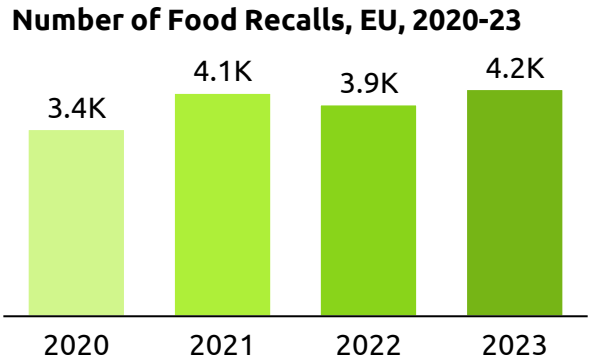


Recall Statistics

~6,400 Annual Recalls
US and EU¹

\$10Mn Average
Recall Cost²

10% Cost more than
\$100Mn²



Recalls can range from a **few units** to **millions of kilograms** of food

~65% of recalls are categorized as **serious or potentially serious**

Recall Cost Components

Direct Costs

- Product disposal and recall execution
- Communication and legal expenses
- Replacement and compensation

Indirect Costs

- Loss of sales and market share
- Brand damage and consumer trust
- Operational disruptions

18% of consumers say they would never buy from a brand that experienced a recall³

Recall Examples⁴

Chipotle Outbreaks

2015

6 Outbreaks

\$10Bn Lost Market Cap

\$62Mn Crisis Mgmt. Marketing

Maggi Noodles

2015

\$50Mn Destroyed Noodles

\$200Mn Reputational Damage

\$180Mn Lost Sales & Direct Costs

E.coli Cucumbers

2011

3,950 Sick

53 Dead

€120Mn Recall Cost

At ATIKO, we prioritize food safety to keep the food supply chain hazard-free. While food recalls serve as a last defense for public health, reducing their occurrence through food safety testing cuts costs for manufacturers and helps ensure public safety.

Foodborne Illnesses⁵

420K Deaths annually worldwide

1 in 10 People fall ill from contaminated food