

Magic Add

The Internet of Packaging

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PRESS RELEASE

For Immediate Release

FINNISH START-UP ACQUIRES FUNDING AND PARTNERS TO CREATE THE INTERNET OF PACKAGING

Using unique coding and sensor technology, Magic Add enables everyday packaging to communicate.

Turku, Finland (April 18, 2016) – Magic Add has raised US \$250,000 in angel funding for product development and to create an international network of suppliers and customers. The company has been working in partnership with the global food packaging specialist Huhtamaki on digitalized applications for foodservice packaging. Magic Add has also entered into cooperative agreements with other international companies.

In the near future, all packaging will contain unique codes that allow for more efficient logistics, ensure the authenticity of products, and inform consumers about the products' chain of production, contents, and freshness. One unique code brings information from the entire supply chain. Finnish company Magic Add Ltd. calls this the Internet of Packaging, (IoP).

With applications in advertising, logistics, and process optimisation, Magic Add entices customers with exclusive rewards like unique media content and store discount codes, enables shipment tracking and feedback collection, and can even help reduce food waste. Magic Add offers advertisers a new avenue for reaching customers, enhances customer experience with product information and interactive media, and can provide real-time analytics that show the effect of a marketing campaign.

“Magic Add specializes in cost efficient, high-volume smart packaging, making it the cheapest and most effective way of embedding intelligence in packages,” says the company's President and CEO Samuli Manninen.

Find out more about the Internet of Packaging at <http://www.magicadd.com/>.

About Magic Add Ltd.

Magic Add is the smart packaging company. Magic Add's technology embeds coding into packaging, which can capture data along the supply chain and provide information to customers. Based in Finland, Magic Add launched its technology and product development in 2011 and has partnered with leading packaging manufacturers, as well as global consumer brands.

About Huhtamaki

Huhtamaki is a global specialist in packaging for food and drink. With its network of 71 manufacturing units and 23 sales offices in 34 countries, the company supports its customers' growth wherever they operate. Mastering three distinctive packaging technologies, approximately 15,800 employees develop and make

packaging that helps great products reach more people, more easily. In 2015 the Group's net sales totaled EUR 2.7 billion. The Group has its head office in Espoo, Finland and the parent company Huhtamäki Oyj is listed on Nasdaq Helsinki Ltd. Find out more at www.huhtamaki.com.

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