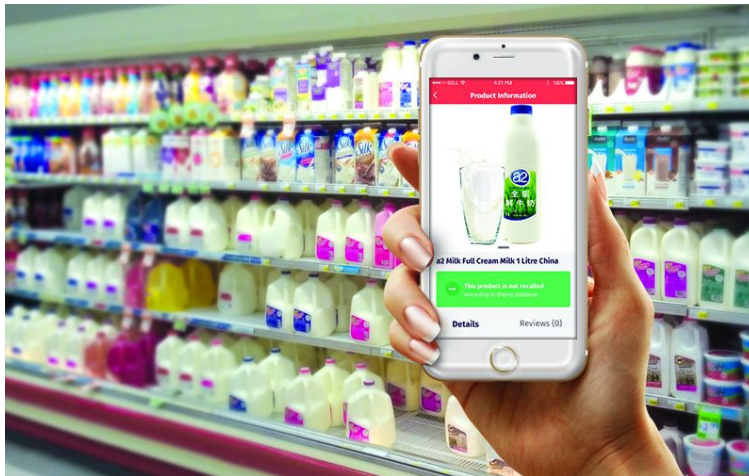**PRESS RELEASE**

EVERLEDGER PARTNERS WITH SHPING, DELIVERING THE FUTURE OF INFORMED CONSUMER SHOPPING EXPERIENCE

The consumer shopping experience with the Shping App

London, 15 January 2018: Two major players in provenance authentication, Everledger, a leading emerging technology enterprise, and Shping, an industry-standards based track and trace cloud platform, have today announced a first-to-market collaboration that will see the pair build a GS1 EPCIS standard track-and-trace platform for product information using blockchain.

Shping's current platform incorporates a front-end smartphone application to extend traceability and authentication capability up to and beyond the point of purchase. This new collaborative platform with Everledger will instantly recognise a trading partner publisher as an authorised party, automating the current manual process that requires each new subscriber to be individually validated before granting rights to publish data onto the blockchain.

"By applying GS1 identification standards like Global Location Number (GLN) and Global Company Prefix (GCP), Shping and Everledger have developed new technology that allows publishers of the traceability data to be instantly verified," said Shping Chief Executive Officer & Founder, Gennady Volchek.

"Being able to provide provenance and product authentication empowers brands with a tremendous point of difference. Encouraging consumer awareness, interest and the pursuit of this information was the last piece of the puzzle."

Everledger Founder & CEO Leanne Kemp said, "We are excited to continue leading the way with innovative collaborations to track verified provenance. Our technical integration and commercial collaboration with Shping is well-aligned with our purpose of building trust along the

entire supply chain. It will enhance the informed consumer experience and greatly drive strong consumer and industry confidence in brands."

"This marks Everledger's foray into the mass consumer retail segment and a strong first step to take in driving such a progressive development within the retail industry through the convergence of our technologies," she added.

The partnership also benefits industry, commercial and consumer users of the Shping ecosystem, with Shping Security, Shping Marketing and Shping App users set to benefit from a number of new enhancements.

Brands using the Shping Security module for track and trace will now have the option to automatically upload their information to the Everledger blockchain with the Shping node playing a bridging role to the blockchain. Furthermore, any verified company can become a part of the Everledger blockchain (by creating a node) and that company's product information will be accessible through Shping.

Meanwhile, all products recorded onto the blockchain by the Everledger platform, will soon be authenticated by the Shping App. This allows buyers to soon be able to confirm a product's authenticity, provenance and qualities by simply entering a serial number into the Shping App.

The collaboration plans to scale an onboarding of GS1 members in countries where Shping already has an integration and strategic partnership - Australia, Singapore, Russia, Malta and Azerbaijan.

To market to consumers through Shping, brands using the platform must have a positive balance of Shping Coins. The only way to acquire these at present will be through the Token Sale, where Shping Coins will be put on sale directly for one time only.

The countdown for the Shping Token presale is already well underway with the official launch date set for 00:00 (CET) Monday, 22 January 2018 for 30 days or until sold out. *(See below for more info.)*

-ENDS-

About Everledger
Founded in 2015, Everledger is a global enterprise that tracks the provenance of high-value assets on a global digital ledger. Using the best of emerging technology including blockchain, Everledger provides stakeholders across supply chains with an immutable history of an asset's authenticity, existence and ownership. Everledger started off with tracking diamonds and currently has the provenance of over 1.8 million diamonds cryptographically-certified on the

blockchain. This innovative technological solution has since expanded into the world of fine wine and art, among other industries. For more information, visit everledger.io

About Shping

Shping started its life as Authenticateit in 2012. Concerned about the growing threat of counterfeit and unsafe products entering legitimate retail situations, Shping's founders developed a robust ecosystem to help organisations verify the authenticity of products through the supply chain through to the point of purchase.

Today, Shping has evolved into a powerful, all-round brand protection, marketing and consumer engagement platform. Fuelled by product information supplied by brands, retailers, government institutions, certification agencies, customs, product recall portals and GS1, Shping's Global Product Database is set to become the largest of its kind in the world.

Shping has recently added a revolutionary cryptocurrency-based reward system to allow product brands, retailers and related organisations to reward consumers who use the innovative Shping App to help them make smarter and safer shopping decisions.

More info on the Shping Token Sale:

The value of USD $3,000,000 Shping Coins will be available during presale until the 11:59 pm on 31 January 2018 (CET). Throughout this time, buyers will receive a bonus 40% in Shping Coins. The Minimum Token Purchase required during the Token Presale is 300,000 Shping Coins. The remaining Shping Coins will be sold during the crowd sale that starts at 00:00 (CET) 22 of February 2018 and will run until 23.59.59 (CET) of the 23rd of March 2018.

At the conclusion of the Token Sale, those wanting to use the platform but don't yet have Shping Coins will need to acquire them through the open market. Contributions to the Token Sale will be used to drive the adoption of the App, the development of the product roadmap and enable Shping to expand into other countries.

To learn more about the upcoming Shping Token Sale head to tokensale.shping.com

Everledger media enquiries:
Candice Teo
+33 6 58 59 95 97
media@everledger.io

Shping media enquiries:
Tony Lee
+61 419 554 922
tony@shping.com