



AuthentiX[®]

The Authority in Authentication

SAFEGUARDING THE INTEGRITY OF GLOBAL COMMERCE

WHO WE ARE – MARKETS WE SERVE

600+ employees / offices on 4 continents / 150+ patents / 25+ years in business

CURRENCY



Level 1-3 solutions
securing

80+ banknote
denominations for
Central Banks

900+
Central bank high speed
sensors in service for
banknote authentication
and fitness

Award winning
Next generation Nano Optic
currency protection
QUANTUM™

BRAND PROTECTION



Trusted by dozens of
global spirits and
100+ pharmaceutical
brands
1 Billion Units annually

25,000+
Branded products
protected using
Authentix Online
Brand Protection

Overt & Covert
Multi-level security
solutions for every
industry

GOVERNMENT



4 Billion+
Units of consumer
products tracked and
protected annually

15
Active government
excise tax retention
programs

150 billion
Liters of fuel
authenticated annually

SECURITY PRINTING



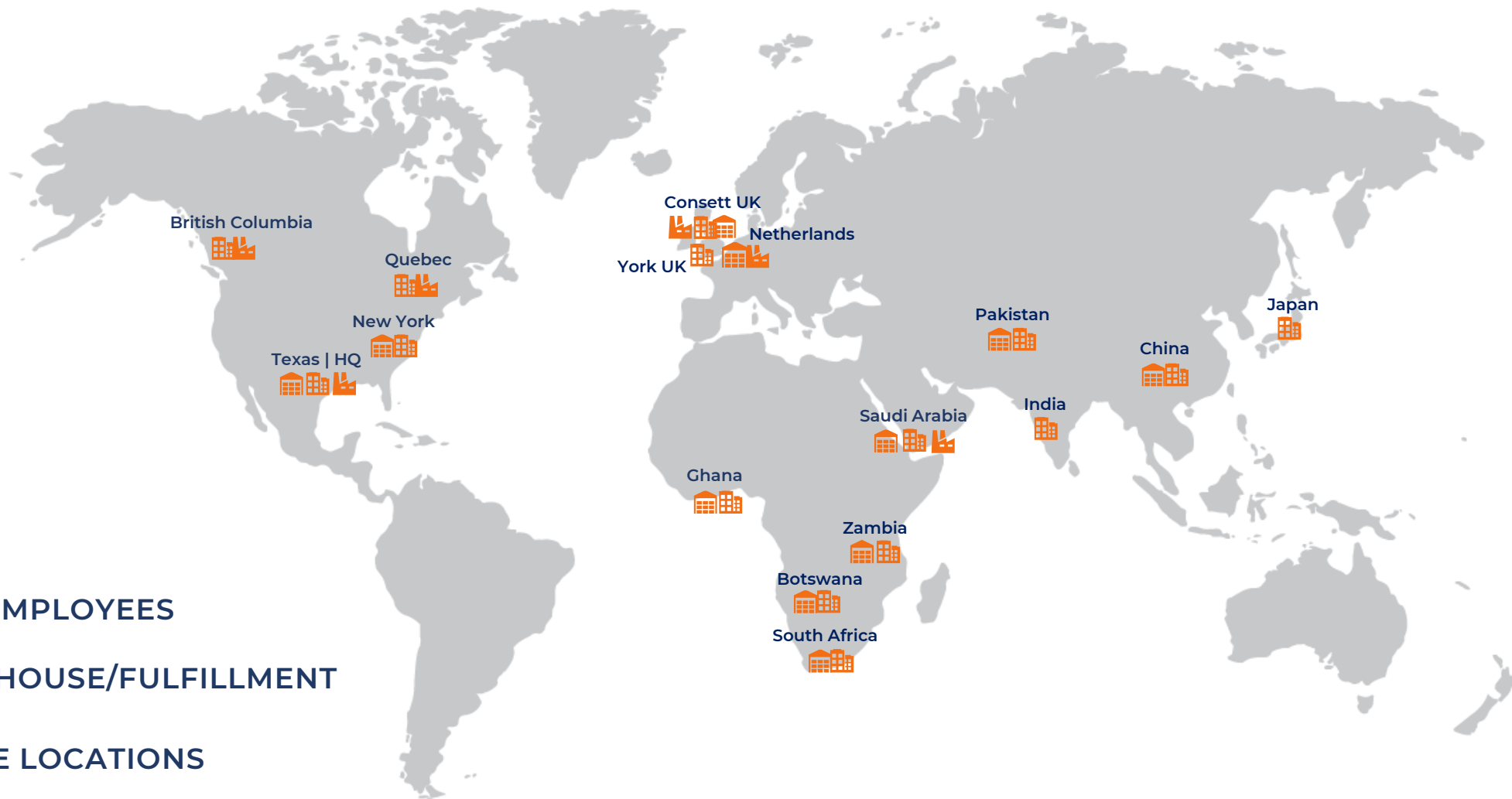
4 Billion
Tax Stamps Printed
Annually

Banknote Printing
of high-end specialty
currency notes

70 Countries
Utilize us for printing
secure postage stamps



WHERE WE ARE



 600+ EMPLOYEES

 WAREHOUSE/FULFILLMENT

 OFFICE LOCATIONS

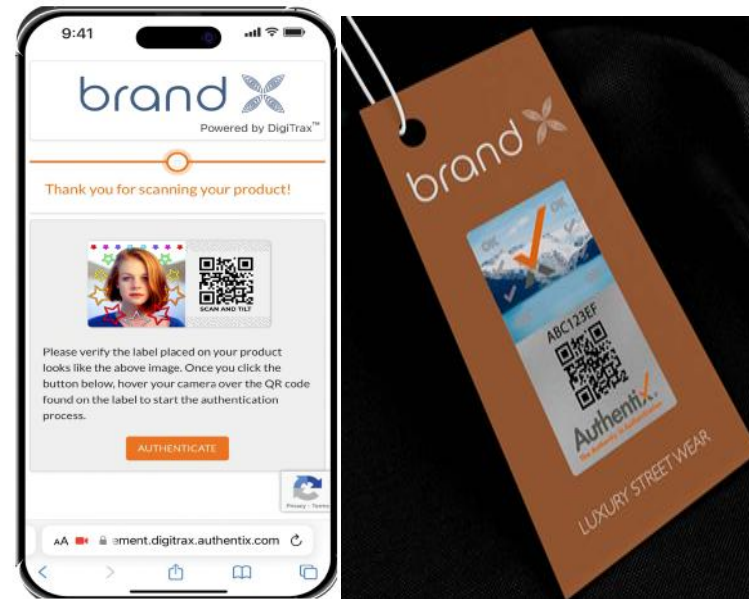
 PRODUCTION/MANUFACTURING



BRAND PROTECTION FOR APPAREL & FOOTWEAR

ON-PRODUCT
SECURITY

DIGITAL
TRACEABILITY &
ENGAGEMENT



ONLINE BRAND &
IP PROTECTION

PROGRAM
MANAGEMENT
SERVICES





BRAND PROTECTION FOR APPAREL & FOOTWEAR

ON-PRODUCT SECURITY

- Hang Tags
- Woven Care Tags
- Size Labels (Variable Info)
- Source Cotton & Threads
- Brand Logos
- Base Mfg. Materials (Plastics, Rubber, etc.)

DIGITAL TRACEABILITY & ENGAGEMENT

- DigiTrax Codes – labels & tags
- STTR digital codes for late-stage customization
- Covert Inks for digital diversion tracking
- Code fingerprints for digital authentication

PROGRAM MANAGEMENT SERVICES

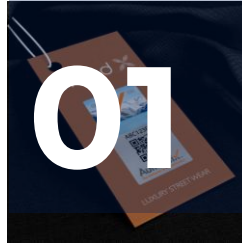
- Program Stand Up
- Upstream Label/Tag Mfg. Integration
- Printer/Converter Integration
- Forecasting/Logistics

ONLINE BRAND & IP PROTECTION

- 24/7 Online Marketplace monitoring
- Image copyright comparisons via A.I.
- Dedicated Team/Offline Purchases/Investigations
- 6 million infringing site takedowns annually



FOCUS - BRAND PROTECTION SOLUTION AREAS



ON-PRODUCT SECURITY



DIGITAL SECURITY



ONLINE SECURITY



**ON-PRODUCT PROGRAM
SERVICES**



COVERT FEATURE OFFERINGS



Covert inks/Taggants

Portable, machine-readable authentication
Integration for many forms of packaging:

- ✓ Labels & Cartons
- ✓ Tamper seals
- ✓ Extruded plastics
- ✓ Cotton & Threads
- ✓ In vivo Pharma Med Device Solutions

STTR

Thermal Transfer Ribbon with added covert machine-readable ink

- ✓ Drop-in replacement for standard TTR
- ✓ Enables authentication out of the box
- ✓ Enables Digital Traceability

Barcode Authentication

Digital fingerprinting of item level barcodes for smartphone authentication

- ✓ Works on 2D barcodes that are already printed on packaging/labels

Covert printing

Hidden text barcodes detected through UV and/or IR Illumination

- ✓ Covert digital coding to fight grey market diversion

01 – On Product Features

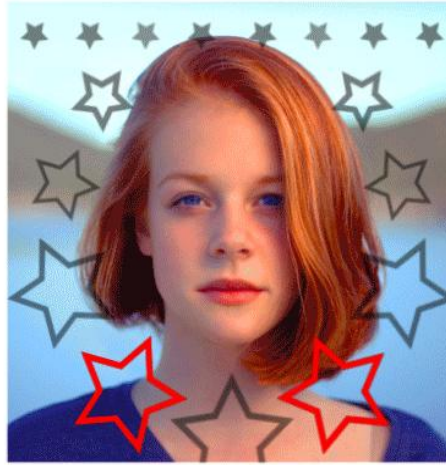


OVERT FEATURE OFFERINGS



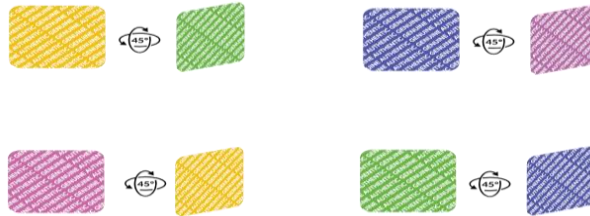
LiveOptik™

Bringing Nano Optic structures to diffractive OVE Bright, full RGB and striking movement. No dyes, Inks, or pigments used, not just dep but true animation and vivic color switching



Lumachrome®

Vivid Colour-shifting film providing exceptional security through simple, intuitive authentication



Additional Overt/Semi-Overt Offerings:

- Color Shifting Inks
- Tamper Evident Seals
- UV-IR Combo Inks
- ThermaLox – Full Reversible
- Multiplexed UV Pictorials
- Microtext (printing)



DIGITAL TRACEABILITY



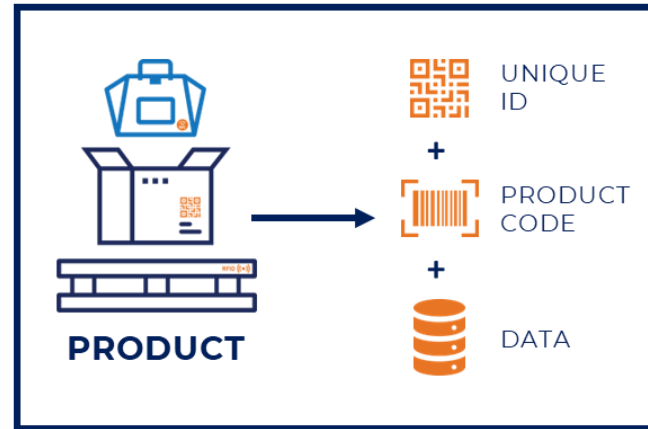
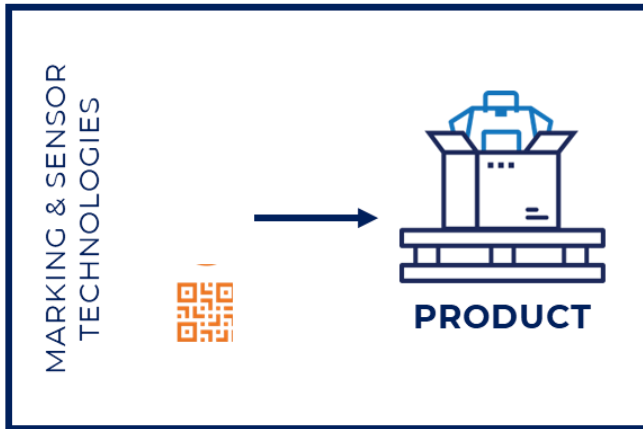
DIGITAL IDENTITIES

SECURE REGISTRY

EMBED

DIGITIZE

UTILIZE



ONLINE BRAND PROTECTION



TRACKING AND REMOVAL

of counterfeit or illicit products from the online marketplace



ADVANCED DETECTION METHODS

using algorithms and monitoring tools to identify unauthorized sellers



24/7 A.I. ENABLED MONITORING

Continuous monitoring across 500+ marketplaces, digital channels, social media, dark web



TEAM ASSISTED ENFORCEMENT

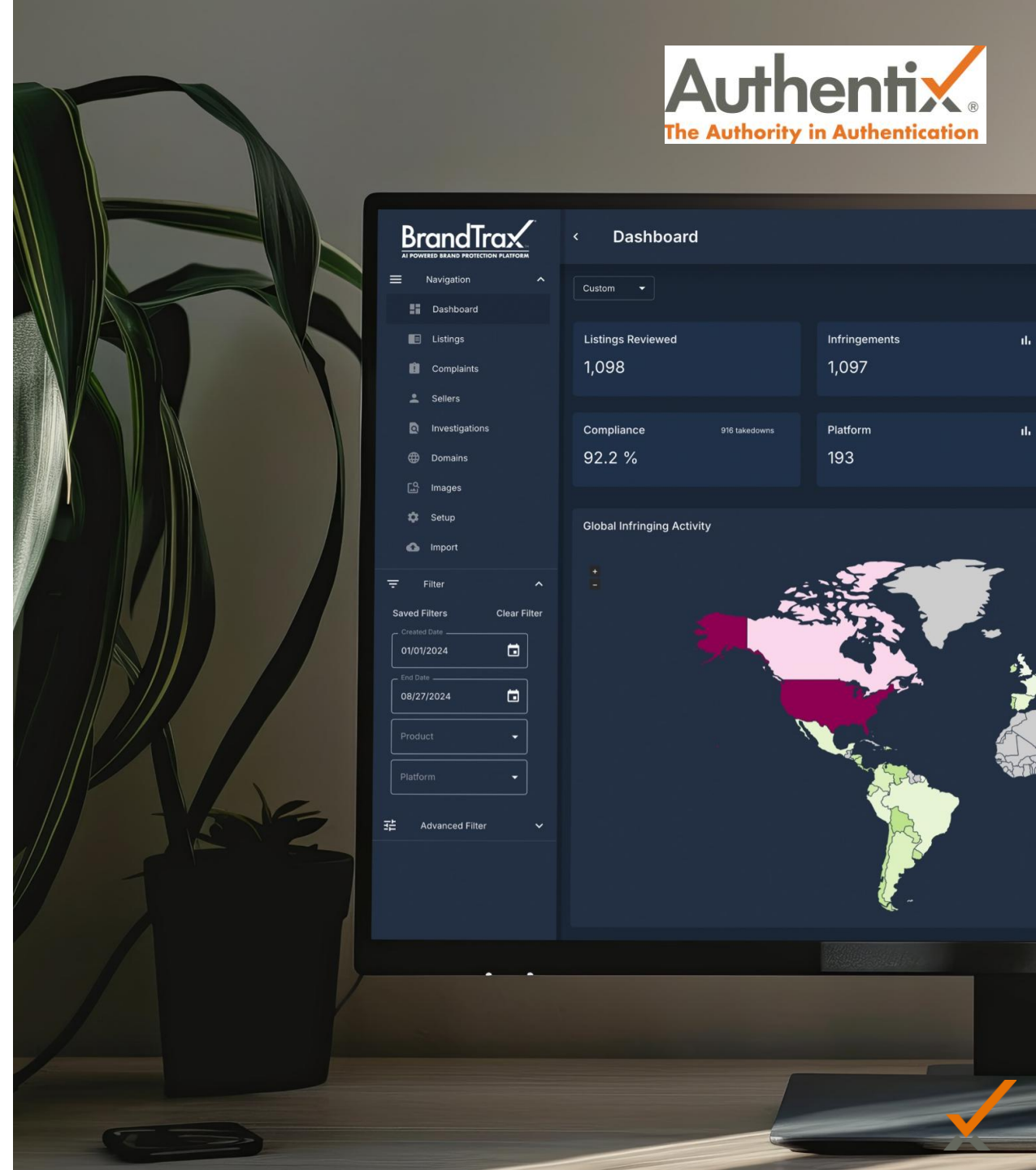
That simplifies the process of removing listings and pursuing legal enforcement



DETAILED REPORTING ANALYTICS

That scope the problem, enabling data-driven decisions on combating online threats

03 – Online Brand Protection



PROGRAM/VENDOR MANAGEMENT



PROGRAM START UP AND LIFETIME MANAGEMENT

- Weekly, biweekly touchpoints with client & client partners
- Understanding customer needs, market demands, forecasting, and field support.
- Certified Project Managers – most MSU ACAPP Certified.

PROGRAM DESIGN & IMPLEMENTATION

- Solution development and design
- Print and Mfg. trials: enabling upstream vendors of our clients for technology integration.
- Training & Security SOPs

UPSTREAM VENDOR MANAGEMENT

- Device management, support, and spares
- Demand planning, logistics, delivery, and QC enablement of all security materials
- Maintenance and reporting on customer KPI's



05



**A CUSTOM AND
COVERT
AUTHENTICATION
SOLUTION FOR MAJOR
FOOTWEAR BRAND**



THE SITUATION – THE PROBLEM



EXISTING MANUFACTURING / SUPPLY CHAIN / TRACKING SOLUTION

Major Brand Owner – Athletic Footwear

- Brand owner supplied raw materials, fabrics, label material, and printing supplies through multiple vendors direct to factory
- 3rd Party track and trace system enabled – labels with serial numbers, digital codes, and unique item level codes printed on labels
- Each factory production run generated the digital codes, and the printed labels were produced by a third-party trusted source with separate function inside the factory

3rd Party Tracking System Adequate but...

- Counterfeit product with copied/duplicated digital code labels were difficult to detect
- Customer needed to implement a covert authentication feature supplied without factory awareness
- Controllable integration points and technology options went under intense investigation

05 – Case Study – Major Footwear Owner



THE SOLUTION – TRACELESS® Security Thermal Transfer Ribbon (STTR) with Machine Readable Covert Material

FINAL SOLUTION DEVELOPED WITH THERMAL TRANSFER PRINT RIBBON MANUFACTURER

Final STTR Solution Tested – Field Detection Device Proven Out

How to deliver the solution to factory without any process change?

- STTR supply manufactured and shipped by Authentix directly to distributor and direct to factory floor/production lines.
- Factory begins labelling (unknowingly) with STTR solution for all shoe models produced.



**TRACELESS® Ultra
Detection Device**



NEW COVERT SECURITY PRODUCT

TRACELESS[®] Security Thermal Transfer Ribbon (STTR)



BENEFITS OF TRACELESS[®] SECURITY THERMAL TRANSFER RIBBONS:

- ✓ Print linear and 2D barcodes, including GS1 compliant QR and Data Matrix codes but with covert security detection
- ✓ Print variable product information such as date, time, lot number, line number and product ID
- ✓ Works with most substrates, including paper, plastics, and textiles
- ✓ Print on apparel labels, hangtags, footwear labels, shipping labels, directly on product components, etc.
- ✓ Virtually any components printed using standard TTR printers can be instantly converted to this sophisticated STTR solution with covert detection added.



THE RESULT

Brand owner inspectors enabled with field and regional capabilities to instantly detect counterfeits and ringfence, source, trace, and remediate illicit sources of supply.

PROGRAM EXPANDS TO SECOND ASIA FACTORY

Coverage of approximately 100 million pairs marked annually with STTR solution in two main Asia-Based factories



Authentix[✓]®

The Authority in Authentication

THANK YOU!

