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## **Germany's METRO Group and Frequentz, Inc. Form Strategic Global Partnership**

*Frequentz to provide supply chain **traceability solutions** for one of the world's largest retailers to ensure transparency across pharmaceuticals, seafood and produce*

**Palo Alto, CA** – March 24, 2015 – METRO Group, one of the largest retailers in the world, has partnered with Frequentz Inc., a global leader and champion of end-to-end visibility, in a strategic move that will help the retailer continue growing exponentially by building customer trust through supply chain transparency. Frequentz's robust **track and trace** system will provide METRO with the tools it needs to effectively monitor pharmaceuticals, seafood and produce across stores in 31 countries.

As pioneers in drafting the EU mandate for traceability and champions of sustainability focused initiatives like combatting illegal, unreported and unregulated fishing, METRO is poised to have a significant global impact by adopting Frequentz's technology. Frequentz's system is not solely reliant on GS1 standards but adaptable to all companies regardless of standards deployed, simplifying international traceability.

"We chose to align ourselves with Frequentz for many reasons," said Hans Juergen Matern, Vice President, Head of Corporate Sustainability and Regulatory Affairs, METRO Group. "They have given us a tool that supports our business globally by providing valuable insights into our supply chain, while demonstrating to our customers that we care about ensuring the authenticity of their purchase. Frequentz's track and trace technology also allows us to have peace of mind that our products are sustainably sourced, especially as it relates to **seafood traceability**. These were all critical criteria when we chose our strategic partner and Frequentz delivered on all fronts."

As an international retailer powerhouse, METRO has over 2,200 locations, a quarter million employees, 50,000 unique products and 30 million loyalty program members, with an impressive 63 billion Euros in 2014 sales. Frequentz's global



product tracking software will be instrumental in improving productivity, product quality and profitability by providing comprehensive data across all their locations. The technology's food supply chain management abilities will also help the retailer quickly react to recalls.

### **About Frequentz**

Frequentz is a global leader and champion of end-to-end visibility, offering comprehensive traceability, serialization and information management technologies. Their transformative tools bolster businesses and brand reputations by improving productivity, product quality, and profitability. To accomplish this, Frequentz provides valuable insight into end-to-end supply chains, and critical business processes by collecting, storing and analyzing serialized, life history data. Applications of its software are currently used in the life sciences, agricultural, fishery and sustainability, retail, and automotive industries worldwide and promote intelligent analytics and consumer safety. For more information visit [www.frequentz.com](http://www.frequentz.com).

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