

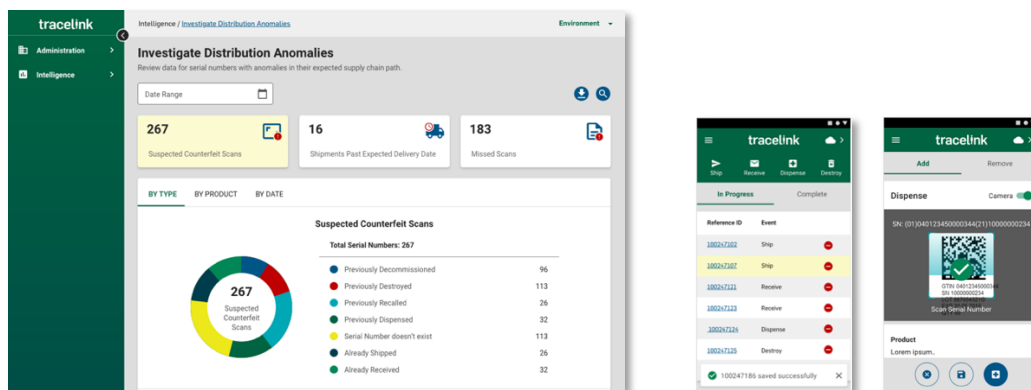
Smart Distribution Tracking

Combine the Power of IoT and Serialization to Secure Your Supply Chain

Secure the Delivery and Authenticity of Critical Pharmaceutical and Medical Products

Counterfeiting, theft, and diversion are threats to healthcare companies' assets, intellectual property, brand reputations, pricing strategies, and most importantly to their patients' safety. Global crises exacerbate these threats by leading to shortages and enabling bad actors. Ultimately patients are put at risk of not receiving products in short supply and critical products such as specialty drugs, biologics, vaccines, test kits, medical devices, and personalized medicines. With advances in Internet of Things (IoT) technology combined with serialization, manufacturers can now safeguard product authenticity and track shipments in order to secure their supply chains.

Tracelink Smart Distribution Tracking™ is a network application enabled by serialization data, powerful workflow capabilities, and a rules engine that captures and monitors product data throughout the supply chain. Using any mobile device, the Smart Distribution Tracking application collects data from both direct and indirect trading partners on Tracelink's network and in 'real-time' can detect potential counterfeiting, theft, and diversion as shipments flow through the supply chain. Tracelink's device-agnostic and standards-based approach provides product visibility across devices and trading partners. With Tracelink, you can secure your supply chain and mitigate threats to high-value and critical products.



Smart Distribution Tracking Dashboard and Mobile Scanning Capabilities

Minimize Counterfeiting, Theft, and Diversion

High-value and critical products are susceptible to counterfeiting, theft, and diversion because of the multiple downstream handoffs as products move from production sites to 3PLs, wholesale distributors, pharmacies, and healthcare providers. Smart Distribution Tracking mitigates this risk by monitoring data on product movement, time between movements, and product drop-offs. Smart

Distribution Tracking's analytics and alerting capabilities help identify anomalies that can indicate counterfeiting, diversion, theft, or other problems so that you can quickly make decisions to protect your assets. The ability to tie an anomaly to a specific serial number allows a high level of granularity for tracking and preventing future issues.

Safeguard Supply Chain Integrity, Protect Your Brand, and Improve Patient Safety

By protecting the integrity of your supply chain, you do more than protect your products. You are also protecting your brand and company reputation. Smart Distribution Tracking currently enables pharmaceutical manufacturers to launch high-value brands in at-risk markets by safeguarding the supply chain. With Smart Distribution Tracking, manufacturers are able to securely distribute thousands of shipments into new markets and ensure the supply of critical products to patients. By creating a supply chain that reliably delivers authentic products, you are protecting your brand in the eyes of trading partners, dispensers, and patients. The ultimate benefit is maximized patient safety and outcomes.

Simplify the Exchange of Product Movement Data with Trading Partners

IoT initiatives are often plagued by siloed information systems and a lack of data standards, which prevent disparate data from being cost-effectively combined into a unified view. To address these challenges, Smart Distribution Tracking is supported by TraceLink Smart Supply Manager™ which is an IoT platform that manages supply chain event data from remote sensors or external systems and other TraceLink applications. Smart Supply Manager enables companies to aggregate and make sense of data from many disparate devices, eliminating the need to access different data silos.

TraceLink's network of over 280,000 healthcare supply chain participants means that many of your partners are already on our network and can easily share data today. For those partners not on the network, TraceLink's Integrate Once, Interoperate with Everyone™ capability enables new connections to be established quickly and easily.

Begin Your Journey for a Smarter Supply Chain

Smart Distribution Tracking is the first of multiple solutions TraceLink is planning for the Smart Supply Manager IoT platform. Smart Supply Manager serves as a hub for integrating data and enabling a single source of truth for the user. Other planned solutions include applications for inventory replenishment, excursion tracking, and tracking for cell and gene therapy. Smart Distribution Tracking and Smart Supply Manager are foundational building blocks that enable the journey to a smart and secure supply chain.

Contact Us

For more information about TraceLink visit [TraceLink.com](https://www.tracelink.com) or call +1 (781) 914-4900



KEY BENEFITS

- Reduce counterfeits: Limit the black market for re-use of counterfeited or previously dispensed packaging
- Minimize theft and diversion: Reduce diversion and theft with proactive alerts and actionable data
- Control reimbursement fraud and parallel trade: Minimize products from being diverted into markets where the reimbursement value is higher
- Safeguard product authenticity: Protect patients and brands by delivering authentic products
- Enhance brand revenue: Grow the revenue for brands by launching into markets where there is high risk of diversion and theft
- Enable inventory visibility: Enable real-time visibility into high-value inventory with upstream and downstream partners

KEY FEATURES

- Monitor product movement, time between movements, and product drop-off
- Share product movement data with trading partners
- Track products in the supply chain at a more granular level using your existing serialization investment
- Enable functionality with downstream partners regardless of whether they are a TraceLink Track & Trace customer
- Receive real-time proactive alerts of data anomalies
- Take advantage of open, standards-based (EPCIS 2.0) API integration
- Onboard new partners with Integrate Once, Interoperate with Everyone™ capability