

B2B CASE

PRESENTED BY





TOMRA

SOLUTIONS DE RÉCUPÉRATION

HAPPENING MARKETING 2018

B2B

Presented by
TOMRA Canada
Inc.

FROM PRESENT TO
FUTURE





WHO IS TOMRA

Solutions towards optimal resource productivity!

TOMRA was founded in Norway in 1972 with an innovative design, manufacturing, and sale of reverse vending machines for automated collection of used beverage containers.

Today, TOMRA continues to innovate and provide cutting-edge solutions for optimal resource productivity within two main business areas: Collection Solutions (reverse vending and material recovery) and Sorting Solutions (food, recycling, and mining).

With an installed base of approximately 82,000 systems in over 30 markets throughout the world, TOMRA Reverse Vending is the world's leading provider of reverse-vending solutions. Each year, TOMRA facilitates the collection of more than 30 billion empty cans and bottles, and provides retailers and other customers with an effective and efficient way of collecting, sorting, and processing these containers.

TOMRA Canada has been based in Québec since 1984 and employs over one hundred workers. In Canada, TOMRA is a leader in the sale and maintenance of reverse vending machines for automated collection of used beverage containers, and the transformation of aluminum containers and plastics in its processing plants situated in Baie d'Urfé.

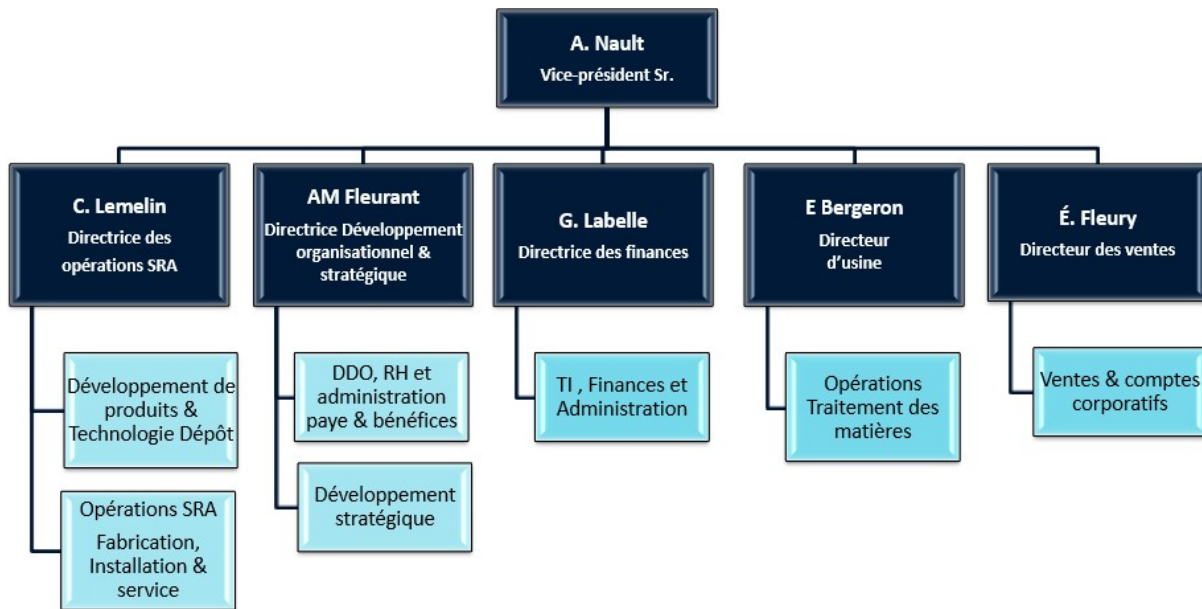
REVERSE VENDING



MATERIAL RECOVERY



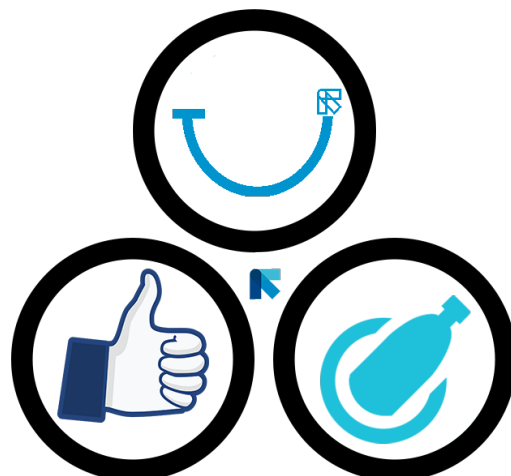
TOMRA Canada is led by Mr. Alain Nault, Senior Vice-President and General Manager. He is responsible for business development, public relations, and governance on strategic issues. He is supported by a team of five directors, members of the strategic and executive committee, the Canadian Leadership Team (CLT).

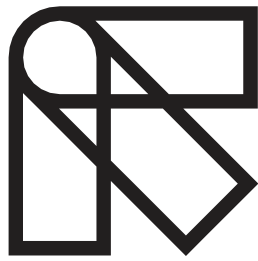


SRA: Systèmes de récupération automatisés

TOMRA Canada is responsible for the development of the Canadian market and is has or is developing business relations in every Canadian province with deposit return for beverage containers legislation.

In solutions conception and in its business plan, TOMRA Canada considers three key factors: client-operator satisfaction, user experience with reverse vending machines, and efficiency and optimization of the recycling model.





TECHNOLOGIE ÉPROUVÉE ET PARTENARIAT DE CONFIANCE POUR DE MEILLEURES AFFAIRES ET UN MEILLEUR ENVIRONNEMENT

TOMRA's Brand Promise

TOMRA offers proven and tested technology and a trusted partnership to support its customers in achieving their financial goals while reducing their environmental impact. This promise is reflected through a commitment to meet clients' needs and exceed their expectations, to offer high-quality standards and reliable products, and to be ahead of its time, honest, and respectful in all its actions.

TOMRA's Values



TOMRA's three key values are innovation, passion, and responsibility.

Innovation

Innovation has always been a priority at TOMRA. The enterprise invests up to 8% of its annual turnover in research and development. Fluctuations of market trends and new technology developments, as well as clients' needs, inspire this dedication to innovation.

TOMRA's latest innovation is the TOMRA Flow™ technology, which constitutes the first and most advanced system in the world in terms of reverse-vending technology. Featuring the world's first 360-degree instant recognition system in a reverse vending machine, it detects all barcodes and security marks instantly. This allows for consumers to insert containers in a continuous rapid flow, increasing convenience and peak-hour capacity.

In addition to offering a wide range of reverse-vending options and storage systems for a variety of volumes and types of recycled containers, TOMRA innovates by now offering connect digital solutions which enables customers to follow up on machine performance, make online diagnostics, and use the touch screen as an advertising and promotional tool (see details of services and products in the appendix).

Reverse vending machines are now considered “Smart Systems”.

FASTER
CLEANER
SMARTER



Note: To better isolate information required to the understanding of this mandate, the focus will be on our division of reverse vending for the Québec market.

Markets and Business Context

TOMRA's presence in the Québec market goes back to 1984.

Québec's deposit return program requires retail outlets and grocery stores to recycle used containers returned by their consumers.

The Five Steps of the Consignment System

Step 1: The collection of containers by adhering bottlers, brewers, and importers

Throughout the sale of soft drinks or beer, adhering bottlers, brewers, or importers must collect a deposit for each container sold. This deposit is of:

- \$0.05 on each non-refillable, nonglass drink container of less than 450 ml.
- \$0.10 on each glass non-refillable drink container of less than 450 ml.
- \$0.20 on each non-refillable drink container of more than 450 ml.
- \$0.05 for each soft drink container sold.

Wholesale level sales can be done directly or through a food retailer. In the latter case, the bottler, brewer, or importer must collect the deposit from the wholesaler, who collects it from the retailer.

Step 2: Every month, the bottlers, brewers, and importers must remit the totality of perceived deposits from the previous month to RECYC-QUÉBEC or BGE (Boissons Gazeuses Environnement). When containers are sold back to consumers, retailers collect a deposit, and this amount corresponds to the amount collected from them by the bottlers, brewers or wholesalers.

Step 3: Reimbursing the deposit to consumers

When soft drink or beer containers are empty, the consumer can bring them to a retailer. This retailer will reimburse the deposit paid upon purchase.

Step 4: Reimbursing the deposit to retailers

The bottlers, brewers, and distributors bear responsibility for recycling the empty containers gathered by the retailers. This applies whether they were sold to retailers directly or through a wholesaler. Upon collecting the containers, they reimburse a deposit to the retailers in the amount of:

- \$0.05 on aluminum soft drink and beer containers of 450 ml or less
- \$0.10 on glass beer containers of 450 ml or less
- \$0.20 on beer containers (glass or aluminum) of more than 450 ml
- \$0.05 for each soft drink container sold (for all container sizes)

In addition to the deposit, the retailer receives a premium of \$0.02 per container to compensate him for handling and storing costs.

Step 5: Reimbursing the deposit to the adhering bottlers and brewers. After the recycling of containers at retailer terminals, the bottlers, brewers, and importers must transport the recycled empty containers to a conditioner or recycler accredited by RECYC-QUÉBEC.

Reference : <https://www.recyc-Québec.gouv.qc.ca/entreprises-organismes/mieux-gerer/consigne>

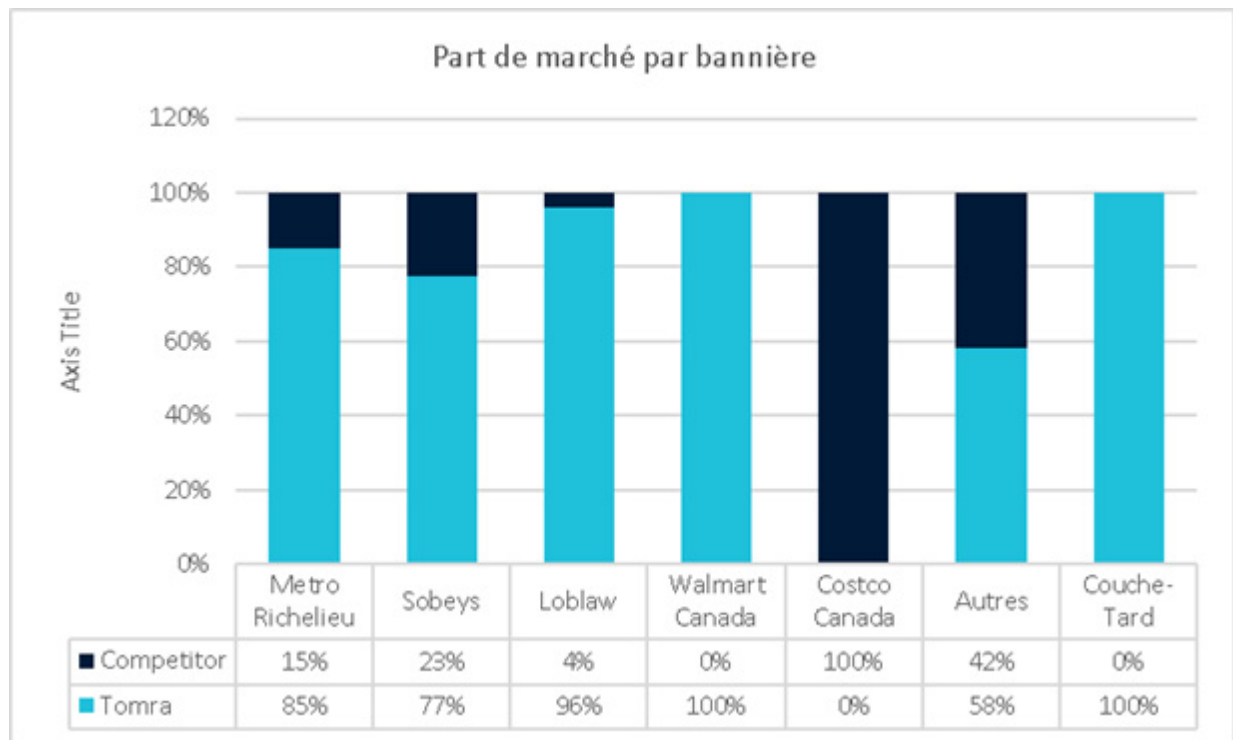
Our Role

TOMRA's role is to support its grocer clients in the logistics of recycling returnable containers by rendering their operations more efficient and productive, and offering their own clientele the best customer experience.

Reverse vending becomes a mean to facilitate container management.



TOMRA owns 83% of Québec's reverse-vending market, shown here by grocer:



Organizational Structure & Information

Finances & Administration

TOMRA Canada is in good financial health. In the reverse-vending sector, the enterprise has undergone a decline, caused in part by uncertainties as to the future of consignment in Québec. In the last two years, the number of units installed has decreased by 39%, and income has decreased by 35%.

The reduced number of annual installations is caused by multiple factors, including the uncertainty facing the consignment legislation, and contributes to the TOMRA Canada not reaching the percentage of the profit margin expected by its parent company and attained by other divisions in other countries. In comparison, the profit margin for the reverse-vending division is at least 50% lower in Quebec than in other divisions.



All administrative and accounting activities for the organization, such as customer account management, billing, account receivables, etc. are dealt with locally. Clients are supported entirely by the Canadian entity. They can be served both in French and English, based on their needs.

Marketing & Business Development

Strategies on brand identity are developed by the **Brand Management and Corporate Communication Committee**, at TOMRA's head office in Norway. This team is charged with developing the guidelines for visual identity, brand platform, social-media communication strategy, and the development of marketing material sales presentation for all products sold.

Each business unit is responsible for adapting the marketing material to its market and for developing marketing strategies, including promotional activities.

The marketing budget for Canada in terms of reverse vending (Quebec market) is equivalent to about 7% of generated revenues.

For reverse-vending sales in the Quebec market, the marketing initiatives are participation at exhibit halls for different retail business associations and private seminars for major supermarket chains (e.g. Association des détaillants en alimentation – ADA), as well as sales or courtesy meetings with clients (face-to-face meetings).

Also important is maintaining the business relationship with senior executives of the major brands. It should be noted that this relationship is currently oriented towards managers in charge of operating grocery stores and purchasing equipment. More and more, we attempt to integrate marketing and customer service managers in sales meetings and the purchase decision-making process.

Annually, major clients and partners are invited to a corporate event. This activity is designed as a thank-you for clients and a marketing event where new products are introduced. The event can take several forms, such as a happy-hour performance, a cocktail dinner, a theme supper, a golf tournament, etc.

Few promotional or marketing communication campaigns are carried out with the business clientele.

Sales

TOMRA Canada has a small sales force. The team consists of the Sales Manager, in charge of developing and putting in place sales initiatives for reverse vending, and a Sales Representative. The Sales Manager carries out representation to head offices of major brands and affiliated or independent grocery stores in greater Montréal. The Sales Representative is in charge of sales for the same type of customers in greater Quebec City.

Sales targets are set in terms of installation and income. It is possible for a client to buy equipment or rent it on a five-year basis. The goal is to have a mix of 85% sales and 15% rentals.



Sales Planning and Strategy

Sales planning for corporate stores are planned according to store openings and equipment replacement annual budgets. The budgets vary per brand. Installation or replacement agreements are negotiated on an annual basis.

For affiliated and independent stores, sales are completed directly with the store owners or managers. At this time, sales planning and strategy are mainly done according to equipment age, end of services agreements, and competitors' clients.

Sales can also be generated by equipment failure generating major repair costs, by service agreement renewals at a higher price due to equipment age, or due to the arrival of a new player on the market.

The sales cycle is variable, but relatively short (1 to 3 meetings).

Sales can close as soon as the first meeting, especially with independent owners (affiliated and franchised) and mainly when the equipment is shut off due to equipment failure. The sales department is informed of this by the service department.

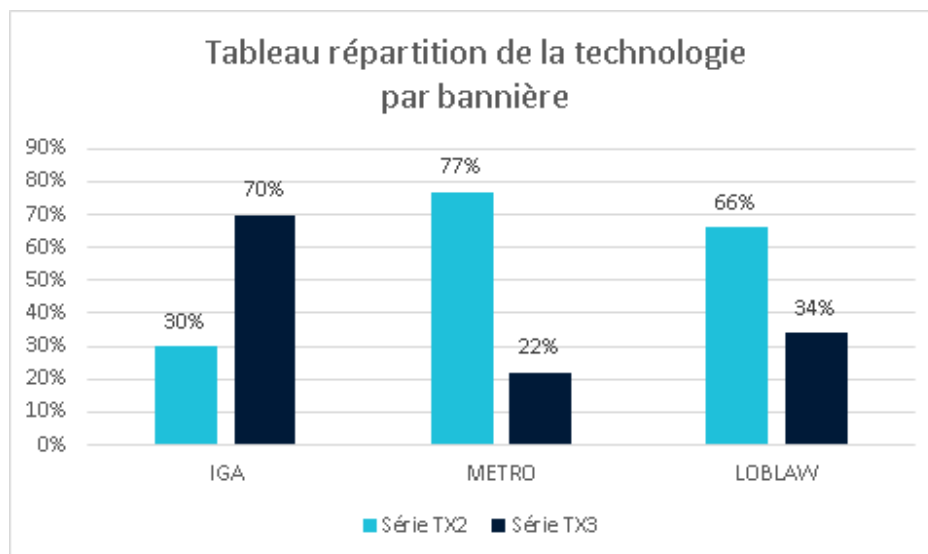
For sales involving agreement renewals and new installations (gain from the competition or previous nonuser), the sales cycle normally takes two to three meetings. Generally, the first meeting is for information gathering and for confirming the needs of the client (Discovery Phase) and the second meeting is for presenting both the offer and the product, The sale is completed either at that time or during a third meeting.

Principally for corporate clients and complex sales, the understanding of the client's needs requires more than one meeting. Negotiation phases with buyers can last longer and the sale will often close through a tender process with preselection of suppliers.

Sales

Currently, there is no formal segmentation per product or per market. The evaluation of needs and the sales approach is done on a case-by case-basis or per brand.

Sales efforts focus on the replacement of older technology (TX2 series) with the current technology (TX3 series) or with the new technology launching in 2018 (T70 and H30).



The average technology replacement cycle is of 9.5 years for affiliated and independent grocery stores and 12 years for corporate grocery stores.

TOMRA's objective is to reach a replacement cycle of 8 years without reducing or endangering the income generated by service agreements.

Service

TOMRA Canada has the largest service coverage in Quebec, with a team of TOMRA service technicians and a team of certified subcontractors for more remote areas. The client benefits from technical phone support and from in-store service seven days a week.

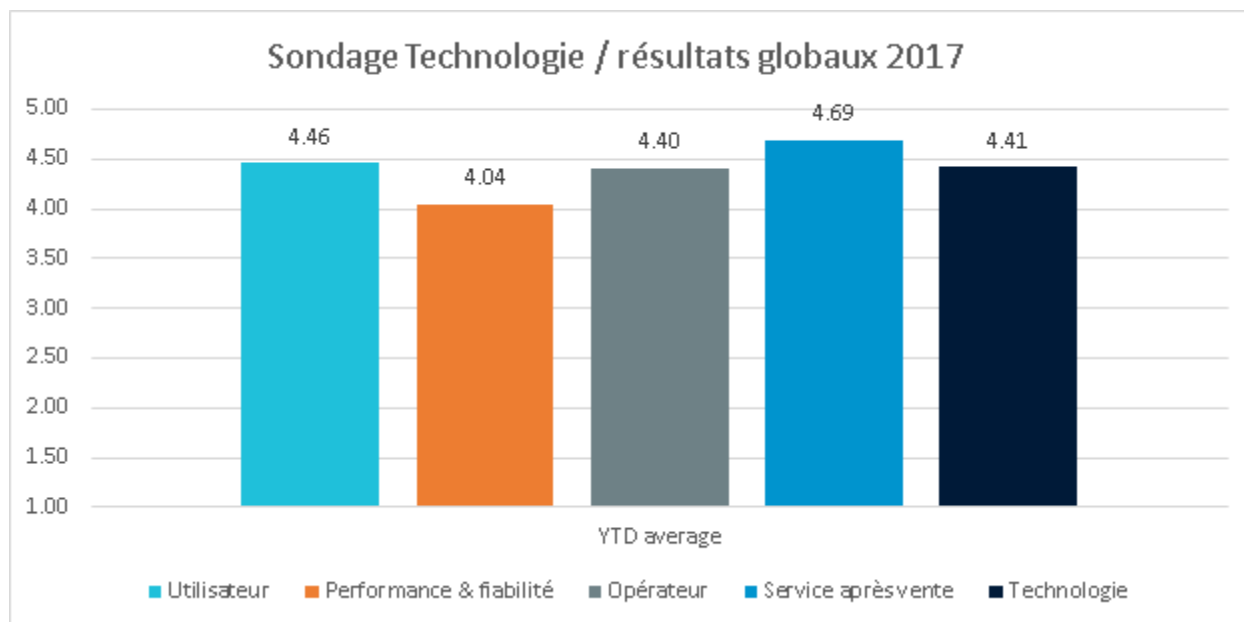
With the connection of equipment to the TOMRA Connect portal, it is also possible to diagnose problems online and to assist clients remotely for the resolution of minor problems or with problems not requiring the intervention of a technician.

Following the warranty period of one or two years from when equipment is purchased (new or refurbished and according to the model), the client may opt for the purchase of a service agreement. The terms will depend on the model and age of the equipment and on the agreement duration. Clients not opting for a service agreement will be billed for repair time

and materials.

Client satisfaction surveys during a service call (maintenance and repair) are randomly carried out every month by the sales team for each new equipment installation. The global satisfaction rate for both service and technology is very good. TOMRA Canada has a great reputation when it comes to the quality of its customer service and the reliability of its products.

Please note, surveys are only carried out for the TX3 series.



Products

Technical information sheet in the appendix.

TX3 Series

Until recently, the models being promoted were the TX3 series (T53 or T63). These products can be sold or rented either new or refurbished. These two models are suitable for stores in need of a robust and reliable solution for processing a medium volume of used non-refillable beverage containers (up to 30,000 containers per month).

Those products are equipped with an integrated sorting system which detects and reads the barcode and the shape of containers and identifies and accepts returned containers, and a compaction system. Both models are available in single matter or dual matter (aluminum and plastic).

TX3 Series

T53 Model in bimaterial

The rotating barcode identification system can process up to 30 containers per minute. The T53 is currently principally sold in Quebec and remains a reliable machine meeting the market's needs. Its refurbished version also remains a solution that stands out while being affordable.



New Products: T70 & H30

The new range of reverse vending machines integrate the 360 degree recognition system (TOMRA Flow technology), which enables them to receive up to 90 containers per minute.

There is no longer a need for rotating the containers in order to read their barcodes, as in previous systems. The reading is done simultaneously by six cameras. The system also allows the machine to recycle various types and shapes of containers, making it more versatile and scalable, which would be an asset if legislation on deposits is modified.

The TOMRA Flow technology also offers a smart design and intuitive interface, limiting cleaning needs and facilitating ease of use.

Both products are equipped with touch screens and can be used as promotional devices.

Marketing strategies must be developed, as well as segmentation of products per type and market. The choice of a certain new technology over another is mainly motivated by the volume to be processed and the storing space.

On the left, New model H30
On the right, One material T70

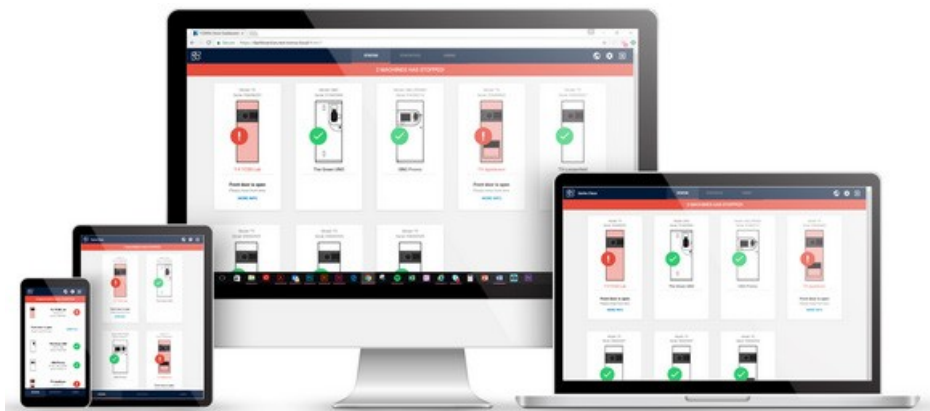
Digital Products: TOMRA Connect

TOMRA Connect is a range of products, software services, and mobile applications which completes and improves the reverse-vending products.

Both new products and the TX3 series products can be connected to the TOMRA connect portal.

Five products are offered under TOMRA Connect:

1. **Marketing Tool:** Range of online tools which can be configured not only to display on-screen advertising images or videos, but also to print coupons which can be integrated with the client's cart. These tools offer different avenues to communicate with the consumer and to manage promotional activities.
2. **Receipt Control:** This tool ensures real-time validation and redemption of deposit receipts as they are presented by the consumer, insuring a receipt can only be redeemed once.
3. **Reporting and Analytics:** Tools analyzing online technical problems, real-time efficiency, and usage of the reverse-vending systems, and offering access to various metrics (maintenance time, volume processed, etc.)
4. **TOMRA React Program:** This consumer engagement program technology encourages consumers to return their containers to a TOMRA reverse vending machine. Members accumulate one point per recycled container and can redeem rewards. This program can be integrated to the client's loyalty program. For example, consumers could accumulate points in their grocery store's loyalty program. This points program is in addition to the deposit redeemed when returning containers.
5. **MyTomra:** This new app will soon be available and offers a paperless alternative. The consumer will have the option of receiving his refund directly in his or her bank account via PayPal.



SWOT & Strategic Issues

The major current issues are the uncertainty of a potential reform of the current deposit system and reluctance of our clients to adopt the new technologies and upgrade to the newer products.

The government, through Recyc-Quebec, must review the current deposit system, which has been in place since 1984. The Quebec government has mentioned that modifications to modernize the system will take place, without specifying the details of this reform. The proposed initiatives would see an expansion of the deposit to every aluminum or plastic container of less than one litre, including water bottles, an increase of the deposit amount from 5 cents to 10 cents, and an increase of the handling fee from 2 cents to 3 cents.

However, there has been no official announcement to this date and the establishment of those modifications could take many months. Therefore, it is uncertain whether those changes will be put in place before the next election, and they might not be implemented if there is a change of government.

Also of relevance is the strong opposition by retailers to the modernization of this system, as they would prefer not to manage the return of containers. This creates instability as to the sales potential of the new products.

A second important issue is the difficulty in persuading the corporative clientele to replace their equipment. Grocery stores are attempting to minimize their operating expenses and replacing their reverse-vending systems and discharge containers is not one of their priorities.

This issue varies from one brand to another, but generally they are less likely to invest in this new technology and do not see the advantage it can have at the customer-service and the operational-effectiveness levels.

In the next five years, the company must replace older TX2 technology with the current technology (TX3) and ideally towards newer technologies, mainly the H30.

Replacement parts for the TX2 series, which have been on the market for more than 20 years, are now only available in limited quantities, or not at all, which can endanger the effective operation of those products in the short and medium term.

In addition to the legislative uncertainty and to the reluctance of the clientele to replace their equipment, there is also a serious threat of loss of market from competitors.

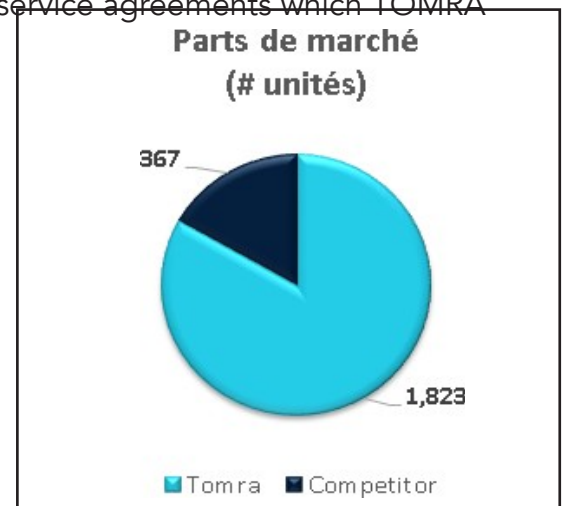
SWOT & Strategic Issues

TOMRA has two direct competitors when it comes to reverse-vending systems offering similar technology to the TX3 in terms of reliability and performance, but at a lower price. They also offer a longer warranty period and lower costs service agreements which TOMRA cannot meet financially.

Those competitors do not currently offer service coverage throughout the province, and their current ownership of market shares is of 17% combined.

In the last four years, TOMRA has gained 1% of market share per year in relative to its competition.

Finally, following recommendations and new technical specifications which could be dictated by the government regarding a reform of the current deposit system, there could be an increase in the demand for equipment and for newer technology, which would lead to new players in the market. New competitors of the same calibre and financial capacity and techniques as



Mandate

TOMRA Canada has always been known as a leader in terms of reverse-vending system sales and services and seeks to maintain its market share above 83%.

Although the company has always relied on its great reputation in terms of service, reliability, and durability of its products, and of solid relationship with its consumers, TOMRA will still be facing a major challenge in the next few years.

The equipment fleet currently on the market is aging and no longer corresponds to the vision of TOMRA's management, which is to offer state of the art solutions to facilitate the management and return of returnable containers and create rewarding and engaging customer experience.

Consumer habits and market tendencies in the food sector are in full transformation. Grocers are attempting to keep their operational expenses as low as possible while implementing innovative new ideas to retain and attract clients.

TOMRA Canada wants to position itself in relation to those new realities and insure the growth of its sales and income for 2018 and the years to come.

Knowing that current local competition is relying on a "low price" strategy and in an effort to review its initiatives in terms of sales and marketing, TOMRA Canada is giving you the mandate to develop a differentiation strategy which will convince TOMRA's clientele of the benefits in investing in its new technology.

This differentiation strategy must include a marketing strategy for the new products (H30 and T70), digital solutions (TOMRA Connect), and educational programs for the consumers using this technology.

**DES IDÉES
AUX  SOLUTIONS**

Appendix
Technical Data
Sheets

THE VERSATILE SOLUTION T-53s

Freestanding machine with integrated sorting and efficient compaction of non-refillable beverage containers. The robust design allows for placing also in locations like store fronts and outdoor enclosures.

Reliable in use, effective compaction and with a good storage capacity, the T-53s is scaled for retailers in need of an efficient and basic return solution for handling empty beverage containers. Also available in an ADA- compliant version.



T-53s ADA compliant

EASY TO CREATE ENGAGEMENT

Robust design and extended flat cabinet ideal for custom branding and promotion activities

Easy handling and cleaning supported by graphical guidance given in display

Sure Return™ container recognition technology insures correct refund payout

EASY TO WRAP

Design that allows for graphical applications

Ideal for sheltered outdoor installation



SURE RETURN TECHNOLOGY



TOMRA's reverse vending machines are equipped with TOMRA's unique patented recognition technology, Sure Return™. This technology provides continuous video surveillance of inserted items, ensuring correct deposit refunds and the market's fastest return process for your customers.



CORRECT
REFUND



FASTEST CONSUMER
INTERFACE

T-53s Single Cabinet

DIMENSIONS AND SPECIFICATIONS

Dimensions			
Width	Depth	Height	Machine Weight
30"	41"	74½"	624 - 935 lbs

Storage capacity (approx. figures with several shakedown)		
	STANDARD	ADA
Can crusher:	1,850 cans	1,000 cans
PET crusher:	450 PET bottles	350 PET bottles
PET flaker:	1,250 PET bottles	750 PET bottles
Glass crusher:	2 x 200 glass bottles Two-way sorting of glass is possible.	2 x 125 glass bottles Two-way sorting of glass is possible.
Can/PET crusher:	900 cans 200 PET bottles Two-way sorting of Can/PET is possible.	750 cans 150 PET bottles Two-way sorting of Can/PET is possible.
Glass Free Drop:	300 glass bottles Two-way sorting of glass is possible.	250 glass bottles Two-way sorting of glass is possible.

Based on standard bin size: W 26.77" x D 32.68" x H 33.46"
Based on ADA bin size: W 26.77" x D 32.68" x H 27.16"
Glass crusher use 2x smaller bins due to weight.

MACHINE CONFIGURATIONS

- Single Cabinet, free-standing or through wall. With internal accumulation only.
- Front or rear* unload.
- (*Rear unload is retrofit)

MACHINE CONFIGURATIONS

- Shape & Barcode reading
- Up to 30 containers per minute
- Bottle size: diameter 1.97"-5.12" height 3.35"-14.96"
- Can size: diameter 1.97"-3.94" height 3.15"-7.87"

STANDARD EQUIPMENT

- Sure Return™ container recognition technology
- High resolution color LCD display
- LAN interface (Ethernet TCP/IP)
- Prepared for TOMRA value added services

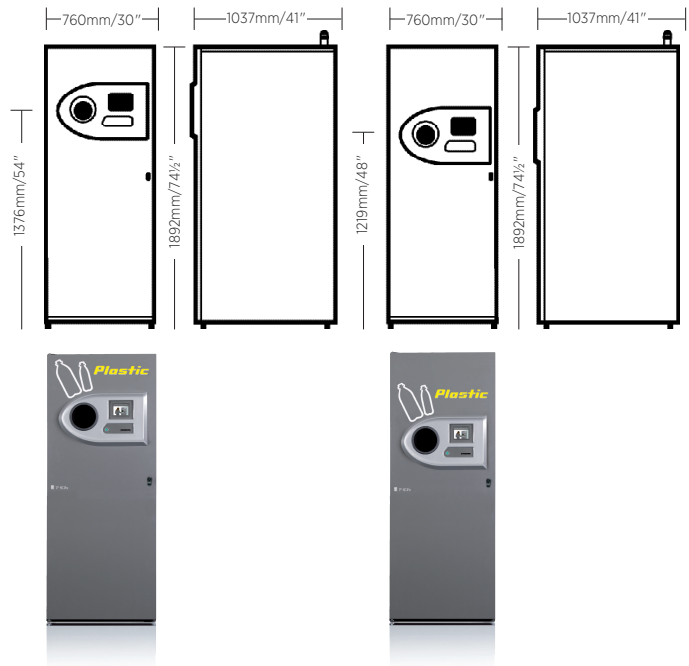
PRINTER

- High resolution graphics, 8 dot pr.mm., 203 dpi
- Speed up to 5.9" per sec.
- Number of receipts: More than 4,000 per large paper roll.
- Tomra thermal paper (no ink ribbon)

MACHINE WEIGHT

- 624-935 lbs (depending upon configuration)

ADA compliant



ENVIRONMENT

- Humidity: Maximum 90% relative humidity, non-condensing.
- The machine has been designed for indoor use or sheltered outdoor environment.
- Temperature: +10°C to +40°C / 50°F - 104°F

ELECTRICAL

Power consumption

- 50W idle, 120-800W nominal in use*

Mains

- Mains Canada: 208V AC 3-phase w/ground 60Hz, 20A or 110V, 15A

(*Depending on crusher type)

TOMRA IN SHORT

TOMRA was founded on an innovation in 1972 that began with design, manufacturing and sale of reverse vending machines (RVMs) for automated collection of used beverage containers. Today TOMRA is active in more than 80 markets worldwide and had total revenue of ~3.7billion NOK in 2011. TOMRA has over 2,100 employees and is publicly listed on the Oslo Stock Exchange.

The TOMRA Group continues to innovate and provide cutting-edge solutions for optimal resource productivity within two main business areas: Collection Solutions (reverse vending, material recovery and compaction industries) and Sorting Solutions (recycling, mining and food processing industries).



TOMRA Canada inc.

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Fax: 514 457-0544
www.tomra.com

LEGAL COMPLIANCE
This product is CE-marked in accordance with the following directives:
2006/42/EF, Machinery, including Electric Safety
2004/108/EC, EMC (Electromagnetic Compatibility)

It also complies with the directives:
2011/65/EC, RoHS (Restrictions of Hazardous Substances)
2002/96/EC, WEEE (Waste Electrical and Electronic Equipment)



TOMRA CERTIFICATION
This product is developed and produced according to ISO standards 9001 and 14001



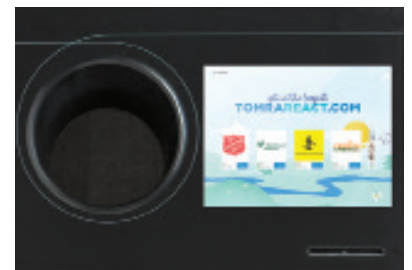
T-70

THE COMPACT

T-70 is specially developed for stores collecting medium volumes of containers. This fast and reliable reverse vending machine has a compact size that makes it an ideal solution for stores with limited space.

The machine has built-in compaction and accumulation and can be configured to handle non-refillable glass, PET or cans (or a combination).

- **Space-efficient**
- **Easy to operate**
- **One compactor per material type**
- **Two models: single and dual cabinet**



FEATURING TOMRA FLOW TECHNOLOGY™

Equipped with TOMRA Flow Technology, the world's first 360-degree instant container recognition system in a reverse vending machine. It ensures a unique level of operational efficiency, reliability and user convenience.

SMARTER

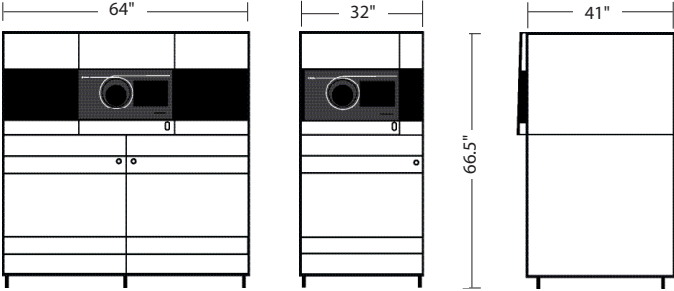
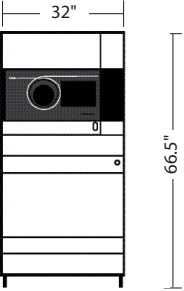
Industry-leading object recognition and fraud prevention ensures the highest level of accuracy and security.

CLEANER

Smart design, fewer components and intuitive interfaces make the cleaning process easier.

FASTER

Non-rotational recognition allows the user to insert containers in a rapid, continuous flow.

Dimensions			Storage capacity (appr. figures with shakedown mixed sizes)	
 Weight: 624-841 lbs Footprint: 14 sq.ft.	 Weight: 624-841 lbs Footprint: 9.1 sq.ft.		PET crusher:	Up to 1000 PET (based on mix)
			Can crusher:	Up to 3500 cans (based on mix)
			Glass:	Up to 300 objects (weight limited)
			Based on bin size: Effective height of bin 34" (pallet height 6" appr. figures with shaking down)	
Container specifications	Speed capability	Environmental	Electrical	Connectivity
Bottle size Diameter: 1.97"-5.12" Height: 3.35"-14.96" Can size Diameter: 1.97"-3.94" Height: 3.15"-7.87"	Shape & barcode reading Up to 45 containers per minute	Humidity Maximum 90% relative humidity, non-condensing Temperature 32°F - 104°F The machine has been designed for indoor use only	Power consumption Idle 60W, Max 2000W, Can/PET Crusher nominal in use Mains US 208 V AC 3-phase w/ground, 60Hz, 20A	LAN (Ethernet TCP/IP) interface POS compatible
Configurations	Recognition	User interaction	Colors	
T-70 Free-standing version for up to two types of non-refillable materials. Front or rear unload. Also available as: T-70 wall mount version	TOMRA Flow Technology™ Shape recognition Full container detection Barcode recognition Metal detection	10.4" LCD color touch-screen display User guidance in display Video and sound	Front: RAL 7042 Cabinet: RAL 7005	

Fully compatible with the TOMRA Connect portfolio of digital products	
- Store Control app - Fleet Management portal - Reporting & Analytics - Receipt Control service - In-store Marketing - On-screen Promotion - On-receipt Coupon - On-screen Donation	- Consumer Engagement - TOMRA ReAct app - TOMRA ReAct on-screen login - Loyalty program integration - TOMRA ReAct and TOMRA Makes Change recycling loyalty programs See www.tomraconnect.com for further information on products available in your region.

We reserve the right to make changes to specifications without prior notice. While every effort has been made to ensure all information contained in this document is accurate, TOMRA assumes no liability for any errors, inaccuracies or omissions that may occur.

LEADING THE RESOURCE REVOLUTION

35 billion used beverage containers are captured every year by TOMRA's reverse vending machines. TOMRA's total avoided greenhouse gas emission equals the annual emissions from 2 million cars—each driving 10,000 kilometers.



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 Fax: 514 457-0544
 email: sales.canada@tomra.com
www.tomra.com

LEGAL COMPLIANCE
 This product is CE-marked in accordance with the following directives:
 2006/42/EF, Machinery, including Electric Safety, 2014/30/EU, EMC (Electromagnetic Compatibility)
 2011/65/EC, RoHS (Restrictions of Hazardous Substances)
 It also complies with the directives:
 2012/19/EC, WEEE (Waste Electrical and Electronic Equipment)

CE **TOMRA CERTIFICATION**
 This product is developed and produced according to ISO standards 9001 and 14001



TOMRA CONNECT

CONNECT WITH YOUR RVM

TOMRA Connect is a portfolio of software products and services that complement and extend the value of TOMRA reverse vending solutions usage and ownership. TOMRA Connect is developed, marketed and provided by TOMRA Commercial Software (CSW), a business unit within TOMRA Collection Solutions.

CONNECT WITH YOUR RVM

With TOMRA Connect you will be in full control of what your RVM is contributing with in your store, and how your staff manages the installation to support trouble-free operation, one can at the time. And you don't need to be an expert in data analysis; report generation tools and drill down functionality makes data accessible and easy to present.

CONNECT WITH YOUR CUSTOMERS

With TOMRA Connect, utilization of the reverse vending solution for branding and promotion purposes is raised to a new level. Build and interact with your own customer database. Engage with your customers by offering rewards, challenges and donation options. Get instant access to relevant statistics and integrate with your loyalty card and partners.

IN-STORE MARKETING



Transform reverse vending machines into customer dialogue tools.

RECEIPT CONTROL



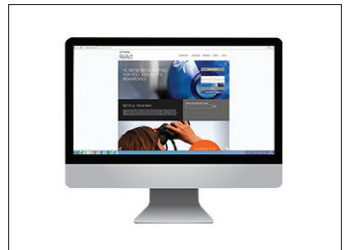
Validate and devalue deposit refund receipts in real-time through POS.

RVM INSIGHT & ANALYSIS



Operational metrics, performance monitoring, fleet management, business intelligence and analysis.

CONSUMER ENGAGEMENT



Innovative solutions for customer loyalty and engagement with customer identification.



Pricing

Choose a standard plan that fit your needs, or feel free to contact our sales team to find the ideal solution for your organization.

	BASIC 0\$	INTERMEDIATE 19.00\$ per RVM per month	MULTI-SERVICES 29.00\$ per RVM per month
	Try us out at no risk or cost to you.	Unlock the value of your reverse vending solution.	Improve operations and communicate with consumers.
Basic Features			
Number of RVMs connected	< 500	< 500	< 1000
Portal access with dashboard	✓	✓	✓
Two free RVM reporting reports	✓	✓	✓
Installation overview with real-time RVM status	✓	✓	✓
Secure connection and dataprotection	✓	✓	✓
Data availability policy	3 Months	6 Months	14 Months
Expansion features			
RVM Reporting	-	✓	✓
RVM Analytics, scheduled reporting	-	-	✓
Promotion	-	✓	✓
Couponing	-	-	✓
Donation	-	✓	✓
ReAct native consumer engagement program	✓	✓	✓
Users and permissions			
Additional user accounts	-	2	10
Additional license account	-	2	5



Are you interested in our advanced services?

Receipt Control, ReAct branded and API, TOMRA Connect for Depot and other advanced services requires system integration and will be quoted upon request. We are here to help, please contact our Sales team.



Are you looking for volume pricing?

For chain-wide reverse vending machine fleets we offer volume pricing. Please contact our sales team or your TOMRA key account contact point to start the discussion.



Do you have concerns over data security or privacy?

Are you concerned about data security, privacy, cloud-hosted services, or any aspect of TOMRA Connect? Let us know and we will try to help!

TOMRA Connect Technical Requirements

Data security and protection

TOMRA Connect data is protected using industry standard encryption protocols during transport from RVMs to the TOMRA Connect servers. TOMRA Connect web portal is only accessible through https with SSL encryption. In situations with loss of connectivity or electricity at the RVM location, all RVM data will remain stored in the RVM and transmitted once operational state is restored, with no loss of data. TOMRA Connect offers full data isolation and -separation across customer accounts.

Bandwidth requirements

Bandwidth requirements for RVM operation and monitoring services are moderate (<20 Kbit/s based on 2.500 empty objects returned per RVM per day). For full utilization of TOMRA Connect's capabilities for multimedia content and consumer engagement services, a modern broad-

band connection capacity is recommended. Actual bandwidth requirements for such multimedia services will increase as a function of media size, upload frequency, the number of RVMs sharing available connection capacity, etc. Please contact TOMRA for assistance with analyzing your needs based on anticipated use patterns, available bandwidth and the size of the RVM fleet.

RVM connectivity

Internet access on http and https ports (tcp 80 and 443) is required from the RVM to TOMRA Connect servers.

RVM compatibility

TOMRA Connect is compatible with most modern RVMs. Please consult our website www.tomraconnect.com for details.

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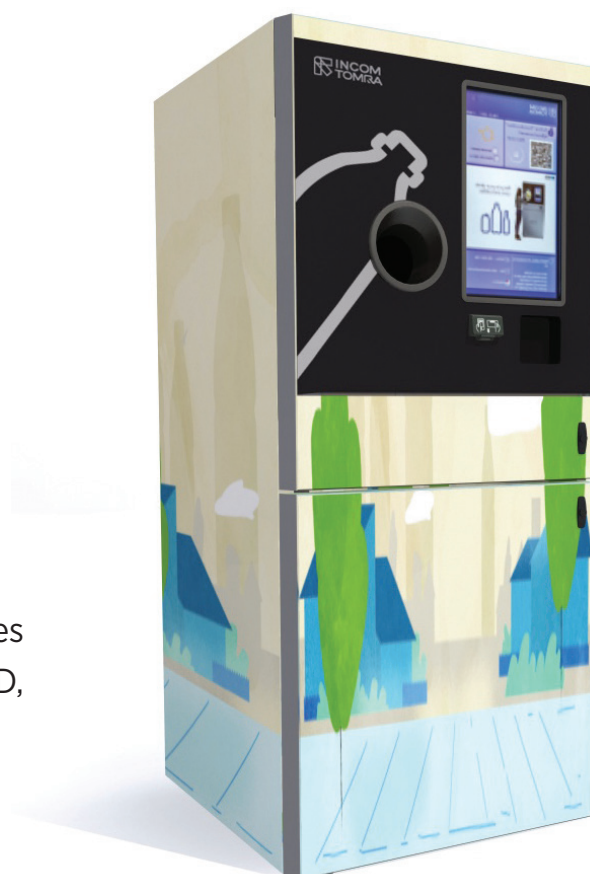
LEADING THE RESOURCE REVOLUTION

35 billion used beverage containers are captured every year by TOMRA's reverse vending machines. TOMRA's total avoided greenhouse gas emission equals the annual emissions from 2 million cars—each driving 10,000 kilometers.

H-30

A VERSATILE SOLUTION

- Collect CAN and Plastic bottles
- Has a modern, Large 21.5" touch UI with in-screen promotions
- Android / Incom SW
- Clean and robust friendly industry design
- Single phase power design with compactor
- Support for selected E-wallet solutions (Optional in Mainland China)
- Optical fraud protection
- Automatically infeed
- Automatically barcode reading
- High speed recognition and sorting
- Support compactor for both CAN and Plastic bottles
- Support QR reader as option (cards readers as RFID, NFC, Felica etc subject to further development)
- Support Printing system as option for coupons/ Vouchers



DURABLE AND ROBUST

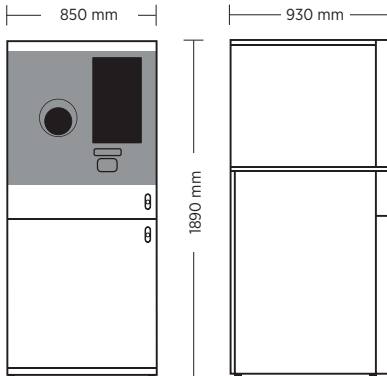
- Durable steel doors
- Ideal for sheltered outdoor / parking area installations

FLAT CABINET

- Ideal for custom wrapping and advertising
- Customizable to fit your brand profile
- Reinforced and durable steel doors

TOUCH EDITION

- Self-explanatory guidance for customers on the display
 - Intuitive guidance for store personnel
-

Dimensions		Storage capacity (appr. figures with shaking down)								
 Separated top and bottom door		Machine weight: 375 kg Footprint: 0.80m²								
		<table><tr><td>Can:</td><td>- 2.500 – 3.000 (0,33 liter) - 1.700 – 1.900 – (0,5 liter)</td></tr><tr><td>PET:</td><td>- 850 (0,5 liter)</td></tr><tr><td>Combi (Can / PET)</td><td>- 650 Cans (0,5 liter) 500 PETs (0,5 liter)</td></tr></table> Based on bin size: W:770 x D:740 x H:850 mm <i>Note! Preliminary figures!</i>			Can:	- 2.500 – 3.000 (0,33 liter) - 1.700 – 1.900 – (0,5 liter)	PET:	- 850 (0,5 liter)	Combi (Can / PET)	- 650 Cans (0,5 liter) 500 PETs (0,5 liter)
Can:	- 2.500 – 3.000 (0,33 liter) - 1.700 – 1.900 – (0,5 liter)									
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Combi (Can / PET)	- 650 Cans (0,5 liter) 500 PETs (0,5 liter)									
Container specifications	Speed capability	Environmental	Electrical	Connectivity						
Fractions Non-refillable PET&Can Bottle size (PET) Diameter 50-130 mm 1.97" - 5.12" Height 85-380 mm 3.35" - 14.96" Can size Diameter 50-100 mm 1.97" - 3.94" Height 80-200 mm 3.15" - 7.87"	Shape & barcode reading Up to 40 containers per minute* <i>* Laser based barcode reading</i>	Humidity Maximum 90% relative humidity, non-condensing Temperature (Plan) +10°C to +40°C (50°F - 104°F)* <i>*The machine has been designed for indoor use, but can be installed in sheltered outdoor locations.</i>	Power consumption (Plan) Idle: 70W Max 120-800W Mains CN 208 V AC 1-phase w/ground, 50Hz	LAN (Ethernet TCP/IP) Interface INCOM IRMS						
Configurations	Recognition	User interaction/Options	Colors							
High resolution/ large size/ touch color LCD display is standard Barcode reader with TranRot Freestanding, front unload	Shape and Barcode recognition Full container detection Metal detection	21" LCD touch color display as standard with user guidance in display Sound Advertising in display Printer option QR camera, RFID card reader, Magnetic card reader, NFC reader option (Some options subject to further development)	Front decal: RAL 9011 Cabinet: RAL 7042							

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INCOM TOMRA

INCOM TOMRA Recycling Technology (Beijing) Co., Ltd. ("INCOM TOMRA" as the abbreviation) is a Chinese-Norwegian joint venture. INCOM TOMRA was established in March 2016 by Beijing INCOM RECYCLE Co., Ltd from China and Tomra Systems ASA from Norway together. The major purpose of this venture is promoting, selling and servicing Reverse Vending Machines (RVMs) that are developed by the two shareholders and sister companies.

TOMRA is a world leader in Sorting and Collection solutions, and INCOM RECYCLE is the biggest operator and supplier of Smart Municipality recycling solutions in China. Relying on support from TOMRA and INCOM RECYCLE, INCOM TOMRA can supply to partners a full package of RVM solutions for different applications.

INCOM TOMRA is based in China but devoted to promoting smart recycling and the circular economy globally. We use technologies to make our environment and our world green and better.



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