



THE IDFACTOR^Y

Transparency beyond trust

COMPANY INSIGHTS

Last version: January 2024



THE IDFACTORY^Y

The ID Factory is a **supply chain traceability** platform (SaaS) that, through the creation of a unique digital ID, allows fashion companies to gain end-to-end transparency over their global supply chain.

ACTIVITIES

To boost **authentication**, **transparency**, and **sustainability**, Brands must implement new technologies to store and share product information. 2 out of 5 Fashion Executives plan to adopt Product Passports in 2022 or have already done so.



SOURCE:

BOF-McKinsey State Of Fashion 2022 Survey

Most impactful * use case for product passports, % of respondents

* Respondents ranked 3 most impactful cases out of 7, based on order of impact from 1 to 3. Only ranking 1 (most impactful) is considered in the exhibit above.



Science based transition for fashion and luxury

THE IDFACTORY

Traceability platform.



Sustainability Framework.



Training & Consulting company.

Ympact

Impact evaluation platform.

People

61

YHUB
Team Members

32

Team
Sustainability

14

Team
Tech

8

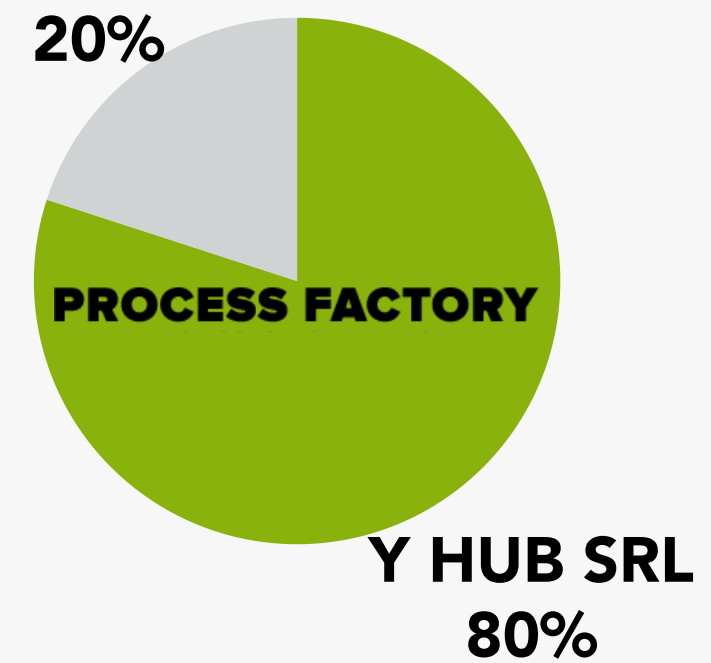
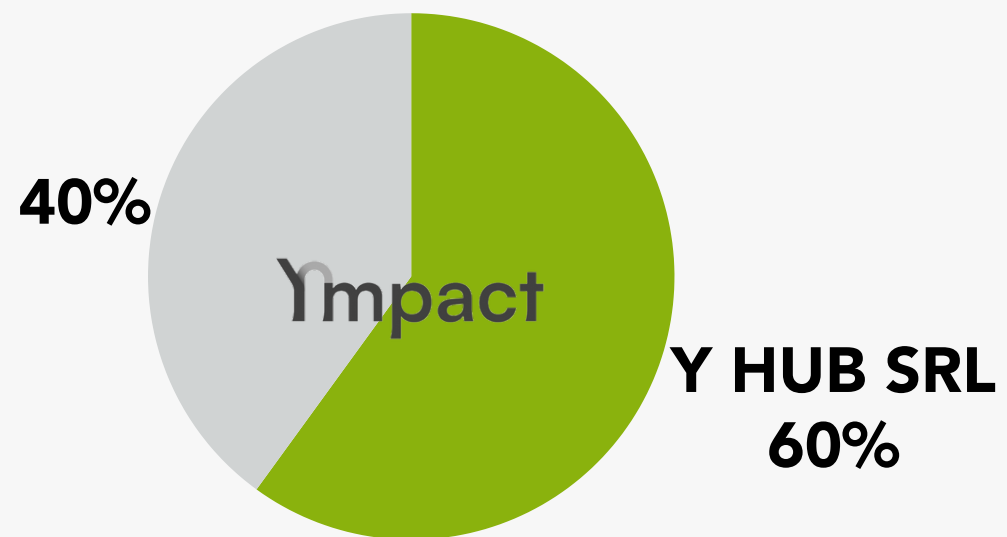
Team
Customer Care

7

Other

SHAREHOLDERS

THE IDFACTORY



CUSTOMERS & PARTNERS

THE IDFACTORY



TOMMY HILFFIGER

Calvin Klein

HUGO BOSS

GEOX



+1BN

Materials Traced

17

Brand

+700

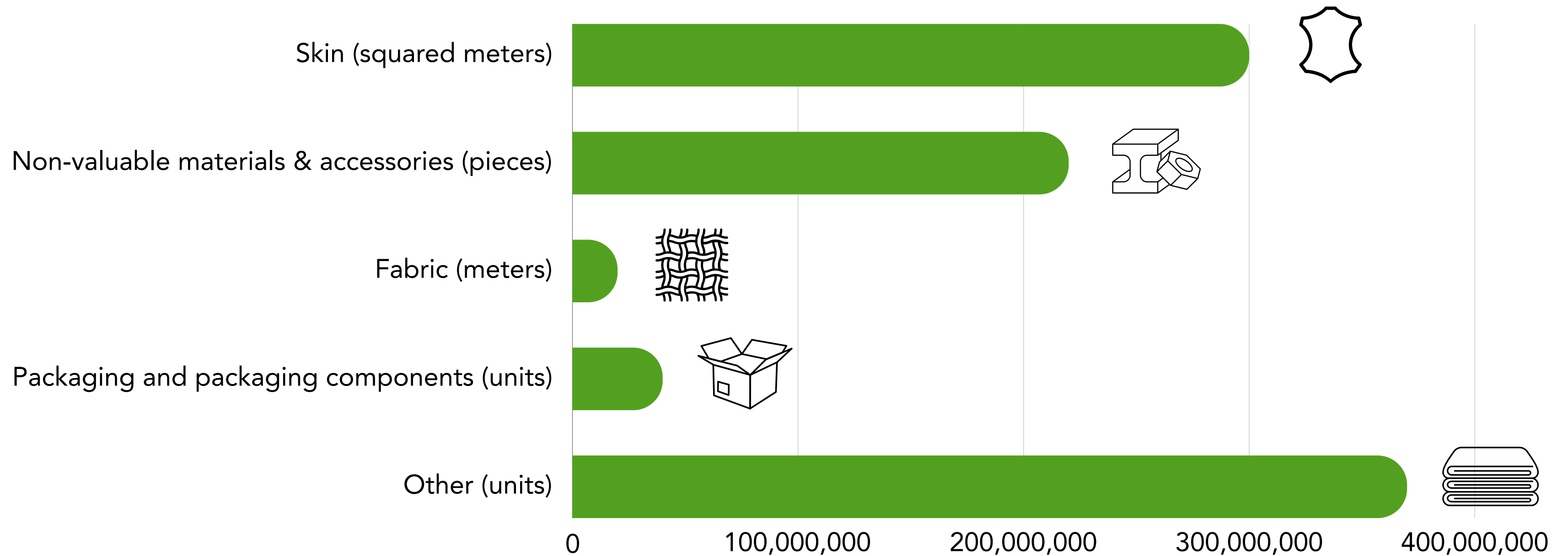
Suppliers

22

Countries

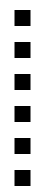
OVER 1 MILLION OF TRACED MATERIALS

THE IDFACTORY



2015

Raw material
traceability



2020

Finished product
traceability



2022

Traceability to
the consumer



2023

Traceability
to the farm



WHAT OFFERS THE PLATFORM

THE IDFACTORY

By using a **dynamic centralized database integrated with any management system**,
The ID Factory provides support on:



OPERATION EXCELLENCE

- Qualification and information collection on suppliers and subcontractors
- MTM (Material Traceability Management) real-time allocation and visibility of suppliers and material processes
- Physical traceability of materials
- Quality management of finished product and materials
- Operational KPIs and chain score



RESPONSIBLE SOURCING

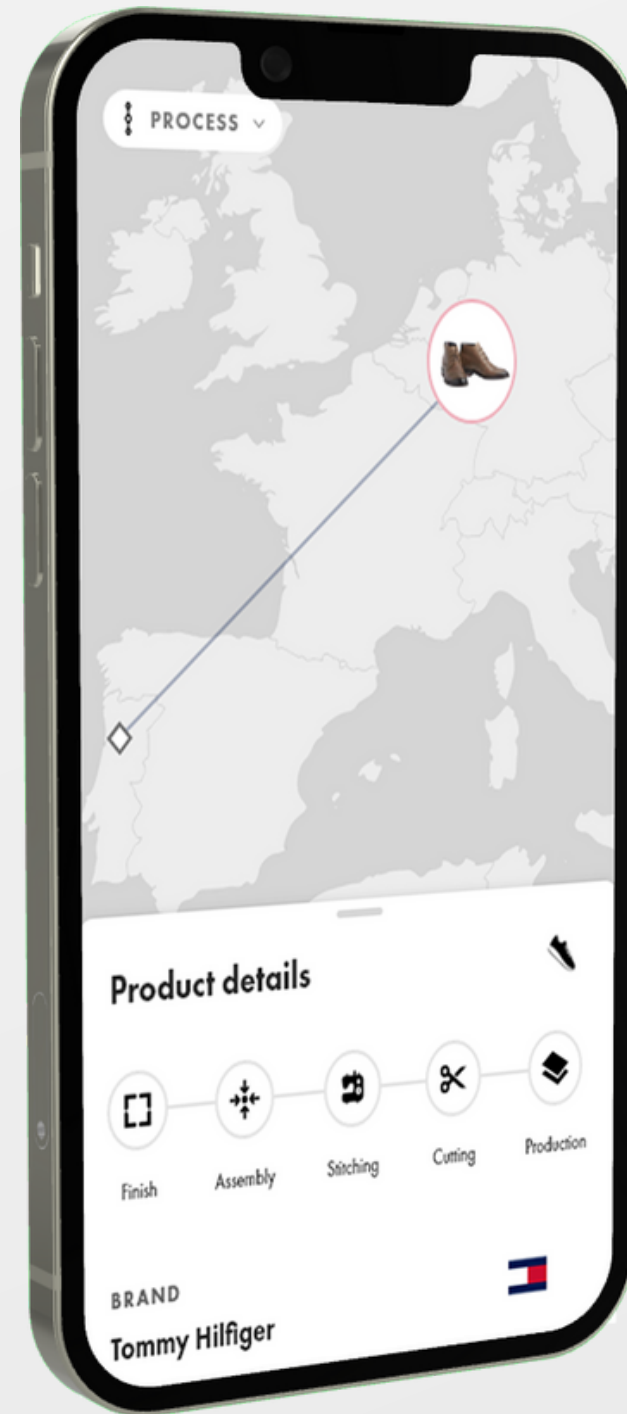
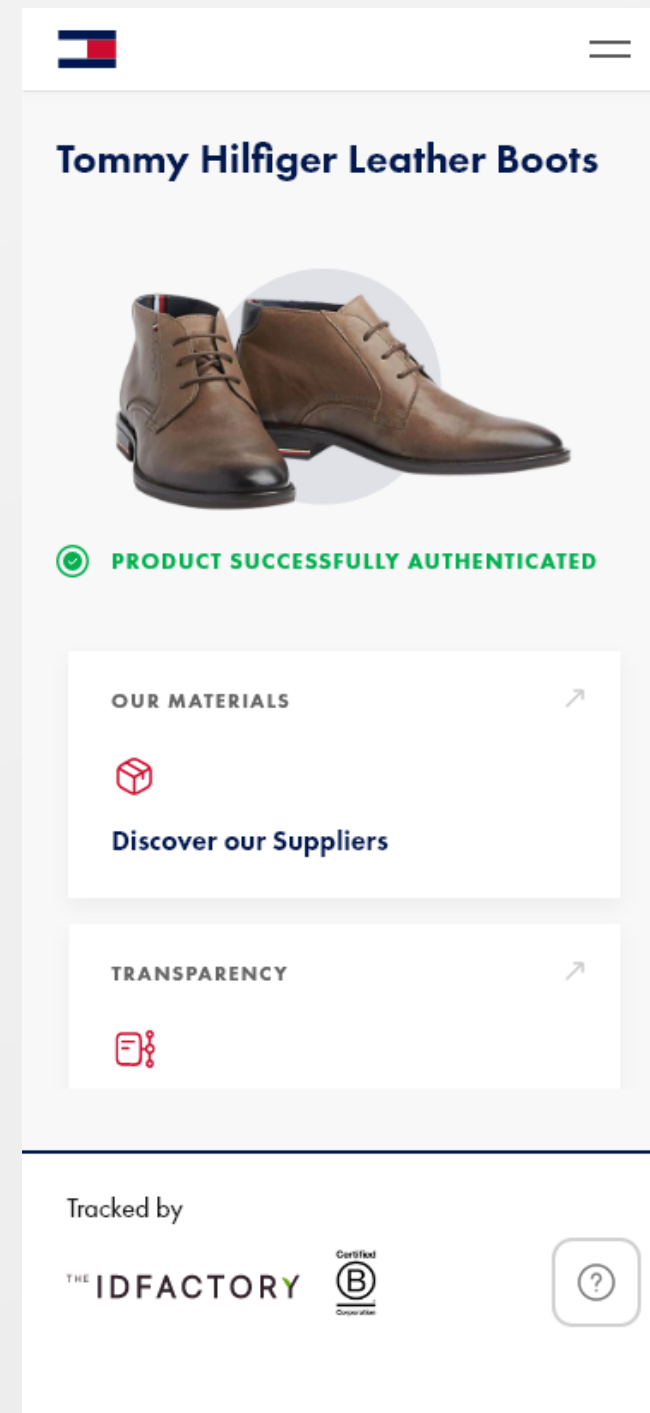
- Traceability Map
- MTM (Material traceability management) collection of spec. and certifications on materials or material categories and association to processes
- Collection and document management CoC (Chain of Custody)
- Management of supply chain stocks
- Impact measurement



COMPLIANCE

- Management of chemical compliance
- Management of physical compliance
- Legislative compliance management (e.g. Agec)
- Digital Product Passport (DPP)

DIGITAL PRODUCT PASSPORT



A NEW INTEGRATED SOLUTION

In 2022 The ID Factory has launched its new A-to-Z integrated solution, allowing fashion brands to **communicate their traceability & sustainability data** to the final costumer through an engaging experience.

Tommy Hilfiger is among several corporate brands that are already using the digital product passport solution.

PEOPLE

In The ID Factory we strongly believe that every individual has the necessary potential to work on their tasks, and each person will be required to put forward their ideas to contribute to the strategic development of the company.

There is **no traditional conception of a management team**, as every collaborator participates in the planning of the strategy and makes decisions in support of it.

Our organization is structured as flat as possible, becoming pyramid-like for a specific project, with a dynamic, result-focused team approach.



KEY PEOPLE



**Massimo
Brandellero**

Founder and
CEO

Founder of WeAre Srl, providing support in raw material procurement since 2008. Co-Founder and CEO of Ympact Srl, a Benefit Company established in 2022, focused on measuring the impact in the fashion and luxury supply chain. Co-founder of YHub Srl, with the goal of creating a premier "sustainability as a business" service company in the fashion and luxury sectors. TedX speaker on 'The Art of Transparency.



**Cristian
Iobbi**

Founder and
CIO

Computer Engineer with over a decade of experience in the IT, digitization, and innovation sector. Founder of the software house Skianet Srl in 2003, with a successful exit in 2021. Also, the Founder of WiB Srl in 2009, a vertical company specializing in digital marketing.



**Enrico
Purgato**

COO

Master's degree in Economic Sciences and Business Management, with experience in Sales and PR.



**Martina
Schiuma**

Head of
Sustainability

Graduated in International Economics and Marketing with an MBA in International Management. Specialist supporting the implementation of Yoox Net-A-Porter's Infinity circularity strategy through Digital Product Passport. Co-Founder of BCorp B Fashion, currently the largest online community of B Corps in the fashion industry.

MANAGEMENT TEAM

CSR TEAM

TEAM



**Damiano Dal
Maso**
Auditor e Compliance
specialist



**Martina
Marcatili**
Finance



**Stefano Del
Gobbo**
Head of IT



**Sabina
Monchelato**
Administration



**Sofia
Diquigiovanni**
Administration



**Roberta
Selmo**
Accounting



Kelly Negro
Customer Care



Fabio Caprioli
Growth hacker



Alan Striglio
Full-stack
Developer



Chiara Prisco
Sustainability
Specialis



Giulia Moro
Junior Account

PROUDLY RECOGNIZED OR PARTNERS OF

THE **IDFACTORY**



REGENERATION
20|30



Bocconi

Certified



Corporation

Startupbootcamp
FashionTech



PAMBIANCO | *academy*
ONLINE MASTERS FOR FASHION, DESIGN, BEAUTY PROFESSIONALS




|CONTACT US

 martina.schiuma@theidfactory.com

 massimo.brandellero@theidfactory.com

 The ID Factory Srl Società Benefit Unipersonale

 L.go Danilo Danieli, 9, 36071 Arzignano, Italy

 Phone: +39 0444 451789

 P.IVA e C.F. 03970050245

 www.theidfactory.com

THE IDFACTORY