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ITRACEIT

Technology for Transparency Report
3rd Edition

December 2024

Company Information:

iTraceiT
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Braine-le-Comte
Belgium

Contact Person:

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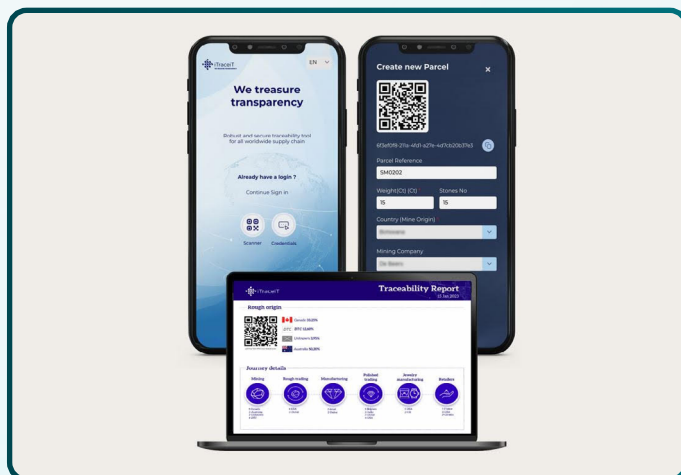
www.itraceit.io

Company Description:

iTraceiT is a technology company specializing in traceability solutions using Blockchain and QR code technology. We offer innovative tools for documenting the origin and journey of products, with a primary focus on the watch, jewelry, and luxury industries. Our solutions enable companies to enhance transparency and authenticity, ensuring that customers can trust the provenance and ethical sourcing of the products they purchase. iTraceiT aims to be a leading partner for brands seeking to incorporate robust traceability into their ESG (Environmental, Social, and Governance) reporting frameworks.
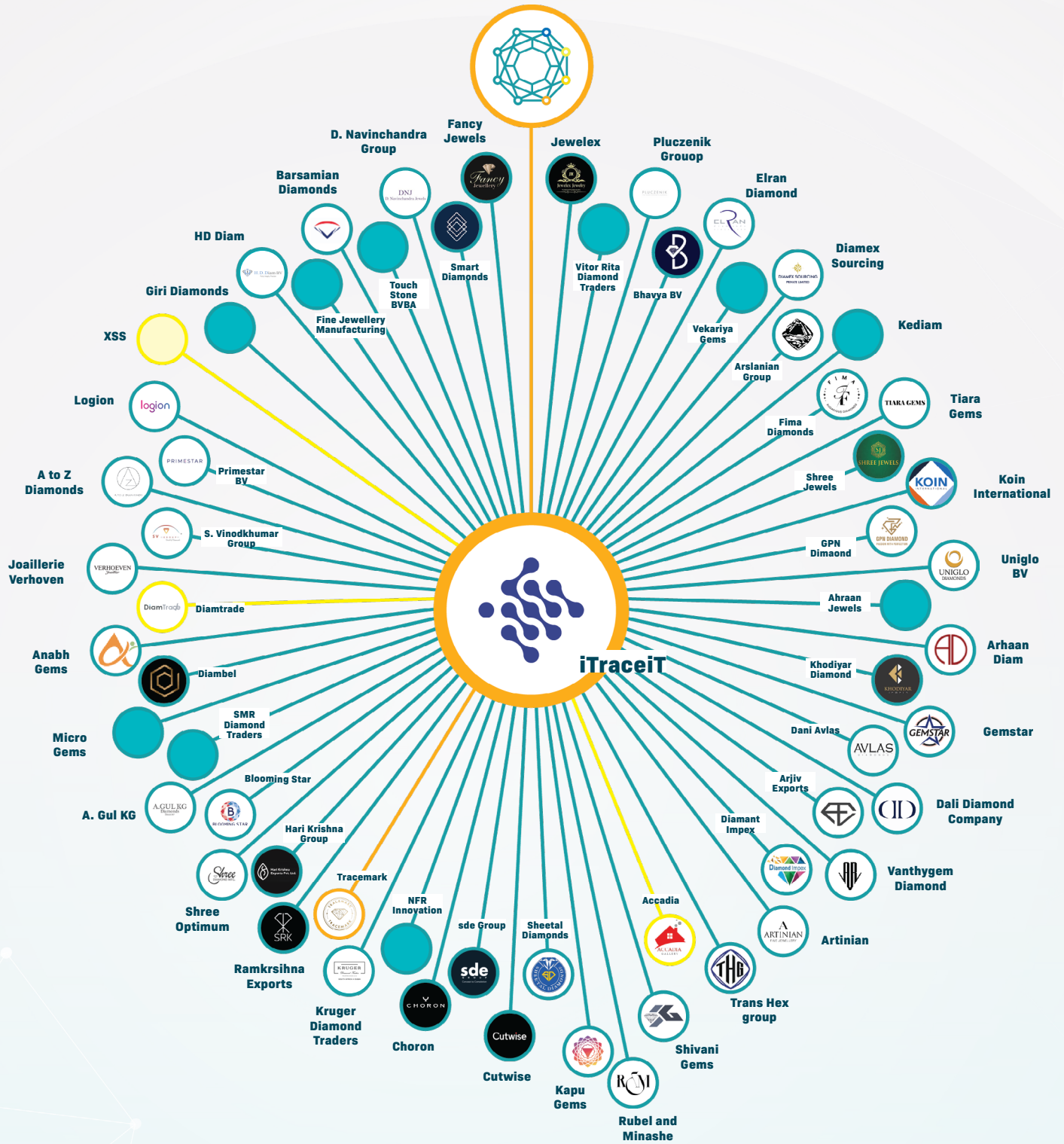
Number of employees: 11-50

VISION

iTraceiT aims to revolutionize the way businesses document and communicate the journey and origin of their products by providing state-of-the-art traceability solutions. Through the integration of Blockchain and QR code technology, the company empowers brands, particularly in the watch, jewelry, and luxury industries, to enhance transparency, build trust, and meet their sustainability goals. iTraceiT is dedicated to being a trusted partner in helping companies showcase their commitment to ethical sourcing and responsible business practices, ultimately driving positive change in the industry.

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iTraceiT

Legend:
- ● Core Organization
- ● Partnerships
- ● Clients

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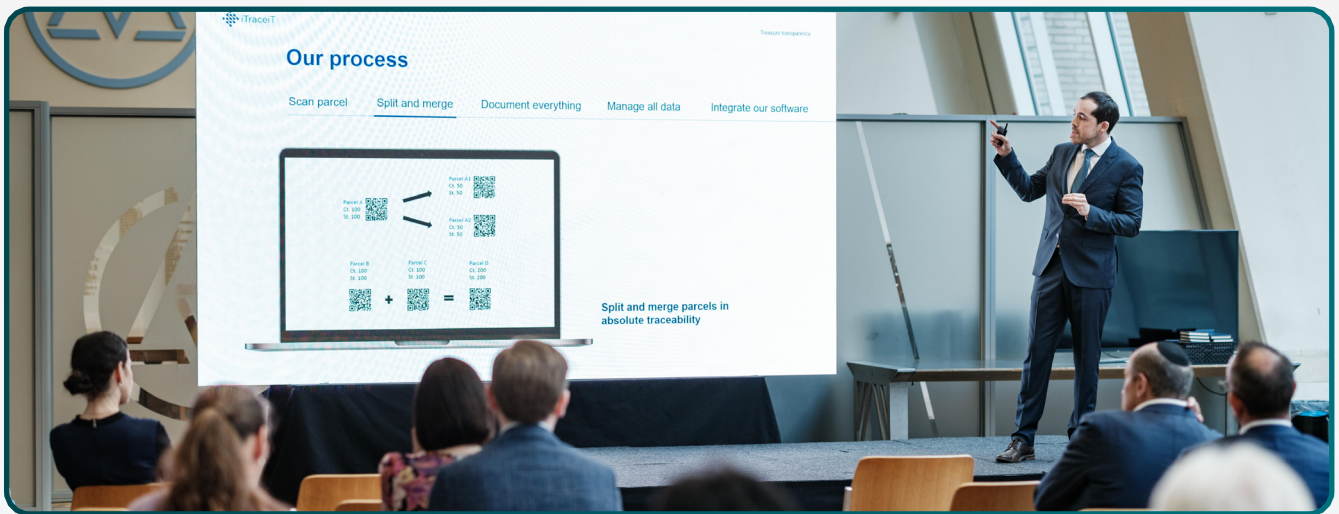ORIGINALLUXURY

Solution I:

Solution Name

- ▪ iTraceiT Workflow

Solution Overview

- ▪ Traceability solution for all diamonds and luxury item components.
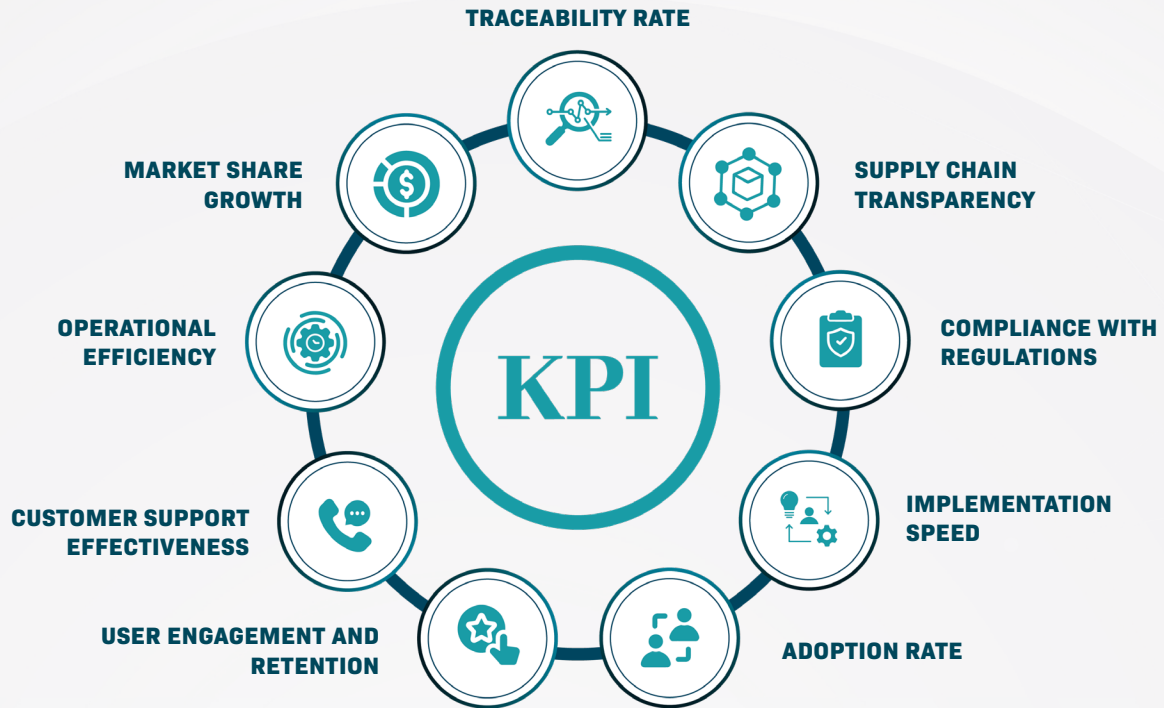
Geography:

- ▪ Europe, India and UAE.
- ▪ Future plan to expand to the US market.

Technology Used:

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KPIs used to measure the effectiveness of our solution.

Circular KPI diagram with the following elements around a central "KPI" label:
- TRACEABILITY RATE
- SUPPLY CHAIN TRANSPARENCY
- COMPLIANCE WITH REGULATIONS
- IMPLEMENTATION SPEED
- ADOPTION RATE
- USER ENGAGEMENT AND RETENTION
- CUSTOMER SUPPORT EFFECTIVENESS
- OPERATIONAL EFFICIENCY
- MARKET SHARE GROWTH

Data Points for solution:

- Number of items benefiting from our solution
  - It is a company policy that we don't have access to the data of our customers.
- Number of brands/suppliers adopting the solution
  - To date we have 126 license holders, which range from miners and traders to manufacturers and retailers/brands.

Contact Information :

- **support@itraceit.io**

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