



TrueCold

ACTIONABLE COLD CHAIN DATA

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WHY

20% cold chain transports with temperature excursion

\$35 billion product worth lost

Data governance for externalized logistics



Current solution	Pain	Tracked	Automated	Context	Standardized
No datalogger	Surprise upon receipt	✗	✗	✗	✗
Async control	Operational workload, delays	✓	✗	✗	✗
IoT trackers	Not tracking logistics units	✓	✓	✗	✗
TrueCold		✓	✓	✓	✓

Key Opinion leaders



This initiative addresses a concrete business need to control the cold chain where we have had lots of problems. It simplifies our way of working and integrates many different systems and technologies to add value to cold chain

Norbert Khein: Ex-GSK VP MSAT DPM



This is a step towards compliance (quality and regulatory), it is a right step coming at the right time to ensure competitive Vx Supply Chain and proactive approach in the eyes of our regulators

Abdallah El Sayed: GSK Senior Quality Manager. Cold Chain and Distribution

TARGET MARKET



HEALTH



FRESH



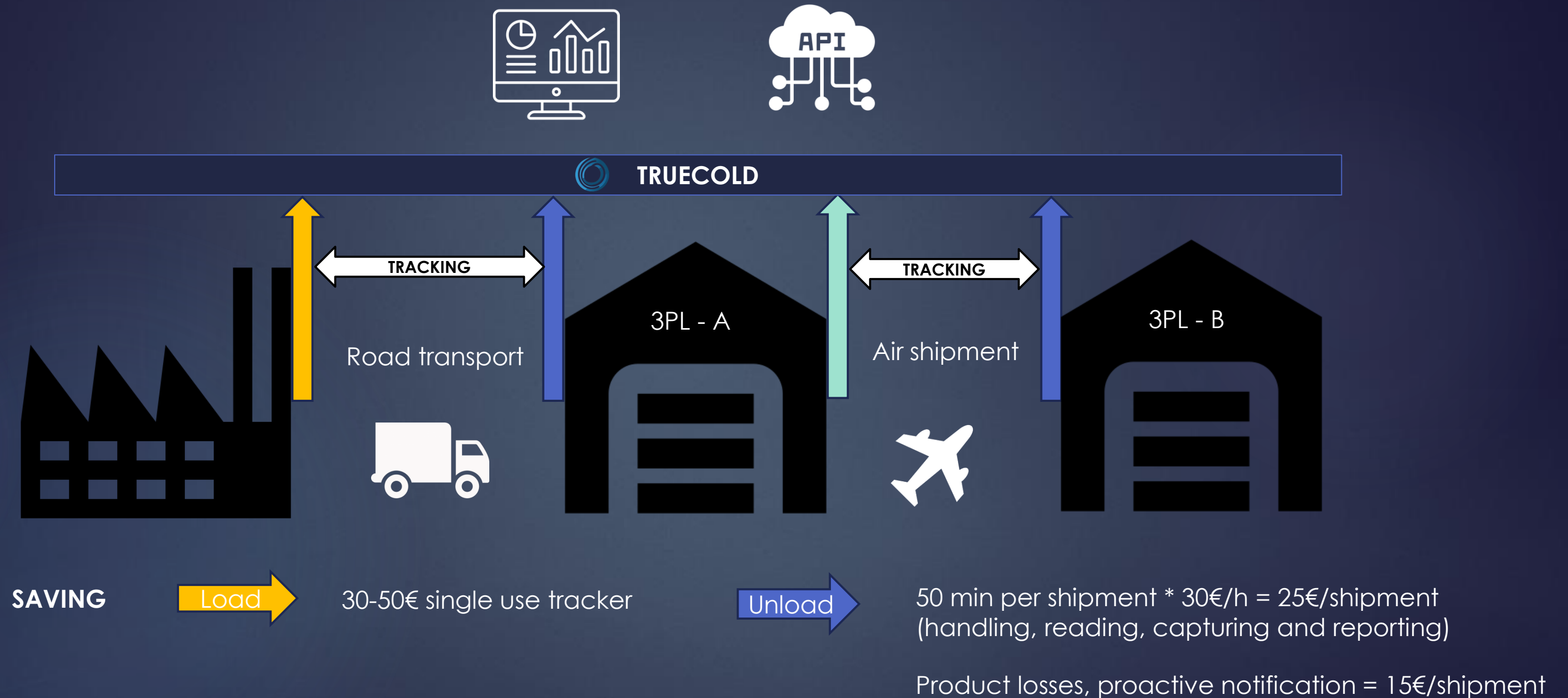
FROZEN

>18b\$ Biopharma CC 2024

30% new drugs FDA → CC dependent

VALUE PROPOSITION

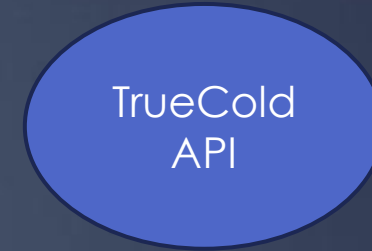
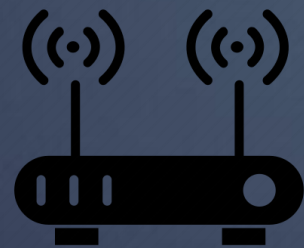
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> 80€ saving / shipment + Zero-touch release



Internal movements
IoT gateways



TRUECOLD Hub



Transport
Dashboard

AI early
detection

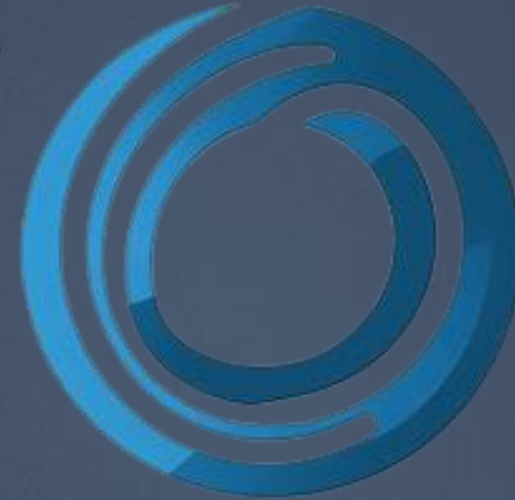


OUR SOLUTION

Logistics info:

- Vehicle*
- Delivery
- Container*
- Datalogger*

**Optional*



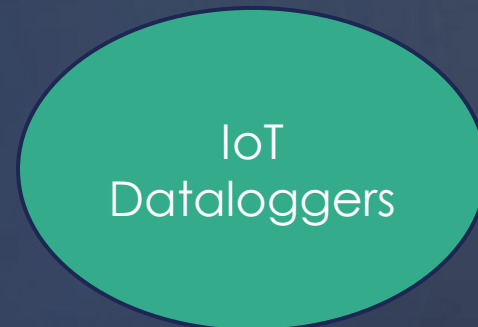
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1. BUSINESS LANGUAGE
2. TRUST & RELIABILITY
3. PROACTIVE
4. FLEXIBLE
5. ECO-NOMIC

IoT data:

- Time
- Temp
- Geo-location
- Shock



- AI early anomaly detection
- Immutable critical data



AUTOMATIC OPERATIONS AT A FRACTION OF COST

CONTACT

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Actionable cold chain data

<https://truecold.io>

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