Frequentz Overview

Frequentz is a technology leader in providing comprehensive serialized data, complete supply chain traceability, and information management solutions.

Our solutions provide valuable insight into end-to-end supply chains and critical business processes by collecting, storing and analyzing serialized, life history data.

Based in the heart of Palo Alto, CA, we are a capital-backed corporation with funds from a leading Silicon Valley investment firm, credited with the launches of some of the world’s best-known tech companies.

We offer:

- Internal and external traceability expertise
- Enterprise platforms
- An ERP agnostic solution
- Visibility into the chain of custody
- The most powerful EPCIS certified repository

**Mission:** Bringing innovative, leading technology to as many people as possible to ensure customer safety and protect brand integrity.
Business Alliances

- GS1 Alliance
- European Medical Tracing Standards
- European Tracing Committee
- Lab Testing for 5,000+ Food Companies

- European Mobile Food Tracing Application
- Largest OEM Automotive Part Data & Commerce SaaS
- Global OEM Partnership
IRIS Product Overview

How IRIS Was Built
- Built with a standards-based approach defined by GS1
- Events are stored in IRIS and can be securely shared with anyone in a business network to show visibility and movement of an EPC

How IRIS Works
- A repository database that stores event data
- Captures event data to populate the repository and allows for that data to be queried
- Event Data: EPCIS – Electronic Product Code Information Service (Defined by GS1)
- EPCIS: 4 Attributes (in each event) – what, when, where and who
  - What: Unique ID serial number – from a company’s ERP software
  - When: Date and Time
  - Where: GLN – Global Location Number
  - Who: The business operation that the item is passed through

How Mobile Connects to IRIS
- Mobile devices capture event data and push that information into IRIS through an API, XML, or Message Query – mobile devices can access, verify, and be sent data via the same methods
IRIS Platform Overview

- Raw Materials & Raw Produce
- Processing Aggregation, Transformation
- Product Manufacturing & Packaging
- Multiple Distribution Connections & Logistics
- Event Occurrence Through 3PLS
- Dispensaries & Point of Sale
- Customer & Consumer Authentication
- Mobile Integration
Our Key Customers

Life Sciences
- Baxter
- McKesson
- Cardinal Health
- TEVA
- GSMS

Food
- Metro Group
- Earthbound Farm
- ConAgra Foods
- Agro America
- CHIC Foods

Industrial
- Ford
- HONDA
- Du Pont
- Marbelize SA

CPG
- Agro America
Frequentz’s Sustainable Ocean Team

Frankie Terzoli
- 30 years in the seafood business
- 3000 ton USGC licensed Captain
- Award winning Chef and television personality on the Food Network and Bravo TV
- Served as Director of purchasing for Santa Monica seafood
- ISO 22000, HACCP, FSSE, Lead Auditor certified

David Awamleh
- B.A. from Stanford in Business
- 27 years of seafood supply and wholesale experience
- Former Vice President of Del Mar Seafood and Qualy-Pak Seafood
- Relationships with over 100 seafood companies globally
- Strong presence in China, Japan and Australia

John McPherson
- B.S. of Biology from Boston College
- 10 years experience in education of ocean resource management
- Founding Board Member of the Los Angeles Sustainability Collaborative
Rationale

• Managed Fisheries create sustainable fisheries for fishermen and consumers:
  • US Fisheries Management has overseen stock recoveries and increased value to fishermen
  • Ex. Pacific halibut ex-vessel price rose 200% when the fishery moved from derby fishing to Individual Boat Quotas

• Management depends on timely, accurate data collection for ALL seafood entering the market:
  • IMO Vessels have tracking requirements, and US Fisheries employ Observers to verify catch totals.
  • Observer coverage is not 100% in all US Fisheries
  • No current way to monitor and record the catch from smaller vessels. 60% of the data are never captured (where they fished, what they caught, what their by-catch was).

• Consumers and restaurants have created a demand for sustainable seafood. Retailers are responding by requiring product lineage from suppliers (METRO Group, e.g.).

• Meeting consumer demands requires full-chain traceability
How It Works

• Using GS1 standards (not based at source) stored within IRIS, we allow for supply chain transparency in the seafood world.

• myIRIS (the mobile application) will allow data from all vessels (small and large) to record their catch and then start the chain of custody from the capture point. This data will be stored and could be shared with NGOs, government agencies and will be the starting point for supply chain transparency.

• myIRIS validates catch by fishing method, location of catch, species, and species indigenous to the location.

• Mandates in the EU and a new executive order are driving sustainability as a result of consumer outcry.

• Our traceability solution can alert in the case of seafood fraud or recalls due to quality or contamination.

• Our system is non-exclusive (works with any accounting or operating system) and is agnostic (protect consumer privacy).

• Allows traceability costs to be share by all supply chain participants.
## Value Proposition

<table>
<thead>
<tr>
<th>Today</th>
<th>After Deployment of IRIS</th>
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<tbody>
<tr>
<td>Fishermen pay for vessel cargo insurance based upon yearly catch projections</td>
<td>Policies will be automatically generated based upon real-time catch reporting through IRIS</td>
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<tr>
<td>Fishermen and government agencies manually fill out forms</td>
<td>Web services will automate forms, thus saving time and money</td>
</tr>
<tr>
<td>Fishermen are at the mercy of processors who, at times, short pay them. This can occur up to 90 days after they have unloaded their catch</td>
<td>Catch weight verification will be standardized within 24 hours in order for payment processing to proceed</td>
</tr>
<tr>
<td>Academia relies on outdated information purchased from multiple sources; resulting in less than accurate data in assessments and studies</td>
<td>Accurate, current, and real-time data can be made available, while keeping vessel records confidential</td>
</tr>
<tr>
<td>‘Dolphin-Safe’ certification is void on the entire cargo when a mortality has been reported</td>
<td>‘Dolphin-Safe’ certificates issued per set, not per trip</td>
</tr>
<tr>
<td>All species are treated equally regardless of when fished in pristine waters or by responsible methods</td>
<td>Catch certificates will show location (Hawaii vs. Indonesia) and method of catch. This will add value to responsibly caught fish.</td>
</tr>
<tr>
<td>Data is fragmented, not collective -- even by different branches of the same entity (NOAA)</td>
<td>Repository for data gathered for use by multiple agencies (gov’t, non-profit, etc.) and can be queried at-will</td>
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Those Who Stand Behind Us

We have strategically formed relationships with organizations to build our brand awareness and technology as the leader within the industry.
Tangible Benefits Combating IUU Fishing with Frequentz

Partnership:
• Establish U.S. coverage for vessel catch data capture
• Provide a single platform were all incoming data can be analyzed
• Enables data to confidently be validated for consumers
• Use myIRIS infrastructure to connect with other Government agencies
• Allow academia limited access keeping vessel data confidential, to better access global resources

Mobile app provides NOAA:
• Allows data capture at point of catch were observers are not present
• Electronic lot trace to minimize fraud to consumers
• Incentives fisherman to use data capture by proven historical price increase
• Fisherman are able to directly participate in the Oceans future

Additional Benefits:
• Shared Global data
• Global solution for a even fisheries playing field
• Compliance with new EU standards

Secure, scalable and sustainable
NOAA + Frequentz

Creating a More Sustainable Earth

Thank you.