

## PRESS RELEASE

### ANTARES VISION GROUP ACQUIRES A STAKE IN GENUINE WAY TO COMPLETE B2C TRACEABILITY SOLUTIONS

*Travagliato (Brescia), 10 July 2025* – Antares Vision Group - Italian multinational, leading provider in Track & Trace systems and quality control, which guarantees product safety and supply chain transparency - announces that it has acquired a minority shareholding in **Genuine Way**, the Italian scale-up, specialized in creating a direct connection between FMCG brands and consumers.

This agreement enables Antares Vision Group to complete its traceability solutions with the **consumer engagement module: thanks to the digital identity of the product**, it is possible to obtain and transmit useful data and information to and from the end customer, thereby fostering loyalty beyond the individual transaction. Simultaneously, Genuine Way enters a more structured ecosystem – DIAMIND - which will enable the Company to leverage new technological solutions, complementary and additional to its own offerings.

Genuine Way mainly operates in the sphere of Fast-Moving Consumer Goods (FMCG) and through proprietary technology it enables brands to intercept, involve and profile the audiences of retailers. It is recognised as a **benchmark player** in Italy for the **large-scale retail segment**, in which it boasts important corporate clients that already use interactive WebApps to bring valuable content to consumers.

In the short-medium term, the partnership will develop in several directions: on one hand, the launch of a SaaS solution in Supply Chain Transparency that will allow to offer the Italian SME market a platform for Digital Product Passport (DPP) activation, scalable and superior to any other service offered today in Italy, both at the technological level and at the user experience/interface level. On the other hand, Genuine Way's offering solutions to part of Antares Vision Group's customer portfolio, which will enable the latter to expand its range of products by entering a not-yet fully explored marketing segment. Finally, gradual access to Genuine Way's midsize portfolio will create up-selling opportunities for the Group, both in software (DIAMIND) and hardware - with inspection and quality control solutions, process digitalization, data analytics, and end-to-end traceability technologies.

*"The goal of this strategic agreement is to strengthen positioning and fuel the growth of both enterprises. The long-term vision includes competitive opportunities to provide new services, with remarkable growth possibilities, both in Italy and in Europe", stated Gianluca Mazzantini, CEO of Antares Vision Group.*

*"With this partnership, we aim to transform the way FMCG brands interact with their customers in offline channels, revolutionizing the large-scale retail and Ho.Re.Ca. sectors that are now more responsive to investments in digitalization", added Walfredo della Gherardesca, CEO of Genuine Way. With the advent of new technologies, such as the latest generation of WebApps, consumer brands are perceiving the enormous value that can be generated through the creation of a direct connection with the end consumer. Antares Vision Group is the ideal partner to accelerate this revolution".*

## **PRESS RELEASE**

### **ANTARES VISION GROUP**

Antares Vision Group is an Italian multinational listed since 2021 on the Euronext STAR Milan segment (EXM, AV:IM), which ensures product safety and supply chain transparency through innovative technologies for quality control, traceability, and integrated data management. It operates in the Life Science sectors (Pharmaceuticals, Medical Devices, Hospitals), Cosmetics, and FMCG (Fast-Moving Consumer Goods), supporting companies in digitalizing processes to improve efficiency, productivity, and visibility. Antares Vision Group is a global leader in pharmaceutical traceability, supplying the world's top producers (over 50% of the top 20 multinational Companies) and numerous Government authorities. With a presence in over 60 countries, more than 1,200 employees, and a network of around 40 international partners. It achieved revenues of €208 million in 2024, marking a 2% increase compared to 2023. [www.antaresvisiongroup.com](http://www.antaresvisiongroup.com)

### **GENUINE WAY**

Genuine Way is an Italian scale-up active in the consumerTech and retailTech sectors, specializing in creating a direct link between FMCG brands and consumers in retail channels (GDO, HoReCa, multibrand stores). Through next-generation WebApps, it enables brands to activate Digital Product Passports and transform physical products into interactive touchpoints, providing supply chain data and innovative marketing tools such as loyalty, video tutorials, recipes, and gamification. Founded in 2020, the company has validated its technology by working with more than 10 international corporate brands. Genuine Way enables brands to improve visibility, build in-store audience loyalty and integrate the customer experience with exclusive content, in synergy with social media, e-commerce and the corporate website. [www.genuineway.io](http://www.genuineway.io)

### **FURTHER INFORMATION**

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