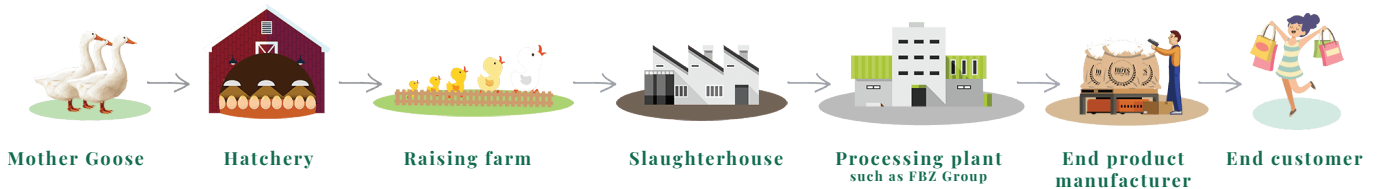


What is HDTs?

HDTs or (Hungarian Down Traceability System) is the most thorough Hungarian traceability system. It's purpose is to prove that the down material is 100% Hungarian origin, without the shadow of a doubt.

HDTs Certification steps



HDTs traces the down, from farm - all the way to the end customer, ensuring it's genuine origin.



Who developed the HDTs system and why?

The HDTs system has been co-developed by the Hungarian Poultry Association and the biggest supplier of Hungarian down, the FBZ Group.



The reason behind developing this system is because in the recent years faking the Hungarian down has been a constant problem.

Unfortunately several companies are using Chinese, lower quality material disguised as Hungarian, which not only hurts companies that buy genuine Hungarian material, but also hurts the Hungarian farmers and breeders as well.

Consequently the main objective of the HDTS is to provide a traceability system which helps the producers, suppliers and buyers of Hungarian down.

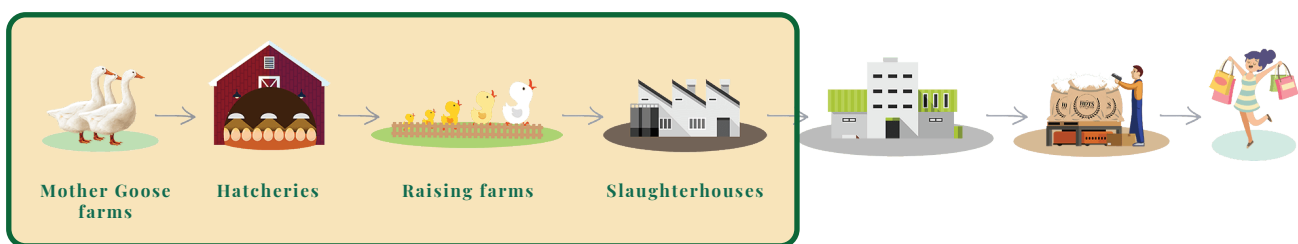


➤ What is the Hungarian Poultry Association? ➤

The Hungarian Poultry Association has been established in 1991. It is a non-governmental organization that is representing the interest of the whole Hungarian poultry sector (including the Hungarian Duck sector and Hungarian Goose sector).



Hungarian Poultry Association members



The members of the Hungarian Poultry Association are the Hungarian poultry breeders, hatcheries, farmers, slaughterhouses.

The mission of the Hungarian Poultry Association is to represent the Hungarian poultry industry's interest in both national and international grounds.

➤ **What does the Hungarian Poultry Association has to do with Hungarian Down?** ➤

Since all the big Hungarian goose and duck hatcheries, farmers, breeders, and slaughterhouses are members of the Hungarian Poultry Council, it means that the overwhelming majority of Hungarian Feather Raw Material is coming from Hungarian Poultry Association members.

➤ **What is FBZ Group?** ➤

FBZ Group is the primary supplier of Hungarian Goose and Hungarian Duck Down product. With over three decades of industry experience, state of the art processing machines and long term stable partnership with it's suppliers, FBZ Group is the go-to when it comes to Hungarian Down.

➤ **How does the HDTS prove the Hungarian origin of the down?** ➤



In order to prove the origin on the the Hungarian down, FBZ Group agreed to have it's production audited by the Hungarian Poultry Council.

If the records prove that the the processed down material only came from members of the Hungarian Poultry Council, the Hungarian Poultry Council signs a certification.



This certification is called HDTs Certification and it is provided with every delivery of HDTs Certified Down Material to the customers of FBZ Group.



❖ Does the certification prove without ❖ any doubt that the down is coming from Hungary?



Yes! Since the Hungarian Poultry Association members are all Hungarian companies, located and operating in Hungary, thus the material sourced from them is 100% Hungarian origin.

Other than the HDTs Certification, what other advantages come with buying HDTs Certified Down Material

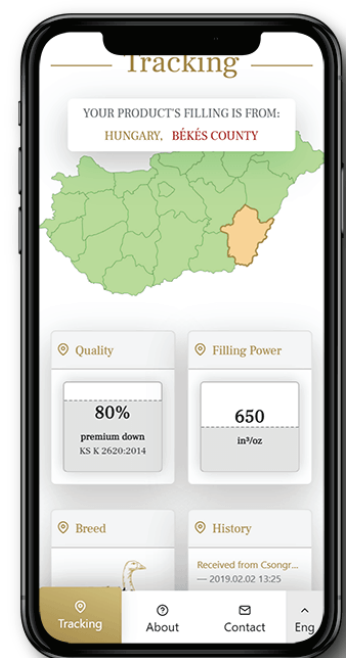


With each HDTs Certified Down material the customers receive HDTs Tags. Each HDTs Tag has its own uniquely generated QR Code placed on its back side. After purchasing the end product (eg.: jackets or duvets/futon) the end customer can scan the QR with their phone or input the tracking number on any device.

The scanning / code input leads them to the HDTs Tracking Centre website and seamlessly registers their product.

After registration, the online tracking centre shows where the down material exactly came from, as well as information about the filling material quality specifications, and other interesting details.

The number of HDTs Tags supplied with the material has to be in accordance with the desired quantity of the end product. This way the supply chain is monitored completely.



✦ **Additional Promotional Material** ✦

With HDTs we would like to help HDTs customers to promote that they use genuine Hungarian Down. Exclusively for HDTs customers FBZ will provide special marketing tools, such as videos, pictures and information about the breeding in Hungary. On your request we will also give certification for each store that sells HDTs material. This Certification can be placed in stores to let people know they came to the right place.

Of course our partners will also be allowed to use the HDTs Branding logo for creating marketing material on your own.

✦ **How can I buy HDTs Certified Down Material?** ✦

It is very simple. If you would like to order HDTs Certified Down Material, just make it known to the FBZ Group when you are giving a Purchase Order. First you will be asked to sign an agreement which lets you be a part of the HDTs Supply Chain. No worries! Joining the HDTs Supply Chain is completely free.

Once joined to the HDTs supply chain you will be shipped not only with the HDTs certified down, but also receive the HDTs Certification and the HDTs Tags which you shall place on the final product. Your customers will also be able to use the HDTs Tracking website for free.



If you have any questions please don't hesitate to email us at:

NANDOR.BARADACS@FBZINVEST.HU

All your questions will be answered!

