

PRESS RELEASE

ANTARES VISION GROUP: AGREEMENT WITH A US FMCG MULTINATIONAL FOR GLOBAL SERIALIZATION AND TRACEABILITY PLATFORM

The Group was chosen to ensure regulatory compliance and end-to-end traceability in the cosmetics supply chain, with scalable management of billions of products, real-time data exchange, and digital reporting

Travagliato (Brescia, Italy), 29 July 2025 – **Antares Vision Group**, technology partner in digitalization and integrated data management, global leader in traceability solutions, and one of the key players in inspection systems for quality control, has entered into a partnership with a US Fast-Moving Consumer Goods multinational which supplies products for family care and beauty, female hygiene and baby care.

The agreement encompasses the implementation of a **serialization and traceability platform** at corporate level (Level 4), which guarantees the end-to-end visibility of the supply chain of the cosmetics market, in compliance with current regulations. The platform is part of **DIAMIND**, Antares Vision Group's integrated and modular ecosystem of solutions, which is paving the way for the digital transformation of supply chains to enhance their safety and transparency.

The system features a set of integrated functionalities that enable brands to access easily scalable solutions, aligned with the needs of a constantly evolving market, where data plays a central role. Built on the *rfxcel* platform, the solution will serve as a **centralized serialization engine** (L4), able to **seamlessly integrate with the customer's production systems** (L3) and with **external regulatory platforms** (L5). Designed to fulfill the strictest safety and integration with existing processes, the platform has been structured to **manage large volumes of serialized data** and to **guarantee real-time compliance in different markets and product categories**.

The key features of the platform include:

- **Scalable management of serialization** for billions of unique product identities.
- **Real-time data exchange** between production warehouses, carriers and customs systems.
- Use of open protocols and industry standards for **data exchange**.
- Full support for **aggregation, verification and digital compliance reports**.

"We are proud to have been chosen as a global technology partner for serialization and traceability", stated Gianluca Mazzantini, CEO of Antares Vision Group. "This partnership represents an important acknowledgment of our experience and of the ability of our solutions to guarantee regulatory compliance and full supply chain visibility worldwide. It is a significant step in our drive for growth and innovation, ensuring product safety, supply chain transparency and consumer protection, especially it regards the cosmetics market".

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ABOUT ANTARES VISION GROUP

Antares Vision Group is the Italian multinational company that ensures product safety and supply chain transparency thanks to innovative technologies for quality control (inspection systems and machines), end-to-end traceability (serialization and aggregation solutions) and integrated data management (powered by artificial intelligence and integrated with blockchain). This is possible through DIAMIND, the integrated, modular ecosystem of solutions that guides the path toward digital transformation of companies, products and supply chains, to improve security and transparency in supply chains. The Group operates in the Life Science (pharmaceuticals, biomedical devices and hospitals), Cosmetics and FMCG (Fast-Moving Consumer Goods) sectors, supporting companies in digitalizing processes to improve sustainability, efficiency, productivity and visibility. It is a world leader in drug traceability, supplying the world's leading manufacturers (more than 50% of the top 20 multinationals) and numerous government authorities. It is present in more than 60 countries, employs more than 1,200 people and has a network of more than 40 international partners. The Company has been listed on the Euronext STAR Milan segment (EXM, AV:IM) since 2021 and reported revenues of €214 million in 2023, up 7% from 2022. www.antareshvisiongroup.com

FURTHER INFORMATION

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