



TRILLION

**Blockchain strategies and products for a more pleasant and effective retail experience
by Trillion**

Developing the internet of trust & value (IOTV)



Blockchain + Retail = A trust-based digital connection

The retail ecosystem is ripe for innovation. Whether engendering consumer trust or eliminating labor-intensive documentation, blockchain has huge implications for consumer goods and retail companies. The technology brings digital consensus, consistency and an accurate record to companies that have struggled to achieve just that using traditional technology methods.

Beyond establishing trust, blockchain makes it possible to share information selectively with others to exchange assets safely and efficiently and perhaps most promisingly to proffer digital contracts. This transforms reputation into a manageable attribute that can be baked into each individual's or organization's interactions with others.

Providing the retail and consumer goods industries an opportunity for "trustless" transactions may sound counterintuitive, but in doing so it actually engenders consumer trust.

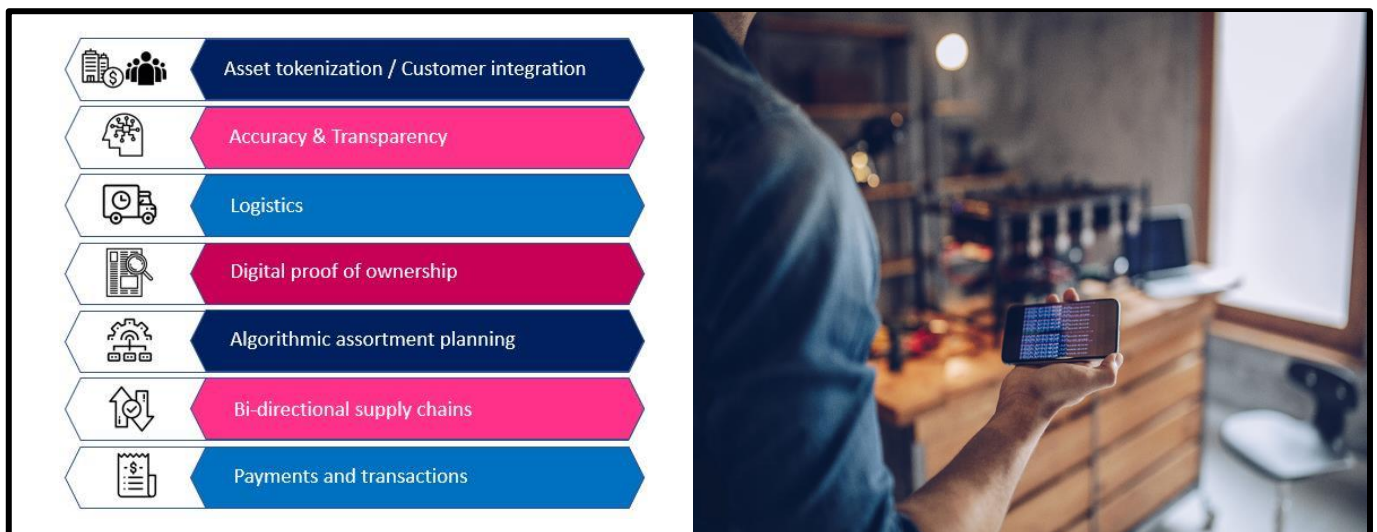
A customized blockchain platform accumulates significant bulk of data from across the supply chain and leverages machine learning to add a structure to it, creating a single ecosystem for the data in the retail environment. By utilizing a secure ledger format, blockchain ensures the product data is reliable while enhancing the inventory tracking process with reduced overstocking and under-stocking, and supply chain product waste. In addition to the boost in retail workflow efficiency, blockchain's decentralized platform serves as a middleman for retailers to connect with verified product manufacturers, ensuring the best quality, authenticity, pricing, and terms of connectivity. Blockchain technology has the ability to seamlessly handle an arbitration system in the retail landscape, improving cooperation between retailers and product manufacturers. Blockchain is altering the retail environment for optimal customer experience and satisfaction with retailers experiencing a stronger brand reputation and new opportunities to increase their customer base.

Trillion Lab is working innovative blockchain retail solutions prioritizing the end customer experience, but our retail blockchain ecosystem aims to add an immediate value to the Landlord – Tenant/Brand - Shopper interoperability.

Brian Garrison, Value Retail President: ***"The retail war has ended. Amazon and Alibaba won. Now is about connecting brands with customers"***

Blockchain technology provides A trust-based retail ecosystem focused on the consumer

Trillion offers Blockchain Technology integration to your retail assets for an immediate added value.



READY FOR THE DIGITAL EVOLUTION?

We encourage you to visit us at Trillion.com and contact our Trillion DLT & Blockchain Lab at: trillionlab@trillion.com