

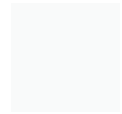
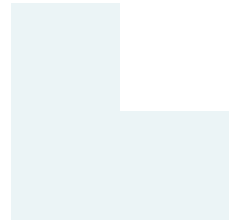


Scantrust

Brand Protection Overview



# About Scantrust



## The global leader in QR codes for connected packaging

- Founded 2014, headquartered in Lausanne, Switzerland; offices in Boston, Amsterdam, Singapore
- 1.2 Billions of products with QR codes under active management
- 185 countries with active projects
- Global delivery & project rollout experience

Wine, Spirits, &  
Beverages

FMCG  
& Food

Luxury, Fashion &  
Electronics

Lubricants  
& Coatings

Industrial  
Goods & Agro

Government

Tech & Security



Modules for every use case

scantrust:

scantrust: enterprise

Anti-Counterfeiting

Patented Secure QR Code Technology

Suspicious Scan Alerts

Inspector Workflow

Web, widget and app authenticator

Supply Chain Traceability

NFC and QR Task App

Partner & 3PL Workflows

Off-Market & Loss Alerts

ERP Integrations and APIs

Customer Engagement

Zero-Code Landing Page Builder

QR & NFC URL Redirect Rules

Conversion & Loyalty Engine

Usage & Demographic Data

Digital Product Identity Management

Regulatory Compliance

Printing Partner Portal

Product and Code Data

Campaign Management

Dashboards & Alerts

User Administration

APIs

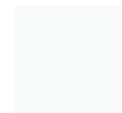
Service Level Agreement

Consulting

Customization

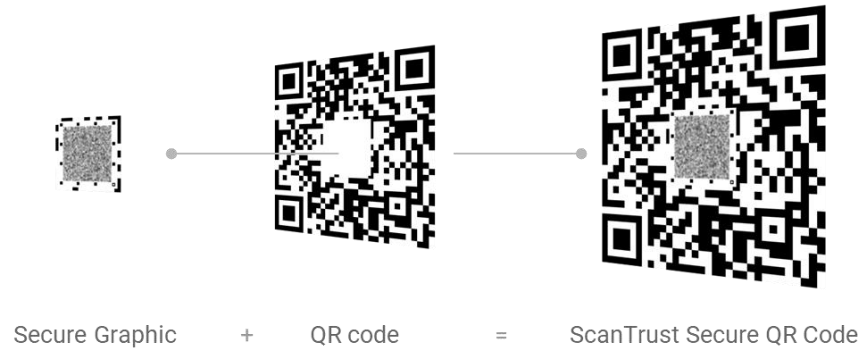
Customer Success

# Scantrust Anti-counterfeiting Technology

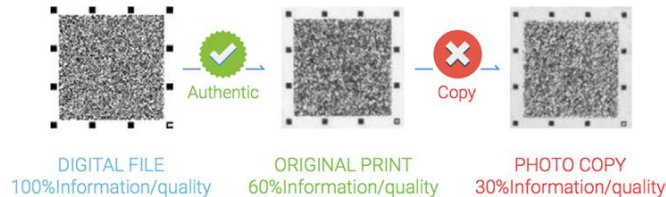


## Patented Secure QR Code

Patent for USA, China, Russia, Japan, and EU - can be authenticated using smartphone



**Each attempt to reproduce the original results in information loss.  
Only a print of the 'Original' Digital File will be recognized as authentic.**

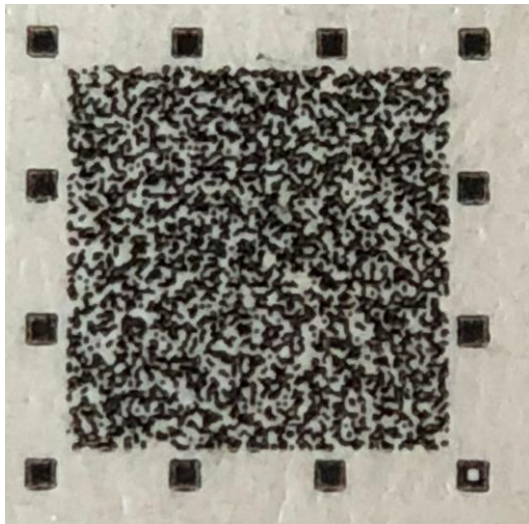


China Patent: Two dimensional barcode and method of authentication of such barcode



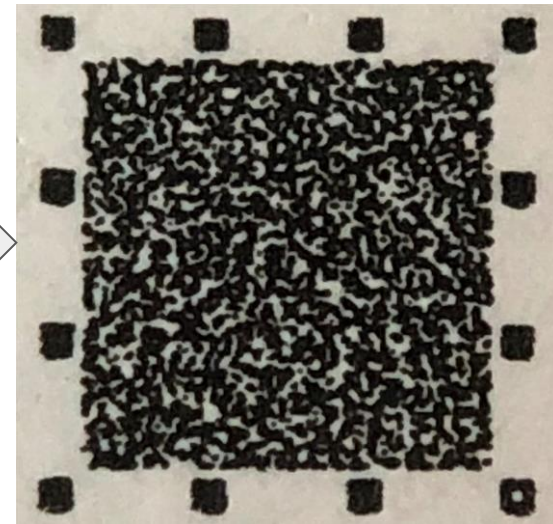
## Scantrust Core Tech

- All printers have a native resolution
- Dot gain+ ink smearing are impossible to avoid at the native resolution
- Unless printing would become “perfect”, that principle will always remain true
- The secure graphic is designed to statistically maximize the information loss during copy attempts



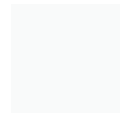
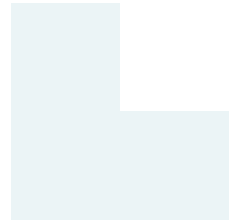
Original print

High Res scan  
Image processing  
Printing on same printer



Copy

# Example Labels





## Example label: Antinori Tignanello wine



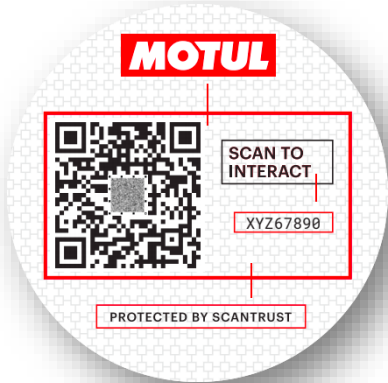
- Security label with Scantrust Code and holographic element
- Production: Italy
- Project: Global

## Example label: Rémy Cointreau Asia



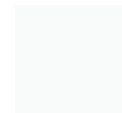
- Tamper-evident security label with Scantrust Secure Code
- Project Location: South East Asia

## Example label: Motul Asia



- Label with Scantrust Secure Code applied on top of cap
- Project Location: South East Asia

# End User Scanning



## Option 2: Instant authentication via QR code **without** app

- Our new mobile web authentication experience works with **80% of the world's modern phones**
- **No app install required** - customers scan the QR code and authenticate in seconds using a mobile web page.
- Wechat and Chinese version available.

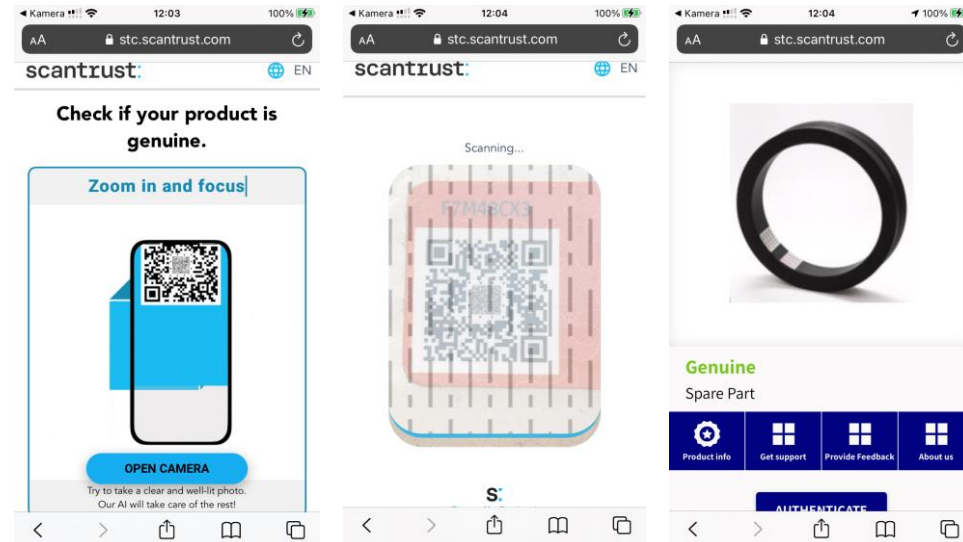
### Pro:

- No need to install an app – users only need to read a QR code
- Authentication in browser

### Con:

- Counterfeiters can create fake URLs

### Verify product is genuine in mobile web page

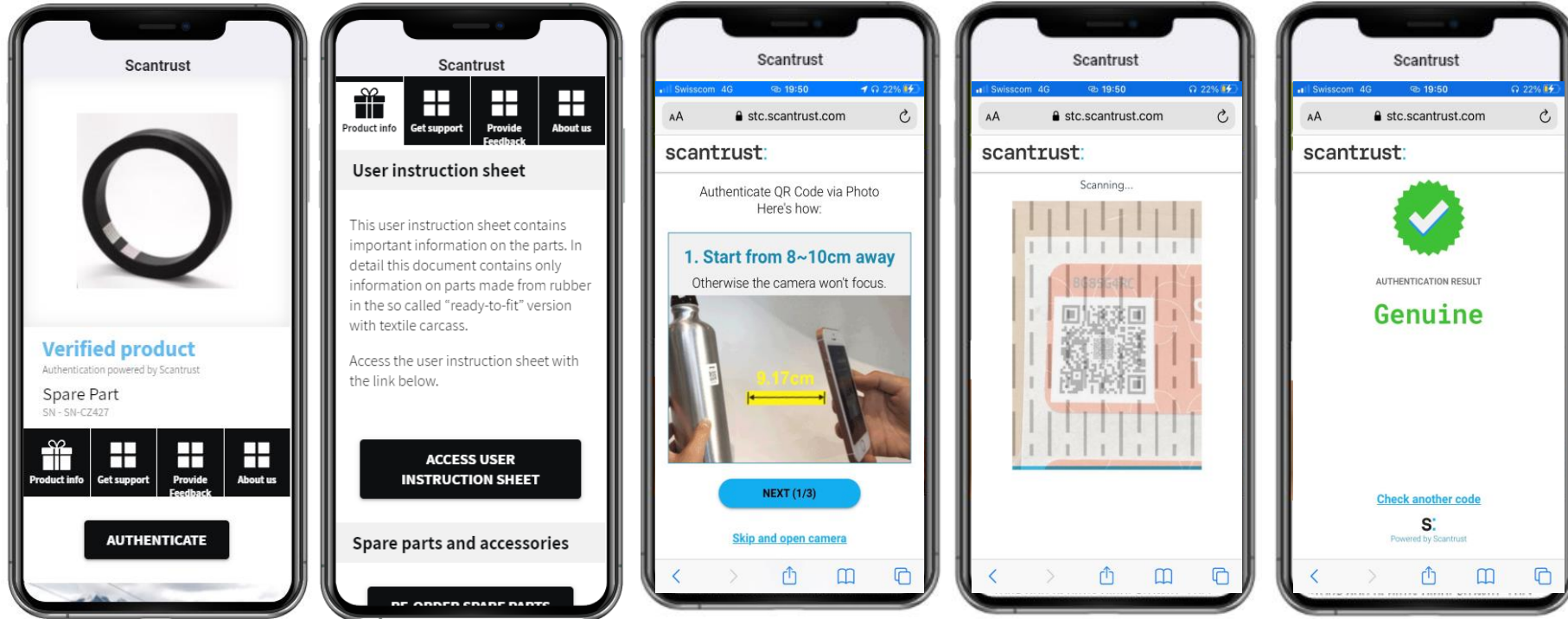


1. Snap photo

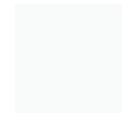
2. Authenticate

3. See result

## Impression



# Anti-counterfeiting data analysis



# Real-time analytics





# Anomaly alerts with specific recipients

The screenshot shows the 'ALERTS' configuration page in the ScanTrust application. The page is divided into three main sections: 'ALERT TRIGGERS', 'TRIGGER CONFIGURATION', and 'RECIPIENTS'.

**ALERT TRIGGERS:** A list of alert types with toggle switches. 'Counterfeit' is selected and highlighted in blue.

- Blacklisted
- Counterfeit
- Off-Market
- After Sell By Date
- Anomaly Detection
- Already Consumed
- Exceptional Country
- Scan Count

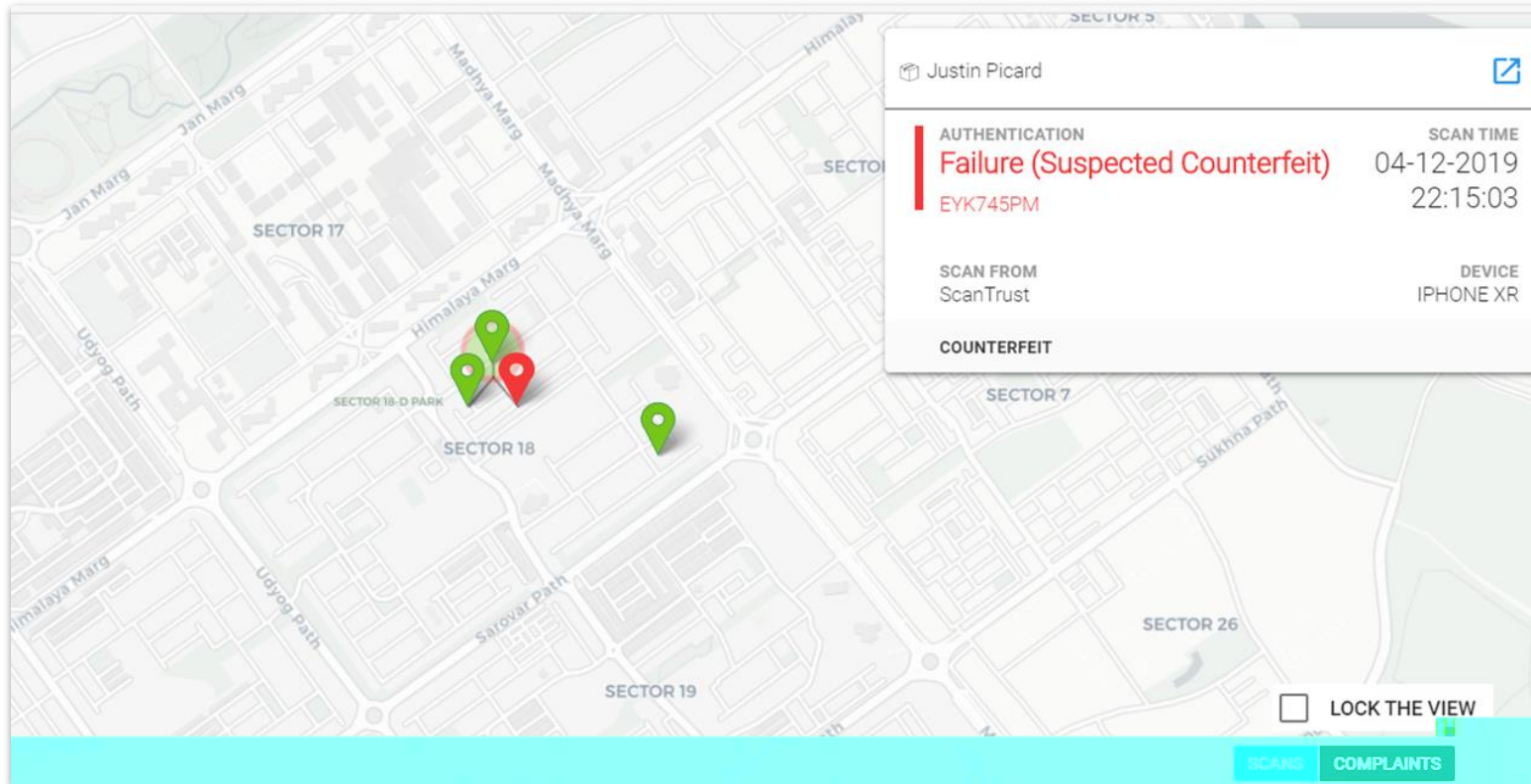
**TRIGGER CONFIGURATION:** A toggle switch is turned 'ON'. Below it, the text reads: 'If a counterfeit is detected, trigger the alert.'

**RECIPIENTS:** A list of email addresses with checkboxes. Two recipients are selected with blue checkmarks.

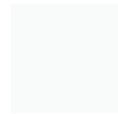
Search recipients

- Jensen SCM\_User (jensen.zang+scmuser@scantrust.com)
- Rizwan Mohamed Ibrahim (rizwan+scmuser@scantrust.com)
- Justin Picard (justin.picard+team@scantrust.com)
- Shanghai Intern (shintern+stteam@scantrust.com)
- Tobias Kars (SCM) (tobias.kars+stscm@scantrust.com)
- B I (bi+scantrustteam@scantrust.com)
- Rizwan Mohamed Ibrahim (rizwan+brandmanager@scantrust.com)

# Location of counterfeit activity



Traceability



Regulation driving adoption of QR codes



**EU wine and spirits provide nutritional information and ingredients via new standardized e-label**



**QR Codes and GMOs: The Proposed Food Labeling Rule**

# Link specific product & supply chain data to QR codes

## Link Supply Chain Data with your Codes

- Ability to link additional data fields to your individual codes, such as production batch number, CO2 footprint, manufacturing lot etc.
- Each code on a product is unique and can display specific supply chain data
- Basis make supply chain data available for end users

The screenshot shows the 'Love Nature Demo Campaign Consume Code' interface. The top navigation bar includes 'REDIRECT', 'SCM T&T', 'ALERTS', 'APPS', 'PRODUCTS', 'CODES', and 'ACCESS'. The 'SCM T&T' section is active, with a toggle for 'Enable SCM T&T' turned on. The interface is divided into two main sections: '1 DEFINE' and '2 SELECT & ARRANGE'.

**1 DEFINE**  
Create your SCM tags here. Or edit the preset ones. Drag and drop them to Box 2. Only those dropped in Box 2 will take effect.

Search by key or display name

- RFID (rfid)
- Sell-by Date (sell\_by\_date)
- Intended Markets (intended\_market)
- Case Number (case\_number)

**2 SELECT & ARRANGE**  
The SCM tags in this box will take effect after saving, including the order of them. To arrange, drag them up or down before saving.

- Coupon (coupon)
- Scan In Date (scan\_date)
- Ship Out Date (ship\_date)
- Distributor (distributor)
- Consumed (is\_consumed)
- Consumed Date (consumed\_date)

Drag and drop here.

BACK TO CAMPAIGNS SAVE CHANGES

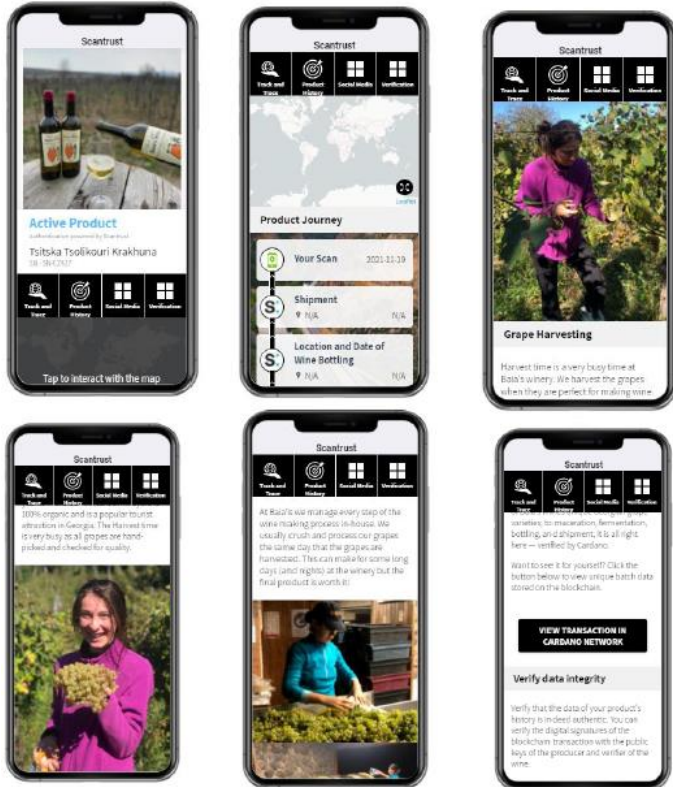
## Three options to upload supply chain data for DPP compliance

Option 1: Manual  
association via  
smartphone application

Option 2: Data upload  
via CSV files

Option 3: Automated  
data upload via API  
calls

## Scan to experience

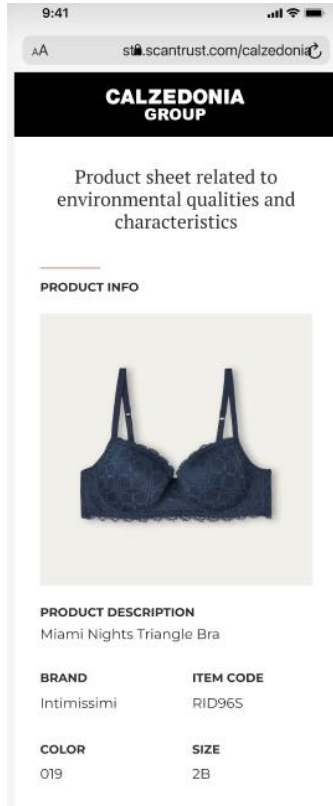


- The mobile journey users experience after scanning the QR code can be fully customized via Scantrust consumer landing pages
- The Scantrust consumer landing pages are linked to the individual QR codes and load data directly from our database
- Branded versions of landing pages are possible

Example QR code to scan



# Calzedonia Case Study: AGEC Law Compliance



**ENVIRONMENTAL QUALITIES AND CHARACTERISTICS OF THE PRODUCT**

- The product contains at least **N/A%** of recycled materials
- The product can be recycled into a similar product
- It does not contain any dangerous substances
- Releases plastic microfibers into the environment during washing
- The product is subject to a bonus according to Eco-bonus regulation

**TRACEABILITY**

**FABRIC - WOOL**

- Weaving  
Sri Lanka
- Dyeing  
Sri Lanka
- Printing  
Sri Lanka

**PRODUCT**

- Sewing/Packing  
Sri Lanka

**ENVIRONMENTAL QUALITIES AND CHARACTERISTICS OF THE PACKAGING**

- The packaging contains at least **N/A%** of recycled materials
- Reusable packaging
- The packaging can be recycled into a similar product
- The packaging contains dangerous substances
- The packaging is subject to a malus according to Eco-bonus regulation

- SKU and factory level QR code
- QR code on care label
- Data uploaded via PIM and via CSV files



THANK YOU!

Ricardo Garcia

Sales & Partnerships, EMEA

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**scantrust:**