



FISHTALE[®]

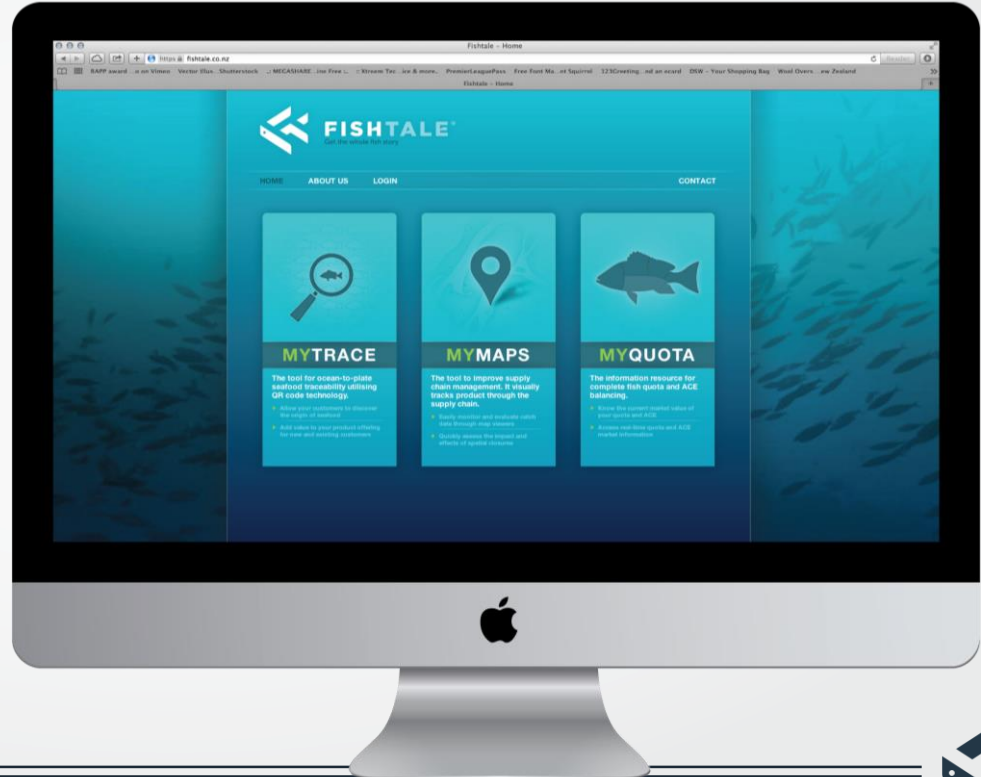
Seafood Traceability & Management Platform

Intro

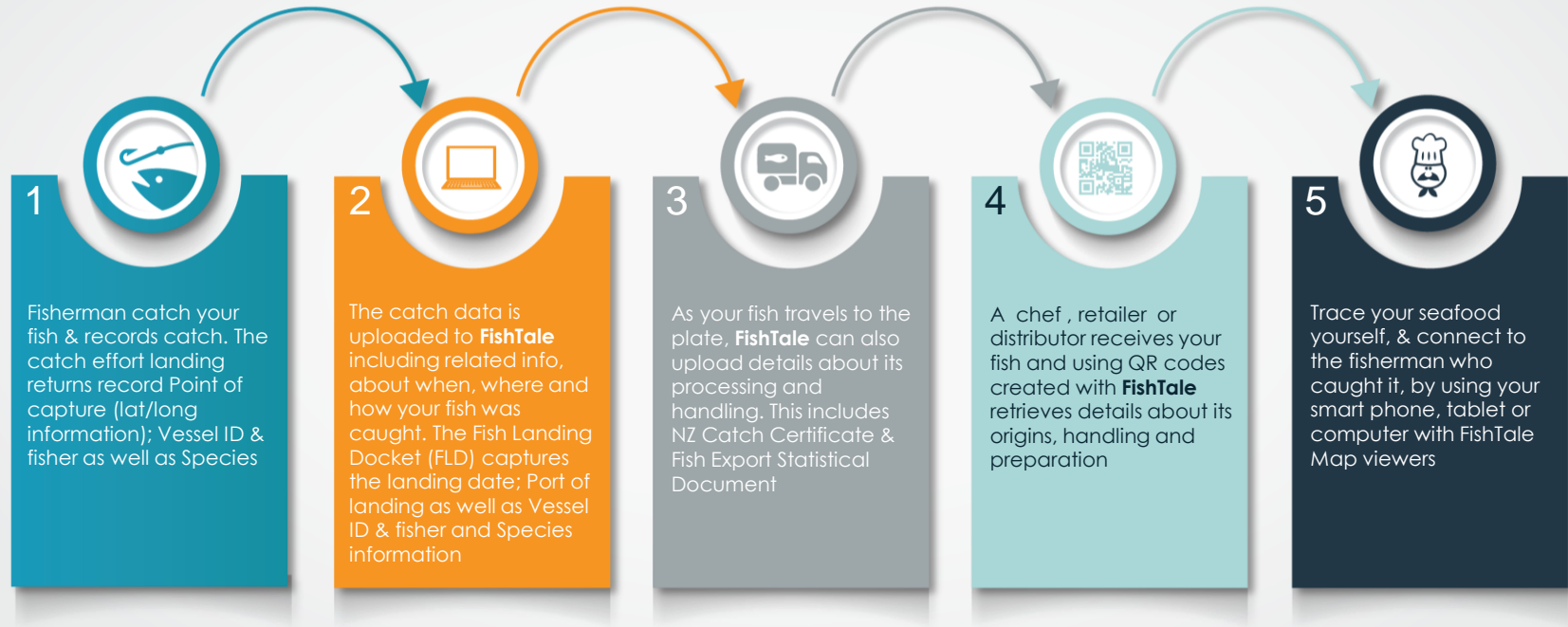
- Current gaps
 - > Fisheries management and spatial planning
 - > Seafood traceability
 - > quota and harvest management
- How FishTale address's those gaps:
 - > MyMaps
 - > MyTrace
 - > MyQuota



Seafood Traceability & Management Platform



Where, when & how is information secured



Supply Chain Management





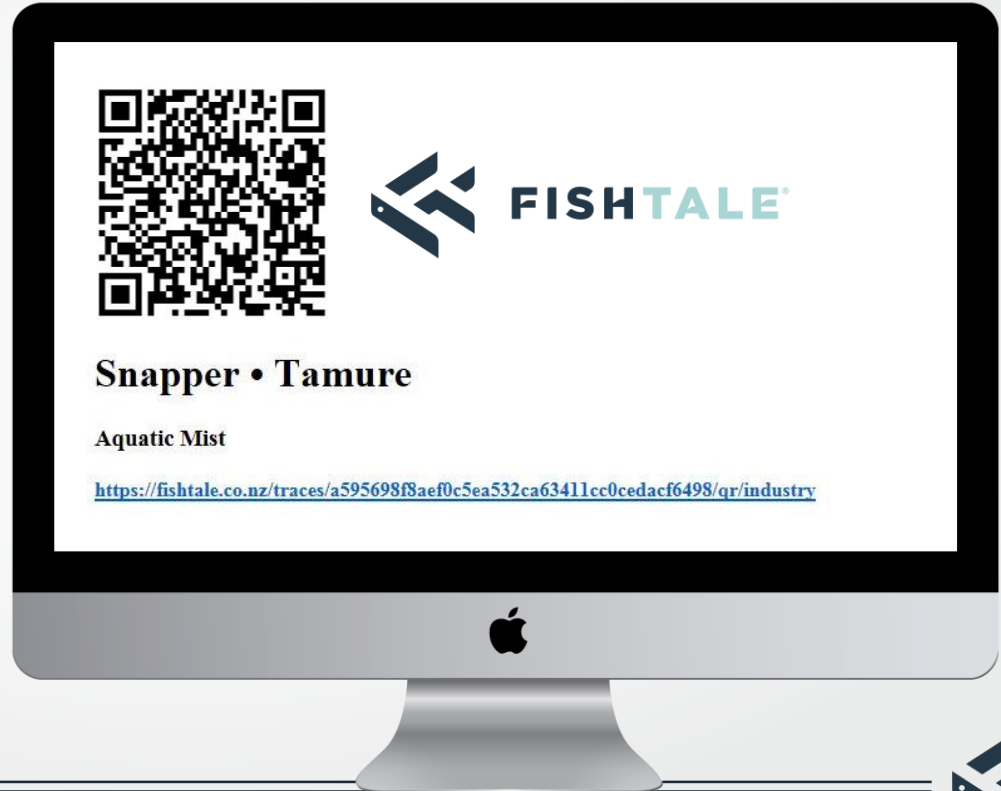
Focus One

- > **QR codes** - bring to life track & trace
- > Traceability authentication & verification
- > Fostering brand trust, differentiation & recognition
- > Adding value to product





FishTale MyTrace



FishTale MyTrace



FishTale MyTrace



"This app has enabled me to ensure all fish I serve in my restaurant is to the highest quality and fresh out of the ocean"

Celebrity Chef Al Brown, 2013

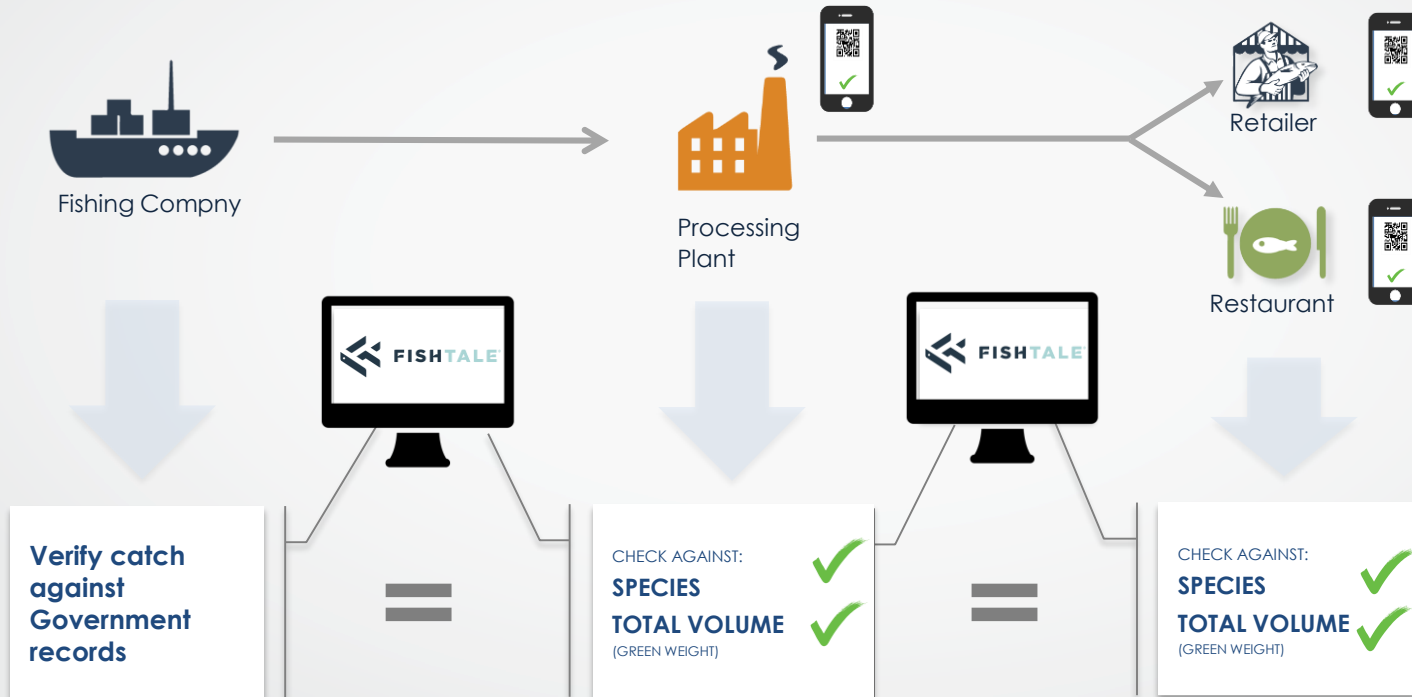


"I have no doubt our fish stocks are in great shape. Consumers just don't understand how good"

Skipper Bob Donley, 2013



Process Overview





Focus Two

- > Supply chain & operational management
- > Spatial planning
- > Fisheries Management



FishTale MyMaps



FishTale MyMaps





Focus Three

- > Operational benefits – quota & harvest management
- > Avoid unintentional deemed value payments
- > Access real-time quota and ACE market information
- > Past couple years \$4.5M paid in deemed values for quota (ACE) that was still available



FishTale MyQuota



FishTale MyQuota



Conclusion

- > Focus 1 – MyTrace is a tool for ocean-to-plate seafood traceability
- > Focus 2 – MyMaps is a tool to improve supply chain management
- > Focus 3 – MyQuota is the information resource for complete quota and ACE balancing

