

## **PRESS RELEASE**

### **ANTARES VISION GROUP & RESULT GROUP DIGITALIZE MILLIONS OF UNIQUE GAME PIECES FOR ENHANCED CONSUMER ENGAGEMENT AND TRACEABILITY ACROSS AUSTRALIA**

*The partners are deploying AV Group's Diamind solution to manage fast food leader Hungry Jack's UNO™ campaign, one of the most advanced intelligent packaging initiatives in the Australian market*

Travagliato (Brescia), 14 June 2023 – Antares Vision Group (EXM, AV:IM), Italian multinational and a leading provider in Track & Trace systems and quality control, which guarantee the transparency of products and supply chains through integrated data management, has partnered with Result Group to manage Hungry Jack's UNO™ campaign in Australia. Utilizing AV Group's Diamind solution, they are managing millions of game pieces with unique digital identities and enhancing consumer engagement with the popular game.

Founded in 1971, Hungry Jack's is the master Australian franchise of the Burger King Corporation and one of the country's largest fast-food chains, with more than 440 restaurants. It has over 19,000 employees and serves 1.7 million people every week. Its successful UNO™ campaign began in 2021 and is now in its third iteration.

This is Antares Vision Group's first collaboration with Melbourne-based [Result Group](#), which supplies innovative equipment and materials that help Australian businesses improve efficiency in their manufacturing and distribution processes. Result Group has manufactured the game pieces for every Hungry Jack's UNO™ campaign.

AV Group's Diamind solution generates and manages the unique digital identity for every game piece. It integrates with the digital printing of these "micro labels" and their application on food packaging, then commissions each to confirm its validity. When a customer redeems a game piece through Hungry Jack's app, website, or in-store at the point of sale, Diamind confirms that it is legitimate, decommissions the digital ID, and integrates with prize fulfillment systems to complete the customer experience.

Diamind is the integrated, intelligent ecosystem of solutions to power products and supply chains, enabling a data-driven and tailored journey to digital innovation. Connecting physical products with digital identities, Diamind runs at the line, factory, warehouse, enterprise and supply chain levels, and guarantees product quality (inspection systems and equipment), and end-to-end traceability (from raw materials to production, and distribution to the consumer and back) through integrated and cloud data management.

Result Group produces the game pieces, which look and feel like actual UNO™ cards, with conventional flexographic and digital printing presses plus a specialized converting system to bring the pieces together. The latter uses digital technology that enables mass customisation, such as altering text and graphics without stopping or slowing down the printing process.

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**Simon Jones, Antares Vision Group's Business Development Director, said:** *"Making Hungry Jack's UNO™ campaign a success is a triumph of interoperability, integrating all the back-end systems, the front-end applications, and providing secure data management for every game piece and redemption event. But beyond the technology, it was about people and partnership, with the Result Group and AV Group teams working tightly with Hungry Jack's and its service providers to really deliver on this."*

*"What our partnership is doing for Hungry Jack's is a great showcase for interoperability and showing the world about getting platforms to talk and share information with each other," said Michael Dossor, Group General Manager at Result Group. "It's paramount to the whole traceability story. Every one of those 17 million UNO™ game pieces is being tracked individually right through the supply chain. AV Group's Diamind Enterprise solution is enabling expanded possibilities, enhanced interaction with customers through interoperability, and has improved the game overall."*

### **ABOUT ANTARES VISION GROUP**

Antares Vision Group is an Italian multinational, listed on the STAR segment of Euronext and included in the Euronext Tech Leaders index, which is dedicated to leading tech companies with high growth potential. AV Group enables the digitalization of products and supply chains through traceability, inspection for quality control and integrated data management. Through DIAMIND, the integrated ecosystem of solutions, the Group guarantees safety, quality, efficiency and sustainability of products (with inspection systems and machines) and end-to-end traceability across the supply chain (from raw materials to production, from distribution to the consumer, and vice versa), with integrated data management, boosted by artificial intelligence and able to be integrated with blockchains. AV Group operates in the Life Science sector (pharmaceutical products, biomedical devices and hospitals) and in the Fast-Moving Consumer Goods (FMCG) industry. It is the world leader in Track & Trace systems for pharmaceutical products, supplying major global manufacturers (over 50% of the top 20 multinationals) and numerous government authorities. AV Group recorded a turnover of Euro 223 million in 2022 (+25% YoY), operates in 60 countries, employs over 1,100 people, and boasts a network of over 40 international partners. For further information, visit [www.antaresvisiongroup.com](http://www.antaresvisiongroup.com).



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