



## **NEWS RELEASE – FOR IMMEDIATE RELEASE**

### **GS1 US and GS1 Germany Complete Joint Venture, Uniting 1SYNC and SA2 Worldsynchron Subsidiaries into 1WorldSync**

- 1WorldSync, Inc. will continue to deliver product data management solutions to help businesses share consistently accurate product data with consumers globally
- 1WorldSync begins existence as world's largest provider of Global Data Synchronization Network services

**LAWRENCEVILLE, N.J., USA and COLOGNE, Germany (Sept. 5, 2012)** – GS1 US and GS1 Germany, the two largest member organizations of the GS1 System, have signed a definitive agreement to form a joint venture combining their 1SYNC and SA2 Worldsynchron subsidiaries, respectively, into a new combined organization named 1WorldSync, Inc.

Jörg Pretzel, CEO of GS1 Germany, and Bob Carpenter, CEO of GS1 US, made a joint statement: “Brand owners and other businesses will benefit from this venture as we create a proven leader in the development and implementation of solutions to build a better-informed world. The sharing of product information beyond the traditional business-to-business model has rapidly become a flashpoint for businesses, and 1WorldSync will be at the forefront of this major shift.”

1WorldSync's chief executive officer is Nihat Arkan, formerly the CEO of SA2 Worldsynchron.

“This is a very important coupling of talents, as 1WorldSync combines 1SYNC's strengths across multiple industries with the global reach and strategic partnerships of SA2 Worldsynchron,” said Arkan. “1WorldSync accelerates our vision for consistent,

authentic, high-quality product data to manage industry and consumers' expectations successfully.”

Uniting the strengths and complementary visions of both firms, 1WorldSync will continue development and global expansion of solutions for product data management and data synchronization. The company starts with more than 15,000 customers, directly or indirectly, in more than 40 countries. It offers solutions and services across a range of industries, including healthcare, grocery, hardlines, foodservice and consumer packaged goods.

GS1 US and GS1 Germany will provide equal representation to the 1WorldSync Board of Directors, whose voting members are Carpenter, Pretzel, and the following external directors:

- Otmar Debold, managing director, Procter & Gamble Germany GmbH;
- Erich Harsch, chairman of the board, dm-drogerie markt GmbH;
- Rodney McMullen, president and chief operating officer, The Kroger Co. in the U.S.; and
- Joe Pleasant, chief information officer of the Premier healthcare alliance in the U.S.

Several current customers of 1SYNC and SA2 Worldsinc have offered guidance to the companies in support of the joint venture's creation and strategic direction.

“Ensuring that information about each trade product remains consistent across the entire supply chain, all the way to the customer, is a key success factor for retail businesses,” said Silvester Macho, CEO of Metro Systems, the internal information technology service provider of Germany-based retailer Metro Group. “This joint venture will provide a global platform from which brands and retailers can manage and synchronize all product and trade information, and therefore it represents an important step in achieving these goals.”

“In an increasingly information-rich world, we're excited by the prospects of 1WorldSync and its drive to help brands and trading partners manage their product and trade information through a single platform,” said Melvin Landis, the chief retail sales officer of Coca-Cola Refreshments and a member of the GS1 US Board of Governors. “This is indeed the perfect combination to drive new innovation for data management and sharing. 1WorldSync will provide dynamic industry leadership around this vision.”

In addition to Arkan, the new company's management team will include Chief Marketing and Administrative Officer Katy Theroux, currently a senior vice president at GS1 US; Chief Information Officer Ulf Adebahr, currently chief operating officer of SA2

Worldsync; Daniel Wilkinson, managing director, Americas; and two regional managing directors yet to be named.

“We start our existence with deep experience in our core business of global data synchronization and a strong team of innovators building out the product data management capabilities so vital to our customers’ futures,” said Arkan.

1WorldSync will be incorporated in the state of Delaware, with offices in the Americas, Europe and Asia. The management team will be based in both Lawrenceville, N.J., USA, and Cologne, Germany.

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**About 1WorldSync:**

With more than 15,000 customers across 40 countries, 1WorldSync is the industry leader in global product data management and data pool solutions certified for the GS1 Global Data Standardization Network™ (GDSN®). 1WorldSync solutions and services allow companies to share trusted product information with one another and with consumers, driving business and convenience for everyone, all around the world. 1WorldSync is a joint venture of GS1 Germany and GS1 US, which are member organizations of GS1, the organization that develops global standards for identifying, capturing, and sharing product information.

**About GS1 US:** [www.gs1us.org](http://www.gs1us.org)

**About GS1 Germany:** [www.gs1-germany.de/](http://www.gs1-germany.de/)

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