

# TRUSTBIX



**TSX.V:TBIX**

**OTCQB:TBIXF**

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## **CEO's Message**

Welcome to our first newsletter of 2022. We have completed our first quarter with an exciting acquisition, Insight Global Inc., which provides an asset tracking device and application designed to know where your assets are. The system provides a visualization service and self-supporting asset tracker that identifies and reports your asset portfolio.

One of the comments and questions I hear about our company is “What does your company do?” The TrustBIX mission is to create a world where we *Trust More – Waste Less – and Reward Sustainable Behaviour.*



## How do we achieve our mission?

### Create Market Pull

Let's start with the question, who will pay for the reward of sustainable behaviour? If our mission is going to be viable long term, then it must be paid for by the economic buyers such as retailers, wholesalers, exporters, restaurant chains, etc. Why would these economic buyers be willing to participate? Sustainability is about the People, the Planet, and the Animals. In our industry, this could be reflected as ESG - Environmental, Social, and Governance issues and concerns, and/or defined and reported as CSR - Corporate Social Responsibilities. According to Forbes, "consumers translate their values to purchasing action" and "environmental impact is top of the consumer's mind."<sup>1</sup>

### Producer Engagement

Claims that are important to consumers will often require information from the whole supply chain or back to the producers or farmers. To incentivize producers to share information that is needed for sustainability brand and product claims, they must be rewarded with tangible benefits that are related to their participation in the sustainable production of food and reduction of waste. These benefits could be an increase of volume sold and/or increase in price, or possibly other incentives from financial institutions.

Benefits from participating within supply chains often take months to realize. Therefore, TrustBIX continues to pursue opportunities to provide more immediate tangible results for producers through savings and/or risk reduction. Through TrustBIX providing tangible benefits to producers by encouraging sustainable behaviour and reduction of waste, we will grow a large producer user base in BIX.

### Validation of Claims

Who would validate brands and product claims? This is where our proprietary platform, BIX (business information exchange), is deployed. BIX is designed to be pre-competitive, creating trust even between competitors and can aggregate and integrate information from thousands of operations throughout the whole supply chain from Gate to Plate®.

Therefore, TrustBIX has a multi-pronged approach to achieve success.

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<sup>1</sup> <https://www.forbes.com/sites/forrester/2021/11/12/global-consumers-drive-the-market-toward-sustainable-retail/?sh=17187162e4ca>

- Create Market Pull - by focusing on engaging economic buyers (retailers, wholesalers, exporters, restaurant chains, etc.)
- Producer Engagement – with tangible benefits to producers through supply chain benefits and/or operational level savings and risk reduction.
- Validation of Claims – by integrating and aggregating information from many different data sources throughout the whole supply chain using our proprietary trusted platform, BIX.

When reviewing our multiple different press releases, it is important to keep in mind how each significant announcement positions TrustBIX in this three-prong approach.

## Sustainable Supply Chains



## TrustBIX Update

The company's main objectives for 2022 are:

- a. Revenue Growth through organic and acquisition activities with companies that are synergistic with existing TrustBIX solutions; and
- b. Enhance and expand the capabilities and functionality of TrustBIX technologies and the BIX platform

**Acquisition of Insight Global Technology** - TrustBIX Inc. is pleased that on March 7, 2022, the company acquired Insight Global Technology Inc. ("Insight"), an early-stage company providing solutions to track, protect and identify the movement of high-value moveable equipment used in agriculture and other industries. We are very excited about the acquisition of Insight, which is a major milestone for TrustBIX. The acquisition will help us diversify, add to our current technology offerings, enhance our value in supply chains, and enable us to better serve our clients with a more diversified set of products and services. Insight will assist us to drive growth and shareholder value in the months and years ahead. - *Producer Engagement*

**Growth Strategy for TrustBIX** is to increase revenue and profitability as the company moves to the commercialization of pilot projects. For an update on TrustBIX's blockchain powered agri-food traceability and chain of custody solutions and an explanation of how it helps companies support their Environmental Social and Governance (ESG) claims and helps build trust watch the full CEO interview. <https://blog.trustbix.com/in-the-news/trustbix-an-introduction-to-ceo-president-hubert-lau>. - *Validation of Claims*

**Financial results for the first quarter** ended December 31, 2021, were released February 22, 2022. The Company posted first quarter revenue of \$422,261, up 0.5% from 2020, with operating expenses increasing to \$999,100, up 0.1% from 2020. "We continue to focus on growing our business with innovative solutions including ESG initiatives, across the agri-food sector, as well as acquisitions of synergistic products and services," said Hubert Lau, TrustBIX CEO.

**The Cargill-TrustBIX relationship** will be transitioning its focus as of April 1, 2022, to innovation and driving new efficiencies in the delivery of the Cargill Certified Sustainable Beef program. Cargill will now receive the sustainability qualification status of all processed ear tags directly from CCIA. The BIX platform will not change in any way or the sharing of your data, with the appropriate permissions. The team at TrustBIX continues to support Cargill in its commitment to long term sustainable sourcing of Canadian beef and will continue to work with Verified Beef

Production+, Canadian Cattle Identification Agency and all other sustainability program partners in advancing sustainable beef production in Canada. The BIX platform was built for producers and continues to operate the way it always has, as well as delivering chain of custody in several ongoing pilot programs. - *Market Pull*

**Adding value in agri-food supply chains** TrustBIX continues to support producers through the BIX platform with their data management, as well as all other packers and supply chains in developing programs providing brand assurance. TrustBIX will continue to focus on innovation and growth as we expand into other proteins and crops. Supporting the agri-food industry on its journey to sustainability has driven our innovation team and has seen the continued evolution of what we offer, supply chains. - *Market Pull and Producer Engagement*

**Energy Monitoring continues to grow** and will be an important part of the TrustBIX business moving forward. ESG goals, science-based targets, corporate scorecards, and benchmarking are all part of what companies need to record. Supply chain tracking for carbon and energy monitoring continues to be a hot topic which the team is addressing. - *Producer Engagement*

The company continues to focus on the commercialization of previously announced relationships and projects including but not limited to:

- Energy management and usage reduction in collaboration with Green Metrics Technologies Ltd and United Energy Ltd.
- Waste management projects, including reduction of waste going to landfills and creation of new products, with All West Demolition Ltd. and Biomass Quality Network of Canada.
- Ongoing negotiations on other revenue generating streams.

**ViewTrak staff attended the National Cattlemen's Beef Association (NCBA) AGM and Tradeshow** in Houston, TX. The goal was a promotion of auction market software and feedlot software, both ViewTrak products as well as speaking to customers and potential customers. The NCBA is the premiere livestock event in the United States and is held every year except for 2021, due to COVID-19. We are continuing to upgrade clients from our Feedlot solutions software to our newly released FLS Hub. Staff are continuing to develop new features and functionality in both FLS Hub and Auction Master Pro (AMP) Software.

**ViewTrak's proprietary products** and services are solutions to address many agricultural technology challenges, with an emphasis on feedlots, auctions, and processors. These well-known products and services and the long-term client base, along with trusted relationships,

support the collaboration with industry leaders and participants to create opportunities for the BIX platform. Auction Master Pro software empowers livestock auctions to offer better value to producers and buyers. Our auction software is used by 80% of the Canadian auction markets, along with 30% of American auction markets and this number is growing. FLS hub, our new feedlot product, continues to address feedlot operations for efficiency and increased profitability, with added features. Our Pork grading solutions are used in China, Canada and Mexico grading over 60,000,000 hogs annually, and have become the trusted technology to help set the price between buyers and sellers.



**Data tells the Real Story about your food.**  
(Interesting, this guy looks alot like Hubert Lau)