

ScanTrust & Unilever

Knorr Farm-to-Fork: a real case
of food quality and traceability
for consumer engagement



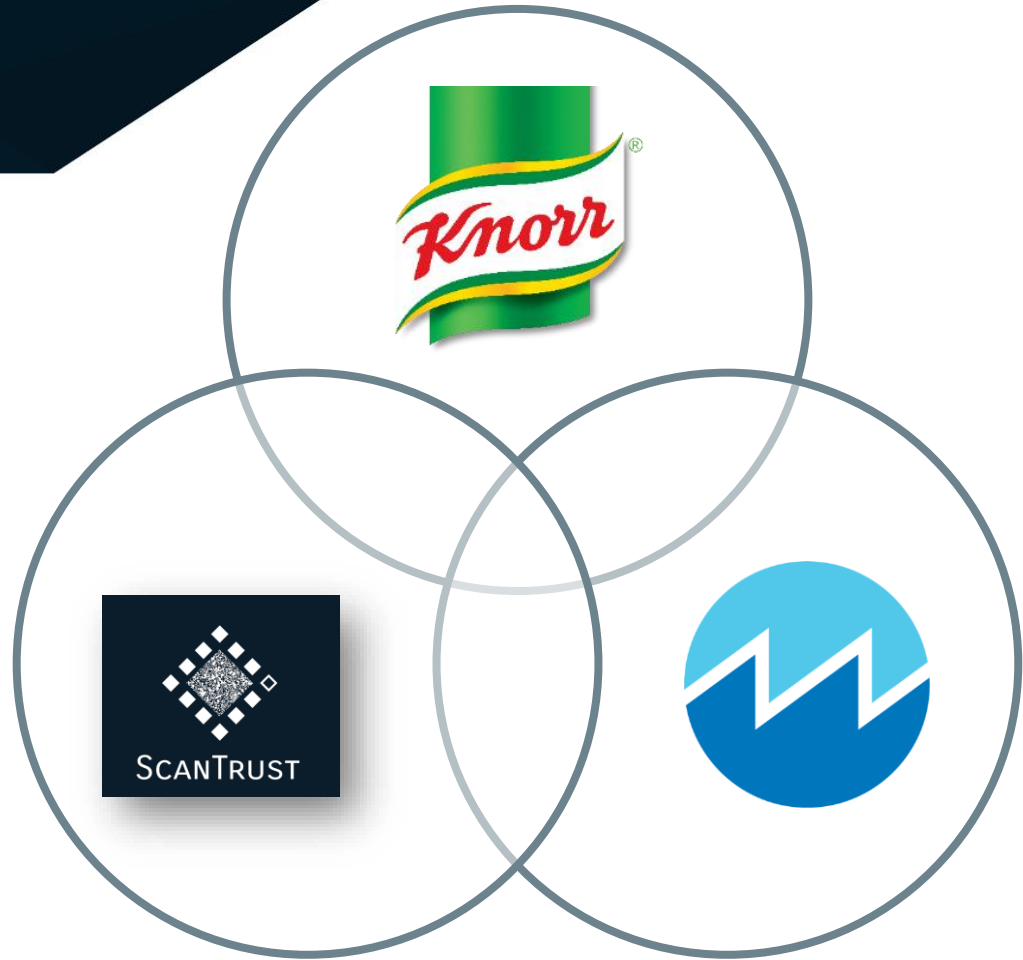
Unilever





Agenda

1. ScanTrust intro
2. Unilever business background
3. Project implementation
4. Live demonstration
5. Operations & Launch
6. Results & learnings





ScanTrust Introduction

- Headquartered in Lausanne, Switzerland
- Branch offices in Shanghai, Singapore, Bangkok, Kiev, and Amsterdam
- Active codes in over 70 countries; global delivery capability & project rollout experience with Fortune 500 customer base





Challenges We Address



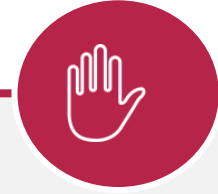
CHALLENGE #1

Establishing End-to-End visibility and transparency along the supply chain



CHALLENGE #2

Interacting with end customer at or after product point-of-sale



CHALLENGE #3

Preventing Counterfeits



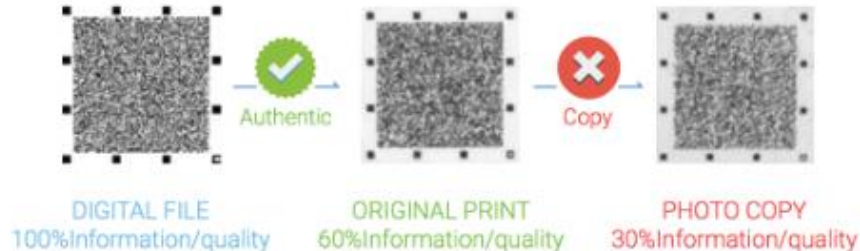
How The Secure Graphic Works

ScanTrust developed the world's first Copy-Proof Serialized QR codes.



Secure Graphic + QR Code = ScanTrust Secure QR Code

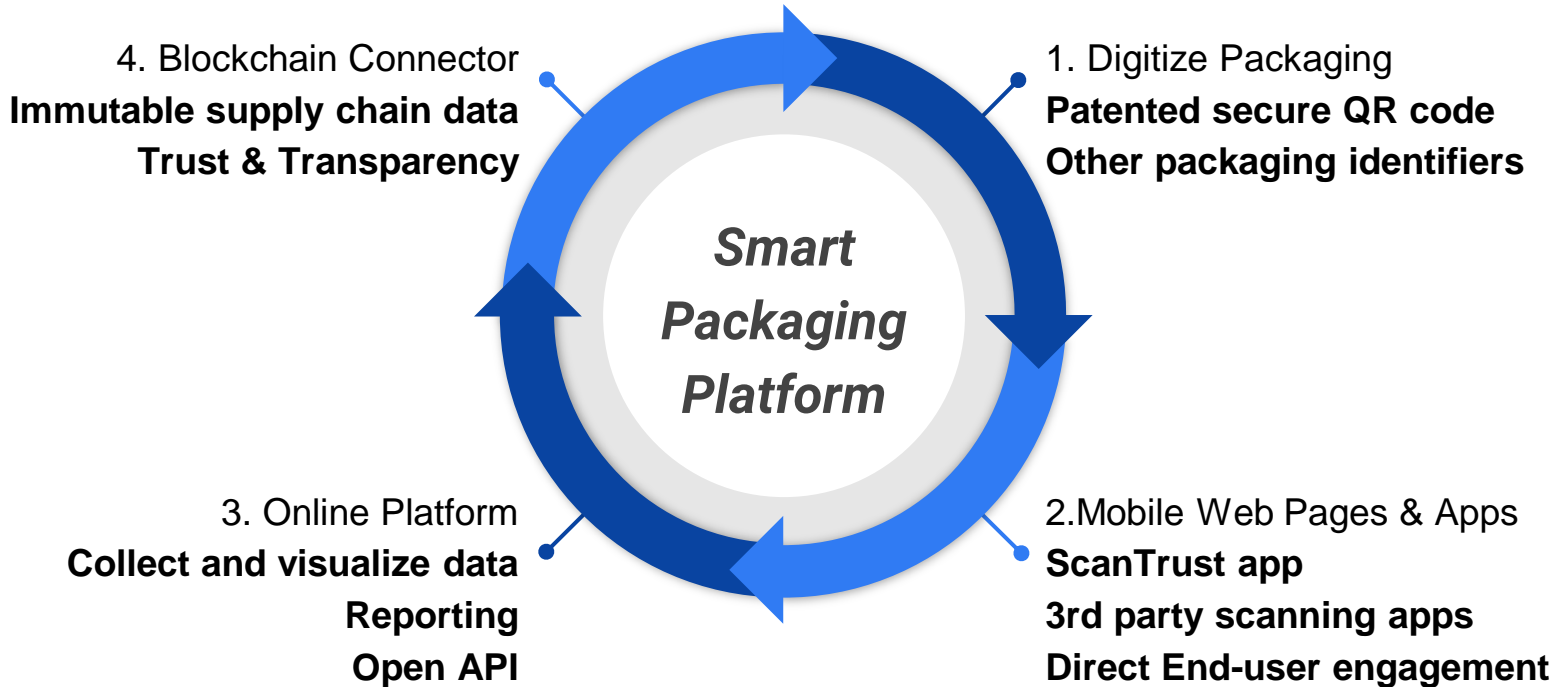
**Each attempt to reproduce the original results in information loss.
Only a print of the 'Original' Digital File will be recognized as authentic.**



(US Patent No. 9594993 B2)



“Product Digitalization”





ScanTrust Secure Digitalization





PICO 2.0

*authentic flavor
protected by*
Blockchain



mang tính chất minh họa

thịt và chiết xuất xương ống và tủy và thịt thăn (2%)
Từ nguồn xương và thịt lợn tươi





Content



1. Business background
2. Project PICO 2 and Why Blockchain



Content



1. **Business background**
2. Project PICO 2 and Why Blockchain
3. Blockchain Demo

Our challenge and opportunity



What is our next **BIG THING?**





Content



1. Business background
2. **Project PICO 2 and Why Blockchain**
3. Blockchain Demo

A closer look to the winning Pico 2 concept



KNORR THỰC PHẨM XƯƠNG ƯƠNG VÀ TỰ TẠO QUÊ TỰN CHƠN CHO HƯƠNG VỊ ĐAM DÀ THƠM NGON!

Tất cả thịt lợn của Knorr đều được chọn lọc kỹ lưỡng và được chế biến theo quy trình nghiêm ngặt để đảm bảo hương vị thơm ngon nhất.

THỊT LỢN KNORR CHỌN LỰA TỪ CÁC FARM CLEAN WATER

Chất Thơm Chơn chơn hương vị đậm đà thơm ngon. Lợn sạch, Knorr chọn lọc kỹ lưỡng để đảm bảo hương vị thơm ngon nhất.

Knorr là một nhà sản xuất thực phẩm hàng đầu và luôn cam kết cung cấp sản phẩm chất lượng cao nhất cho người tiêu dùng.

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“Knorr is made from *SJM* that was carefully selected from *clean pork farms* for superior taste”



Win the Mind
Concept appealed to non-buyers

While both concepts in Vietnam are able to retain buyers, fortified concept also appeals to non-buyers

RESTAGE CONCEPT PERFORMANCE SUMMARY

Overall	Current Brand Buyers					Non Brand Buyers					Active Standard	
	Concept Package Index	Retention Index (MAX 100)	Purchase Frequency Index	Advocacy Index	Exposition Index	Differentiation Potential (%)	Retention Index	Exposition Index	Differentiation Potential (%)			
ROUND 1												
Haw Meat	100	100	100	+	+	+	+	+	+	+	+	X
Haw Meat Fortified	100	100	100	+	+	+	+	+	+	+	+	X
ROUND 2												
Haw Meat Fortified	100	100	100	+	+	+	+	+	+	+	+	+

Indevex represent gain or loss versus current concept (control)

Win the Mouth
Concept elevated to better taste perception

Taste perceptions improve for fortified haw meat as compared to current

AMONGST NON-BRAND BUYERS

C.220 Attribute Ratings	Highlighted scores 100 points for concept vs. Current			
Top 2 Brand's - Non Brand Buyers	MOPP (Avg)	Current Concept %	Haw Meat Top F Concept %	Haw Meat F Concept %
Haw: Taste Related	93	86	90	93
Taste delicious	96	83	86	95
Small delicious	96	84	91	98
Is the best product for soupy dishes	94	89	90	95
Gives you great mouth every time	93	89	90	95
Gives the best meaty taste for your dish	92	80	89	95
Gives an authentic taste	91	86	90	93
Makes even an ordinary dish something your family or kids will enjoy	90	86	88	86
Makes you create great tasting dishes	89	89	87	88
Makes food look appetizing	89	85	86	93
Haw: Natural	84	80	82	86
Is made from sustainably grown ingredients	91	88	89	86
Contains natural ingredients	85	80	84	89
Contains no artificial colours or preservatives	78	71	74	73
Haw: Versatile	80	79	75	83
Can be used in many different dishes	93	88	86	93
Inspire you with simple smart ideas	77	74	65	79
Makes you feel that you are a good cook	76	75	64	80
Do not need any additional seasoning	75	80	75	79
Haw: Brand Pack Related	92	86	87	78
Is responsible brand	98	90	86	96
Is a brand that you trust	97	86	85	89
Is expert in ingredients and flavours	89	83	86	88
Have a more attractive packaging than other brands	85	83	86	90

Taste perceptions are significantly higher as compared to Current

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**



● Nielsen's Social listening in VN

● PICO2 concept test

It's inline with the new Super trend “Real Honest and Authentic” which is emerging and shaping the future of Foods



“Knorr is made from *STM* that was carefully selected from *clean pork farms*”



GROWING DISTRUST OF AUTHORITIES AND CORPORATIONS

RISING LOCALISM & PROTECTIONISM

ENVIRONMENTAL THREATS TO FOOD SYSTEM

REAL
HONEST AND
AUTHENTIC

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

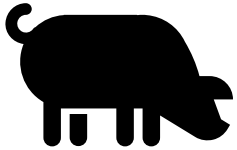
Knorr currently *wins significantly* vs Ajingon across key attributes



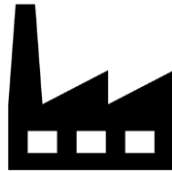


Supply Chain Snapshot

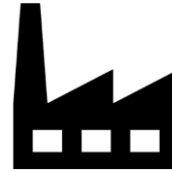
Pork Farms (2)



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



Value Add?

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

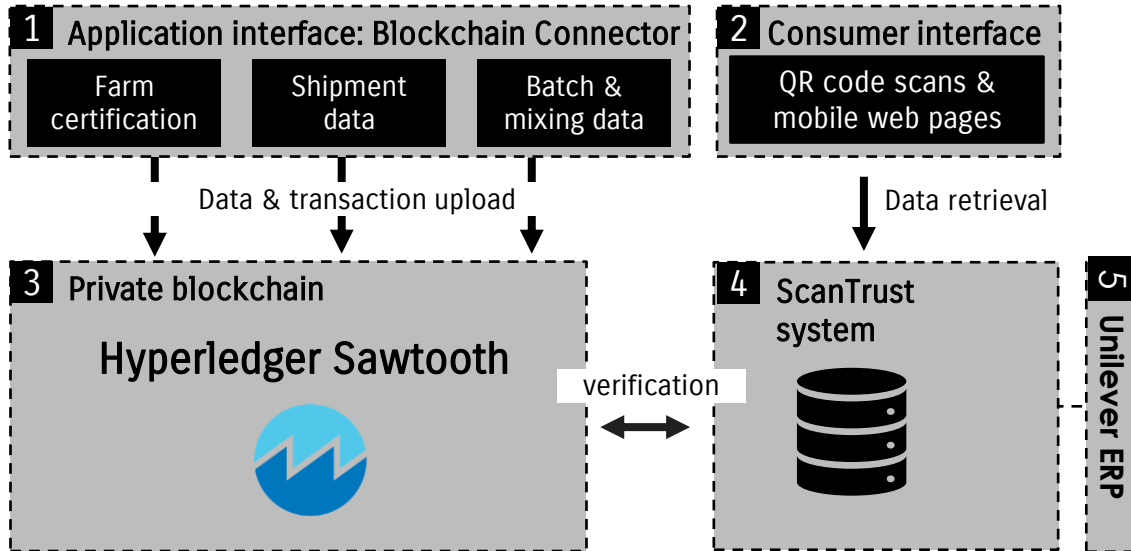


- Unique ID management
- Consumer facing engagement
- Interoperable SaaS Platform

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



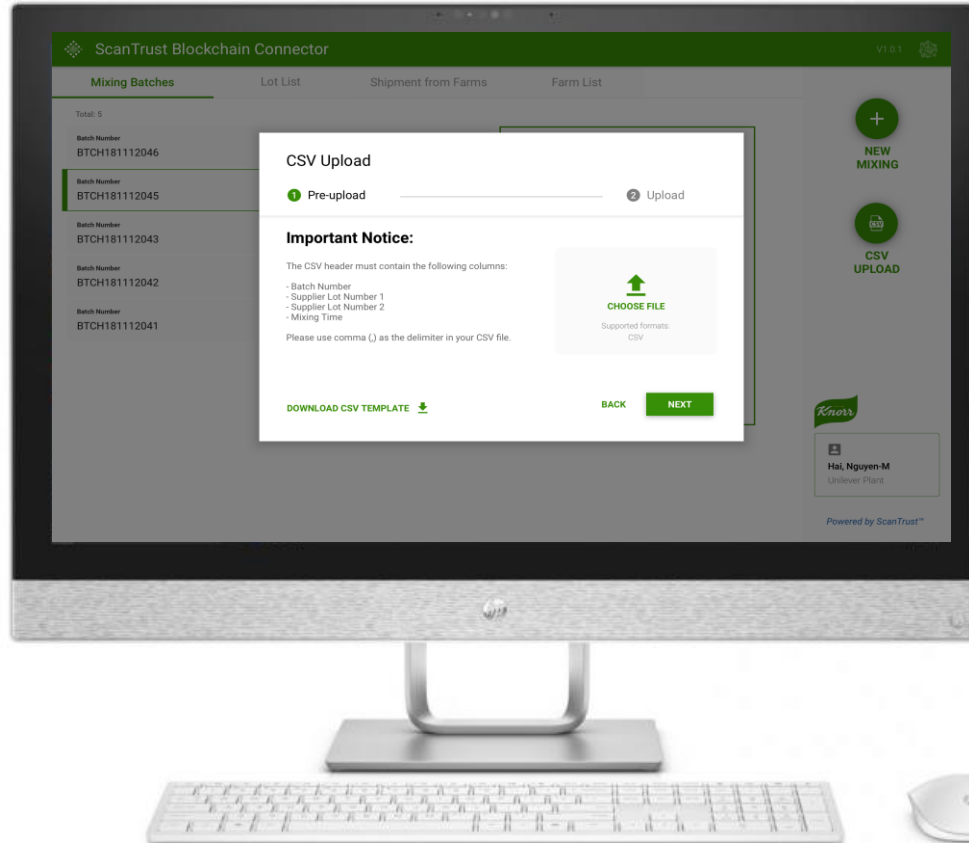
Launch Phase Architecture

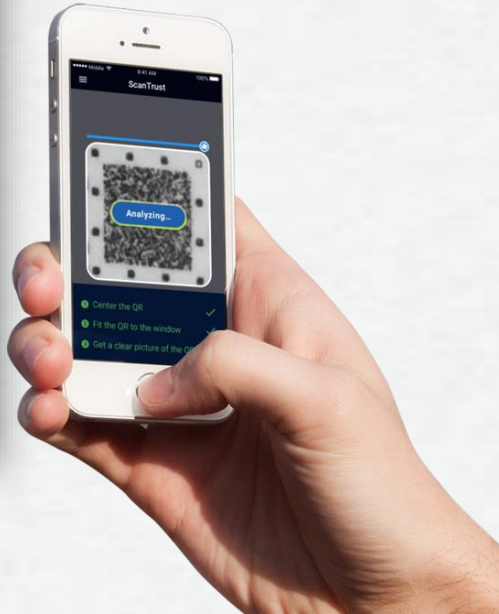


- 1** Application interface
 - Dashboards for various actors to enter data
- 2** Consumer interface
 - QR codes on physical products
 - Re-direction of consumer to landing pages
- 3** Private blockchain
 - Immutable ledger
- 4** ScanTrust back-end
 - Code management and scan tracking
- 5** External system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



Data Upload Connector







Operations & Launch

Packaging Production



Plant Integration



360° Launch

DIỆN MẠO MỚI,
THỊT CHUẨN SẠCH, TRÒN VỊ NGON,
GIÁ KHÔNG ĐỒI!





Packaging Production

Standard press...built for speed...



*...digital printer for
unique QR codes*



Activation & Association





360° Launch





Digital & Cross Category

Knorr

Thịt chuẩn Sạch Tròn vị Ngon

Hạt Ném
Thịt Thăn,
Xương Ông & Tủy
Hạt Ném
Thịt Thăn,
Xương Ông & Tủy
Hạt Ném Chay
Năm Hương

QUÉT MÃ QR TÌM HIỆU NGUỒN GỐC!
THỊT HEO SẠCH CHUẨN VIETGAP!

Knorr **Lipton**

CÁI LẠC BỘ UNILEVER VIP
"ĂN LÀNH SỐNG KHỎE"

Knorr **Lipton**

Hạt Ném
Thịt Thăn,
Xương Ông & Tủy
Hạt Ném Chay
Năm Hương

Knorr Lipton



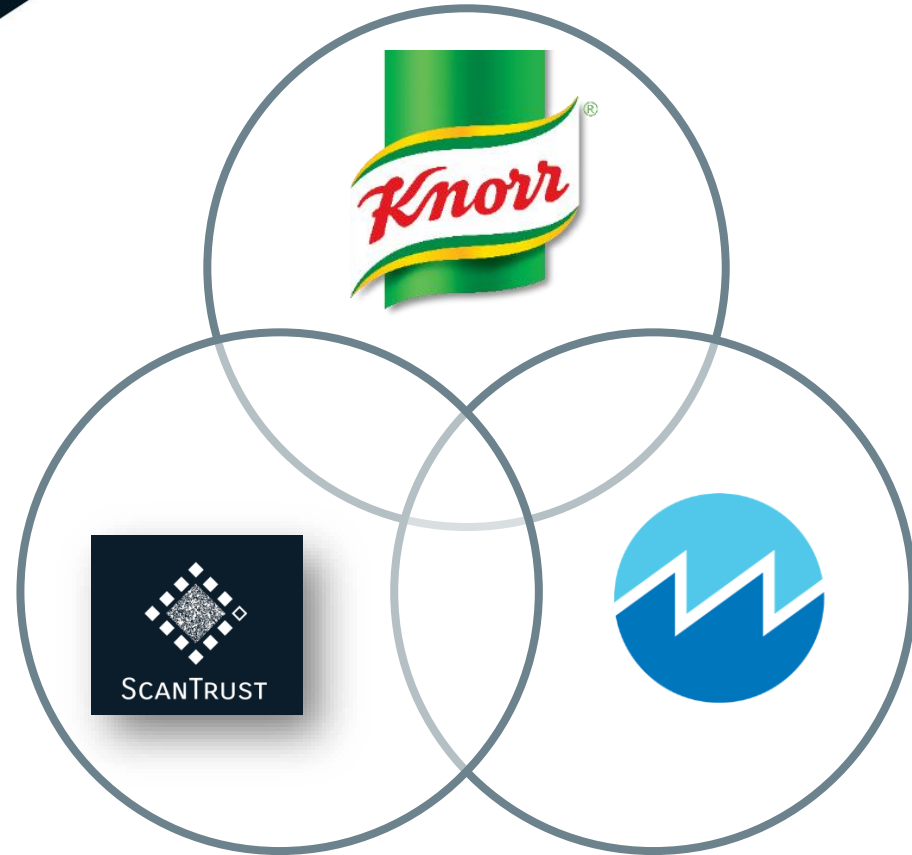
TV & Youtube





Moving Forward

- Strong co-innovation push towards transparency
- Live project with real consumers
- How to achieve speed at scale: potentially billions of codes
- Testing and planning for architecture improvements in enterprise environment



Thank You!

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