



26th September, 2017

CaroMel's platform launch set

Platform launch set

CaroMel's digital platform is on track to launch within three months with the technology build, traceability and branding all progressing as expected.

CaroMel's Chief Information Officer and Chief Technical Officer foresee no barriers or complexity to complete the platform launch on the expected timing. The launch will include traceability from the fishermen to restaurants in Shanghai as food safety and provenance is so important to consumers not only in Shanghai, but worldwide.

At the same time, CaroMel is completing a tendering process with leading global ad agencies, DDB, TBWA and whiteGrey. The branding is important as there are precious few brands in the agri space and CaroMel's targeted luxury agri products lend themselves to branding. Also, China is arguably the world's most brand and prestige oriented market.



CaroMel's determination to continuously innovate and evolve is the essence of achieving its vision to WOW fishermen/farmers, restaurants and consumers. Overtime, this vision will be achieved by developing an eco-system around each of these critical stakeholders.

About CaroMel Ltd

CaroMel's digital disruption directly connects farmers and fishermen to high-end restaurants in China and beyond, thereby eliminating almost 50% of supply chain costs. CaroMel enables traceability, provenance and a significantly enriched end-user experience, providing the foundation for a great brand that generates loyalty.

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A handwritten signature in black ink, appearing to read 'Greg McLardie', with a stylized, cursive script.

Greg McLardie
Managing Director