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BESTON ANNOUNCES WORLD FIRST FOOD TRACEABILITY APP

ADELAIDE: Beston Global Food Company Limited (ASX: BFC) has announced it will release a new app in early 2016 that will allow retail customers to instantly trace the origin and safety of its food products around the world on their smart phone or tablet.

The OZIRIS app, together with Beston's existing BRANDLOK anti-counterfeiting technology, is believed to be a world first in combining multi-layered covert IR and UV technology with 'track & trace' software technology.

BGFC Executive Chairman, Dr Roger Sexton AM, announcing the OZIRIS app at the company's first Annual General Meeting in Adelaide, said the new technology would revolutionise the way people can check the authenticity and safety of the food they are eating, simply by using the OZIRIS app to scan the QR code on each and every product's BRANDLOK seal.

"Food product counterfeiting worldwide is currently worth an estimated \$US1.7 trillion," Dr Sexton said.

"It is clear to us that consumer concerns about food safety and authenticity will become an even bigger issue in the future, as global demand for food continues to outstrip supply.

"The World Health Organisation earlier this year issued a warning that unsafe food is a growing global threat. It stated that food production and distribution has become more industrialised in response to rising demand, and its trade and distribution has become more globalised, which has introduced multiple opportunities for food to become contaminated with harmful bacteria, viruses, parasites or chemicals.

"The OZIRIS 'track and trace' app developed by BGFC, combined with the BRANDLOK anti-counterfeit seals, will enable consumers to identify the individual ingredients in the BGFC products they buy and where they come from – which is precisely the key recommendation of the WHO to strengthen global food safety systems.

"It provides a comprehensive and compelling solution to the fears of consumers about food source and integrity, and enables them to verify the product they are looking to purchase is safe to eat or drink. We're managing the whole supply chain process from the farm or catchery to consumption."

The app will also include nutritional information on each of the premium products.

OZIRIS will be available on both app store and Google play, and will also feature multi-language functionality to suit the global market BGFC is targeting.



PUBLIC RELATIONS + COMMUNICATION COUNSEL

Level 1, 187 Rundle Street, Adelaide SA 5000 T: 08 8412 4100 F: 08 8224 0089

E: central@hughespr.com.au www.hughespr.com.au

T&V Hughes Pty. Ltd. ACN 055 085 482 ABN 97 055 085 482



The BRANDLOK seal contains multi-layered covert IR and UV technology, which enables product identification and verification by consumers using the OZIRIS app. A BRANDLOK seal can be read by a consumer at point of purchase to verify the product's authenticity.

Underpinning the seal on every product is a systematic 'track and trace' ingredient and quality recording system in the production process.

The core technology embodied in the BRANDLOK seals was originally developed by the CSIRO and is now owned by DataDot Technology Ltd., a listed public company which provides electronic theft deterrent and asset protection applications to the automobile and other industries in Australia and overseas.

FURTHER INFORMATION: www.bestonglobalfoods.com.au

MEDIA ENQUIRIES: Please contact Dr Roger Sexton AM, Executive Chairman, Beston Global Food Company on (08) 8231 2777

ISSUED BY HUGHES PUBLIC RELATIONS: Please contact Mark Williams at Hughes Public Relations on 08 8412 4100 or 0401 147 558 Email: mark@hughespr.com.au