



VIRGO, the new SUSTAINABILITY, REPUTATION & AUTHENTICITY platform dedicated to Fashion & Luxury's world

Milan - October 21, 2019 - Temera, PwC, Luxochain and Var Group, four world-class leaders, have been contributed to create the first integrated, safe and transparent solution for value chain's tracking, certifying the authenticity of luxury goods, from raw materials' purchase to goods' manufacturing and sale, up to the ownership transfer on the secondary market.

The new **Virgo** platform was presented today during the **Milan Fashion Global Summit**.

Virgo will allow manufacturers to self-certify every single lot, using several best-in-class technologies, from RFID UHF and NFC to blockchain certification, the latest promising innovation in the luxury goods' certification market.

Virgo is an open and modular solution, able to integrate multiple technologies, from IoT to Blockchain, maintaining an agnostic and integration-oriented philosophy. The platform allows brands and customers to track the whole life cycle of the product, which can be integrated with existing ERPs; it aims at reaching maximum flexibility and at being easy to use for every player involved, focusing on the user-experience for brands, suppliers and end consumers.

Virgo reshapes luxury and fashion's storytelling, also turning the supply chain operators into real protagonists, opening up new dialogue perspectives with consumers, allowing them to know the garments' origin, as well as collecting information on the raw material used, the product's ethical sustainability and its environmental and social impact. Production sustainability currently is a distinctive and driving force for the whole Fashion sector; this way Virgo becomes a key tool to enhance brand's commitment and a benefit for the entire supply chain.

Arcangelo D'Onofrio, CEO of Temera, said: *"Current certification systems are complex and expensive, while the supplier monitoring system is inadequate to meet the ever-increasing need for transparency in the supply chain. Thanks to Virgo, we are able to increase consumers' confidence in the brand, making all value elements clear, while respecting the principles of transparency, ethical and environmental sustainability, animal welfare and raw materials and processes' quality."*

Francesca Moriani, CEO of Var Group, declared: *"Transparency and sustainability are key values allowing brands to increase their reputation and trust. Every moment, every place, every manufacturing process becomes a value element. Tracing a product along the supply chain creates a history, a set of transactions that anyone can read as a proof of authenticity and guarantee. With Virgo, we want to ensure a clear and flexible process, where raw materials and production lots will be certified, enhancing sustainability, environmental responsibility, ethics and social principles."*

Davide Baldi, CEO of Luxochain, added: *"We are very proud of this strategic initiative. Virgo's goal is to protect brands' reputation, creating digital fingerprints for each product, providing new value chain-related analytics and insights, improving both loyalty and rewards process between brands and end users. With our system, available for both iOS and Android, any buyer can use their smartphone to verify the authenticity of each product, in-store and online, or in the growing secondary market. At the time of purchase, the user will then receive the corresponding authenticity and ownership certificate, registered in blockchain."*

Stefano Spiniello, Associate Partner of PwC, stated: *"This is a unique opportunity to integrate different skills and competencies and to participate in the promotion and implementation of a strategic platform supporting companies in both tracking and validating supply chain's processes. Virgo's use will result in sustainability and brand reputation enhancement, to the benefit of the organizations operating in this sector which we have been supporting for some time now, by providing them with the expertise of the professionals of our Consumer Markets practice, within our technology consulting division."*

Virgo, created today to change tomorrow's world.

www.virgo.tech





Temera Srl

Temera, www.temera.it, founded in 2009 by current CEO Arcangelo D'Onofrio, is a centre of excellence, supporting businesses through the development of solutions based on innovative use of the RFID technology, serving the Fashion&Luxury sector. The company stands out for its specific know-how, gained in response to a strong need to solve issues related to optimization of logistics and production processes, anti-counterfeiting, grey/parallel market's control the need to provide increasingly pervasive and loyal experiences to the customer. With more than 60 active international customers, Temera is the leading company for IoT solution in the Luxury industry. The forward-looking vision, together with continuous investments in R&D, allows Temera to provide exclusive services. The company, leveraging its experience, strength and organization, is able to design, build and implement innovative, global and easily integrated technological solutions.

Var Group SpA

Var Group, www.vargroup.it, with a 343 million euros turnover as of 30 April 2019, 1,900 employees in 23 offices throughout Italy, 5 foreign offices in Spain, Germany and China, is one of the main partners for innovation in the ICT sector. It supports Italian businesses' competitiveness, offering dedicated solution to major Italian sectors: **Manufacturing, Food & Wine, Industrial Mechanics, Automotive, Fashion, Furniture, Retail & Mass Distribution**. Var Group constantly renews its offering thanks to continuous research activity and close collaboration with **Start-ups and University Centres**. Companies have to face increasingly complex challenges and they must be able to count on innovative and specialized solutions. Var Group's offering draws its strength from the deep knowledge of business processes and the integration of several elements. It is the result of the work carried out by several Business Units focusing on projects development in terms of: **Digital Transformation, Digital Industries, Digital Cloud and Digital Security Business Technologies**. Var Group is fully owned by **Gruppo Sesa S.p.A.**, a leading Italian Group in the field of value-added IT solutions for business segment. The parent company Sesa S.p.A. is listed on the STAR segment of the **MTA market of the Italian Stock Exchange**.

Luxochain SA

Luxochain, www.luxochain.com, a Lugano-based company, aims at **certifying luxury products' authenticity**, using a blockchain-based **tracking and authentication system**, able to protect both brands and end customers. It provides the market with a revolutionary tool to **increase brand awareness** and fight the counterfeiting market. This **peer-to-peer technology system** developed by Luxochain guarantees the **unique identification of each product** placed on the market. With the Luxochain system, available for both iOS and Android, any buyer can use their smartphone to verify the authenticity information about the history of each product, **in-store and online**, or in the secondary market. Luxochain **registers goods' ownership transfers** and, at the time of purchase, the customer receives the **certificate of digital property**, as if it were the passport of the product itself, with a **guarantee of non-repeatability**, thanks to the used technology. Luxochain offers a service to end users, protecting them in the purchase of their products. At the same time, it works alongside the luxury brands, providing them with a **transparency and loyalty system**, as well as **analytics and insights** towards their customers. Luxochain's goal is to become the worldwide reference in product certification, evolving the current market logic, moving from a sample to a **unique identification of each good**, starting from the luxury market, extending its business to other sectors, such as **Pharma, Food & Wine and Automotive**, as well as in the emerging market of **company shares' digitization**.

PwC

PwC, www.pwc.com/it, is a network of firms with offices in 158 countries and with more than 250,000 professionals, of whom more than 5,500 based in Italy in 23 different cities, who are committed to delivering quality in assurance, advisory, tax and legal services. We are among the leading professional networks in the world. PwC's purpose is to build trust in society and solve important problems.

At PwC Italy the Consumer Markets and Retail division includes a Fashion & Luxury team of advisory and technology practices able to support companies in all **integrated analysis and review activities of both business processes and information systems including: enterprise architecture, fashion platform, manufacturing execution systems, business process management, IoT, PLM, in addition to the exclusive PwC Fashion Framework**.

With "industry focused" multidisciplinary teams, PwC helps companies in the Fashion & Luxury sector to implement the digital and omnichannel transformation, also through the innovative approach of the PwC's Experience Centres.





Speakers attending the Milan Fashion Global Summit 2019:

ARCANGELO D' ONOFRIO - at CEO Temera S.r.l.

Arcangelo D' Onofrio has gained his working experience in the information systems teams of international groups operating in several sectors. Mr. D'Onofrio has always been focused on innovation-related topics for the business sector and, in 2009, founded Temera, a leading company in the implementation of high value innovative IoT solutions in the Luxury/Retail industry. Leveraging RFID technology, Temera gives a virtual voice to products, allowing sophisticated traceability systems to optimize production, logistics and retail processes, up to a direct marketing interaction with end consumers.

FRANCESCA MORIANI - CEO at Var Group S.p.A.

Francesca Moriani holds the CEO role at Var Group, a leading ICT company and technology partner of over 10,000 clients. Mrs. Moriani manages a multi-faceted group devoted to innovation: Var Group combines several companies that have developed a specific vertical expertise over the years. In this context, Mrs. Moriani manages a team of 1,900 professionals located in Italy, Spain, Germany and China, and works to strengthen each company's in a framework of continuous development and quality improvement for services offered.

DAVIDE BALDI - CEO at Luxochain S.A.

Davide Baldi is an entrepreneur with a decade-long experience in the business-consulting world, specialized in marketing and top management. Mr. Baldi is an innovator, early adopter of the Blockchain technology, founder of several Fintechs. He holds the roles of CEO and partner at Luxochain, a company offering services to luxury and fashion firm, which aims at certifying and protecting goods' authenticity, from the production phase to the end customers' purchase, throughout its whole life cycle, including the secondary market.

STEFANO SPINIELLO - Associate Partner at PwC

Stefano Spiniello is Associate Partner of the Italian Technology Consulting division of PwC, a global consulting giant. Mr. Spiniello leads innovation projects in the Consumer Market and Fashion&Luxury segments. He has a strong experience in redesigning business processes, IT strategies, and analysis, as well as solutions architecture at an enterprise level. Thanks to his 20-year-long experience in the technology field, focusing on applications in the Fashion&Retail sector, he has contributed to the designing and deployment of several international projects, from the feasibility analysis to solutions' design and implementation.

For further details:

Community Strategic Communications Advisers

var@communitygroup.it

Mob. +39 335.7357146

