



June 11, 2020

Dear Valued Supplier,

We are excited to announce that GoBaskT is now partnered with 1WorldSync to implement and leverage the Global Data Synchronization Network (GDSN) for the exchange of product information. Through this new partnership, we will be able to expand access to more comprehensive and accurate data across the GoBaskT consumer shopping platform.

GoBaskT is an AI powered hyperlocal customer engagement platform that enables businesses such as CPG brands, retailers, and small local companies to engage with customers using touch, voice, and text in new and novel ways. It is accessible across multiple channels (mobile app, website, Facebook messenger) for digital commerce, marketing, and advertising at scale. Our platform lends itself as an intelligent virtual shopping assistant that saves time, money, and efforts for consumers; while helping businesses retain and acquire new customers.

Having access to accurate and detailed product information is critical for businesses to market their products and services on our platform. It also helps the end consumer with their purchase decision with choosing the right product or service.

Why Participate?

Your organization has been specifically selected by GoBaskT as a PRIORITY PARTNER and they are requesting that you share your valued item content. By participating, you will not only be assisting GoBaskT, but your organization will have the opportunity to benefit in the following areas as well:

- **Increased Sales Volume** – Having access to your official product data, including images, at the time of ordering may increase customer impulse purchases, as well as brand loyalty and trust.
- **Brand Awareness and Recognition** – Increase the frequency and consistency of your brand visibility by providing additional opportunities for customers to see and interact with your product data, especially when they are making purchase decisions.

How to Participate

To participate in this important initiative, we are asking suppliers to take the following steps:

1. Fill out the [GoBaskT Trading Partner Form](#)
2. Review our [Implementation Guide](#), including the attribute requirements
3. Publish your GDSN product content to the **GoBaskT GLN: 0860003276105**
4. We are asking suppliers to publish ASAP

If you have additional questions please contact 1WorldSync at +1 866.280.4013 or businessdevelopment@1worldsync.com.

Thank you in advance for supporting this very important initiative. We look forward to the mutual benefits that this initiative will provide.

Sincerely,

A handwritten signature in black ink, appearing to read "Neeraj", written over a horizontal line.

Neeraj Kumar
CEO
GoBaskT Inc