



About Oritain
TRACEABILITY
LIKE NO OTHER

“Don’t become a mere recorder of facts, but try to penetrate the mystery of their origin.”

Ivan Pavlov

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WHO WE ARE

The truth lies within.

From our pioneering origins in New Zealand, Oritain has become a global leader in applying forensic and data science to verify the origin of products and raw materials.

Today, we partner with some of the world's biggest and boldest brands to support their ESG commitments, reduce the risk of fraud and unethical practices, and protect their reputations.

We verify truth.

We prove origin.

We protect reputations.





WHAT WE DO

Traceability like no other.

Oritain's unique auditing methodology combines forensic science and data to detect naturally occurring elements in a product or raw material. Soil composition, climate, altitude, precipitation and other environmental factors all reveal the details of a product's origin – which we call an Origin Fingerprint.

Once an Origin Fingerprint has been created, it can be used to audit products at any point in the supply chain – to clearly differentiate the legitimate from the fraudulent. And, unlike other traceability methods, it can never be tampered with, replicated or destroyed.

It's authenticity, verified.



WHY WE DO IT

Sustainability isn't just about tackling climate change. It represents a growing conscience around our actions and the impact they have on people, animals and our planet.

While the move to sustainable practice is driven by a desire to change our impact on the world, we can't do this without knowing the certainty of our actions. Transparency is one way of holding ourselves accountable; yet, for it to be effective, it must be underpinned by proven traceability.

Oritain's scientific traceability does just that. Working with Mother Nature, we help brands across multiple industries to verify the origin and authenticity of their products and raw materials.

With this verified truth, brands are empowered to make changes across their supply chain to operate more sustainably, and to pass those assurances onto their consumers.



OUR ORIGIN

When you're miles from anywhere, you have to be resourceful.

New Zealand – where academia and agriculture collide.

New Zealand has long been a land of pioneers. We Kiwis are known for our innovative, problem-solving attitude (we call it the 'number 8 wire' mentality). It's an inherent belief that anything is possible with enough ingenuity.

New Zealand is a large exporter of agricultural products, and our science leads the way in the use of isotopes to determine the origin

of products. In the true New Zealand spirit of innovation, we commercialised this science to add trust and protection to leading producers and exporters.

This resourceful, can-do attitude remains at the heart of Oritain today, as our ground-breaking science is harnessed by clients around the globe.

While we're focused on the future, we owe our success to the vision and values instilled in our company from day one. Oritain was founded in 2008 at the University of Otago by Dr Helen Darling and Professor Russell Frew, a world-leading expert in using analytical chemistry to trace the origin of products, and advisor to the UN.

Our provenance reflects, not just the rigours of academia, but also the uniqueness of New Zealand.



OUR VISION & MISSION

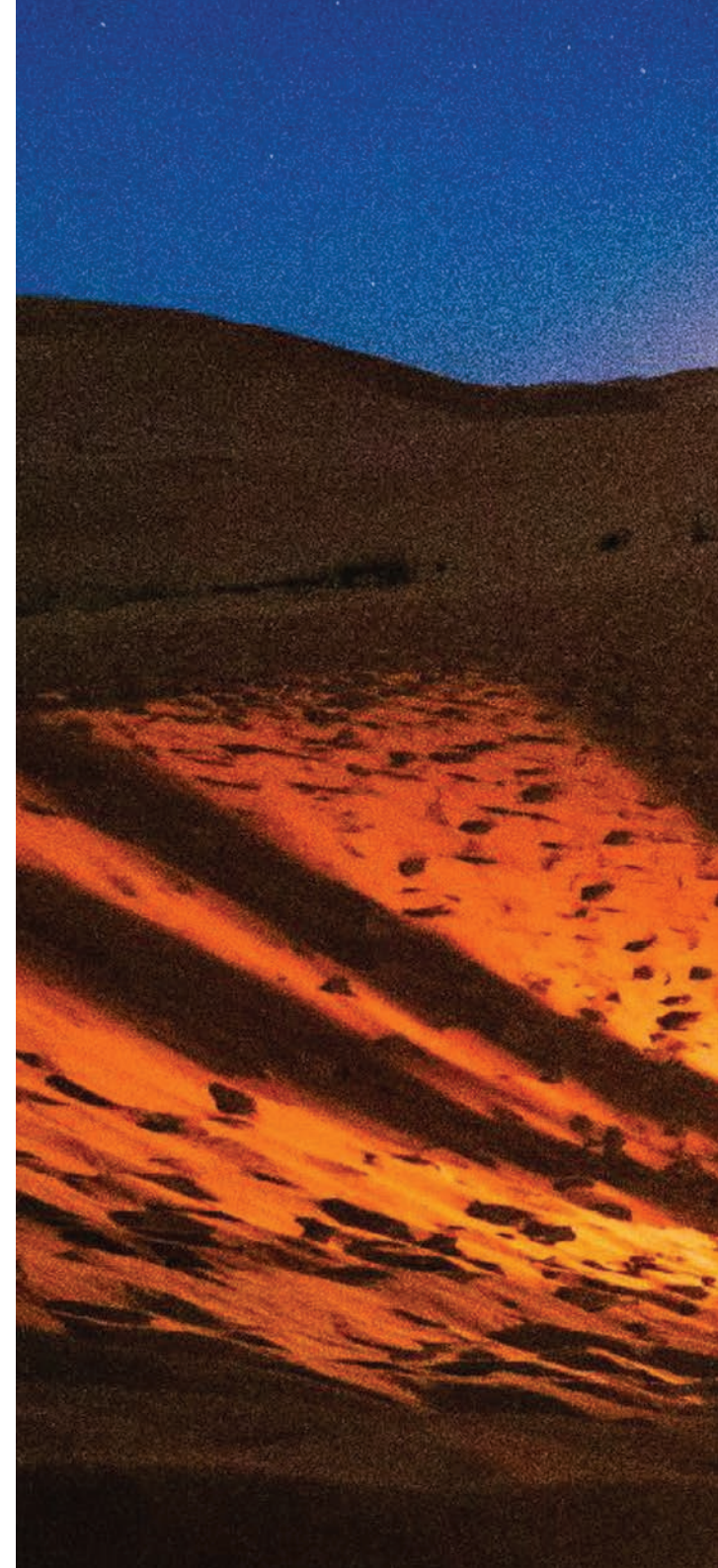
Protecting reputations. And our planet.

OUR VISION is to be the world's most trusted company at scientifically verifying the origin of products and raw materials.

We aim to support our partner companies with their ESG credentials, ensure regulatory compliance, mitigate the risk of counterfeiting, and protect brands and reputations. We do this by combining Oritain's proven forensic science with innovative data to verify authenticity and origin.

OUR MISSION is to build a world-class business that evolves for decades to come and helps create tangible change in the world.

As global citizens, we want to contribute to the betterment and preservation of our planet, people and animals, of quality of life, and of the environment and its resources. We believe in 'progress not perfection', as we continuously move forward and support our partners to collectively lead change for a better future.





OUR VALUES

We are humble – we always aim to under promise and over deliver.

We are inclusive – of all cultures, religions, genders and beliefs.

We are authentic – integrity and trust are at the heart of our product, and everything we do.

We are one team – no one is more important than the team, nor the trust within it.

We are global citizens – while we're proud of our New Zealand roots, it is people that matter and we're a diverse, global team.

We are future-led – we're focused on the long term and the unlimited possibilities of our science.

OUR BELIEF

Trust is everything.

By harnessing the power of science, we verify authenticity and improve traceability and transparency.

For our client partners – who range from luxury goods to government organisations to leading food, fibre and wine producers – the Oritain Trust Mark on their products protects their reputation, builds trust and minimises risk.

For consumers, the Oritain Trust Mark gives them confidence that when they select a brand, they're buying the genuine article.

- ✓ **WE REDUCE RISK.**
- ✓ **WE PROTECT BRANDS.**
- ✓ **WE ARE OBJECTIVE AND INDEPENDENT.**
- ✓ **WE ARE A NON-PRICE ATTRIBUTE.**



Trust is the difference between
promises and action.

Between those that say
and those that do.

Between inaction and change.

**BY RESTORING TRUST,
WE EMPOWER CHOICE.**

We aren't changing the world, but we can support those that are - and make it easier for consumers to do the same. By restoring trust, we help to protect brands that are doing the right thing, and to champion those that are making a difference.

**TRUST IS INGRAINED IN EVERYTHING
WE DO.** FROM OUR HERITAGE TO OUR
SCIENCE AND BRAND VISION, THE TEAM
WE WORK WITH, OUR RELATIONSHIPS
WITH OUR CLIENTS, TRUST IS INTEGRAL.







OUR HERITAGE

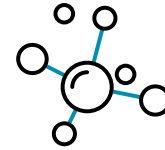
Our values are largely centred on our New Zealand origin and the tāngata - the people. Without trust, these bonds don't exist.



OUR CLIENTS

We want to be seen as partners, trusted advisors, and sounding boards when it comes to our clients.

Trust is essential to our relationships and everything we do is done so in the strictest confidence.



OUR SCIENCE

The science we use is open, peer reviewed and subject to such stringent operating procedures as to be admissible as evidence in a court of law.



OUR TEAM

Despite offices in five locations, we operate as one team and have absolute trust in each other to ensure we deliver and win together as a team.

OUR PEOPLE

Diverse clients, diverse industries, diverse people.

Today, with a broad client base and a range of product offerings, we recognise the need for a diverse workforce to help bring a different perspective to our relationships.

We believe in honesty, equality and collaboration and pursue an open, respectful and fully inclusive work environment to provide equal opportunities for everyone regardless of gender, sexual orientation, disability or race.

We believe we can make a difference by doing things that are good for people, the planet and our business.



WE HAVE 5 OFFICES
ACROSS THE WORLD



DELIVERING PROOF OF
ORIGIN SERVICES ACROSS
20+ INDUSTRIES



WITH A GLOBAL GENDER
SPLIT OF 50:50



AND 20+ DIFFERENT
NATIONALITIES



HELPING CLIENTS IN 20+
COUNTRIES WORLDWIDE



He aha te mea nui o te ao

What is the most important thing in the world?

He tāngata, he tāngata, he tāngata...

It is the people, it is the people, it is the people.

Māori proverb





































FROM THE BEGINNING, OUR VALUES HAVE ALWAYS BEEN CENTRED AROUND TĀNGATA — OUR PEOPLE. WE MAY NOW BE A GLOBAL COMPANY, BUT THIS UNIVERSAL TRUTH STILL RESONATES THROUGHOUT EVERY LAND AND EVERY CULTURE IN WHICH WE WORK.

The Māori term 'tāngata' includes all those to whom a person is connected – their tūpuna (ancestors), and their future descendants. Creating a better planet isn't just for the here and now, but out of respect for those before us and for those who will come after us.

We acknowledge and respect our proud Kiwi heritage, while celebrating being a global business made up of a diverse, multi-cultural team.

Always, what determines whether we succeed or fail ... it is people, it is people, it is people.

A SELECTION OF GLOBAL CLIENTS



OUR IMPACT

How we can be an impact organisation.

There are many issues facing our society today, but there are two key themes that cannot be ignored: the environment and labour practices. These problems are complex and need a multifaceted approach to bring about change. We are a small but very important part of this.

After all, if you cannot be sure of where your product comes from, all other actions are worthless. **Trust, in the form of scientific traceability, plays a big role.**

A crisis of trust

1. TRUST IS IMPLICIT

As consumers, we trusted in the brands we bought from. We trusted that the products we were buying were genuine. And we trusted that they were produced in a way that wasn't detrimental to our planet.

2. TRUST BECOMES BROKEN

Suddenly the scale of fraud and the degree of implicit trust becomes obvious – often leaving us feeling duped. At the same time, we slowly become aware of the impact of our consumption habits and seek more information and transparency.

3. RESTORING TRUST

We want to trust, but need verification. We've grown cynical of trusting in machines and data and, ideally, want a natural solution. As trust is restored through origin verification, we become more knowledgeable, empowered to make more informed decisions.

BUILDING COMMUNITIES

For us, the best way to build trust is to help local communities.



When helping the World Bank with their palm oil project, the scale of the problem quickly became apparent. With palm oil being sourced from tens of thousands of smallholders, understanding the supply chain and its complexities was essential.

We visited Indonesia alongside the World Bank and worked directly with the smallholder farmers to better understand the supply chain and help develop a solution to palm oil traceability. This included hosting several representatives in London to train them how to use Oritain's technology and allow them to pass this training on to staff back in Indonesia.

Enabling responsible sourcing.

We believe responsible sourcing is paramount for compliance with ESG criteria. The way raw materials are sourced and managed, and how the people working in the supply chain are treated, says a lot about a company's efforts to comply with ESG factors.

Our origin verification services support companies to prove the origin of their products and raw materials and better manage their responsible source.

OUR BENEFIT

How we benefit society



We are a commercial organisation that started with a strong drive to protect both consumers and investors. Not only that, our services are used by our clients to benefit wider society and the increasingly important ESG agenda.

Protecting consumers

Most product fraud occurs undetected and the consumer unknowingly supports such trade. By verifying the origin of products and raw materials, we help consumers make better choices and feel assured in those choices – as well as avoiding obvious health threats from eating or using contaminated products.

Protecting investors

Investors are directly vulnerable to the fallout from counterfeit products. By protecting products from the risk of fraud, we protect brands from the financial, legal and reputational risk that accompanies product fraud – and protect investors' interests as a result.

Enhancing ESG

Being aware of the provenance of products and raw materials is essential for companies to claim compliance with ESG criteria and substantiate such claims. We work with organisations around the globe to help them address ESG issues and make the world a better place in the long run.

Identifying modern slavery

Recently increased consumer, regulator and investor pressure has raised the issue of modern slavery. Our innovative science can identify if a product has come from a high-risk area, or from an accredited and audited site.

Supporting responsible sourcing

Global warming and environmental concerns are increasing. We can assess if a product has come from a region that supports sustainable and responsible farming practices – helping businesses source confidently and pass on these assurances to their consumers.

Our social commitments



We stand for inclusion and diversity.

Inclusion and diversity are at the core of our company. Our aim is to create a fully inclusive working environment and to provide equal opportunities for everyone, regardless of culture, gender, sexual orientation, disability or race. What's more, we adopt equality and diversity in our employment practices through strong, competency-based processes to continuously improve our representation.



We stand against bribery and corruption.

Oritain has a zero tolerance policy for bribery and corruption and all business with us should be conducted in a way that is honest, transparent and ethical. Please ask us if you wish to view Oritain's Anti-Bribery and Anti-Corruption Policy.



We stand for fair wages for all.

We believe that our people are the driver of our success and better performances will optimise our collective success as we scale up. Therefore, we want to ensure the health and happiness of our employees, so we pay all of our employees a living wage as officially defined in their respective geographical location, wherever they are around the globe.



We stand against modern slavery.

Slave labour and child labour are a huge problem in the supply chains of many products, including coffee, cocoa, cotton and fresh produce. Our origin verification systems help to reduce the risk of modern slavery by detecting supply chains that are not compliant.



Above all, we stand for empowering people.

We aim to build a world-class business that evolves for decades to come, and makes a tangible difference in the world. Because it's people that really matter, and ensuring we do our bit to help improve the quality of life for those of us currently on our planet, honouring those that have contributed before us, and leaving a legacy for those to come. To do so, we need to trust and empower one another, for each other – in both personal life and business.

To help achieve this, we continue to invest in our people and culture, which to date has been a pillar of our success and will continue to be. We believe in putting people over process, and building a team of talented individuals, which will help us all to succeed.

BENEFITS TO OUR CLIENT STAKEHOLDERS

Boards of Directors

Protect the interests of shareholders

Independent, scientific traceability gives directors peace of mind, knowing their business is doing the utmost to reduce risk for consumers and shareholders alike.

C-Suite

Manage your risk register

Our scientific traceability helps to manage risk by reducing the likelihood and impact of fraud acts in the supply chain, as well as offering insights into supply chain risk.

R&D/Science

Combine Oritain science with your R&D

Science design, commercialisation and R&D are a big part of what we do. We often partner with client R&D departments to share learnings and experience, and/or to collaborate on projects to help reduce time, energy and costs.

Marketing

Protect your brand and provide differentiation

Supply chain transparency is vital to communicating sustainability, animal welfare and environmental claims. The reassurance of independent verification can positively enhance these messages to both your consumers and stakeholders.

Legal Counsel

Ensure your business is not legally liable

Independent, scientific traceability helps to protect brand equity and IP. It also shows that you've taken all known measures to protect your product and reduce risk and potential harm to consumers that may result from fraud.

Sales

Create a USP to deepen customer relationships

Going above and beyond to trace your product and prove your origin and/or sustainability claims can positively impact on your customers. It demonstrates innovation, integrity and trust.

Quality Assurance

Ensure the quality of your products

Quality is everything. The ability to randomly and independently audit the supply chain gives your QA department a proven tool to ensure the products you receive or sell are true to label.

Procurement

Ensure your product supply is safe

Verify the quality of the products your business purchases or produces, ensuring they are true to the quality you and your customers expect.

OUR PROGRESS

Today, we're global leaders in origin verification.

As our customer base has expanded, so have we. We now have offices in five countries, serving clients in over 20 countries.

Today, our capabilities span multiple industries, from fashion, food and fibre to pharmaceutical, from horticulture to agriculture to aquaculture. We work with stakeholders throughout the supply chain, including growers, producers, manufacturers and end retailers.

- Oritain partners with some of the world's biggest brands and largest multinationals across the Americas, EMEA and APAC with a **98 percent client retention rate.**
- We've developed significant IP for our innovative origin verification technology, as its capabilities are proven time and time again.
- We continue to expand our global databases and capabilities in other products including wine, beef, dairy, mānuka honey, cotton, leather, wool, merino, cashmere and mohair.
- Oritain's scientific traceability is now operational in over 20 different countries around the globe, and growing.
- Our work helps to solve some big issues for brands - from meeting their 2030 Sustainable Development Goals to protecting brand value and promoting brand reputation.





OUR FUTURE

Our story has just begun.

We are building a global business that will evolve for decades to come and help create tangible change in the world.

We're committed to constantly improving the environmental, social and governance-related aspects of our company and living responsible practices throughout our company. We want to leave fingerprints, not footprints, that create real change in our world.

OUR SCIENCE

The truth of the matter.

Many traceability methods rely on packaging to track a product throughout the supply chain. At Oritain, we test the product or raw material itself, to pinpoint the location of origin. Whether we're verifying the source of food or fibre, wine or wool, cotton, chocolate or coffee, our science gets to the truth of the matter.



The origins of our science.

Our science originated in the criminal forensic fields. Developed to determine drug provenance and solve homicide investigations, the robustness of the science is well proven. It is peer reviewed and subject to the scrutiny that comes with journal publications – so there is no tolerance for errors and inaccuracy. We have taken this same science and used it to trace the origin of products.

The proof of origin lies in nature.

We use science to find it.

Nature gives all things a unique code that tells us where they come from – all we need to do is decipher it. This natural code is created from the elements in a product's environment. Some environments are nutrient rich, some are poor, some are high in elements, some are low.

We analyse these elements using world-leading forensic science. Our statistical models then

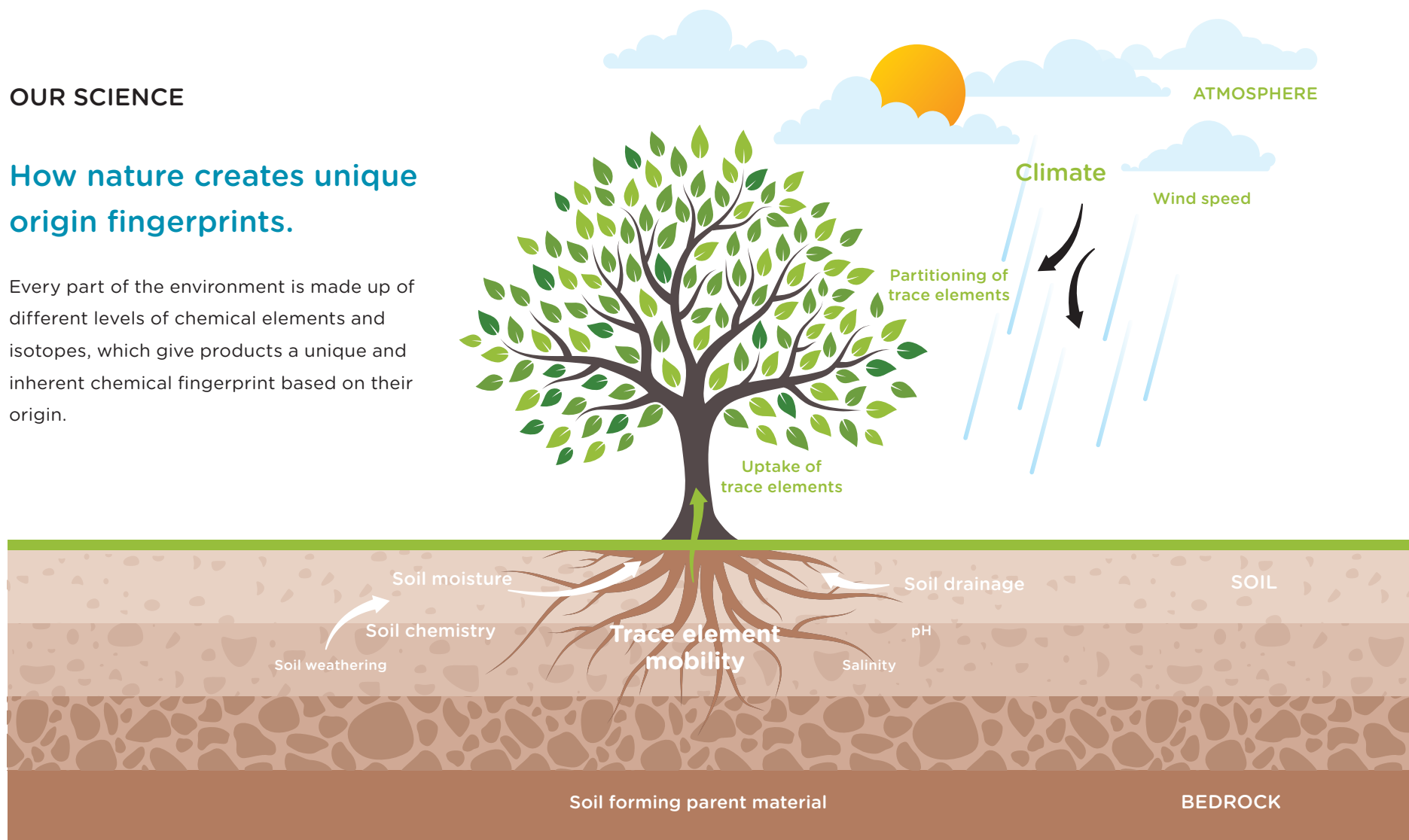
translate the data into an Origin Fingerprint. This acts as a fingerprint for your product and the exact location it comes from.

Once we have the genuine Origin Fingerprint, we can test other products against it to see if they match. If they do, we identify the product as authentic; if they don't, it suggests the product may have been adulterated.

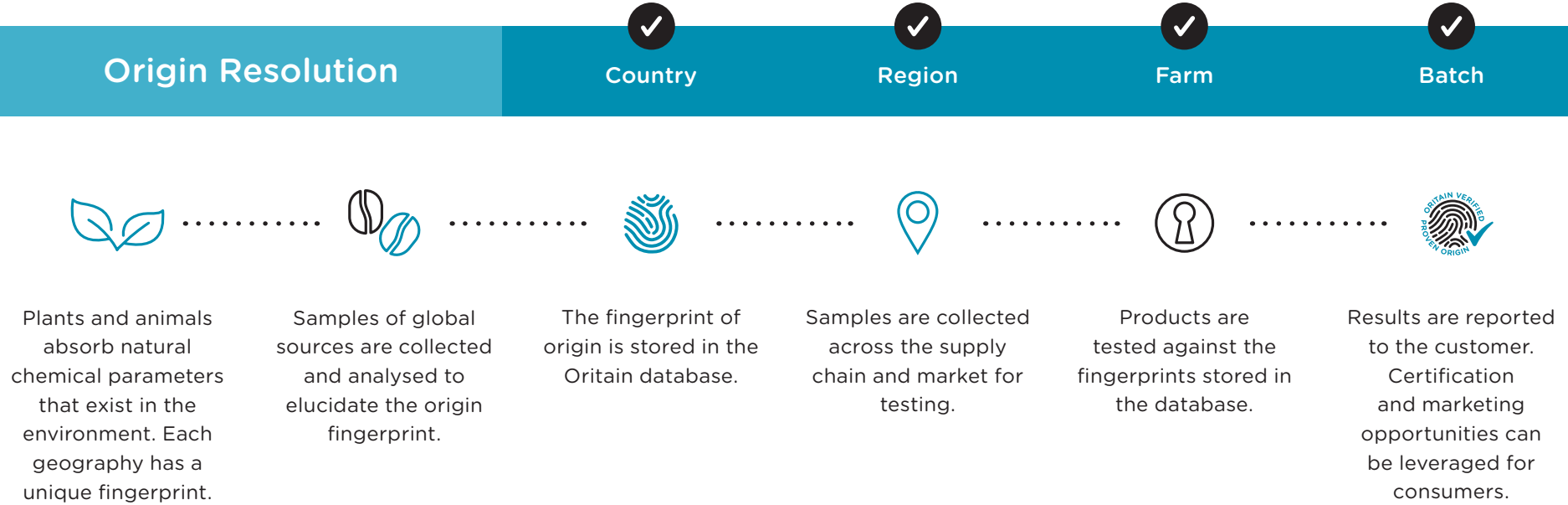
OUR SCIENCE

How nature creates unique origin fingerprints.

Every part of the environment is made up of different levels of chemical elements and isotopes, which give products a unique and inherent chemical fingerprint based on their origin.



The process



OUR SCIENCE

Origin verification versus traditional traceability.



Proven methodology

No sprays, no additives, no hassles.

Oritain's science measures the chemical elements that exist naturally in a product. Which means foreign tracers such as spray or particles are not required. Nor are changes to your manufacturing processes or integration of machinery/systems.

Test anywhere in the supply chain.

Our audits only require a small sample of product and so integrate seamlessly into existing supply chain infrastructure. This makes auditing at any point of the supply chain – even up to the shop floor – easy and scalable.

Accurate fraud detection.

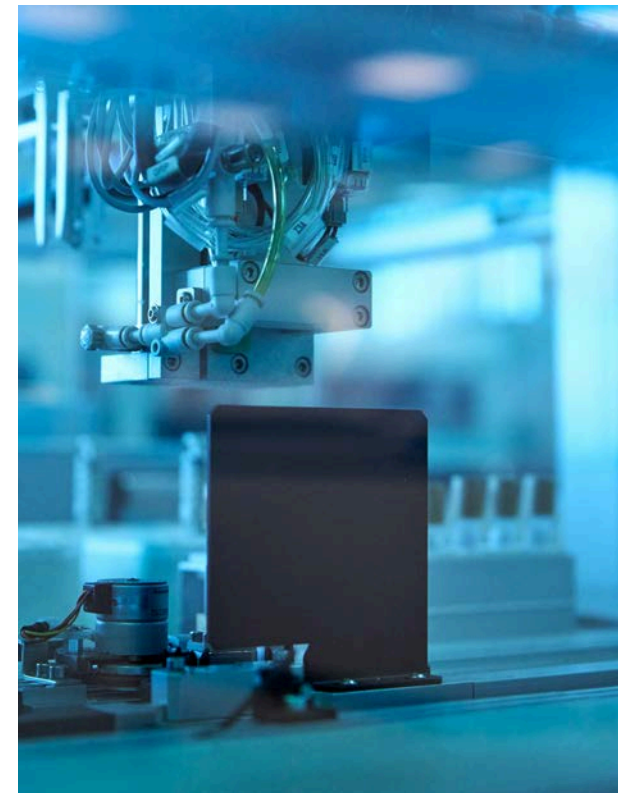
Routine auditing identifies fraud in your supply chain. And our forensic science is accurate enough to meet the Daubert Standard, meaning that it will stand up in a court of law if required.

We test the product, not the packaging.

To be truly sure where something comes from, you need to test the product or raw material itself. We test the actual product, ensuring its integrity, no matter what happens to the label or packaging.

Works across multiple industries and supply chains.

Our science can be used in many product categories, including fashion, food, fibre and pharmaceutical. We know that every supply chain is different and can work with you to create an auditing programme specific to your needs.





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