



F.AGR.I.
FILIERA AGRICOLA ITALIANA

Official Press Release

FAGRI ITALIA ANNOUNCES THE LAUNCH OF iTAG8.

In Partnership with OneG8, the Launch of iTAG8 Represents a Monumental Advancement for the “Made in Italy” Brand

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Milan, Italy – March 31, 2024 – F.AGR.I. Filiera Agricola Italiana (now on FAGRI), an icon in Italy's agricultural sector with 110`000 Members with over 70`000 companies and 72 Representative offices all over Italy, is proud to announce the launch of iTAG8, a groundbreaking digital platform engineered (1) to safeguard international supply chains for Italian producers; and (2) to connect the global community of Italian product wholesalers, retailers, and consumers.

To combat the unchecked counterfeiting of Italian-made goods (Italian Sounding) — and as a powerful solution for global supply chain inefficiencies — iTAG8 offers an easy-to-use platform for connecting the highest-quality “Made in Italy” brands and products with the consumers who love them.

This initiative to go live in 2024 — in strategic partnership with the innovative technology firm, OneG8 — represents a monumental advancement in support of FAGRI's mission to empower the stakeholders and aficionados of Italian-made products and production worldwide.

LEVERAGING STATE-OF-THE-ART SUPPLY CHAIN AND COMMUNICATIONS TECHNOLOGY FOR SECURITY, TRANSPARENCY, AND COMMUNITY BUILDING

iTAG8 leverages OneG8's advanced supply chain and communications technology in support of FAGRI's mission to empower **and protect Italian** farmers and producers:

- **Distributed Ledger Technology (DLT) solutions for logistics and supply chain management:** From production to consumer, OneG8 provides a state-of-the-art DLT platform to ensure complete transparency and continuity for “Made in Italy” goods across complex global supply chain networks.
- **Ethereum-compatible G8 Chain blockchain:** For absolute data integrity and security, OneG8's G8 Chain blockchain offers high transaction speed and compatibility with a Ethereum Virtual Machine technology, which opens the doors of iTAG8 to the vast cryptocurrency and digital asset market of over 400 million users. This is a market previously untapped by FAGRI, which is projected to grow to [approximately \\$5.552 trillion by 2032](#).

- **High-security e-commerce, communications, and social media platform:** With OneG8's stunning, high-security environment for social media, e-commerce, and communications, ITAG8 achieves an unparalleled blend of data privacy, security, transparency, and community engagement for Italy's international supply chain — to support easy B2B, B2C, and H2H (human-to-human) interaction and collaboration.
- **G8 Coin for easy settlement of transactions:** OneG8's native ecosystem asset, G8 Coin (G8C), plays a vital role across the entire ITAG8 ecosystem by facilitating to complete millions of certification process of "Made in Italy", transactions, protecting data integrity, and incentivizing engagement between FAGRI's vast community of businesses and customers.

ITAG8: A DLT RENAISSANCE FOR ITALIAN AGRICULTURE AND PRODUCTION

Since its inception in 1995, at the heart of everything FAGRI Italia does is a deep-rooted commitment to defending the sanctity and world-renowned excellence of the 'Made in Italy' brand. By incorporating OneG8's cutting-edge distributed ledger technology and supply chain management system, ITAG8 further strengthens the trustworthiness for the "Made in Italy" label certification process and is opening the structure for millions of Italian companies and organizations.

In this vein, ITAG8 is set to dramatically improve the value of the "Made in Italy" brand while protecting Italian producers against the real and present risks of counterfeiting and inauthentic products.

RESPECTING DATA PRIVACY WHILE GROWING THE WORLD'S LARGEST COMMUNITY OF ITALIAN PRODUCT ENTHUSIASTS

To further support its mission, ITAG8 offers a stunning, easy-to-use platform for cultivating the largest online community dedicated to Italian products, lifestyles, and culture. Through interactive social media features, live streaming, immersive storytelling, messaging, and video calls/conferencing, ITAG8 maintains each user's online data privacy and security — while connecting Italian producers with a global audience of customers who share a passion for Italian heritage and quality.

Also, due to OneG8's unique approach to personal data sovereignty — and its use of the highest levels of encryption and blockchain security across all of its solutions — each ITAG8 user maintains full control of their data across the platform. Not even ITAG8 or OneG8 can access or analyze the data of ITAG8 participants without authorization.

A PARTNERSHIP ROOTED IN SHARED VALUES, INNOVATION, AND TRUST

Bruno Tagliabue, Innovation Manager of FAGRI Italia and Board Member of the NEWco FAGRI DIGITAL, who will become the Container of the "State of the Art of IT Solutions" and R&D HUB for the Whole FAGRI world, stated the following about the partnership:

"FAGRI Italia's collaboration with OneG8 is a strategic alliance that leverages the latest technology to protect and promote our agricultural heritage and Italian production. ITAG8 is more than just an exciting new technology. It's a powerful movement to overcome real and present dangers threatening Italian producers and

international markets that will ultimately cultivate a more connected, transparent, and authentic global market for Italian agricultural goods."

M. M. Batista, CEO/CTO of OneG8, expressed enthusiasm about the partnership, stating:

"Joining forces with FAGRI Italia to launch ITAG8 is a privilege. Our technology is designed to empower communities and safeguard traditions while honoring the absolute data privacy, security, and digital sovereignty of every individual. FAGRI and ITAG8's use of OneG8 technology is the embodiment of this vision, bringing Italian excellence to the forefront of the global stage."

INVITATION TO EMBRACE ITALIAN EXCELLENCE

As a gateway to Italy's rich agricultural heritage and FAGRI-certified "Made in Italy" products, ITAG8 is a monumental advancement for Italian quality — and for getting the best Italian-made goods to the customers who love them.

Our Teams (ONEG8, FAGRI, FAGRI Digital) and many more are working close together in order to make ITAG8 a global success and connect our Partners such as IILA (Institution Italian Latin America) representing 21 countries in Latin America and the European association for Agriculture to the same system under each respective label and opening the largest transparency, information, and supply chain market for millions of companies all over the world.

As iTAG prepares for launch, FAGRI under its new Brand FAGRI Digital would like to extend a warm invitation to Association, Italian Producers, Distributors and all who cherish the Italian way of life to join us on iTAG8.

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About FAGRI Italia:

FAGRI Italia (F.AGR. I. - Filiera Agricola Italiana) was established in 1995 by a collective of national agricultural operatives in Rome. Representing over 110,000 members, including farmers, agri-food companies, and agro-industrial entities, FAGRI is dedicated to integrating agriculture within the national economic framework, championing the 'Made in Italy' brand, and promoting high quality, sustainable and traditional agricultural practices.

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