## For consumers:

#### 1. Get product information:

Add a two-dimensional code to the product, and the two-dimensional code leads to the web page with the product information. The data is used to show the production process of the product in intuitive forms such as pictures or videos, such as the breeding environment, the production environment of meat products, and the realization of data Be transparent and meet consumers' requirements for food safety, ethics and ethics.

#### 2. Obtain production process and company information:

Introducing the 24-hour live broadcast of farm monitoring on the high-traffic platform, where farm monitoring combined with MS Azure cloud computing technology can not only facilitate customers to directly understand the current real farm conditions, but also attract potential customers on the Internet. Through this form, users can fully understand all aspects of the breeding area, such as the breeding environment, the feed situation of feeding, and the recovery of production waste.

#### 3. Function expansion of information platform:

Build a more interactive consumer experience, such as Cloud Farm, where the farm provides breeding programs and technical guidance (such as breed selection, breeding methods, and key points of breeding, etc.) so that consumers can participate in the production process of products. At the same time, combined with smart camera technology, consumers can see their participation in production through the platform anytime and anywhere.

#### 4. Public welfare projects:

Help consumers understand food safety. From the breeding chain of products to processing and production to people’s tables, most consumers will ignore the hidden safety hazards and product quality. Take our own products as an example, through public welfare science or other forms to make consumers more clearly aware of food safety, on the one hand, improve consumer awareness, on the other hand, play a positive role in promoting their products.

## For ourselves:

#### 1. Improvement of the original product:

We have always considered the importance of consumers in our production chain. By collecting various feedbacks from consumers and counting our sales, we will improve the production structure and production methods of our existing products in order to create a more environmentally friendly and transparent business method, so that consumers can enjoy better products .

#### 2. Improve your own sales methods based on sales conditions, such as organizing farm visits and shooting documentary advertisements.

We believe that an open and transparent production chain and a cordial and friendly sales method are extremely important. Our farms in Northern Europe and the Baltic Sea will be open to people who are curious and eager to learn more about how we implement our concept of animal welfare. As for those customers who are far away from us but still trust us and purchase our products, we will rely on our Agrofood Ecosystem® ecosystem data to provide real-time data through our website through smart cameras and other methods, allowing customers to greatly increase their sense of participation. In addition, we will also respond to meat consumers to learn more about the more environmentally friendly and ethical meat products provided by the company through better information transparency and more facts by shooting documentary advertisements where cattle and sheep are relaxed and contented.

## For the breeding chain:

#### 1. In-depth study of the best conditions for breeding, intelligent control of the needs of the breeding environment.

We use Agrofood Ecosystem® ecosystem data combined with machine deep learning to find the best breeding plan under any situation. While providing environmentally friendly and high-quality meat products, it also allows the farmed animals to enjoy full welfare.

#### 2. Strictly control the source of meat quality.

We always put the health benefits of users in a very important position. HKScan has the entire production and consumption chain from farm to table. Only after very strict screening can it become a farm and pasture that cooperates with us. Under our automatic animal welfare monitoring, animals can grow up healthy and provide safe, environmentally friendly and delicious meat products.

#### 3. Strengthen cooperation with farms and pastures, and provide relevant technical and personnel support and guidance.

All farms and ranches that become our partnership will adopt our Agrofood Ecosystem® ecosystem and animal welfare monitoring mechanism. We will send relevant technical personnel to support and guide the cooperative farms, so that they can produce meat products that are environmentally friendly and transparent in the process.