



March 2014

The background of the slide is a vibrant orange with a complex, abstract pattern. Large, semi-transparent numbers (0, 1, 2, 3, 4, 5, 6, 7, 8, 9) are scattered across the background. Overlaid on these numbers are several thin, white, glowing circles of varying sizes, some of which intersect with the numbers and each other, creating a sense of depth and movement.

AGENDA

1. ABOUT SAPHETY

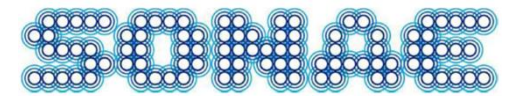
2. WHY AGGREGATOR

- Legal Issues (Europe)
- Several Data Sources
- Standards

3. SAPHETY AGGREGATOR

4. BENEFITS

THE GLOBAL ORGANIZATION



SONAE MC & SONAE SR

Food and Specialized Retail

SONAESIERRA

Shopping Centres

SONAE COM

Telecom, SSI & Media

SONAE RP

Retail Real Estate

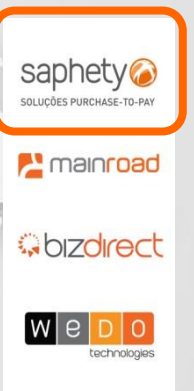
INVESTMENT MANAGEMENT



Telecommunications



Media



SSI

SONAE GROUP

FINANCIAL PERFORMANCE | 2012

TURNOVER

5,379M€

RECURRENT EBITDA

597M€

FINANCIAL NET DEBT

1.816M€

DIRECT NET INCOME

144M€

CAPEX

292M€

EMPLOYEES

43,268

SONAE IS THE LARGEST PRIVATE
NON FINANCIAL GROUP IN PORTUGAL

SAPHETY

DATA SHEET

Foundation Date: December 2000 | 12 years of experience

Shareholder: Sonaecom (86.99%), AITEC (7.83%) and BPI (5.17%)

Turnover in 2012: 7.1M€

Number of customers: 6,800 corporate customers

Users in Saphety platforms: > 70,000

Saphety solutions used in: 20 countries

E-Invoices in archival: >35 Million

Transactions in 2012: > 60 Million





MAIN OFFICE

PROJECTS

PARTNERS

SUPPORT OFFICES



ABOUT US

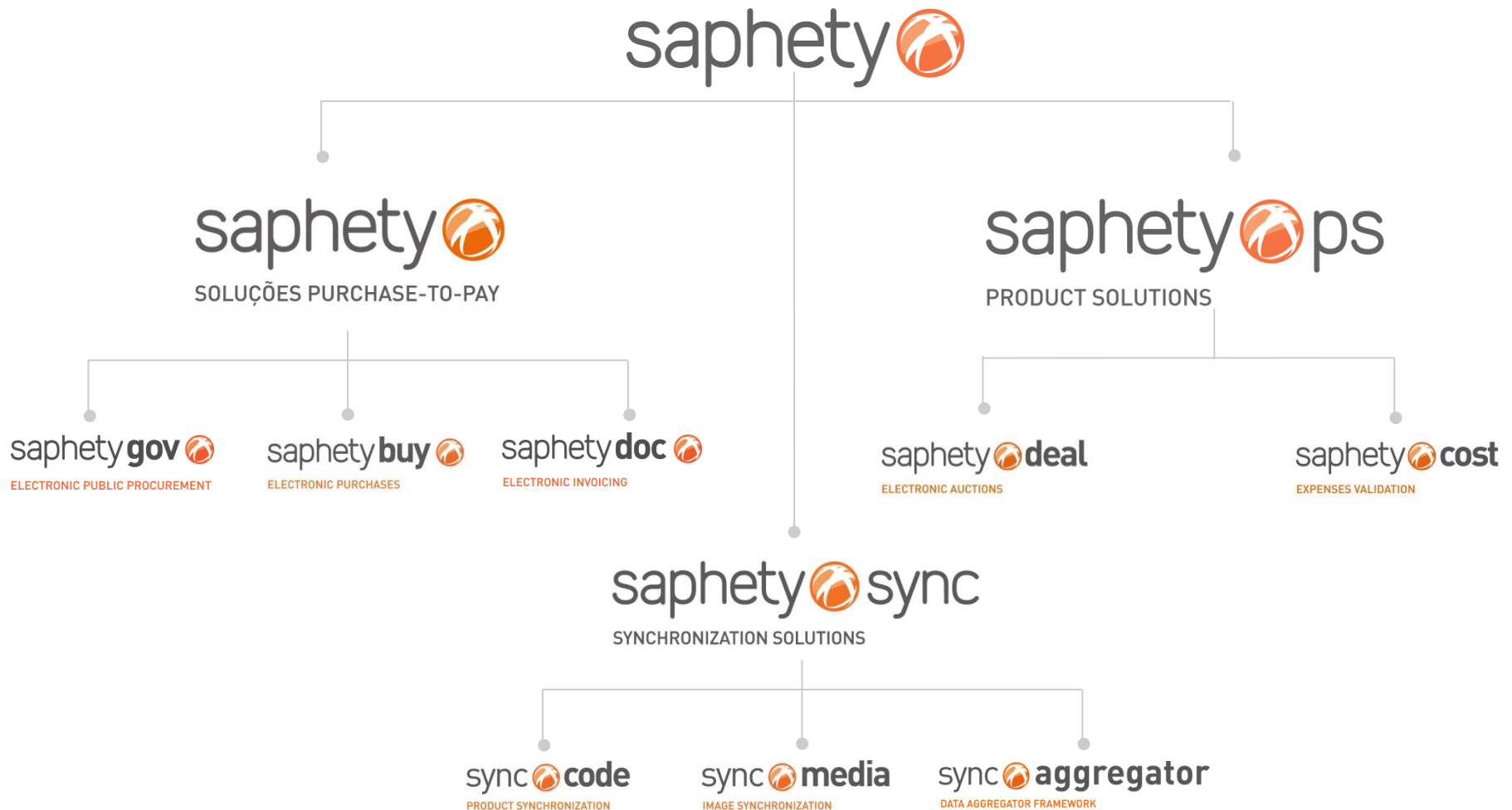
MISSION

Helping our customers to continuously improve their business processes by offering top level technological solutions to ensure cost reduction, efficiency, innovation and sustainability.

VISION

Strategic focus on continuous evolution of our platforms supplying innovative solutions to meet the market's needs and to support our customers in automation and automating their business processes.

GLOBAL OFFER



AGENDA

1. ABOUT SAPHETY
2. WHY AGGREGATOR
 - Legal Issues (Europe)
 - Several Data Sources
 - Standards
3. SAPHETY AGGREGATOR
4. BENEFITS

WHY AGGREGATOR?

Aggregator is the Solution that enable users to receive data and image from a DataEntry, including quality control processes, and load B2B2C eSeller applications (web and mobile).

- Consumer' demand for more (e.g. Nutritional information, ingredients, allergens) and trustworthy data;
- Third party IAPs want to provide data to the consumer, but often this data is not available;
- Food Information to Consumer (EU '14) regulation;
- GDSN does not talk to the consumer, neither to third parties (e.g. IAPs);
- B2C is not a GDSN transaction (real-time vs. pub/sub mechanism);
- B2B = mass quantity, B2C = 1 by 1 request;
- Not possible to connect an item with image in GDSN (even though it is an important identification criteria for consumers!).

WHY AGGREGATOR?

Legal issues - EUROPEAN FIR 1169/2011

- The European law will come into force in December 2014 in all UE Member States;
- It requires that a significant amount of food information to be available to the consumer before occurring the purchasing of pre-packed food on a website;
- If the information is not available, the pre-packed food cannot be sold on a website/mobile;
- Co-operation between the brand owner and on-line retailer will be required to ensure that accurate and complete mandatory food information is available to comply with the law.

WHY AGGREGATOR?

EUROPEAN FIR 1169/2011 - Requirements

The information that must be provided on any selling website free of charge at the point of purchase to a consumer covers over 40 attributes including:

- The name of the product;
- The list of ingredients;
- The quantity of certain ingredients or categories of ingredients;
- Allergens;
- The net quantity of food;
- The net weight;
- Any special storage conditions and/or conditions of use
- The name or business name and address of the food business operator
- The country of origin or place of provenance
- Instructions for use where it would be difficult to make appropriate use of the food in the absence of such instructions
- With respect to beverages containing more than 1,2 % by volume of alcohol, the actual alcoholic strength by volume;
- A nutrition declaration
- Additional particulars
- Number of servings per package
- Hallmarks
- Claims

WHY AGGREGATOR

Legal issues - Impact

- All Brand owners must have all 'digital labels' shared with all their retailers by December 2014;
- It is not sufficient to have the 'digital label' available in the brand owner website: On-line retailers will demand that information to be sent to them;
- Many Brand Owners cannot provide 'digital label' attributes directly from their systems: they will need to find 'temporary' solutions to capture the data through 3rd party content providers;
- The work to be done in less than 2 years is immense:
- Brand Owners preparing all their digital labels;
- Creating the infrastructure to capture the data (either via 3rd party content providers or MOs);
- Capturing & validating the data by Brand Owners;
- Retailers integrating the data in their on-line shops;
- GS1, CGF and the European Associations (e.g. AIM, Eurocommerce, etc.) have the responsibility of making this project a priority in Europe and lead and facilitate the work for the sector NOW;

AGENDA

1. ABOUT SAPHETY
2. WHY AGGREGATOR
 - Legal Issues (Europe)
 - Several Data Sources
 - Standards
3. SAPHETY AGGREGATOR
4. BENEFITS

WHY AGGREGATOR

Several Data Sources

- Brand Owners have information disperse in several data sources:
 - Data pool implementation;
 - Multiple ERPS;
 - Different information depending on target market;
 - Volatility of information;
- Brand Owners must control every source of information
- Risk of incorrect/out-of-date information will increase...

The background of the slide is a vibrant orange with a complex, abstract pattern. Large, semi-transparent numbers (0, 1, 2, 3, 4, 5, 6, 7, 8, 9) are scattered across the background. Overlaid on these numbers are several thin, white, glowing circles of varying sizes, some of which intersect with the numbers. The overall effect is a modern, high-tech aesthetic.

AGENDA

1. ABOUT SAPHETY

2. WHY AGGREGATOR

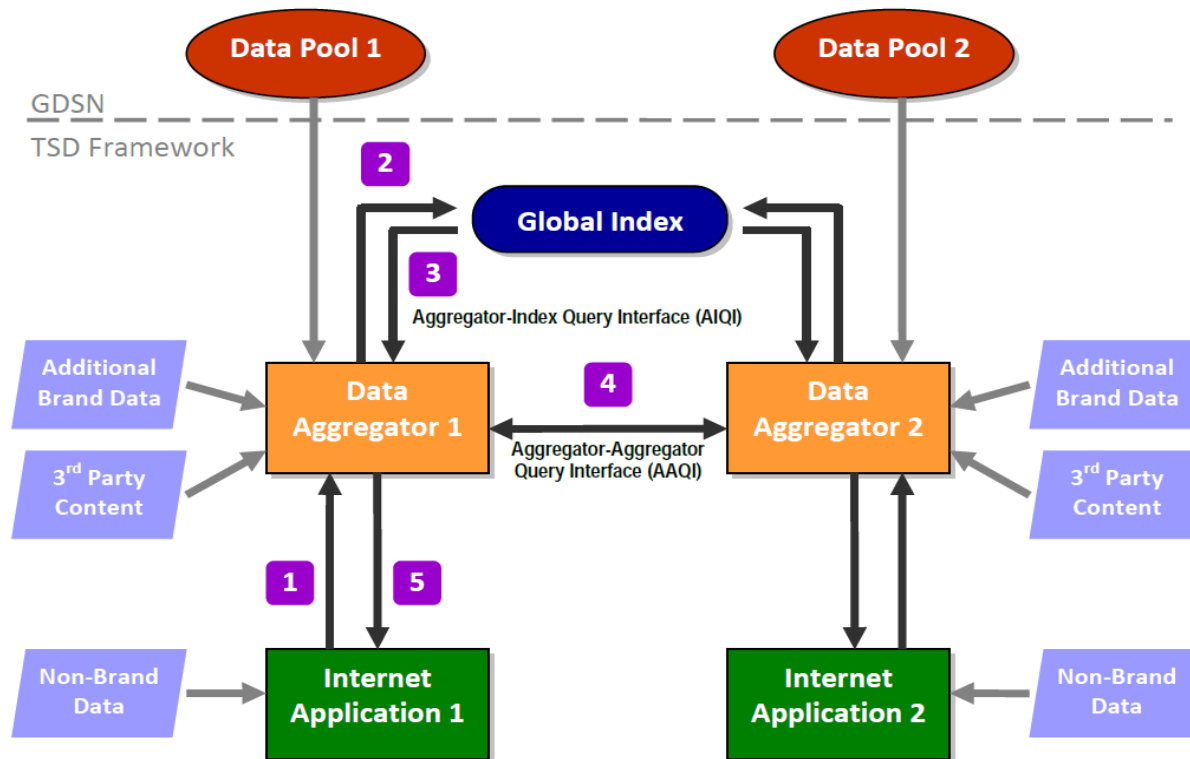
- Legal Issues (Europe)
- Several Data Sources
- Standards

3. SAPHETY AGGREGATOR

4. BENEFITS

WHY AGGREGATOR

Standards - GS1 Source



The aim of the GS1 Source framework is to support the communication of authentic and accurate product data by brand owners to consumers/shoppers, retailers, internet applications, and government using internet and mobile devices.

The background of the slide is a vibrant orange with a complex, abstract pattern. Large, semi-transparent numbers (0, 1, 2, 3, 4, 5, 6, 7, 8, 9) are scattered across the background. Overlaid on these numbers are several thin, white, glowing circles of varying sizes, some of which intersect with the numbers. The overall effect is a dynamic and modern aesthetic.

AGENDA

1. ABOUT SAPHETY

2. WHY AGGREGATOR

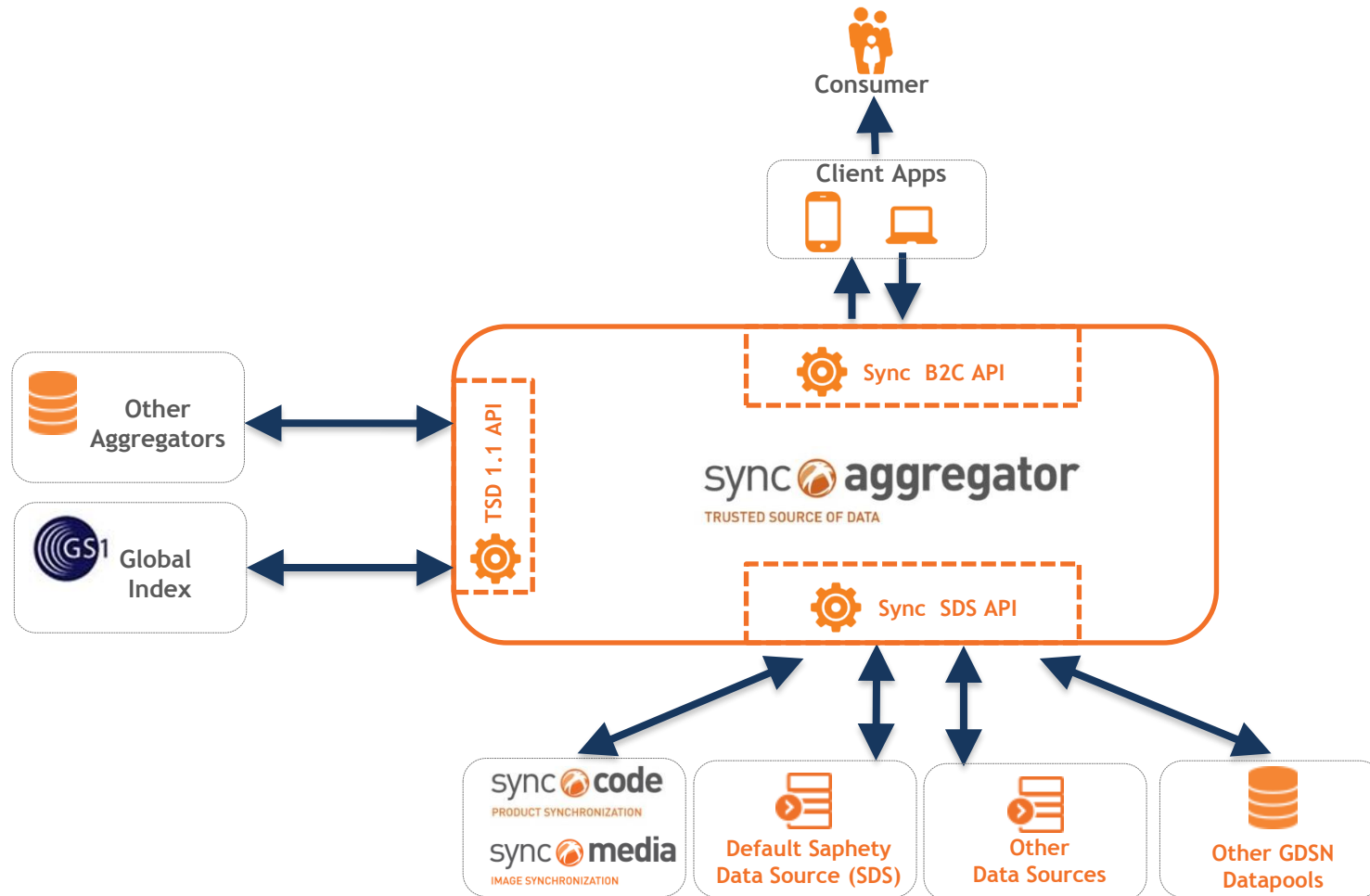
- Legal Issues (Europe)
- Several Data Sources
- Standards

3. SAPHETY AGGREGATOR

4. BENEFITS

SAPHETY AGGREGATOR

Conceptual Model



SAPHETY AGGREGATOR

Core Modules (I)

Sync aggregator will have a local database and a back office online tool, for data management.

The core modules will manage all the information stored locally.

The information will be managed by manufacturer using a Data Entry module, that will allow manufacturers to create and update product relevant information on an authenticated website.

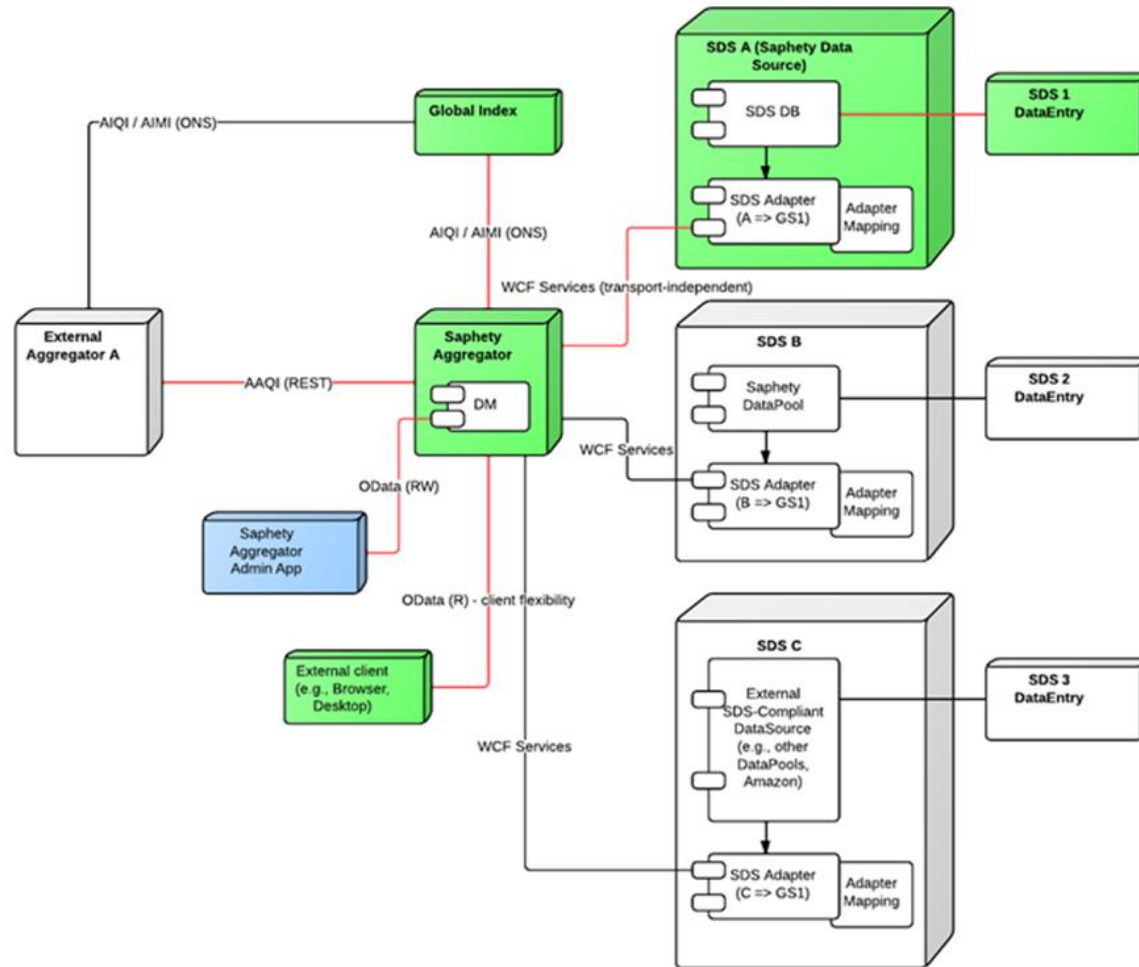
The information will be stored on different product data module types, for better integration with external tool and better evolution capabilities.

The product Data Log will keep a track of every request of information from B2C, creating valuable information that can be made available for manufactures and retailers for analytic purposes.



SAPHETY AGGREGATOR

Core Modules (II)



SAPHETY AGGREGATOR

Core Modules (III)- Back office capabilities



Test Aggregator's & API's connections

Setup aggregator's connections, reports & statistics

SAPHETY AGGREGATOR

Data Entry (I)

Saphety Aggregator allows Brand Owners (Manufacturers or Retailers) to create and update general product information in Sync Aggregator. The information that is managed is:

- Standard Product Information: GTIN, Country Code, Language Code, Service Reference, ...
- Basic Product Information: Product Name, Consumer Marketing Description, GPC Category Code, Brand Name Information, ...
- Nutritional Product Information: Preparation State Code, daily Value Intake Reference, serving Size Description, nutrient Basis Quantity, nutrient Detail;
- Media Information: Product images, videos, documents (user manuals)...

Brand Owners



SAPHETY AGGREGATOR

Data Entry (II)

Data Entry Web user interface is user friendly and self explanatory, i.e. allows its utilization in a natural and intuitive way, providing a good user experience. Furthermore it is designed to fit the end users, which most often are non technical personnel;

All fields are subject of JIT validations, informing and helping users filling in the data;

Whenever needed drag and drop is enabled (e.g. to add images);

The access to and management of the item information is controlled, based on user roles and permissions, allowing that sections of the item data are managed by different users and ensuring each user can only do and work on the information that is authorized for (e.g. a company may decide that each different sections of the information - basic, nutritional, standards - is managed and maintained by a different person);

Brand Owners



Web
Interface



XML
Webservice

SAPHETY AGGREGATOR

Data Entry (III)

NEW PRODUCT

Create a new aggregator, the tool takes advantage of the following: In order to, the aggregator has a concept, a set, a set of a set.

GLOBAL RECORD INFORMATION

All fields marked with * are required

GTIN* Provider*

Target Market* Duration*

Type* Name*

Save Cancel

Web interface for manual data entry of product information

Follow the status of published products

Products

Listed below are all products inserted by you.

Edit Delete Options

GTIN	Brand Name	Name	Changed
00000000000112	Meat/Poultry/Game/Batrachian - Unpr		Published 2008-05-05 18:02:11
00000000001009	Textual/Printed/Reference Materials		Published 2008-05-30 11:01:04
000000100000088	000000100000088		Pending 2012-12-14 17:00:25
00000000000779	Sweden_TT4_5_10	Sweden Item 3	Published 2009-12-15 16:13:02
00000000000779	Sweden_TT4_5_10	Sweden Item 3	Pending 2009-12-15 16:13:02
00000000000786	Sweden_TT4_5_10	Sweden Item 4	Published 2008-04-30 17:43:14
00000000000793	Sweden_TT6	Sweden Item 5	Published 2009-11-20 16:58:36
00000000000809	Sweden_TT6	Sweden Item 6	Rejected 2010-01-29 11:38:39
00000000000809	Sweden_TT6	Sweden Item 6	Published 2008-05-02 16:25:48
00000000000816	Sweden_TT6	Sweden Item 7	Published 2008-05-05 16:49:47
00000000000823	Coca-Cola	Coca Cola to Swedish market	Pending 2011-12-15 17:07:01
00000000000823	GS1Sweden_5.6	Sweden Item 8	Published 2008-05-05 16:37:12
00000000000779	Sweden_TT4_5_10	Sweden Item 3	Pending 2009-12-15 16:13:02
00000000000786	Sweden_TT4_5_10	Sweden Item 4	Published 2008-04-30 17:43:14
00000000000793	Sweden_TT6	Sweden Item 5	Published 2009-11-20 16:58:36
00000000000809	Sweden_TT6	Sweden Item 6	Rejected 2010-01-29 11:38:39

1 item selected

Brand Owners

Web Interface

XML Webservice

SAPHETY AGGREGATOR

Integration API

Saphety Aggregator Integration API will be the most valuable module of the solution. It will handle all the communication of Saphety aggregator solution with external parties, like other Data Aggregator using GS1 Standards, 3rd party content providers or additional brand data providers.

The solution implements an *Odata* protocol for data exchange between Data Sources, whether they will be internal, like Saphety Sync Code Datapool for product information, or Saphety Sync Media for multimedia information, or external, like other sources of data (ex: Amazon S3 WS).

The integration API will be compliant with GS1 Source Standards



Integration
API

SAPHETY AGGREGATOR

B2C Interface

The B2C Interface will manage all information requests, querying Sync Aggregator, and delivery the content requested to seller website/webstore or mobile app that made the request.

The proposed solution will implement a range of webservices for data exchange between Aggregator and B2C info requester (seller website/webstore or mobile app).

The B2C interface will keep track of every information request, in order to provide statistic information for brand owners.



B2C
Interface

SAPHETY AGGREGATOR

Front office capabilities & B2C Mobile integration

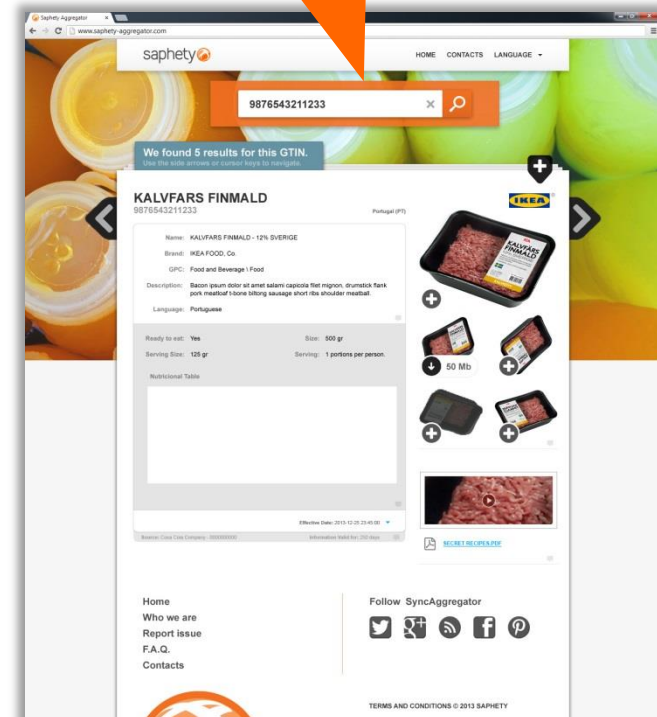


B2C Mobile integration capabilities (GS1 Portugal – Wine sector aggregator pilot)

User friendly & intuitive actions focused on end-user needs



Web access to the SyncAggregator solution



AGENDA

1. ABOUT SAPHETY
2. WHY AGGREGATOR
 - Legal Issues (Europe)
 - Several Data Sources
 - Standards
3. SAPHETY AGGREGATOR
4. BENEFITS



BENEFITS

SyncAggregator main benefits

Saphety SyncAggregator is the data consolidation solution that aggregates information from different sources, provided by different product brand owners and supported by the GDSN standards and reaching the end users through internet and mobile applications:

- Enables synchronous and asynchronous data aggregation;
- Supplies standalone, integrated with Sync's range products or with third parties solutions;
- Prebuilt connectors to integrate with different data source , allowing data to reside externally (in the data source only) or internally in the aggregator;
- Web portal for manual data entry, back office operations and reporting;
- Enables customized trade information to be published by third parties (Ex: ingredients, allergens, nutrition's);

BENEFITS

Application developers main benefits

SyncAggregator provides application developers with a single source of product data for their web and mobile apps.

- Giving consumers an optimal experience when using their apps by ensuring product data is accurate and complete;
- Increasing the efficiency of their operations by having good quality data to integrate into their apps;
- Complying with government regulations, especially if they are involved in eCommerce, they can comply with government regulations about selling products online;

BENEFITS

Brand-owners main benefits

SyncAggregator help companies to communicate with consumers in a digital, multichannel world.

- Increasing sales, because better product information leads to better sales;
- Protecting the brand, because both the brand experience and the “moment of truth” when a consumer makes a purchase decision are increasingly moving online;
- Improving the shopping experience and helping shoppers make informed decisions;
- Connecting to the digital, omni-channel world in a simple, efficient and scalable way;

SyncAggregator can also provide information on what product information is being used. This two-way communication can provide brand-owners with valuable market insights.



www.saphety.com

PORTUGAL (headquarters)

Rua Viriato, Nº13, 6ºPiso
1050-233 Lisboa

T. +351 210 114 640

F. +351 210 192 501

E. info@saphety.com

SPAIN

Edificio Cuzco IV, Paseo de
La Castellana, Nº141, 8ª planta
28046 Madrid

E. contacto.espana@saphety.com

BRAZIL

Av. Das Nações Unidas,
Nº12995, 10º Andar
04578-000 São Paulo

T. 55 11 5503 6555

E. contato.brasil@saphety.com

COLOMBIA

World Trade Center,
Calle 100 Nº8A-49, Torre B PH
Room 25, Bogotá

T. (+57-1) 64 67136

E. comercial.colombia@saphety.com

ANGOLA

Condomínio Alpha, ed. 1. Piso 2
Talatona, Luanda - Angola

T. +244 931 754 645

E. international@saphety.com