



ORIGINALLUXURY

Extract from ORIGINALLUXURY Technology For Transparency  
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# Sourcemap



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## INTRODUCING SOURCEMAP

For more than 12 years, Sourcemap has been providing state-of-the-art software that allows global retailers, manufacturers, and brands to map their supply chains down to the raw materials and ensure operational best practices every step of the way. Sourcemap technology encompasses the full suite of supply chain due diligence requirements, including supplier discovery, supply chain mapping, supplier risk assessment, transaction traceability, resilience planning, real-time visualization, and consumer-facing transparency.

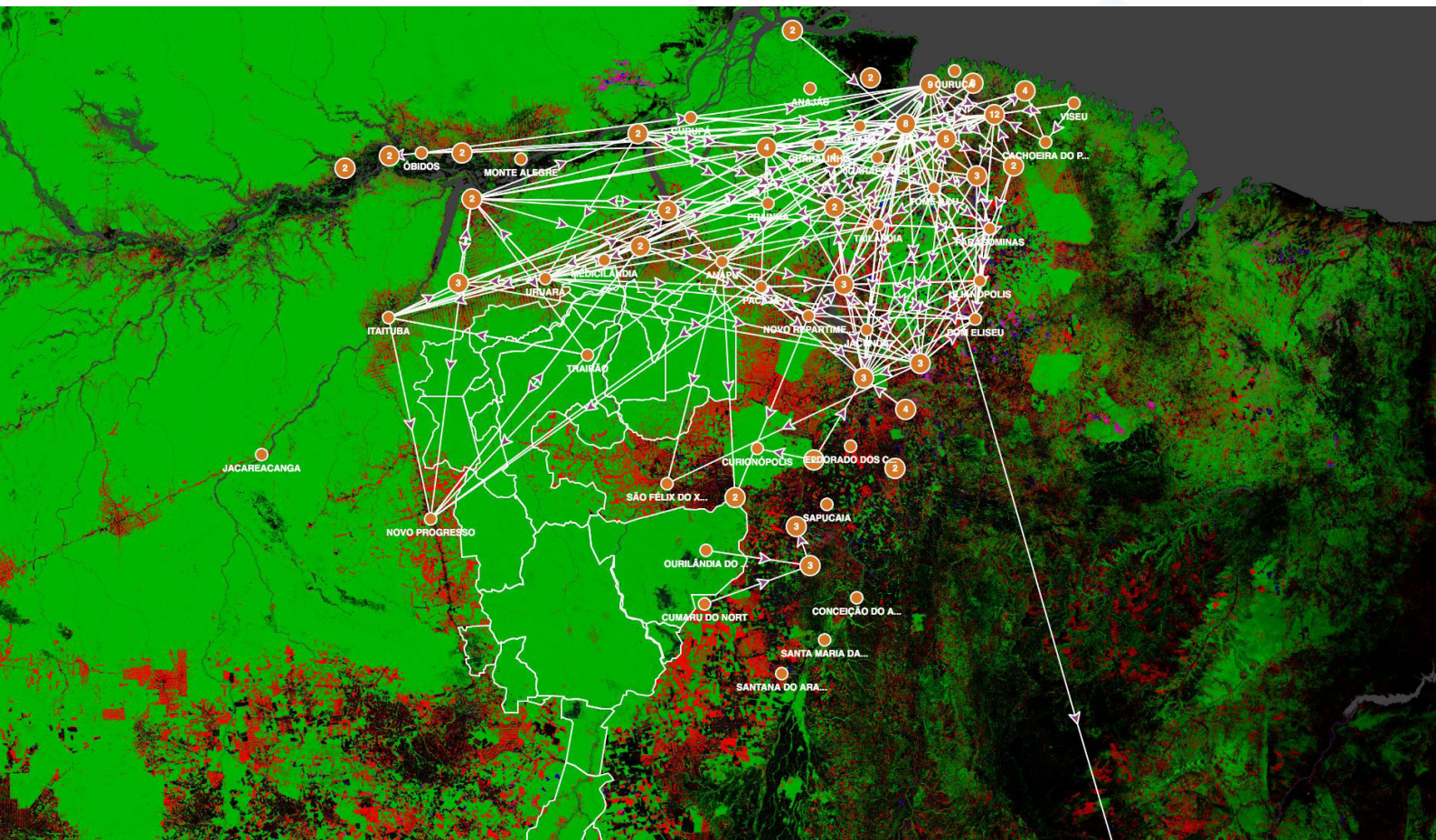
## THE RISE OF SUPPLY CHAIN MAPPING

Laws requiring supply chain mapping are being enacted around the world, from the Uyghur Forced Labor Prevention Act in the United States to the European Union's Green Deal. This marks the first-time companies are accountable for their indirect suppliers, especially when these suppliers are in regions or industries where forced labor is endemic or major environmental issues such as deforestation are present. Global brands and manufacturers typically have tens of thousands of suppliers in their end-to-end supply chains. In order to verify standards at every link in the chain, companies need to start by identifying all of the stakeholders in a process called supply chain mapping.

Born out of MIT research, Sourcemap was the first company to commercialize software for supply chain mapping. Today Sourcemap counts many of the world's largest and most valuable brands as customers across luxury apparel and footwear, food and agriculture, flavors and fragrances, pharmaceutical and chemical, and automotive industries among others.

Sourcemap is also the leading advocate for supply chain transparency. In 2020, Sourcemap was selected to participate in the US Department of Labor-funded STREAMS initiative to combat child and forced labor. In 2021, Sourcemap founder and CEO Dr. Leonardo Bonanni was called to testify before the Senate Finance Committee on Forced Labor, emphasizing the importance of using data-driven technology to fight forced labor in supply chains.

In November of last year, Sourcemap's Forced Labor Due Diligence Solution was named as one of TIME's Best Inventions of 2022 in the Social Good category.





This degree of supply chain visibility is not only possible through Sourcemap technology; it has become critical for some industries to remain competitive in the global market. Beyond customs compliance issues, it won't be possible to meet the demand for high-tech products such as electric cars and solar panels if companies don't have a clear line of sight to the raw material origins.

## SUPPLY CHAIN VISUALIZATION

### HOW IT WORKS:

- Step 1:** Map end-to-end supply chain in order to identify every supplier in the value chain, from raw material to finished goods.
- Step 2:** Identify risk: From human rights to environmental risk, companies can identify risks present in their value chain by collecting the right data.
- Step 3:** Remediate: Once risks have been identified, companies will be able to implement a remediation in line with their regulation obligations or ESG policies.
- Step 4:** Report progress: Using dashboards and data analysis, Companies are able to disclose required information via annual reports to regulators and enforcement agencies



## THE SOURCEMAP / BREITLING COLLABORATION

In 2022, Sourcemap, and Swiss watchmaker Breitling have partnered to deliver end-to-end traceability for the precious materials used in Breitling's newest watch, the Super Chronomat Automatic 38 Origins. Sourcemap's full-suite supply chain transparency solution independently verifies the entire chain of custody, from raw material to finished product, to guarantee social and environmental impact at every level for Breitling customers

Global watchmakers traditionally rely on thousands of suppliers to source precious materials such as gold and small "melee" diamonds and struggle to verify material origin and root out the presence of illegal and unethical working conditions and the overall social and environmental standards upheld in the process. Further compounding the issue of tracking and tracing provenance, each supplier has its own web of suppliers, making verifying origins nearly impossible. Paving the path to modern supply chain transparency, Sourcemap is the solution trusted by key players in the watchmaking industry to map every tier of their supply chains, gain a better understanding of their supplier network, and present proof of origin for their goods.

Today, luxury watch companies like Breitling are leading the way with more sustainable sourcing standards within their product lines, beginning with the debut of the Super Chronomat Automatic 38 Origins. By partnering with Sourcemap, Breitling guarantees its customers sustainably sourced artisanal gold from a single mine and lab-grown Fenix diamonds from an accredited supplier. Customers can use Sourcemap's solution to view the chain of custody for their individual watch with a blockchain-backed NFT that accompanies every Super Chronomat Origins watch.

"At Breitling, we are committed to achieving positive social and environmental impacts along the value chain and enabling product integrity," said Aurelia Figueroa, Global Head of Sustainability at Breitling. "That's why we engage closely with our suppliers and work with partners like Sourcemap to bring a new level of transparency into how our watches are made."

Of the more than 500,000 business entities registered on Sourcemap's platform, more than 20% supply the luxury goods industry.



***"The bar is rising for companies to provide more visibility into the origins of luxury products and their components, and those who can deliver will stand out from those who don't," said Leonardo Bonanni, CEO & founder of Sourcemap. "It takes one company to catalyze others to commit to supply chain transparency, and Breitling is that first-mover in its search for a more sustainable path forward."***





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**Pioneering Transparency Through  
Technology in the Luxury Sector**