

Global Data Synchronization Network (GDSN) Roadmap Simplified
*Streamlined Business Model Designed to Promote
Broad Adoption of Data Synchronization*

For Immediate Release

Contacts: Jean-Marc D'Hooghe, GS1, jeanmarc.dhooghe@gs1.org, +32.2.788.78.43
Nora Kaci, GS1, nora.kaci@gs1.org, +32.2.788.78.30

BRUSSELS, BELGIUM, December 21, 2004- EAN International (to be renamed GS1) announced today a streamlined and simplified roadmap detailing the structure and governance of the Global Data Synchronization Network (GDSN). The GDSN is a global, Internet-based initiative that will enable companies around the world to exchange supply chain data that is accurate, up-to-date, and compliant with universally supported EAN.UCC System standards.

Based on input from the GDSN Board of Directors (formerly known as the GDSN Oversight Committee) and major companies and industry groups, the revised roadmap has simplified the process for companies from around the world to implement data synchronization and realize its benefits. The roadmap, with its streamlined business model, and GDSN governance will take effect immediately.

The foundational vision of the GDSN remains unchanged. The GS1 Global Registry™, the cornerstone of the initiative, will connect companies through a global network of participating data pools. In order to simplify the application and adoption process, a variety of changes and enhancements have been made. Highlights are listed below:

- A streamlined pricing model, which will eliminate multiple contracts. Companies will only deal with the Data Pool of their choice for data synchronization and GDSN services (which include the GS1 Global Registry and Global Product Classification).
- Companies are not forced to use the GDSN for data synchronization. They can continue data synchronization in the same way they do today.
- Companies will join the GDSN by selecting a data pool from a list of participating GS1-certified GDSN data pools. The new model gives companies a single point of contact with their selected GDSN data pool.
- The creation of a new, not-for-profit organization called GS1 GDSN Inc., with a separate and independent governance structure.
- The GDSN Oversight Committee will be re-named as the GS1 GDSN Inc. Board of Directors.
- In order to accelerate adoption, a 50% GDSN fee reduction will be offered for all companies that join the GDSN before July 1, 2005.

Miguel Lopera, the Chief Executive Officer of EAN International and the Uniform Code Council said, "For the past five months, we have had very productive discussions with

the global business community on how we can enhance the GDSN model. Thanks to their input, improvements are now in place that will streamline and simplify the entire process. The bottom-line benefits of accurate, synchronized data are enormous, and we want to do everything possible to make the process easier and to facilitate timely adoption.”

The GDSN roadmap has been approved by the leadership of the GDSN Board of Directors and the GS1 Management Board. Formal ratification is expected at the extraordinary General Assembly of GS1 in February 2005.

Currently, 89 companies are synchronizing their data (more than 125.000 products) through the 4 participating data pools communicating with the GS1 Global Registry. These numbers are expected to increase drastically during the next 6 months following the simplification of the adoption process.

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About EAN International

EAN International is the global not-for-profit organisation that creates, develops and manages the EAN•UCC standards jointly with the Uniform Code Council, one of its Member Organisations. These are open, global, multisectoral information standards, based on best business practices. By driving their implementation, EAN International and its Member Organisations play a leading role in supply and demand chain management improvement worldwide. For more information on EAN International, please visit: www.GS1.org.