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Joining us today is Hubert Lau the CEO and President of TrustBIX that trades on our OTCQB Venture Market under the ticker TBIXF. TrustBIX is a technology and services company providing chain of custody and strategic sourcing solutions, and supply chains and the agrifood industry TrustBIX's focus is to create a world where we waste less trust more and reward sustainable behavior. Hubert, thanks so much for joining us today.

Hubert Lau

Thank you for having me, Cecilia.

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So, Hubert to start, give us some background.

Tell us about your professional and personal experience and how you got involved with TrustBIX.

Hubert Lau

Well, my background is I'm a technology programmer back in the mainframe days went through the whole evolution of the internet and so forth at one point participated in building the largest financial train floor in Canada the nestbi burn stream floor. Worked with commodity traders around the world and we had push technology such as voiceover, IP and VPN networks and so forth before they were but 10 years before they were popular and so we loved coming and I love coming up with ah weird solutions to solve real problems. And over the years I've built and exited a number of technology companies and the reason why I ended up with TrustBIX is that again. It was ah friends ah and business partners who came to myself and my business partner Ted power looking for solutions on a. Cattle tracing company and not only did we take it over and turned it around but we just saw there was tremendous opportunities to help the the beef industry as well as the agrifood industry. So 1 thing led to another and we ended up. Becoming a publicly traded company as TrustBIX.

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What is the vision, mission and novel technology of TrustBIX?

Hubert Lau

Well, our mission is we want to create a world where we trust more waste less and reward sustainable behavior and the way we do that is that we have a platform called the business info exchange system or BIX for short. And what it is a blockchain derived platform that aggregates integrates information

from the supply chain right from the farm all the way until it becomes a product in front of a consumer so it could be your your a plate of food. Or something you buy from the grocery store and what we're most ah well known for right now is that in Canada we have we are the technology that helps create the world's first certified sustainable beef supply chain. So that companies like Mcdonald's and Loblaws are able to make claims on sustainable beef production. But at the same time we are also the mechanism that allows the retailers to reward financial incentives right? back to the farmers and the producers for producing the certified sustainable beef.

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So supply chain backlogs have been at the top of the news headlines recently, what is your view on the subject and does TrustBIX interact with supply chains.

Hubert Lau

Well, we interact very heavily on the supply chain side, excuse me, and where it comes down to is moving information from the farms all the way until it becomes the processors the retailers, the Wholesalers distributors are able to get the type of supply chain based information they need so that they are able to make claims for yeah, whether there's ESG claims or corporate social responsibility claims to their customers and consumers and what we do. Is to help tell that story from the whole supply chain level not just from an organizational level.

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Tell us about the Canadian Agrifood automation and Intelligence network that you partner with.

Hubert Lau

Well, we will want the yeah founding partners of it and the ah cane for short is a federal government initiative to drive automation intelligence into the Canadian industry and. You know my team and I were very integral in the design of a so in a multiple solutions and platforms that allows large collaboration of many large and small companies all across Canada to be able to come up with solutions. To address supply chain issues production issues of food traceability issues and it's really a industry collaboration along with government support.

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So what milestones are you looking forward to in 2022?

Podcast

Hubert Lau

Ah, 2022 is very exciting for us because we're finally out of COVID the world is now accepting COVID is the way of life so is business as usual again and so we are looking at you know growth in our revenue growth in our partnerships growth in our user base and. We are also ah targeting a number of acquisitions for not for inorganic growth. So we got organic growth from our existing networks and customers and also inorganic growth and we are very ah optimistic about achieving those opportunities because we're also seeing that. In our industry more and more companies are rolling up their sleeves again and they're no longer just playing defense is time to go out and grow each other's businesses again.

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Excellent. So TrustBIX began trading on the OTCQB Venture Market in the fall of 2021 and is also trading along the TSX-V how are you leveraging your investor strategy in the us with OTC Markets.

Hubert Lau

Well we see that the Us investors. Especially, the retail investors are quite different than the Canadian ones and in our personal opinion. We see that the Canadian Retail investors are more they follow the momentum whereas. Us Retail investors are ones to will look at the momentum and actually decide What is a value stock and if it is on Discount They will go heavy on it and then the hold So with that in mind we really want to focus much of our. Press releases and communications online Social media. So forth into the Us market because we feel that the type of investors we are looking for long-term are in the Us market and we're very excited to be part of the OTCQB because it gives us that direct ability. To interact with the investors and have them buy in seller shares.

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So well. Thanks so much for your time today. It's been great talking with you Hubert.

Hubert Lau

Thank you, Cecilia and I hope we can invite everyone to stay tuned with us on our website <http://www.trustbix.com> as well as on our social media channels.

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TrustBIX trades under the symbol TBIXF on our OTCQB Venture Market.

**This is an autogenerated transcript and may contain typos.*