number of GTINs, and increased use of attributes has led to an even greater opportunity of expansion of GDSN globally.

- Multi-national organizations are challenged to try to comply with this increasing demand for data and for the attributes tied to the use of that data within markets and industries.

- Where once GDSN was seen as a strict "compliance" engagement, it is now seen as a "strategic" opportunity for Suppliers.

- Product information is now seen as a "Strategic Asset" to be leveraged in B2B and B2C environments.

- All of this: more recipients, more attribute requirements, strategic importance of data, has put enormous pressure on data sources (suppliers) to execute strategies to organize, aggregate, cleanse and disseminate their product information.

Global Growth of GDSN in Healthcare

Registered Healthcare Items (GTINs)
- 513,215
- 540,462
- 560,052
- 651,444
- 761,901
- 858,103
- 973,096
- 1,066,252
- 1,200,275

Medical Device GTINs
- 293,598
- 303,601
- 312,138
- 388,748
- 477,531
- 560,913
- 654,591
- 726,587

Release of US FDA UDI rule

Pharmaceutical GTINs
- 13,381
- 15,188
- 15,549
- 18,876
- 21,576
- 23,679
- 26,147
- 37,169
- 38,020

Spain Pharma Implementation

Other Healthcare GTINs (135)*
- 206,236
- 221,473
- 232,365
- 243,820
- 262,794
- 273,511
- 292,358
- 304,496
- 323,968

* GTINs coded with the 135 GPC Bricks which preceded the decision to establish the two high level ones for Medical Devices and Pharmaceutical Drugs, Biologics and Therapeutic Nutritionals.

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