

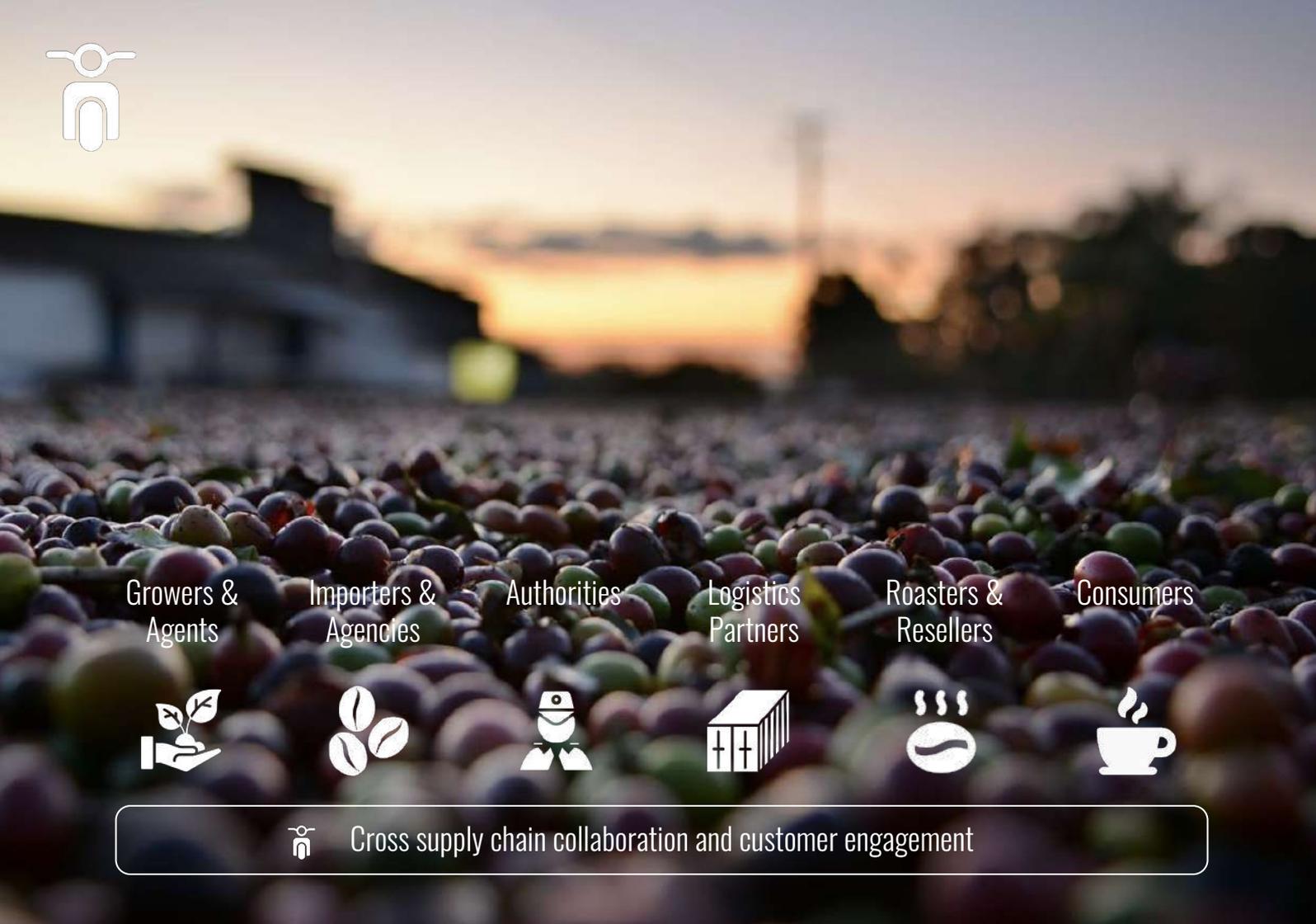


Smarter COFFEE

Supply Chains by Rfider

Learn more at www.rfider.com

© Rfider Limited Auckland, New Zealand



Growers & Agents



Importers & Agencies



Authorities



Logistics Partners



Roasters & Resellers

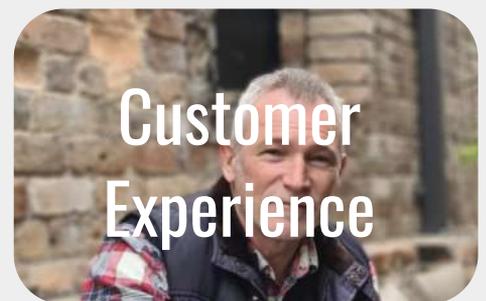


Consumers



Cross supply chain collaboration and customer engagement

When your customers are demanding full origin, sustainability and quality transparency, Rfider provides the tools to get the job done and more.



Ready To Go

Rfider is provided as a software-as-a-service solution with powerful capabilities and pricing tiered to your usage, so you'll only ever be charged for what you use.



Modern, Mobile & Scalable

Empower your staff, supply-chain partners and customers with powerful mobile based tools, crafted from a user centric design philosophy.



Highly Configurable

Meet your existing and future needs with easily configured tools which require no coding, including the type of data you store, retention policies and more.



Secure Data Management

Rfider is a cloud based solution with bank level security, allowing your organisation to capture, secure and share your data like never before.

Learn more at www.rfider.com

© Rfider Limited Auckland, New Zealand

Rfider makes transparency, collaboration across supply chains and digital customer experience easier for coffee brands.

Provide your customers with the digital experiences they expect from leading brands. Ultra-convenient verification of ingredients, product authenticity and history of each bag, along with everything needed to enjoy your coffee its fullest, including responsible disposal of packaging.

Empower your team members and supply chain partners to perform their brand-in-hand and location specific tasks faster and to your highest standards with Rfider's modern mobile first field services tools.



- ✓ Easy to use mobile app and web based tools optimise the QA processes and data capture.

✓ Eliminate time consuming and error prone paper based processes across the testing process.
- ✓ Share and connect with your customers during bean evaluation through to roasting.

✓ Multi-language content to support and engage with your global customers.
- ✓ Real-time global reporting and management dashboard to reduce response times.

✓ Speed up business operations and transform your customer communications.

Customer Services

Modernise, streamline and standardise your brand-in-hand services.

- Product authenticity checks & safety announcements
- Product information, promotions and enquiries
- Returns initiation and tracking
- Item or lot level content configuration
- Channel specific co-branding and experiences
- Re-ordering and merchandising
- and more....

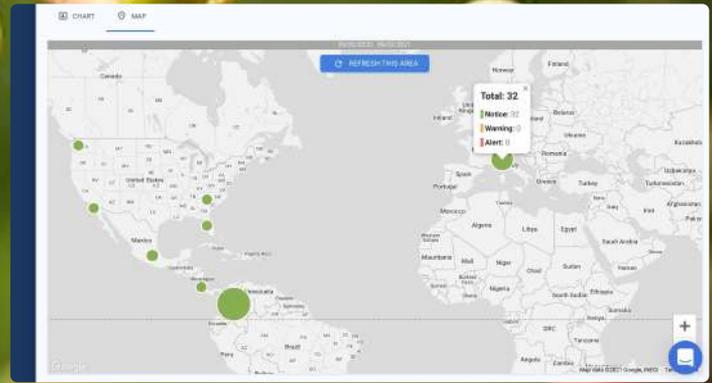
Business Tasks

Standardise, mobilise and enforce business your everyday tasks across your teams and partners.

- Certificate of analysis
- Green bean QA assessment
- Goods-In & Goods-Out Inspection
- Storage inspections & facilities preparation
- Returns initiation and tracking
- Shipping container management tasks
- and more....

Learn more at www.rfider.com

© Rfider Limited Auckland, New Zealand



Colombian coffee innovator MasterCol is bringing new origins, new flavors and new stories to coffee drinkers around the world. And that's just the start.

Mastercol is an innovative Colombian coffee business with a focus on sustainability, ecological principles and exceptional quality. They work with producers in remote and difficult to access areas to not only provide a much needed channel to market, but also access to production, quality assurance and marketing expertise.

Customers choose Mastercol products, not only because of their quality and credentials, but also because of the bespoke and highly flexible services offered by the Mastercol team, including the consolidation of different origins and types of coffee, special packaging and branding support.

Natalia Mejia, Mastercol's founder and CEO, wanted to make it as easy as possible for her customers to have a view into the unique story, characteristics and journey of every bag of coffee sold or sample sent. And in doing so, provide her customers with the information they needed to make informed purchasing decisions. It was also paramount that this be done in an engaging, efficient, emotive and differentiated way.

Using Rfider's powerful administration platform the customer experience, services and information of each item are tailored by Mastercol to meet their operational needs. Mastercol customers can now instantly access product information, digital customer services and a detailed item history using only their mobile phones.

Mastercol were up and running in no time, providing an exemplary digital experience and advanced supply-chain collaboration tools for their customers without the need for expensive IT integrations, application resources or management overheads.

Rfider's cost effective approach to item and customer engagement, is just the beginning. Frequently performed tasks such as quality assurance checks can also be shared along supply chains, accessed through Rfider's mobile apps and instantly made available to business operations teams.

Rfider is provided as a turn-key monthly subscription, plus usage fees. And includes 24/7 anti-counterfeiting protection, team collaboration tools, consumer engagement tools and access to Rfider's advanced administration suite. This highly intuitive software is easy to use, keeping operational overheads to a minimal and requiring only a quick tutorial to become a proficient user.

"Mastercol are combining transparency with digital age convenience to not only provide a better product, but to fundamentally change the experience for customers and consumers alike". John Pennington, CEO Rfider Limited.

visit www.rfider.com

How will you use Rfider?

High Level Goals

- Lower cost to serve as well as complete tasks
- Less wastage, damage and injury
- Elimination or reduction of administration
- Faster rollout of changes, processes, alerts and services
- Better customer engagement and improved sales
- Reduction of executive and director risk

Inbound Logistics

The warehouse and back office processes related to receiving, storing, and distributing.

- Reduced task times
- Communication efficiencies
- Reduced errors & injuries

Operations

The quality assurance activities you conduct to add value to your product.

- Reduced task times
- Reduced errors
- Eliminates doc. Search
- Communication efficiencies
- Reduced resolution times
- Improved quality assurance
- Less inventory wastage
- Safer product usage

Outbound Logistics

Collection, storage and distribution activities that get your product to your customers.

- Reduced task times
- Communication efficiencies
- Reduced errors & injuries

Marketing & Sales

Communicating to your customers how your product is better and why they should choose it over alternatives in market.

- Communications efficiencies
- Process efficiencies
- Innovative promotions
- Proactive issue resolution
- Better decision making
- Provide value-added services

Customer Benefits

- Faster resolutions & ordering
- Improved decision making
- Faster access to information
- Provenance and transparency

Customer Service

All the activities that you do ensure the value of your product is realised by your customers.

- Faster resolutions
- Better decision making
- Faster access to information

Customer Benefits

- Faster resolutions & ordering
- Better decision making
- Less inventory wastage
- Access value-added services

Our responsibility doesn't end with a sale. Does yours?



Rfider's cloud based platform provides out of the box functionality which can assist you and your commercial chain partners in meeting your extended producer responsibility(EPR) obligations.

As a CleanTech provider we are committed to reducing negative environmental impacts by helping businesses increase the useful lifespan of their products and ensure that recycling opportunities are realised.

What is Extended Producer Responsibility?

Faced with increasing amounts of waste, governments are placing the responsibility for the post-consumer phase of certain goods on producers.

Extended Producer Responsibility (EPR) is a policy approach under which producers are given a significant responsibility – financial and/or physical – for the treatment or disposal of post-consumer products.



How Rfider helps you

- Provide easier and faster connection with local recyclers and other providers to extend a product's useful life or reduce its environmental impact.
- Communications and environmental related education for commercial chain partners and consumers.
- Cross commercial chain and reverse logistics communications, initiation, tracking and reporting of product and packaging.
- Education, to reduce waste, as well as tools for capturing and reporting on associated compliance events.
- Blockchain enablement where an immutable public or pan commercial record is required or mandated.

Learn more at www.rfider.com

© Rfider Limited Auckland, New Zealand



Rfider Ltd is a New Zealand based software-as-a-service business focused on powering smarter supply chains. Our innovative platform addresses a market demand for safer products, counterfeit protection, greater transparency and digital age convenience.

Our customers participate in complex global supply-chains with a wide range of products and services. On the industry side, we tend to work with those competing through transparency on origin, ethical practices, sustainability and quality.

**ARRANGE A
DEMONSTRATION TODAY**

silverio@rfider.com

Suite 11, 160 Broadway
Auckland
New Zealand

www.rfider.com