

Hedera Council Meeting Minutes

Date: March 10, 2021
Time: 6:00 – 8:00pm EST
Location: Teleconference

Attendees:

Avery Dennison: Pradeep Iyer, Max Winograd
Boeing: Brian Jeffords, Brien Hansen
DLA Piper: Scott Thiel, Mark Radcliffe, Andrew Gastwirth, Jonathan Gill
eftpos Australia: Rob Allen, Ben Tabell
FIS/Worldpay: Micah Kershner, Che Cabrerros
Google: Simonas Baksys, Rich Widmann, Atul Luykx
IBM: Porter Stowell
LG Electronics: Ti Cho, Samuel Park
Magazine Luiza: Simon Olson
Nomura: Akira Iwasaki, Yu Ori
Standard Bank: Ian Putter
Swirls: Bill Miller, Arlan Harris
Tata Communications: Ankur Jindal, Troy Reynolds
University College London: Nikhil Vadgama

Members Not Present

Dentons
Deutsche Telekom
EDF
Wipro
Zain Group

Hedera Officers/Staff:

Mance Harmon, CEO
Dr. Leemon Baird, Chief Scientist
Brett McDowell, Executive Director
Natale Furman, General Counsel
Lionel Chocron, Chief Product Officer
Christian Hasker, Chief Marketing Officer
Samuel Brylski, Chief Compliance Officer & Reg. Counsel
Tom Sylvester, Assoc. General Counsel & Secretary
Atul Mahamuni, SVP of Products
Donald Thibeau, Director, Product Management
Azeem Malik, VP, Global Business Development
Michal Benedykinski, Dir. of Business Development
Rachel Epstein, Corporate Counsel
Wes Geisenberger, Dir. of Bus. Development, Americas
Alice Kim, Lead, Business Development
Sami Mian, Head of Asia Pacific
Josh Planton, VTM Group

Summary of actions taken at meeting

- Minutes approved. Council Members approved minutes for Council meeting held on January 13, 2021.
 - Pricing plan update approved. Council Members approved changes to the Hedera Pricing Plan to increase the typical account creation fee from \$0.01 to \$0.05.
 - HUG policy. Council Members approved the Hedera User Group Policy.
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Call to Order & Introductions

Brett M. McDowell
Executive Director

Brett M. formally called the meeting to order and welcomed Council Members to the second Council meeting of 2021.

After being moved and seconded, the Council Members unanimously approved the updated agenda as presented for the meeting. Brett welcomed new members and allowed them a few minutes to introduce themselves and share their reasons for joining the Hedera Council.

Approve Meeting Minutes

After being moved and seconded, the Council Members unanimously approved the minutes from the Council meeting held on January 13, 2021.

Tom Sylvester
Secretary & Assoc.
General Counsel

Network Utilization Showcase – Avery Dennison’s Atma platform

Pradeep I. and Max W. introduced Avery Dennison’s new tracking platform, atma.io, a connected product cloud that will launch in March. The platform is designed to give products a digital identity that provides end-to-end transparency by tracing, storing, and managing all the events associated with each individual product over the course of its lifecycle. This transparency will add value to businesses that are looking for new ways to show good governance of their products and manufacturing practices. Avery Dennison also partnered with SUKU, a supply chain-as-a-service application, as one of its partners on the project.

**Pradeep Iyer &
Max Winograd**
(Avery Dennison)

The atma.io platform seeks to bridge the information sharing gap between multiple applications and management tools through physical and digital actions. All data will be stored in the cloud and updated by field applications and consumer applications through digital triggers on products (i.e., scan codes).

The atma.io platform will allow for a broad number of connected product use cases and potentially have a positive environmental impact for its users by enabling recommerce, raw material traceability, and carbon footprint tracking.

Max W. encouraged other Council Members to contact him if they were interested in integrating their own business solutions with the atma.io platform or to talk with him about best practices for rolling out their own solutions on the Hedera network.

Management Reports & Proposal (Executive Session)

The meeting then moved into executive session and exited out of executive session at 7:34pm.

Mance Harmon
CEO

Pricing Plan Update

Dr. Leemon B. reviewed the proposed changes to the Hedera Pricing Plan, which had been reviewed and recommended by CoinCom for approval by the Council Members. Dr. Leemon B. explained how the prices for different types of transactions on the Hedera Network are based on factors such as how much network resources a transaction uses, price competitiveness within the DLT market, and cost effectiveness for developers. He also explained how congestion pricing is calculated as network usage grows.

Dr. Leemon Baird
Chief Scientist

After being moved and seconded, the Council Members unanimously approved the updated Pricing Plan, which increased the typical account creation fee from \$0.01 to \$0.05.¹

¹ For more information on Hedera’s Pricing Plan and the fee increase, see <https://hedera.com/blog/account-creation-fee-increase-and-fee-change-processes>

SIG Reports & Proposal

Rob Allen (eftpos)

Rob A., Andrew G., and Brett M. provided a summary of use cases and discussion topics which have occurred within the Hedera Special Interest Groups (SIGs) over the past several months. To increase the participation around use case development on the Hedera Network and create publications to educate the market on use cases, Brett M. presented the Council Members with the Hedera User Group (HUG) proposal.

***Andrew Gastwirth
(DLA Piper)***

***Brett M. McDowell
Executive Director***

The proposal would combine the various SIGs under one group—the Hedera User Group—which would be co-chaired by the current SIG Chairs. The proposal would reduce the number of overall meetings that Council Members would need to participate in and provide for broader topic discussion among the participants. The proposal also would allocate a portion of each Council meeting to the HUG Co-Chairs to present updates on the use cases being developed within the group.

After being moved and seconded, the Council Members unanimously approved the Hedera User Group proposal and policy.

The meeting was adjourned.

Actions taken or ratified by the Hedera Council by written consent (Jan. 14, 2021 – Mar. 10, 2021)

<u>Date</u>	<u>Type</u>	<u>Action</u>
February 12, 2021	Minutes	Approved Hedera Council Meeting Minutes from November 4, 2020