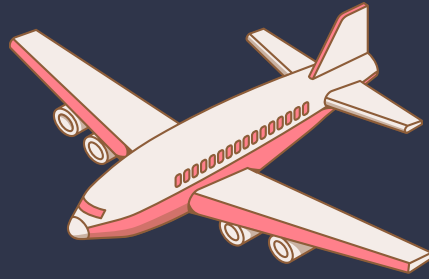
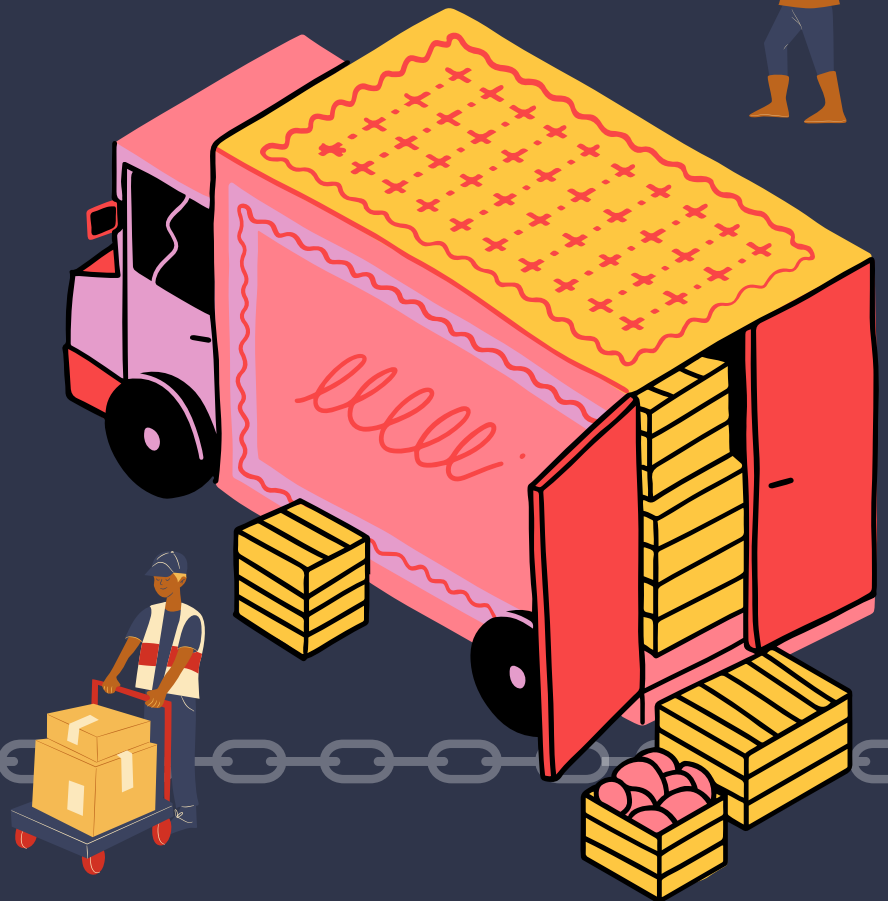


NFTS



X SUPPLY CHAIN

»»» *NFT SERIES USE CASE #5*



WHY SHOULD BUSINESSES USE NFTS IN SUPPLY CHAIN?



- ▶ **Supply chains** are vital parts of many industries
- ▶ NFTs can save billions of \$ by making supply chains more efficient
- ▶ Companies are starting to use blockchain technology for transparency
- ▶ 49% of businesses are said to have 0 knowledge of what is happening at key touchpoint in their supply chain
- ▶ NFTs can act as “digital twins” of real-world goods for traceability
- ▶ This also helps with authentication. Counterfeiting is said to cost global brands more than \$230 billion per year

WHAT ROLE DO NFTS PLAY IN SUPPLY CHAIN?

Real-time tracking, settlement and documentation can create efficiencies for businesses

Phygital NFTs can add credibility and transparency to products

Granular data can help assess inefficiencies and set new service level agreements

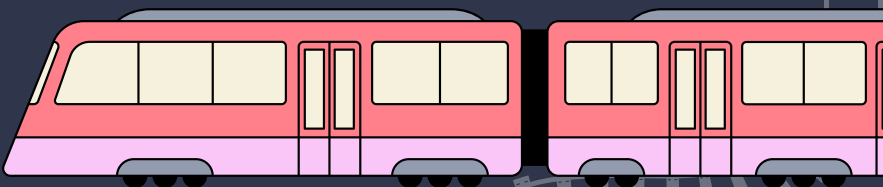
Real-time tracking can help financing products like trade finance

NFTs offer a transparent trail with complete visibility in the supply chain

NFTs can offer valuable insights into individual product journeys for data scientists

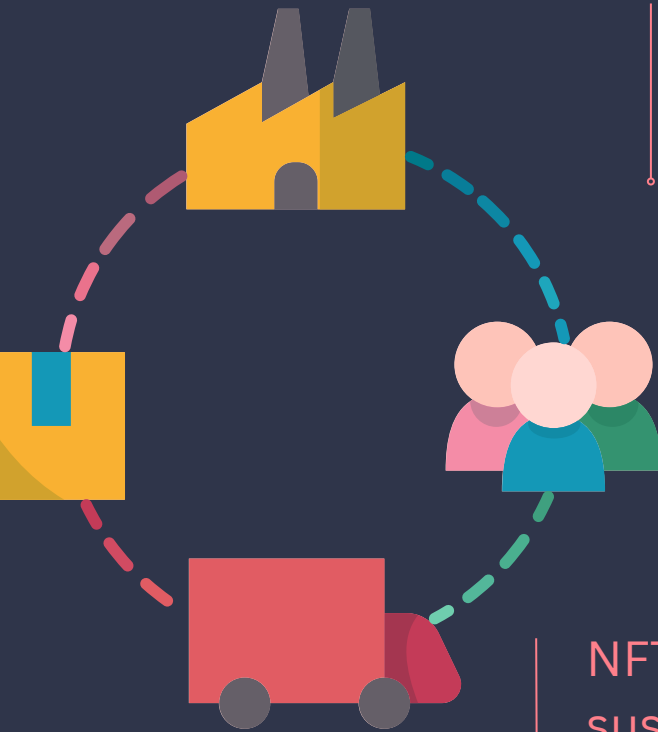
NFTs and digital twin technology can enable automated payments and instant settlement

Enhanced vantage points can help supply chain managers intervene at checkpoints for better efficiency, revenues and lower costs



WHAT ARE THE ADVANTAGES OF USING NFTS IN THE SUPPLY CHAIN FROM A CUSTOMER PERSPECTIVE?

NFTs provide transparency to customers on where products come from and their production routes

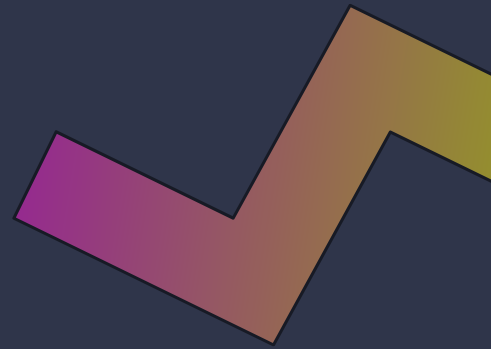


End-consumers get access to information on raw materials and companies involved in production, enhancing customer experience

NFTs are particularly helpful in FMCG and pharmaceutical sectors to combat counterfeiting and increase trust in brands

NFTs can make supply chains more sustainable, contributing to businesses' ESG narrative and reducing emissions

Carbon efficiencies achieved through the use of NFTs can be a value add for companies wishing to weave sustainable practices into their supply chains



WHICH COMPANIES ARE USING BLOCKCHAIN FOR SUPPLY CHAIN MANAGEMENT?

5/8

Luxury and logistics brands use blockchain technology and NFTs for product tracking and creating digital twins



Major auto, luxury, and retail brands have integrated NFTs into their supply chain for benefits



De Beers uses blockchain to validate diamonds from war-free zones, FedEx and Maersk for operations



Walmart uses digital twin tech for tracking food supply chain, Ford for ethical mineral sourcing



NFTs offer transparent supply chains and greater community retention through customer experience



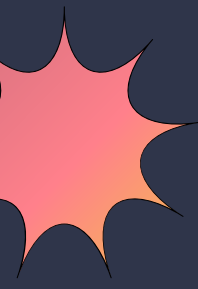
Luxury brands like DeBeers, LV, Dolce & Gabbana, and Gucci use NFTs for customer integration and loyalty




WHAT ARE THE REAL-WORLD CHALLENGES OF IMPLEMENTING NFTS AT SCALE ACROSS SUPPLY CHAINS?




Technology is not a silver bullet and can face real-world issues when rolling out NFTs and blockchains across supply chains globally




Supply chains globally are highly intermediated and rely on trust between parties



Pharma supply chains in some countries have corrupt stakeholders who would oppose a new system



Resistance to change is high due to established relationships and dependence on margins



Introducing technology into supply chains will require a top-down approach from governments and regulators, as well as a bottom-up approach from firms working with stakeholders and raising awareness of technology benefits

CONCLUSION

The supply chain across many industries is an area of massive, costly inefficiencies.

It is a prime use case for the use of blockchain technology, benefiting brands and consumers alike.

With some huge global brands starting to implement it, we can expect many more brands to follow suit.

However it is an area of huge complexity with many moving parts, making widespread changes and advancements difficult and slow.





SEAN DELANEY

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