



Press Release – Paris, France, February 13, 2020

Danone launches Baby Formula *Track & Connect* – an innovative, data-driven service for consumers & retailers

- ***Track & Connect* will give consumers greater transparency on baby formula farm-to-fork journey while connecting them to after-sales support and services**
- **Dual-QR code packaging innovation at heart of new service**
- **Danone's *Track & Connect* service launched in China for its *Aptamil & Nutrilon* brands and will be rolled out in 2020 in France, Germany, Australia and New Zealand.**

Today, Danone announces the launch of its baby formula *Track & Connect* service – a digitally-enabled service giving consumers and retailers greater transparency on the product's farm-to-fork journey. Furthermore, through Danone's *Track & Connect* service, consumers and retailers will eventually be able to access new data-driven, personalized after-sales support and services for its baby formula brands like *Aptamil*, *Karicare*, *Laboratoire Gallia* and *Nutrilon*.

Shoppers will be able to access this new service through their smart phones by scanning two QR codes on baby formula packs. This dual-QR code packaging innovation will see one QR code laser printed on the outer pack as well as a second, inner QR code laser printed behind a tamper-resistant seal, which can only be scanned after purchase. The dual QR code system will let shoppers verify the quality and authenticity of the formula, while providing a new way for consumers to connect with the brand for after-sales support and services.

How Danone's baby formula *Track & Connect* service will work

Once the service has been rolled out, shoppers will scan a QR code on a baby formula pack to access a brand page containing verified information such as where and when the formula was manufactured and the product's journey through the supply chain. After purchasing and opening the sealed pack, shoppers will then be able to scan a second, inner QR code – triggering a one-time, initial message, verifying the product is authentic.

Ultimately, Danone aims to leverage this dual-QR code packaging innovation to introduce customized after-sale support and services that consumers value – such as health and nutrition apps and information, useful 'how to' parenting videos, and access to customer helplines or online e-commerce services. Shoppers would access such support and services after opening their baby formula pack and scanning the inner QR code. The *Track & Connect* service will also allow Danone and its distributors and retailers to more easily forecast consumer demand and consumer preferences.

This new service is powered by blockchain, serialization and aggregation technology, which offer a safe and secure method of storing data and information on the movement of our baby formula products through our supply chain. Danone has combined these technologies with its dual-QR code packaging innovation to offer its unique baby formula *Track & Connect* service.

Commenting on today's announcement, David Boulanger, Sr. Vice President, Operations, Danone Specialized Nutrition, said, "We're very pleased to be rolling out our baby formula *Track & Connect* service to consumers and retailers in 2020. Thanks to this innovation in packaging and data management, we'll be able to offer one of the most comprehensive traceability services in the baby formula industry and connect more closely to our consumers and retailers to offer them after sales services they value."

Danone is initially launching its baby formula *Track & Connect* service in China for its *Aptamil* and *Nutrilon* brands. The company plans to roll out the service starting in 2020 in France for its *Laboratoire Gallia* brand, and in Germany, Australia and New Zealand for its *Aptamil* and *Karicare* brands.

- **For more information about Danone's baby formula *Track & Connect* service, [please click here](#)**
- **To download photos of this packaging innovation, [please click here](#)**

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About Danone (www.danone.com)

Dedicated to bringing health through food to as many people as possible, Danone is a leading global food & beverage company building on health-focused and fast-growing categories in three businesses: Essential Dairy & Plant-Based Products, Waters and Specialized Nutrition. Danone aims to inspire healthier and more sustainable eating and drinking practices, in line with its 'One Planet. One Health' vision which reflects a strong belief that the health of people and that of the planet are interconnected. To bring this vision to life and create superior, sustainable, profitable value for all its stakeholders, Danone has defined its 2030 Goals: a set of nine integrated goals aligned with the Sustainable Development Goals (SDGs) of the United Nations. Danone commits to operating in an efficient, responsible and inclusive manner; it holds itself to the highest standards in doing business, as reflected by its ambition to become one of the first multinationals certified as B Corp™. With more than 100,000 employees, and products sold in over 120 markets, Danone generated €24.7 billion in sales in 2018. Danone's portfolio includes leading international brands (*Actimel*, *Activia*, *Alpro*, *Aptamil*, *Danette*, *Danio*, *Danonino*, *evian*, *Nutricia*, *Nutrilon*, *Volvic*, among others) as well as strong local and regional brands (including *AQUA*, *Blédina*, *Bonafont*, *Cow & Gate*, *Horizon*, *Mizone*, *Oikos*, *Prostokvashino*, *Silk*, *Vega*).

Listed on Euronext Paris and on the OTCQX market via an ADR (American Depositary Receipt) program, Danone is a component stock of leading social responsibility indexes including the Dow Jones Sustainability Indexes, Vigeo Eiris, the Ethibel Sustainability Index, MSCI Global Sustainability, MSCI Global SRI Indexes and the FTSE4Good Index.