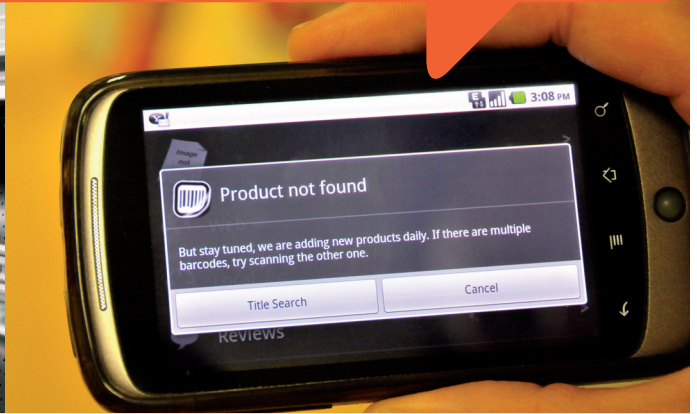




If consumers can't find your product on the shelf, you've lost a sale. It's the same on the internet.



E-commerce is now approaching \$200 billion in revenue in the US alone and makes up 9% of total retail sales (up from 5% five years ago). Consumers like researching and buying online because it makes their lives easier.

Smartphones are being adopted at a staggering rate.

In most developed markets, over 30% of consumers have a smartphone in their pockets while they are shopping and engaging with products. Smartphones are accelerating e-commerce growth even further. In 2011, Amazon hit \$2 billion in mobile sales – up from \$1 billion in 2010. In 2011, eBay mobile commerce generated \$5 billion in sales; in 2012 it expects this figure to be \$8 billion.

The digital path to purchase is the norm.

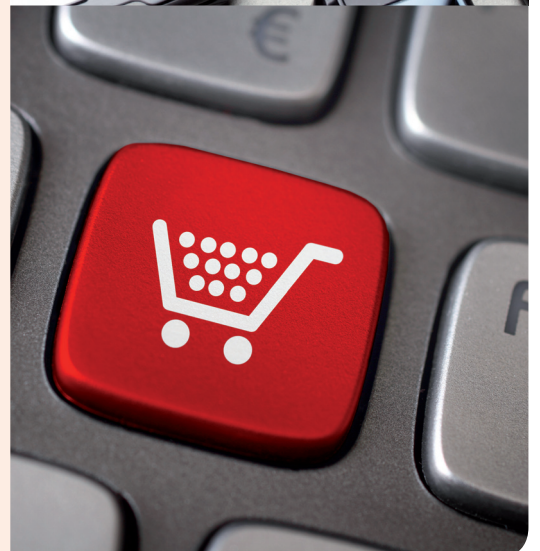
In a multichannel world, consumers are increasingly involving websites, blogs, social networks and apps in their path to purchase. Forrester estimates that 50% of all retail sales are web-influenced. IBM states that 80% of consumers use social networks to research new products. Brand and retailer apps contain good quality information, but third-party apps are where consumers spend most time.

Inaccurate product information is a critical issue.

Bar-code scanning is one easy way for consumers to get more information about products. Just one app provider, Scanbuy, measured over 20 million consumer scans in 2011 – a 440% increase versus 2010. Research by GS1 into three major third-party apps shows that correct product information is only available in 9% of cases. Consumer research by GS1 shows that nearly 40% of shoppers said they would not buy a product if they did not trust the accuracy of the digital information—these might be your lost sales.

High quality product information drives sales.

Accurate product data is vital to the apps providing visibility to your brands in the digital world. From online grocery shopping to social media sharing, from digital coupons to consumer reviews. Without accurate product data you are either invisible or, worse, eroding consumer trust.





Make accurate product information available to consumers in the digital world

As the e-commerce channel grows so does the need for high quality digital information to support consumer purchases. Who ensures your products scan at checkout? GS1 does! Who ensures barcodes on coupons accurately identify products? GS1 does!

GS1 manages the system that allows over 5 billion barcodes to be scanned every day. We are a not-for-profit, neutral organisation with proven capabilities to enable your company to meet the need for accurate and extended product data in the exploding digital world.

With the GS1 Trusted Source of Data we are enabling brand owners to:

- **Protect the brand**, as both the brand experience and the “moment of truth” when a consumer makes a purchase decision are increasingly moving online.
- **Improve the shopping experience** and help shoppers make informed decisions.
- **Raise consumer confidence** that the product information they access is accurate and authentic, no matter how or where they shop – in store, online or with their smartphones.
- **Increase sales** – simply stated, better product information means better sales.



Share your data locally so that consumers can access it globally!

Phase 1 is concentrating on basic descriptive product information and a limited set of nutritional attributes for pre-packaged food and beverage products. Much of this data is already being shared through GS1's Global Data Synchronization Network for B2B purposes.

GS1 is working closely with The Consumer Goods Forum which has established this project as a strategic priority and appealed to member companies to share relevant product data in 8 countries where an operational framework was successfully tested in 2011: Australia, Canada, Colombia, France, Germany, Spain, UK and US.

The digital world is moving incredibly fast. **To join the project and find out how to make your accurate product data available in the 8 countries above visit <http://www.gs1.org/b2c> or contact Cameron Green at cameron.green@gs1.org.**

“Some people prefer Pepsi... others prefer Coke... but both of our companies agree that GS1 is critical to winning the trust of consumers in the digital world.”

John Phillips, SVP Customer Supply Chain & Logistics, PepsiCo
Jerry Wilson, Chief Customer & Commercial Officer, The Coca Cola Company