JABIL PACKAGING SOLUTIONS
CONNECTED PACKAGING SOLUTIONS
MESSAGE HOUSE OUTLINE
March 2, 2021

ELEVATOR PITCH

Jabil provides CPGs breakthrough consumer experiences through device and consumable systems with digital technologies to deliver a more convenient, reliable and scalable user experience thereby creating greater brand loyalty and improved profitability.

POV ON MARKET

It's getting more and more difficult for CPG brands to reach new customers and hold on to valued ones. The marketplace is in constant flux. Ecommerce is soaring. Digital-savvy startups are taking advantage of low barriers to entry and eating up market share. Marketing channels have become hyper targeted, favoring technically savvy, agile brands. And, with the rise of online shopping, retailers enjoy unprecedented insight into consumer shopper behavior.

Smaller players in the CPG field are bringing innovative technologies and business models to market that are grabbing consumer attention. They are doing it quickly. Sometimes faster than older, larger, more established brands can respond. There was a time when brands could see new threats coming months or even years in advance. Now, they pop up overnight. This dynamic continuously puts the market incumbents on the defensive. Demanding they rush in to mimic what is already on store shelves or online.

How can brands differentiate in this type of environment? Will the old tactics work or is it time for something new?

At Jabil, we believe the winners of the next generation of consumer packaged goods will think differently. We believe they will change the value equation from a transactional dynamic that emphasizes cost and product placement to a new model that offers a radically improved consumer experience.

The next wave of CPG products will make our lives easier. Our favorite goods will be easier to buy, consume and ultimately replenish – requiring little thought or planning to maintain a fully stocked and functional household. Consumers will reward these innovative brands with enhanced loyalty and insights.

Jabil Packaging Solutions brings the future home today with game-changing connected technologies that allow our brand customers to disrupt the marketplace. Our connected packaging solution includes devices, IOT solutions and consumer apps, providing a turnkey solution for CPG brands that are ready to innovate. In an increasingly digital marketplace, no other solution provider is better positioned to help brands make this transformation.

TAGLINES*
A Better Experience by Any Measure
Brand New Thinking.
Building Brands that Speak Volumes

(Re)package. (Re)brand. (Re)connect.
Replenish Your Brand.
Transform the everyday experience.
Intelligent Brand Packaging
Solid Brand Solutions
Innovating Packaging with Weight
Weighing the Customer Experience
Disruption through Execution.
Transforming everyday consumer packaging.
Packaging Your Brand
Connecting Brands to Consumers
Putting weight behind your brand
Connected Packaging Transformed
A Better Consumer Experience
Connect. Reorder. Repeat.
Packaging Reimagined.

*These have **not** been trademark searched

CUSTOMER PROBLEMS & OPPORTUNITIES

A CHANGING BUYER EXPERIENCE
Consumers are changing the way they shop for household staples. E-commerce makes it easy and convenient to buy anything from dog food to paper towels and baby formula online. This trend has been accelerated by the COVID-19 pandemic, as more consumers embrace shopping from the safety of their homes.

The connection between CPGs and consumers is changing in this increasingly digital world. The tangible experience of feeling and smelling a product in the store is lost behind a computer screen. The impact of eye-catching graphics and innovative packaging features is muted when scrolling on a phone. The number of options available to consumers online far exceeds that of a store shelf. And, e-commerce websites are not optimized to show the differentiating features of consumer packaged goods. All of this means CPGs are searching for new ways to demonstrate value to their customers.

Jabil Packaging Solutions is working to change how e-commerce can work for brands. We are taking a future orientation to how brands can gather data on buyer behaviors to create better marketing that leads to more sales.

Our devices enable CPGs to collect data directly from the consumer. The brands no longer have to rely on other parties to track consumer usage patterns, identify low inventory or recognize buyer preferences.

This clear channel of data flow between brands and their consumers enables CPGs to better understand what products to create for the market and how to target marketing through things such as coupons and digital ads.

LACK OF VISIBILITY
Consumer behavior insights are critical to CPGs. Understanding how consumers use their products – how often, how much and time of day – allows brands to understand their consumers better. It gives them insight on how to create meaningful communication with their consumers. And, it helps them develop product innovations that enhance the user experience while providing maximum value. Brands have traditionally gleaned these insights through the use of focus groups, trials and surveys – but traditional feedback mechanisms have their limits in terms of accuracy and scalability.

Online retailers enjoy access to valuable, detailed consumer shopper data that they receive in near real time. However, e-commerce giants understandably retain that

granular data, sharing only sales volume information with CPGs – sometimes several weeks after the data is collected. Without first-party data, brands are left with an obfuscated picture of who is actually buying their product, much less an understanding of exactly how it's being used inside the home.

LOWER BARRIERS TO ENTRY

Not only is consumer behavior changing, but the competitive landscape is too. And it's changing rapidly. Small, digital native startups take advantage of the relatively low barriers to entry in the e-commerce world. With quick product launches, strong digital strategies, and little warning to other CPGs, these startups are able to claim substantial market share.

Traditionally, CPGs have invested heavily in R&D and brick and mortar strategies. As they battle for market share with digital native startups, CPGs are now focusing their attention on digital strategies and opportunities in connected packaging.

WHAT'S THE SOLUTION?

Connected Packaging provides an exciting solution to many of the challenges that the world's largest CPG's currently face. Jabil's connected packaging solution combines three key elements: the durable device, the consumable package and the companion application. Durable, connected devices leverage sensors and cloud-connected technology to measure product levels and trigger an auto-replenishment service when the product runs low. The consumable package is what the consumer receives following a reorder. These packages are designed to work with the durable device and offer sustainability and weight advantages over traditional packaging. Finally, Jabil's companion app and IoT platform bring the solution together, ensuring the consumer never runs out of essential products.

This solution solves both consumer and brand pain-points brought on by the evolving, fast-moving consumer goods landscape. Consumers will enjoy the ease-of-use and convenience made available to them through auto-replenishment and other services. Brands will now have real-time, actionable insights into how consumers use their products inside the home – information beyond what's currently possible, even for the e-commerce giants.

What Exactly is Auto-Replenishment?

Auto-replenishment is a convenient service that enables our connected devices to automatically trigger a reorder when a product runs low.

HOW DOES CONNECTED PACKAGING BENEFIT BRANDS?

Jabil's connected packaging products give brands an opportunity to differentiate themselves by providing consumers with a better product experience. Not only does connected packaging elevate the user experience, but it gives CPGs a better connection to their consumers by way of targeted, accurate communications based on usage behaviors. And access to firsthand data, provides insights into how your customers use your products inside the home.

First Party Data

Imagine having access to real-time consumer behavior data for your product. Information like total active users, fading users, number of replenishments over a time period, and frequency of use. Connected packaging provides access to all of this data and more. This allows brands to make informed decisions about production levels, supply chain design, identify opportunities for cross-selling, and develop targeted communication programs for their consumers.

Improved Customer Lifetime Value

Auto-replenishment, triggered by connected packaging is essential for brands trying to stay relevant and valuable way to boost customer loyalty. By providing the products that they need when they need them, brands are able to eliminate a buying decision point for consumers, which translates to more brand loyalty and on-going sales.

Direct Consumer Communication

The in-home consumer usage data gleaned from connected packaging is incredibly valuable to brand marketers. This information can be used to create value-added and hyper-targeted direct-to-consumer communications, such as promotions, discounts, educational resources, recipes and more. Creating meaningful connections with consumers has never been easier.

HOW DOES CONNECTED PACKAGING BENEFIT CONSUMERS?

Consumers are rapidly embracing digital platforms and incorporating technology in their everyday lives. Their buying decisions for household staples are increasingly based on ease-of-use and convenience. And what's more convenient than not having to worry about running out of your essential products?

Jabil's connected packaging solutions give consumers the confidence that they'll have products they need, when they need them. Not only that, but it eliminates the need to buy and store items in bulk. And, consumers will have access to valuable, real-time communication from the brand.

Convenience

Auto-replenishment enabled products provide consumers with a never-ending supply of their preferred household goods. No need to stockpile products or worry about running out. No more time wasted thinking about household inventory management. No more last-minute trips to the store to restock an essential. Connected packaging also empowers consumers to manage their household product inventory on-the-go. The app allows consumers to check product balances from anywhere, any time.

Less Storage

Fast moving consumer goods are often bought in bulk. The convenience of keeping larger quantities of product in the home means fewer trips to the store to restock. But, bulk packaging can be a challenge for consumers with limited storage space in their homes. By enrolling in an auto-replenishment program for such items, consumers are able to free up space in their homes and won't have to worry about running out of the essentials.

Relevant Communications

When brands are able to deliver valuable, targeted and personalized communications to consumers, it builds trust and brand loyalty. This type of brand messaging is unique to each individual consumer. For example, brands can provide new parents with custom recommendations and tips based on their baby's age, weight and sleep patterns. Not only do consumers benefit from these personalized, value-add messages but, when consumers are loyal to a brand, it eliminates the need to research and make different buying decisions in the future.

CONNECTED PACKAGING SERVICES

PROFESSIONAL SERVICES

CONNECTED PACKAGING INNOVATION SPRINT SERVICES

What is the customer problem? What is the customer problem?
CPGs want to be more connected to consumers through packaging. They want enhanced brand loyalty and sustainability. They need to understand buying and usage patterns better. While the power of connected packaging to solve for these problems is becoming clearer each day, most CPG brands are not sure where to start. Some have digital strategies, but this an entirely new product category and many need guidance. Not only understanding connected packaging but also in creating an approach that benefits their consumers, while also enhancing their own brand.

What does the service do to address the problem?
The Connected Packaging Innovation Sprint is a virtual and interactive multi-day workshop with a brand's innovation team designed to deliver proof of concept. Innovation teams come to Jabil looking to better understand the space they are targeting. We give them that insight, but more importantly, we work with them to validate their concept through concrete deliverables. Deliverables that draw a clear path for the effort required to take a product from concept to market and the benefits to be gained. These deliverables include: identifying customer pain points and personas, defining data needed to transform the customer experience and product development process, developing a strong business case for the project and ultimately detailing next steps in the product development process.

What is the impact?
CPGs know they need to be thinking about connected packaging. But knowing how to get started and what exactly to get started on can be a challenge. Jabil's innovation sprints make it easier. In just one week, we're able to take a new idea and transform it into a high-impact, low-risk format for innovation teams.

Now, the innovation team has the facts and tools it needs to make a high-level, compelling pitch to its marketing team in order to better ensure their ability to get funding for the project.

PROTOTYPING & ENGINEERING SERVICES

What is the customer problem?
CPGs are experts in their field in terms of consumer insight and product formulation. However, the design of durable dispensing devices for auto-replenishment is outside their wheelhouse. They simply lack the internal capability to develop, manufacture and

support connected packaging formats because this capability and expertise has historically been outside of their mandate. The decisions we make in the prototype development stages have important ramifications for usability and manufacturability.

What does the service do to address the problem?

Jabil leads customers through a thoughtful, innovative process taking them from concept through design, then prototypes for further ideation and testing. This is a core capability at Jabil. We leverage our design, engineering and manufacturing experience from diverse industries with multiple application challenges and apply that knowledge to your connected packaging product.

Does your team need assistance with a significant portion of an overall product design? Do you need to get something to market quickly and require immediate device development expertise and manufacturing capacity? Jabil is extremely adept in joint development initiatives, maintaining the highest levels of collaboration and communication as we work together to create a new product that is manufacturable and cost effective. At Jabil, we can handle your entire connected packaging project, from design to build, and from fill to delivery.

This is an area Jabil clearly differentiates itself from the competition. There are very few, if any, suppliers that can match our prototyping and engineering capabilities. Sure, others may use outside resources, but that leads to multiple points of contact, project misalignment and added cost.

We are able to handle all of these activities under one roof. Always in total control of process and always fully accountable for outcomes. We are far better able to smoot out what is always a complicate process which means getting your product to market more quickly.

What is the impact?

CPG customers leverage our industrial design and mechanical engineering capabilities and resources to create highly functional, reliable products that can be designed better to keep manufacturing costs low. But, the more critical benefit is our ability give them visibility down the line. The ability to show them how design and engineering decisions they make today can impact outcomes months away.

The impact? Our customers have more confidence with an idea because that idea has become a prototype – and the prototype is something tangible. You can touch it. Feel it. It's real. They can shop it around internally and gain feedback.

COMMERCIALIZATION SERVICES

Product introductions are hard. They are risky and expensive. Jabil's commercialization services are designed to compress the time and reduce the risk associated with validating, market testing and launching a new connected packaging product.

We work with brands, to create connected packaging prototypes and structure the market validation to align with historically successful new product introduction (NPI) process. Our commercialization services capture consumer reactions to new ideas. They build proof for products internally. Proof that gives our brand customers the confidence they need to go to market. The proof they need for great investment and risk with the promise of great returns.

We help customers prove to themselves that connected packaging not only has merit, but that is viable. That it's worth the money, time, effort and risk to move forward.

PROTOTYPE VALIDATION SERVICES

What is the customer problem?

Innovation teams and brand managers believe in the value of connected packaging. However, in order for this idea to take off, they need supporting data from impartial, potential consumers. This is done by putting prototypes in the hands of friends, family, coworkers and brand ambassadors to test out the connected packaging experience.

What does the service do to address the problem?

The prototype validation stage in product development is incredibly important. It's where companies commit to ideas that can impact their brands. Ideas that can please or disgruntle consumers. And, ultimately affect brand equity and profitability. It's where the team decides to put their faith an idea that they will eventually present to the top brass.

During the first phase, Jabil Prototype Validation Services create 10-15 prototypes to test out with friends and family. The units include a choice of censor that best fits the product and a product-specific operating environment for the customer. Jabil also provides support throughout the duration of the trial to help determine what's working, what's not and to interpret the purchasing and device use data. During this phase – and this phase only – the customer has the ability to see specifics on each individual device – data that is not available at scale.

Once the customers get comfortable with what they have learned, they take a really big step and go to phase two.

What is the impact?
The impact? Brands now have quantitative and qualitative data from people outside the brand product team. From real consumers. How do real people use the connected packaging format? Are there any design flaws or oversights? Jabil's prototype validation services give brands the critical feedback that guides the next round of product development.

CONNECTED TRIAL SERVICES

What is the Customer Problem?
After receiving positive feedback in the prototype validation stage, CPGs need to add a second layer of validation from a larger sample size. This time, instead of using friends and family in the trial, CPGs need to bring the connected packaging format in front of a broad group of real customers – which is no small task.
There are a lot of moving parts to coordinate in a trial like this. From trial set up and communication, participant technical support, data gathering and reporting – CPGs must rely on third party partners to support them so they can focus on developing strategies from the trial data.

What is the Solution?
Jabil's commercialization services align with accepted NPI processes in the CPG space. Consequently, our Connected Trial service is designed to help our customers move to a more sophisticated pilot program with a larger group of consumers after completing the Prototype Validation phase. Here, we continue the external consumer validation through large-scale real-world trials that are designed and orchestrated by the Jabil Connected Packaging team. The use of polished proof-of-concept devices, larger sample sizes and longer trial periods provide brand teams with an even clearer picture of commercial viability.

We call it a Connected Trial because it gathers consumer feedback through the Cloud as they use it. At this stage, we're actually learning how the consumer interacts with the device and when they use the product, all through the real-time data provided by the connected device and companion application.

Impact
During the connected trial phase, CPGs are able to get firsthand feedback from their end users. Is connected packaging something they want? How will they use the device? What are the challenges we need to address prior to market launch? Connected trials also result in information that can aid the decision-making process when it comes to business models and pricing. Essentially, it gives CPGs added confidence going into the market launch phase.

MARKET LAUNCH SERVICES

What's the Customer Problem?
Before they can bring their connected devices to market, CPGs need to ensure that they have the right supply chains in place, the ability to manufacture devices at scale and a robust consumer support infrastructure to address any issues post-launch. Since connected packaging is a completely new product offering for CPGs, the market launch phase can seem especially complicated. And, many of them don't have the structures in place to feel confident about a product launch.

What's the Solution?
Jabil's Market Launch Services alleviate the stress and reduce risk involved with bringing connected packaging to market. We help CPGs through the whole launch - from supply chain management to manufacturing scalability requirements, mobile app rollout, device and system security and consumer support.

Jabil has developed a sophisticated, global procurement organization with supply chain partners all over the world to ensure smooth operations. And, as experts in the device and electronics manufacturing field, Jabil is well equipped to handle the demands of manufacturing scalability.

During the market launch phase, Jabil also coordinates with CPGs on the rollout of the mobile app. We ensure consumer data privacy policies are in place and compliance regulations are met. We can cover all of the bases for our customers as a one-stop shop in providing the entire solution.

What's the Impact?
CPGs can feel confident going into market launch with Jabil as a partner. They can be sure their technology infrastructure is being carefully managed and is equipped to handle 100s or 1000s of IoT devices and users – without the hefty price tag of some traditional software providers. Instead of worrying about manufacturing and supply chain issues, they can focus on marketing the product and reaching their consumers in a meaningful way.

MANAGED SERVICES

DEVICE SUPPORT SERVICES

What is the Customer Problem?
In our digital world, people are accustomed to having information that's just a click away. When it comes to product support, they're used to responsive help desks. They expect timely answers to their questions and prompt support in case of an issue.

The vast majority of CPG brands do not have an organizational structure to handle the consumer issues that will inevitably result from connected packaging. But they want to ensure their customers feel supported and attended to as they learn to use their new connected device.

What is the Solution?
Jabil has an established support process for companies to use to handle consumer questions ranging from product onboarding to getting "user error" warnings. And, short of the customer handling this on their own, we can provide direct consumer support for them.

Our managed services group provides prompt support directly to the end users in cases of product-related issues like device malfunctions or service problems. And they take a proactive rather than reactive approach to user support. Winning customers over often comes in the little, maybe not so little, things. Such as sending a "low battery" alert, so they can order a replacement before it runs out. We can do that because we are monitoring their devices in real time.

Might seem like a little thing, but it's not for the customer. Thinking ahead for them, so they have one less thing to worry about, goes a long way toward building brand loyalty.

What's the impact?
By providing a robust post-launch support service, Jabil gives CPGs peace-of-mind, knowing their end users are getting the help and answers they need, when they need them. Not only that, but Jabil creates a feedback loop for brands – providing insights on the types of requests they receive from end users. CPGs are able to focus on delivering value through their product and brand, all without having to worry about the demands of managing a help desk.

CONNECTED PACKAGING DEVICE PLATFORMS

CYCLOPS

WHAT IS IT/HOW DOES IT WORK?
Cyclops from Jabil Packaging Solutions transforms everyday consumer packaging into an easy, convenient connected device. Perfect for measuring household essentials like cereal, dog food and dishwasher detergent liquid and powder. Cyclops uses a technologically advanced infrared laser to precisely measure the amount of product left in a container. And, when paired with Jabil's connected packaging app, Cyclops communicates real-time product data to trigger an auto-replenishment order when product supply runs low.

Easy, accurate and reliable. Consumers can install the device, connect it to the app, and relax knowing they'll never run out of their product.

MOST NOTABLE FEATURES & ADVANTAGES
In developing Cyclops, we leveraged our device development capabilities and digital expertise to create a product that is easy-to-use, accurate and reliable. Cyclops integration is possible through two separate options:

- Adhesive Mounted – Cyclops is provided to consumers as a standalone device with adhesive backing to secure the sensor to the primary packaging
- Screw Mounted – Cyclops is designed to be screwed
- Custom Bin Development

Its features include a universal screw mechanism for seamless integration with your core packaging, a long battery life for reliable operation, and a compact, time-of-flight proximity sensor.

And, all of these features are built into a device the size of a hockey puck.

We also offer a custom bin inclusion that is installed through our proprietary screw mechanism versus the adhesive-attached puck. This inclusion provides the same functionality as the puck but provides a little more security in the attachment and a higher end design feel.

ATLAS

WHAT IS IT/HOW DOES IT WORK?
Atlas by Jabil Packaging Solutions leverages weight-based measuring technologies to provide an even more accurate connected packaging experience in a high-impact, aesthetically pleasing package. Imagine a kitchen scale, with down to the gram accuracy, that integrates with your product container.

Equipped with advanced load cell and circuit board technology, Atlas collects weight data with unmatched precision. When paired with Jabil's connected packaging app, Atlas sends real-time weight data to trigger an auto-replenishment response when the product supply runs low. Meaning, consumers will never have to worry about running out of their household essentials.

MOST NOTABLE FEATURES & ADVANTAGES
Atlas transforms consumer packaging into a powerful connected device without compromising on aesthetics. Atlas' sleek base format is optimized to fit securely under your existing packaging format. Or you can design a false bottom tub that integrates Atlas directly into your primary packaging, creating a long-lasting, durable device that will provide auto-replenishment capabilities for years to come.

Atlas designs that leverage a false bottom format can take advantage of Jabil FusePack, an innovative new product format that breaks the boundaries of traditional packaging. By combining rigid structural components with flexible side walls, FusePack provides the best of both worlds. Durability and strength that can stand up to the rigors of ecommerce delivery. And plastic intensity reduction that lowers landfill contribution rates while improving the carbon footprint of your primary packaging.

THE IOT PLATFORM AND THE CONSUMER APP

IOT PLATFORM

What is Jabil's IOT platform for connected packaging?
Jabil's IOT platform is built using a microservices-based architecture. We use specialized services to shuttle information such as container fill level, battery levels and frequency of access from the connected device to the Companion Application. And, the platform is cloud agnostic – meaning it's compatible with any public cloud database service. Everything goes through the cloud. It is the core of connected packaging's ability gather data.

Device use data flows from the connected packaging device to the Jabil Companion App. From there, the Companion App connects to the IOT gateway which stays in constant synchronization with a data store on the back end.

How does it work?
Here's how it works. A consumer buys a CPG device powered by Jabil's Connected Packaging platform either in-store or online. They bring it home or accept the delivery and unpackage it. The consumer then downloads the brand's mobile app available through the IOS and Android stores. Once the app is downloaded, the user creates an account and starts the onboarding process.

During the set-up, consumers can identify the product they would like to have automatically replenished. They simply choose a brand and define the auto-replenishment thresholds that will work best for their home and family. It's really that simple. Once they are set up, Cyclops will trigger auto-replenishment events whenever the consumer is running low. A notification gives users the ability to confirm the new purchase or if needed, delay it to a more optimal time.

As consumers access the product, The Jabil Connected Packaging Platform immediately sends usage insights and data back to the brand teams through the cloud. All incredibly valuable information for our customers that are driven to make better products for end-consumers.

What's the benefit of us building this and providing it to a brand customer vs them building it themselves?
Our customers are in the business of designing, formulating, filling and marketing their products. We understand their day-to-day responsibilities don't include developing connected device technology. That's why we're here.

Connected packaging is new for everyone. By alleviating the strategic and technical leg-work of developing these IOT platforms and designing devices that work on them, brands are able to focus on using the data in a valuable way. They can focus on conveying the value of this new solution to the marketplace. They can use this data to communicate in a more timely and meaningful manner with their consumers.

CONSUMER APP

What problem does the consumer app solve for our brand customers?
Securing customer data on the device, on the app and in the Cloud is paramount to a chief digital officer. Protecting that data across the board is a top-level priority for us, as well. Data collected through our devices are encrypted in transit all the way from the device through the Cloud to the mobile app . . . and back again. So, any data stored on the mobile and IOT devices are encrypted and secured in the Cloud. Firmware is also secured with encrypted data in the very same way.

Jabil utilizes the services of third-party security firms to audit systems and provide feedback on any possible problems. That feedback is used to enhance security measures well in advance of product launch. We test. We retest, Then, we test again.

What are the key features of the app?

Reliability and Scalability
CPGs want to know that when they launch 20,000 devices into people's homes, that they are going to work. They need confidence that the mobile app won't crash. That 3 million customers aren't going to experience a system fail at one time. There can be no decline in service. No discontinuation of performance. No problems.

Developing an app that just processes data is one thing. But developing a reliable and scalable app that is capable of connecting to IoT devices is another thing, entirely. It requires a high level of expertise and understanding of firmware, WiFi connectivity, and the device performance.

Security
A Chief Data Officer's main concern is data security and consumer privacy. The fact is, IoT devices are notoriously susceptible to hacking and intrusion – Not a risk that most brands want to take on themselves. From the device, we are doing several things to protect all data transmissions. We encrypt with EOS 102. Storage is encrypted. We leverage Encrypted Boot on the devices. Secure Boots. We cover all the bases, so you don't have to worry about a firmware intrusion. We also handle authentication through X5 and IOS Certificates. On the Cloud side, all stored data is also encrypted.

Customers can also have confidence in the integrity of our platform because we utilize third party vendors to actually try to hack into our systems. Where they find weaknesses, we create greater security strengths.

Privacy
Consumers look to the brands for security. We are the processors of data our customers will use. That's why we make sure we regulate our privacy policies to match the brand's standards. Ultimately, brands are the controllers responsible for their customer's data. But, we work alongside them every step of the way to make sure regulations both domestic and international are being met.

Intuitive UI
Jabil designed the Companion App with consumers in mind. Its clean and simple interface is easy and intuitive to navigate – from the step-by-step set up screens, to the swipe through product cards, and the slide-to-adjust threshold toggle.

How does a consumer use the app in conjunction with a connected device?
Auto-replenishment is the top priority for a consumer when it comes to using a Jabil Connected Packaging device. People with very complex lives, with a lot of things going on, will benefit from managing their product inventories.

The greatest consumer benefit? They really don't have to do anything to establish their purchase once they onboard with the Jabil Connected Packaging Platform, It's quick. convenient. It's super easy. It's like a companion – taking care of things in the background.

The CPG benefit is they are now re-establishing their connection with the consumer. Brand shave lost the power to communicate with consumers. They can now re-establish

that communications by pulling data based on the consumer experience to better target their marketing efforts.

APPENDIX
This is important because the way things were are not the way they are going to be. Brands are forced to seek new horizons. The path forward is unfamiliar. Maybe a little more daunting. Certainly, more challenging.

Where it leads packaging exactly is yet to be fully defined. This leaves CPGs feeling a bit uncertain but it's an uncertainty Jabil helps them embrace by collaborating with their teams to innovate new digital packaging concepts that drive new marketing strategies that create new opportunities for business.