

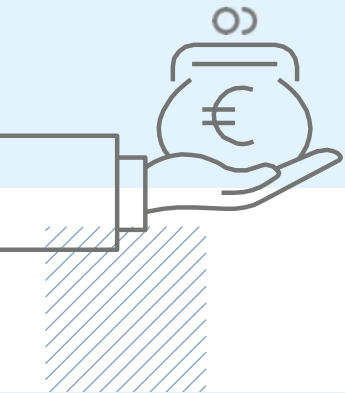
# MAC, NSAC, NWWAC Webinar: Blockchain in the Seafood Supply Chain

**METRO & Traceability**

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2 December 2021

# METRO AT A GLANCE



€25,632 million

Group revenue

€1,158 million  
EBITDA<sup>1</sup>

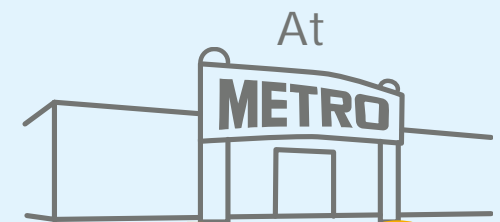
97,639

employees<sup>2</sup>

34

In

countries<sup>3</sup>



At

678

locations

<sup>1</sup> Adjusted EBITDA (excl. transformation costs and earnings contributions from real estate transactions). <sup>2</sup> Annual average number of employees (headcount) 2019/20, incl. trainees.

<sup>3</sup> 24 countries with bricks-and-mortar business, 10 countries exclusively with delivery business.

As of: 15 December 2020

# METRO AT A GLANCE

## METRO

### ○ Pure wholesaler

METRO has completed the transformation into a pure wholesaler.

### ○ Food Service Distribution

As an omnichannel provider, METRO combines a vast network of modern wholesale stores with a comprehensive delivery service (Food Service Distribution, FSD) and is one of the leading international players in this field.

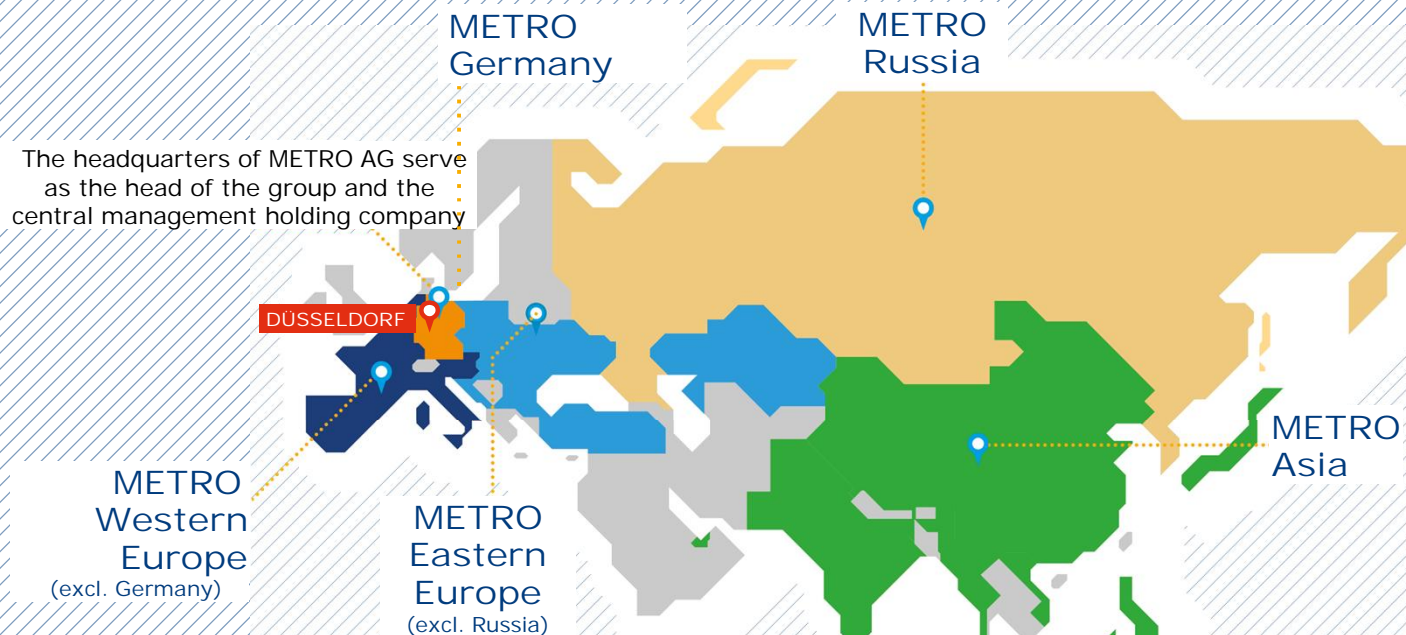
## OTHER BUSINESS AREAS

### ○ Service companies

The Others segment includes entities such as the service companies, which provide services within the group in the areas of real estate, logistics, information technology, advertising and procurement.

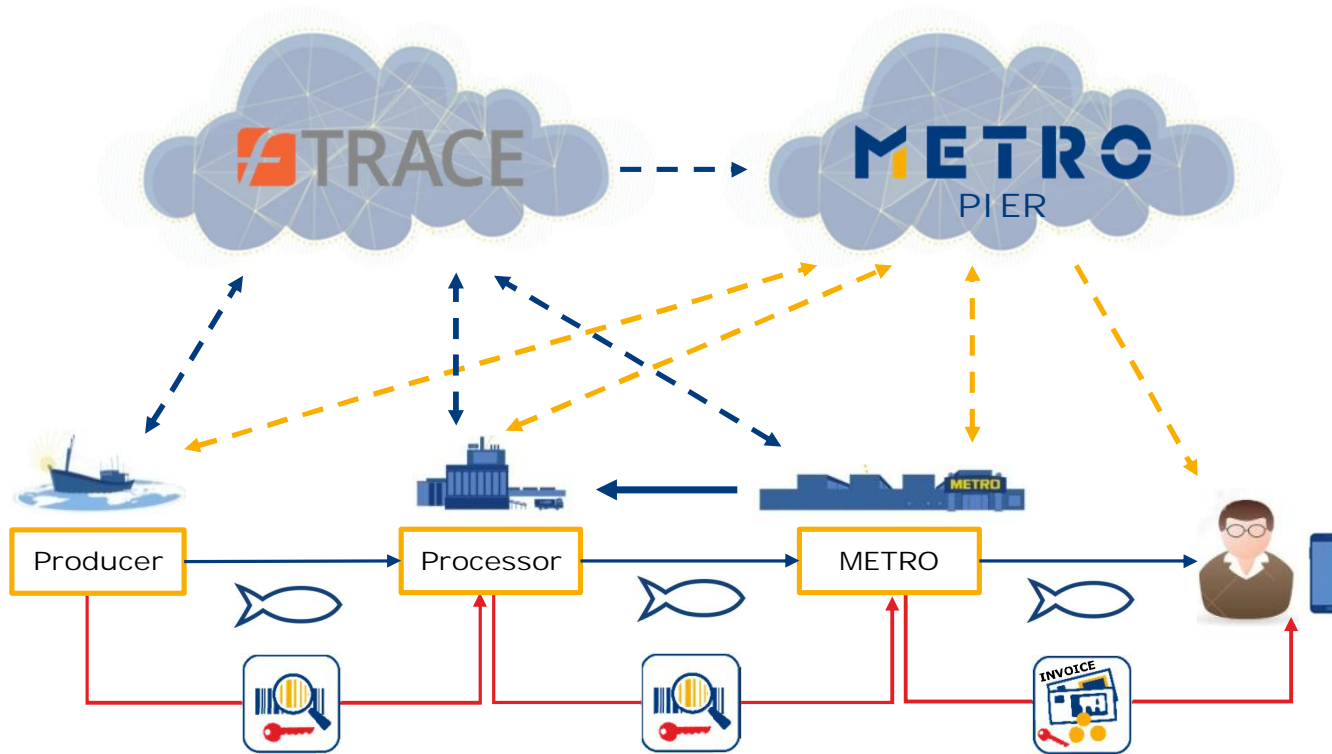
### ○ Digitalisation activities

The group's digitalisation activities are also bundled in this segment.



As of: 15 December 2020

# PROTRACE solution



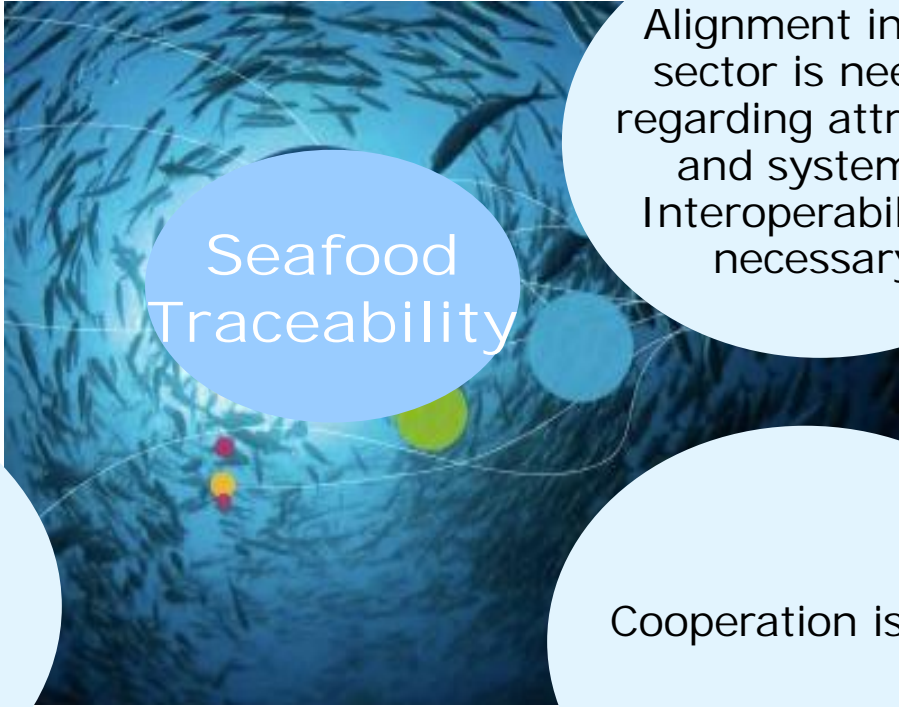
- Products are labelled with a GS1 Barcode containing GTIN/Lot
- Information is uploaded by the supplier in fTRACE or in PIER
- Barcode is read by the check-out and GTIN / Lot is printed on the invoice
- Customer can scan the Barcode via PRO TRACE app or use a website to retrieve information



GLOBAL DIALOGUE  
on Seafood Traceability



**The GDST STANDARD 1.0  
Is a great milestone  
for full traceability**



Supplier commitment is important. Willingness to share relevant data and commitment to deliver data in a good quality are crucial.

Alignment in the sector is needed regarding attributes and systems. Interoperability is necessary.

Cooperation is key.



THANK YOU

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