Eat smarter.
Do good.
Increase profits.

Save it all!
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Christoph Müller-Dechent
Founding CEO of FoodLoop, Inc.

3 Years Professional Experience in Media Production

Worked for E-Commerce Pioneer Michael Gleissner at Bigfoot Entertainment

2 Degrees in Media Management
FoodLoop is a B2B2C-Communication platform business with an emphasis on IT-Integration, Multi-Touchpoint Management, Sustainable Lifestyle branding and giving back to society;

Food Retailer POS (Point Of Sale) –Integration & store process optimization on the B2B end;

Positioning as lifestyle loyalty brand to boost customer loyalty leading to bigger baskets, higher frequencies and so far up to 50% reduction of avoidable food waste plus approx 8% new customers on the B2C end;

Improved Triple-Bottom-Line: Consumers + Retailers + Sustainability;
Know Your Dates!

“USE BY” informs you about 
FOOD SAFETY

USE BY: 4 Oct 2016

Mind the date!
Food can be eaten up UNTIL THE END of this date but not after, even if it looks and smells fine

“BEST BEFORE” informs you about 
FOOD QUALITY

BEST BEFORE: 4 Oct 2016

Judge for yourself!
Food can be eaten AFTER this date but it may no longer be at its best quality

Source: EU October 2015, Based on research of Cornell University/USA, May 2015
What do consumers think?

Europeans think that “use by” means:

- The food can be consumed after this date but it may no longer be at its best: 28%
- Don’t know: 1%
- None of these: 3%
- The food will be safe to eat up to this date but should not be eaten past this date: 40%
- It depends on the type of food: 28%

Europeans think that “best before” means:

- The food can be consumed after this date but it may no longer be at its best quality: 47%
- None of these: 3%
- Don’t know: 1%
- The food will be safe to eat up to this date but should not be eaten past this date: 24%
- It depends on the type of food: 25%

At household level, it is estimated that up to 1/3 of food waste is linked to DATE LABELLING on food products.

Source: EU October 2015,
Based on research of Cornell University/USA, May 2015
Consumers know about their role

Source: EU October 2015, Based on research of Cornell University/USA, May 2015
An idea comes through

2009: First contact with food lifecycle of a big market player

2012: Eureka!

2014: First satisfied customer
Example User-Experience „Killer App“

1) Check the app at home or while on the move

2) Research and discover great deals

How-To video:  
http://dw.com/p/1G1sb

3) Pick up the product in the respective store

4) Receive the discount right at the check out
Role-Model Behavior...
However sadly still suboptimal

➔ Retailer’s face the challenge of considering process efficiency!
Succeeding faster by using standards

Innovative symbiosis of established technologies

Digitalized and additional product information by using GS1 DataBar

Standardized IT interfaces, ESB & CI using Association of Retail Technology Standards (ARTS) for safe, scalable and agile software integration.

Optimizing the supply chain through combination of own software development + innovative use of hardware: intelligent pricing labeler + webserver-based receipt printer + scanner
Fresh Foods - 2012
GTIN: from a national structure to an international structure

Prefix National article number Price (in €/weight in kg)

<table>
<thead>
<tr>
<th>Article number</th>
<th>Check digit</th>
<th>Price (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAAA AAAAA</td>
<td>GGG</td>
<td>28%</td>
</tr>
<tr>
<td>AAAA AAAAA</td>
<td>EEE</td>
<td>29%</td>
</tr>
<tr>
<td>AAAA AAAAA</td>
<td>EEE</td>
<td>30%</td>
</tr>
</tbody>
</table>

Will not be used anymore

Comp any prefix GS1

New structure to use (GTIN-13 standard): Solution at Colruyt
Scanner on shelves which shows the exact price

2 Steps for Deployment

Innovative real-time price communication

(Label Size: 5cm x 4cm)

It literally means …
FoodLoop Smart Services

1. Real-time “freshness discount” based on the actual store inventory

2. Digital receipts for customers

3. Personal relationship to one’s shopping-sustainability by receiving feedback on the respective carbon footprint

4. Personalized discounts based on purchase history and individual preferences

5. Household planner, best before warnings, recipes based on purchases

6. Consumer-based local donations of “loops’ to charities
1. **Increased visibility** through 3rd-party FoodLoop
   → Up to **10% new customers**

2. More **efficient management** of product batches
   → Save labor costs

3. Targeted and prompt sale of critical fresh inventory
   → **Less write offs and disposal costs**

4. **Genuine Sustainability improves customer loyalty**
   → Better image, higher customer frequency and receipt size
Vision – Make the most of your food

• Make value chains digital and more transparent

• Decarbonization for manufacturers, retailers and consumers

• Sustainable, reasonable consumption and indulgence

• Cherish your food again

• Triple Win: Ecological, social, economical
Commercialization towards a circular economy - Scale, Brand, Empower every consumer & retailer!
...because the limits of growth are real!

#TastyWorldSaving
Save it all!

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Look out & Product Roadmap: Smarter Fridges
Ways of price lookup

Scanner on shelves which shows the **exact price**

New structure to use (GTIN-13 standard): Solution at Colruyt

Scanner on shelves which shows the **exact price**
Optimizing work processes in food retail stores

1) Create deals “on the fly” and send those to relevant customers in real-time.

1.1 ) Scan products
Choose date + amount with retailer app
Optional: Manually set price reduction

1.2 ) Print DataBar with FoodLoop smart label

1.3 ) Create deal and publish on FoodLoop platform

2 ) Faster checkouts, more customer service
Clearance sales, easy discounts and a digital receipt with customer identification will be registered and transmitted to FoodLoop
Early DataBar Users (1)
Early DataBar Users (2)
Early DataBar Users (3)

LOTTE Hypermarket in South Korea (2012)

Results of pilot project with soy sprouts and milk

Source: GS1 South Korea and LOTTE
Potential savings for retailers

- 3 years Research shows that for an ‘average’ grocer
  - Perishables (Fresh produce, Dairy, Deli and Breads) – are 50% - 65% of total sales
  - Average loss 6% of perishables sales, derived from combination of:
    - Discounting to meet sell-by date
    - Waste due to failure to meet sell-by date
    - Cost of disposal when wasted

  Sunk Cost, already paid for, any recovery goes straight to bottom line

<table>
<thead>
<tr>
<th>Example assuming perishable loss running at 6%</th>
<th>Example assuming perishable loss running at 3%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turnover</td>
<td>Turnover</td>
</tr>
<tr>
<td>£7,515,800,000</td>
<td>£7,515,800,000</td>
</tr>
<tr>
<td>Operating Profit</td>
<td>Operating Profit</td>
</tr>
<tr>
<td>£269,400,000</td>
<td>£269,400,000</td>
</tr>
<tr>
<td>Perishable Turnover</td>
<td>Perishable Turnover</td>
</tr>
<tr>
<td>£3,757,900,000</td>
<td>£3,757,900,000</td>
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<tr>
<td>Perishable Loss @ 6%</td>
<td>Perishable Loss @ 3%</td>
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<tr>
<td>£225,474,000</td>
<td>£112,737,000</td>
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<tr>
<td>DSM Recovery @ 25%</td>
<td>DSM Recovery @ 25%</td>
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<tr>
<td>£56,368,500</td>
<td>£28,184,250</td>
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<tr>
<td>Operating Profit rises to</td>
<td>Operating Profit rises to</td>
</tr>
<tr>
<td>4.2%</td>
<td>3.8%</td>
</tr>
<tr>
<td>21.4% Equivalent Sales Uplift needed to deliver</td>
<td>10.7% Equivalent Sales Uplift needed to deliver</td>
</tr>
<tr>
<td>same Operating Profit impact</td>
<td>same Operating Profit impact</td>
</tr>
</tbody>
</table>

Source: IBM, 2011 “Perishable Waste Webinar”
An Example of OCF Consulting Services

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Not us,...but still kinda cool!

FoodLoop Restaurant at the *Europa-Park*  
FoodLoop cooking-utensile *by fusionbrands*