

## **Kezzler and Migros Join Forces to Revolutionize Supply Chain Transparency with New Data Marketplace**

**[OSLO, NORWAY] – [MARCH 13TH, 2024]** – Kezzler, a leading provider of supply chain data management solutions, and Migros, the largest Swiss retailer, today announced a groundbreaking partnership to launch a new Supply Chain Data Marketplace powered by the latest EPCIS 2.0 technology. The project starts with Kezzler proving its added value to Migros within a Minimum Viable Product phase. This innovative platform might transform the way businesses share and access critical supply chain data, enabling unprecedented levels of transparency, collaboration, and efficiency.

### **Unlocking the Power of Data Collaboration**

Kezzler's Supply Chain Data Marketplace solution will provide a secure and centralized platform for businesses of all sizes to share and access valuable product and supply chain data. This data will be captured using EPCIS 2.0, the latest GS1 standard for electronic product information capture, which connects physical products to their digital representations. This powerful combination will unlock a wealth of benefits, including:

- **Enhanced Transparency:** Migros and partners will gain real-time insights into product provenance, movement, and condition throughout the supply chain, fostering trust and brand reputation.
- **Improved Collaboration:** Migros will share and collaborate on supply chain data seamlessly with partners and suppliers, streamlining processes and reducing friction.
- **Increased Efficiency:** Migros will optimize logistics, reduce waste, and improve resource allocation with data-driven decision-making.
- **Reduced Costs:** Migros will eliminate manual data entry and reconciliation, saving time and money.
- **Sustainable Practices:** Migros will gain insights into the environmental impact of supply chains and make informed decisions towards sustainability.

### **A Pioneering Partnership**

Kezzler and Migros are recognized leaders in their respective fields, with a shared commitment to innovation and sustainability. This partnership brings together Kezzler's expertise in supply chain data management with Migros' extensive network and industry experience.

"We are thrilled to partner with Migros to launch this revolutionary Supply Chain Data Marketplace," said Christine Charlotte Akselsen, CEO of Kezzler. "This platform has the potential to transform the industry by making supply chains more transparent, collaborative, and efficient. We are confident that it will create significant value for businesses of all sizes."

### **The Future of Supply Chain Transparency**

Kezzler's Supply Chain Data Marketplace is a major step forward in the evolution of supply chain transparency. By harnessing the power of data collaboration, this platform has the potential to revolutionize the way businesses operate, creating a more sustainable and efficient future for all.

## **About Kezzler**

Kezzler is a leading provider of supply chain data management solutions that enable businesses to gain complete visibility and control over their supply chains. Kezzler's innovative platform leverages the latest technologies, including EPCIS, to provide real-time insights into product provenance, movement, and condition. Kezzler is committed to helping businesses create more transparent, collaborative, and efficient supply chains. Learn more at [www.kezzler.com](http://www.kezzler.com)

## **About Migros**

Migros is the largest Swiss retailer with a commitment to sustainability and innovation. Migros operates over 600 stores across Switzerland and offers a wide range of products and services. Migros is a pioneer in using technology to improve its supply chain and is committed to collaborating with partners to create a more sustainable future.