



# Digital Platform for Product Traceability & Transparency

Shameek Ghosh  
Co-Founder & CEO



# We help our customers keep their promises



For companies that see **increased sustainability demands** as an **opportunity** **TrusTrace** is a **natural choice** and a **mission critical partner** in traceability ensuring a sustainable supply chain

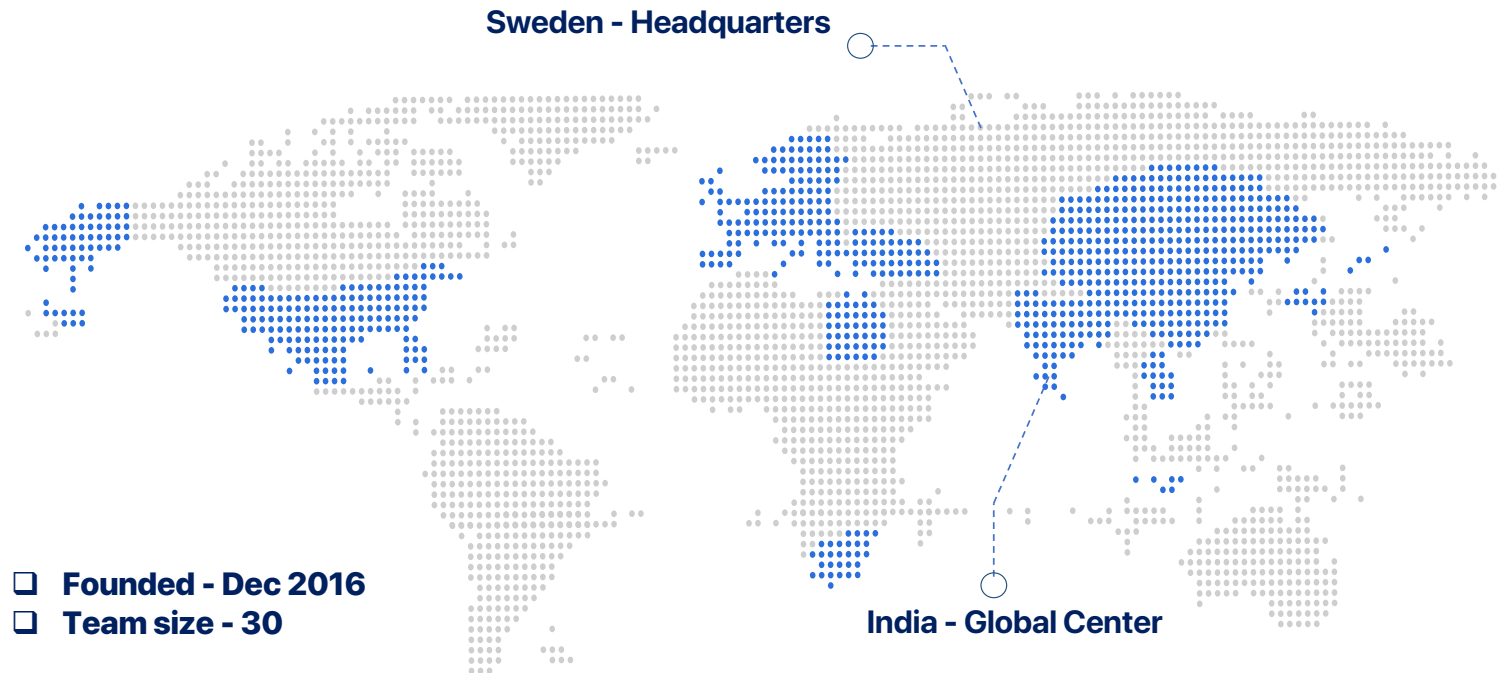
# Fashion & Food focused platform for sustainable brands

**30+**  
Brands

**4000+**  
Suppliers

**23+**  
Countries

**6000**  
Platform Users



 Suppliers Presence



# Product communication is changing fast

## conscious consumers and regulations

Filippa K



Sustainability



Made with LENZING™ TENCEL™, an eco-material

Made from at least 50% LENZING™ TENCEL™ fibers, this item gets our eco-material label to recognise its lower environmental impact. LENZING™ TENCEL™ is a fiber made from wood pulp which, in contrast to conventional viscose, is manufactured using a low toxicity solvent in a "closed loop" process. This means that 99.5% of the chemicals used in the process are recycled again, and again, and again...

ELBOW SLEEVE - Basic T-shirt

RESIDUS  
STOCKHOLM, SWEDEN



LILY ECOZERO DRESS

434 LITRE/KG	1.276 CO <sub>2</sub> /KG	29 230 M <sup>2</sup> /KG	93%	ECOZERO
WATER SAVINGS	CO <sub>2</sub> EMISSION SAVINGS	LAND USE SAVINGS	PRODUCT TRACEABILITY	CERTIFIED FIBER

# Product communication is changing

## sustainability is a big market opportunity



WHERE DO THE INGREDIENTS COME FROM?	
<b>OATS</b>	Origin: Grown in Sweden and Finland. Supplier: Lantmännen Cerealia
<b>RAPESEED OIL</b>	Origin: Austria, EU Supplier: Olio
<b>ACIDITY REGULATOR (DIPOTASSIUM PHOSPHATE)</b>	Origin: France, Spain Supplier: Fosfa
<b>CALCIUM CARBONATE</b>	Origin: Germany Supplier: OMYA
<b>CALCIUM PHOSPHATES</b>	Origin: USA, Tyskland. Supplier: Preyon, Budenheim
<b>SALT</b>	Origin: Denmark. Supplier: Akzo Nobel
<b>VITAMINS</b>	Origin: China, France, USA. Supplier: DSM

**Sustainable, traceable and transparent  
products drive 35% higher sales turnover**



# However, Brands and Retailers struggle to collect and validate deep supply chain data



## Data Complexity

5 Full Time persons for  
€100mn Brand



Prohibitive Costs



## Inaccuracy

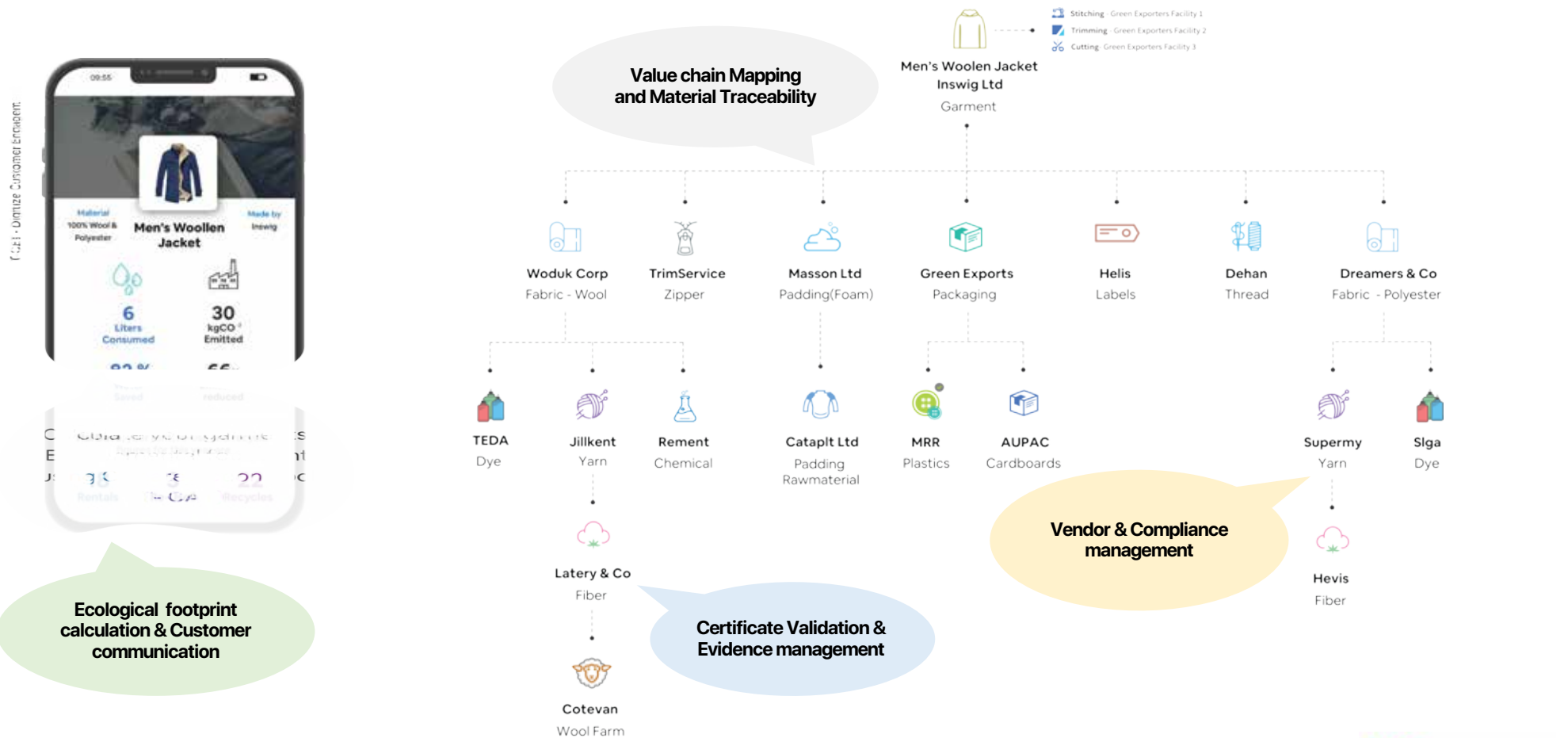
60%++ unvalidated data



Bad data

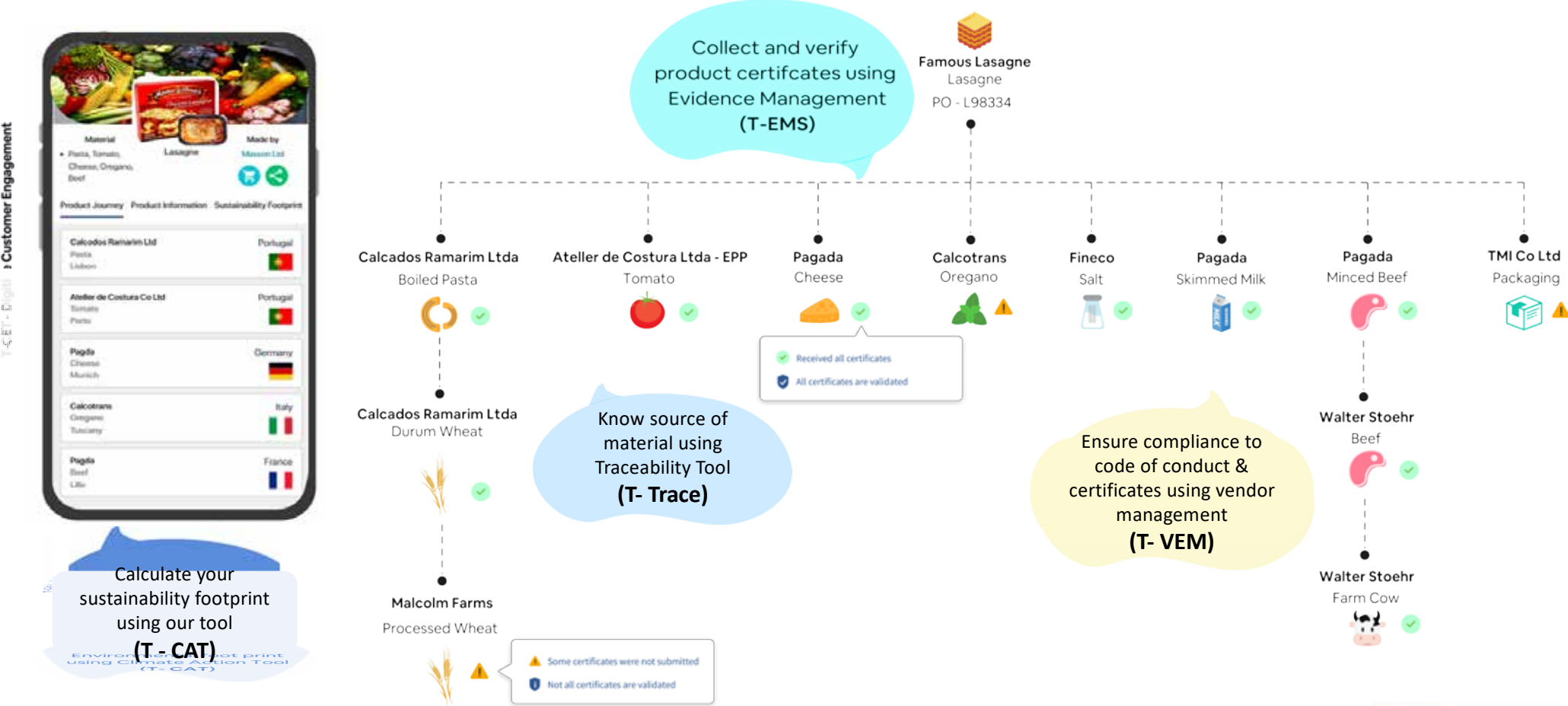


# TrusTrace Platform automates manual tasks





# TrusTrace Platform automates manual tasks



# Deep tech for faster and high quality data with Integrated Traceability Framework

## Applications (Apps)

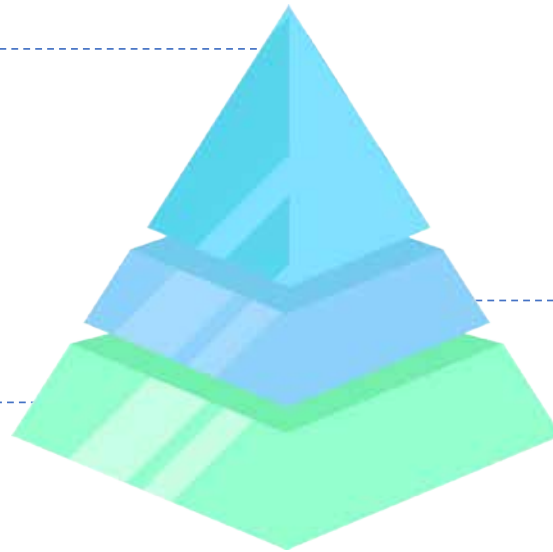
Business Applications that use the data

- **Business use cases**

## Data Collection

BOTS and multichannel data collection

- **Reduce Data collection time by 90%**
- **100% coverage of key products**



## Data Validation

OCR + AI and  
Blockchain ensures  
**96%+ data accuracy**

Partnership led

TrusTrace Proprietary



# Multiple Apps from TrusTrace

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Multiple apps  
can be built or  
integrated  
over the  
supply chain  
data



Material Tracking



Product Safety &  
Recall



Product Footprint  
Calculation



Product compliance and  
labelling



Product  
Communication

# Leaders in Traceability trust TrusTrace

**30+**

Brands

**4000**

Suppliers

**6000**

Platform Users

**25000**

Product Traced



"TrusTrace, supports our partner brand Filippa-K in communicating the product certifications with Zalando."

Salah Said,  
Sustainability at Zalando



"TrusTrace plays a major role to collect data that helps us calculate the impact created by us on the planet."

Eva Karlsson,  
CEO, Houdini

## Customers:

Large Brands: -----

**DECATHLON**

**coop**

**bon  
prix**

**RIVER  
ISLAND**

Brands: -----

Filippa K

A S K  
E T

SEZANE

**ICEBUG**  
SWEDISH TRACTION FOOTWEAR

**FJALL  
RAVEN**

**XHOUDINI**

**VAUDE**

**mini rodini**



**pimkie**

**ROYAL ROBBINS**

**TIERRA**

**TRUSTRACE**

# Global scalability through partnership

Technology & SI: .....



Ecosystem: .....



Investors: .....



# More than 2 decades of Experience in rolling out large digital solutions globally

- ✓ Strong expertise in CPG domain
- ✓ Distributed team of 30+ passionate people across Europe & Asia
- ✓ Prior expertise in Track & Trace solution in other industries



**Sara Wimmercanz**  
Chairman



**Shameek Ghosh**  
CEO



**Saravanan Parisutham**  
COO



**Hrishikesh Rajan**  
CSO



**Madhava Venkatesh**  
CTO



**Sussane Najafi**  
Director

# Strong Advisory Team from industry

## Sustainability Leaders



**Elin Larsson**

- Sustainability Expert
- Program Director at RE:Source
- Ex Filippa K



**Eva Karlsson**

- CEO, Houdini Sportswear
- Industry voice on Sustainability in Fashion

## Industry Experts



**Michael Lemner**

- Retail Industry veteran from H&M
- Board member of various retail companies



**Linda Bergsten**

- Pharma Expert
- Ex-Novartis and Ex-Astra Zeneca
- Passionate about Environment

## Strategy Experts



**Marianne Uddman**

- Founder, Entrepreneur
- Mentor, Investor
- Ex-ABInBev



**Martin Gumpert**

- CEO, Cellotone
- Ex-Garbergs (founder)
- Ex-Unilever



# Rewards & Recognition

## Accelerator Programs -----



## Awards & Recognition: -----

### Fashion Tech Traceability



# Why TrusTrace?



**Fit for purpose  
solution**



**Experience in large scale  
rollout & CPG industry**



**Global presence &  
domain expertise**



**Strong customer  
focus & support**

# Are **YOU** a game changer?



Work with us to make  
products more transparent



Invest in us to accelerate  
the journey towards more  
sustainable products

[shameek.ghosh@trustrace.com](mailto:shameek.ghosh@trustrace.com)

+46768092899





**Making the world a  
better place to live in,  
one product at a time**