Reimagine & Transform Food labeling & Distribution into a Food Services ecosystem

THE DIGITAL MANDATE

• **Digitize ineffective communication** channels between food services restaurants, kitchens & corporate

• **Need for innovation** in the food services ecosystem while ensuring safety

• **Unlock newer sources of value** through interactions with food service providers

• **Direct to Kitchens** - Menus, ingredients, recipe updates

• **Empower kitchen staff** through adaptive and self learning platform

• **Create newer business models** & revenue streams through kitchen automation

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*With kitchen automation solutions, food service businesses can run better, safer, and more efficiently.*

EVP of Product Development & Marketing, Client Organization
Reimagine – To a Food Services Platform Ecosystem

THE PLATFORMATION WAY
- Client, Restaurants, Food Services chains
- Non commercial kitchens, Apps providers
- 3rd party value added services partners (Nutritics etc)
- Value exchange - Food labels, food safety & nutritional information, recipes etc

PLATFORMS & ECOSYSTEMS

DIGITIZE THE KITCHEN
Unique approach to reimagine the food services ecosystem
Enterprise Apps Store for personalized experience
Straight through food label & nutrition data

FOOD SERVICES ECOSYSTEM
Multi-tenant cloud based platform
Growing ecosystem of multiple restaurants & kitchens
Value added propositions around nutrition data etc to enrich customer experience

EFFICIENCIES TO SCALE
Automation @scale
Ubiquitous access to data & labelling in kitchens
Centralized hub for corporate users to share data
On Demand mobile interventions to print food labels etc

OPEN INNOVATION
New revenue streams by monetizing devices & hardware
Open ecosystem of partners, food service chains, restaurants, nutrition SMEs & consumers
Newer business models in the food services space

FOOD SERVICES ECOSYSTEM
- Corporate Kitchens
- Mobile App Ecosystem
- Ancillary Service Providers
- Food Service Chains & Kitchens

THE PLATFORMATION WAY
- Client, Restaurants, Food Services chains
- Non commercial kitchens, Apps providers
- 3rd party value added services partners (Nutritics etc)
- Value exchange - Food labels, food safety & nutritional information, recipes etc
Unlock Newer Sources of Value Creation

### DIGITAL THROUGH PLATFORMIZATION

<table>
<thead>
<tr>
<th>OPEN</th>
<th>SCALABLE</th>
<th>CONNECTED</th>
<th>INTELLIGENT</th>
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</thead>
<tbody>
<tr>
<td>- Open Industry standards &amp; Enterprise App Store</td>
<td>- Cloud enabled food services ecosystem</td>
<td>- Cloud-enabled, connected restaurants across food services</td>
<td>- Self learning &amp; curation of nutritional &amp; safety data</td>
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<td>- Seamless integration with ecosystem participants</td>
<td>- Rapid provisioning of restaurant chains</td>
<td>- Ubiquitous access through kitchen mobile apps</td>
<td>- Real-time data visibility across the ecosystem</td>
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<td>- Service providers to enhance value creation in the ecosystem</td>
<td>- Plug &amp; play of newer restaurants or food services models into the platform</td>
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<td>- Propensity to create newer recipes’ mix leveraging data insights</td>
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### CORE FOOD SERVICES ECOSYSTEM

**VALUE EXCHANGE**
Nutritional, Food labels, Safety info, Recipes etc

**NEXGEN & FUTURISTIC**
Empower consumers to make better food choices

### GROWTH & TRANSFORMATION

**RAPID ONBOARDING OF PARTICIPANTS**
New kitchens and restaurant chains to platform

**CONTEXTUAL DATA AT THE POINT OF USE**
To kitchen staff through mobile apps

### EFFICIENCY & COST TO SCALE

**FASTER PROPOGATION & TIME-TO-BROADCAST**
From HQs to kitchens through cloud-based platform

**IMPROVED DATA SYNCHRONIZATION & CONTROL**
Real time data availability & matching for predictive insights

### INNOVATIVE BUSINESS MODELS

**NEWER REVENUE MODELS**
From sale of custom tablets and thermal printers

**OPEN SERVICE INNOVATION**
By accommodating 3rd party apps and external services integrations

### 6-9 months FOR RETURN ON INVESTMENT
-- as quoted by an end-customer

### 35,000 KITCHENS
-- projected to benefit in phase-1