

DATADOT TECHNOLOGY LTD

Building trust with the modern consumer



**DataTraceID solutions ensure authenticity
in supply chains and consumer products.
We build trust into brands through leading edge
marking and identification technologies.**



DataTrace

Using trace elements we embed a unique authentication foot print into a wide range of products and raw materials.



Digital Assurance

Consumers can immediately verify the authenticity of your product by scanning a QR code generated by our authentication software.



Smart Labels

A SecureID label provides consumers with a physical symbol of assurance.

How it Works



DataTrace

Using trace elements we embed a unique authentication foot print into a wide range of products and raw materials. Using or hand held proprietary scanning and cloud technology clients can scan at any location and review aggregated data on any device to detect and respond to counterfeit in their business.



Digital Assurance

Consumers can immediately verify the authenticity of your product by scanning a QR code generated by our authentication software. Consumer assurance delivers brands increased consumer trust, and enable continued engagement with consumers and insights into consumer behaviour.



Smart Labels

A SecureID label provides consumers with a physical symbol of assurance. Our technology embeds tamper evident features into labelling and combined with DataTrace and a QR code enables all the benefits of Digital Assurance.

WHO IT WORKS FOR

Our solutions and services are relevant to all brands. However, industries where consumer Trust is paramount are our focus. These include:

- Nutraceutical and wellness (e.g. pregnancy supplements and vitamins)
- Pharmaceutical (e.g. prescription medicines)
- Food and beverages (e.g. wine and packaged foods)
- Precision parts and equipment (e.g. auto parts and medical equipment)
- Industrial materials (e.g. rubber, paint and adhesives)

BENEFITS OF AUTHENTICATION WORKING

We aim to deliver the following benefits to our customers:

- Higher relative consumer trust than your competitors leading to increased loyalty, brand equity and sales
- A supply chain free from counterfeit; with early warning mechanisms in place to help you identify weak points and respond
- Robust financial success criteria and returns

AUTHENTICATION SOLUTIONS

DataTraceID anti-counterfeit solutions are focused on increasing consumer trust levels and reducing counterfeit risk

High performance tamper evidence and serialization

- OTF (Optically Thin Film) Proprietary Technology & Process (Trade secrets & patent pending)
- Serialization and variable QR codes, can act as *smart packaging enablers*



Consumer Trust Solutions



Smart Packaging Solutions

- Smart phone based platform that provides *consumer with authenticity assurance*
- Enables *marketing comms with Consumers*
- Provides *data analytics capability*

DataTrace Covert Marking

- Best in class covert marking solution
- Highly flexible, can be added to inks, caps and labels
- Currently deployed by Novartis for glass ampules



Covert Anti-counterfeit Solutions



DataTrace Data Aggregation

- Cloud based reporting and aggregation of DataTrace scanning results
- Simple and efficient identification of hotspots
- Data feed can be added to other systems (customization required)

DATATRACE – THE ULTIMATE IN COVERT MARKING

- Patented, best in class, forensic level assurance covert marking solution – in field detection in seconds
- Currently deployed by Large Pharma for Ampoule marking
- Highly flexible – can be added to inks, caps, labels and other product or packaging elements
- Potential to apply via InkJet serialization (equipment dependent)
- More than 20 unique codes available; readers can be configured to support code hierarchies, where some readers are only capable of reading a subset of codes for extra assurance
- Compliments tamper evidence and serialization solutions on p3
- Now with a data aggregation and reporting service (see next page)



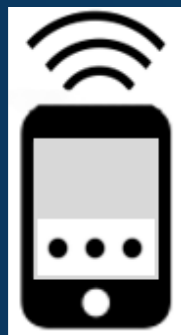
- Forensic level assurance in the field in seconds – no lab work or specialist technicians
- The ultimate in covert marking and anti-counterfeit solutions
- Secure the supply chain and use multiple codes to identify grey market activity and supply chain weakness
- Eliminate false product liability claims

DATATRACE NOW ENABLES DATA AGGREGATION AND ANALYSIS

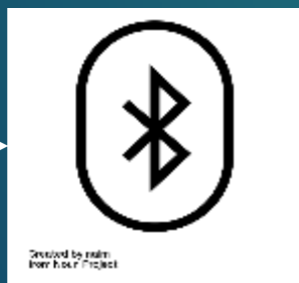


ID	DeviceID	User	Code	Result	Lat Lng	Date	Notes
145	DataTraceid P1 675	Ternogen Heild	SCAN_PRODUCT_NAME	FAIL	-33.7543554464669, 151.247422099254	30/05/2017 1:49:04 PM	[?] No notes
144	DataTraceid P1 675	Ternogen Heild	SCAN_PRODUCT_NAME	PASS	-33.7543158806089, 151.247558950654	30/05/2017 1:47:30 PM	[?] You can add notes here
Scan Details							
PASS							
Location: -33.7543158806089, 151.247558950654							
IP: 220.244.149.222							
ScanCode: 14							
Product Name: SCAN_PRODUCT_NAME							
Notes							
You can add notes here							
143	DataTraceid P1 675	Ternogen Heild	SCAN_PRODUCT_NAME	PASS	-33.7547337545087, 151.247700629897	26/05/2017 1:11:58 PM	[?] Nothing to report

1. Download Private App and Pair the P1 Reader to the Users Smartphone using Bluetooth connectivity
2. Operate the P1 Reader using the P1 App on the Users Smartphone
3. Supplement the results of the Scan with data from, or generated by, the Users Smartphone
4. Scans are aggregated in a secure cloud server, enabling data analysis and reporting
5. View aggregate scan data and analyze for patterns and other learns or trends



Item scanned on
Trace Reader



Secure Bluetooth connection



Android and iOS
Mobile Applications



API scans stored



Reporting

- Data Captured for each Scan
- User id
 - Device id
 - Scan id
 - Scan result (pass/fail)
 - Device GPS data (Longitude / Latitude)
 - Date/time
 - Photo
 - Comments (free text)

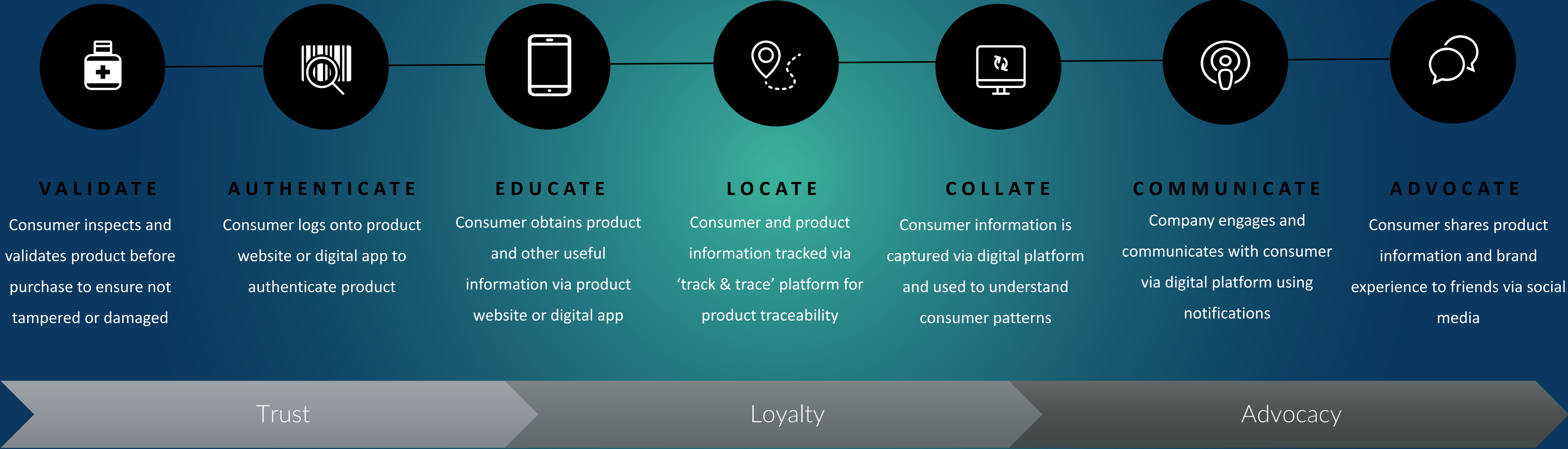
HIGH PERFORMANCE TAMPER EVIDENCE AND SERIALISATION: TANGIBLE OVERT TRUST BUILDERS

- OTF (Optically Thin Film) Proprietary Technology & Process (trade secrets & patent pending)
- Rub-to-Reveal: No Residue Scratch Activation Technology
- Secure-ID source technology with variable covert imaging capability and no residue scratch activation
- Covert alphanumeric sequences and images indexed with visible overt codes
- Authenticate pharmaceuticals to prevent the diversion and/or distribution of counterfeit products
- Bar-code can correspond with the covert sequence to authenticate the product
- Customized shapes and adhesive – perfect for providing the *consumer with tamper free assurance*
- Serialization and variable QR codes, can act as *smart packaging enablers*



- Provides the consumer with tangible tamper free assurance
- Enables serialization, QR code/app and/or rub to reveal consumer engagement and assurance options
- Can also carry DataTrace covert authentication codes

SMART PACKAGING SOLUTIONS – BUILDING CONSUMER TRUST, LOYALTY AND ADVOCACY



BENEFITS

A smart packaging solution will provide many significant benefits to businesses and brands



CONSUMER CONFIDENCE & BRAND LOYALTY

Unique tamper evident seal creates consumer confidence and trust in product which builds strong brand loyalty



INCREASED SALES & MARKET SHARE

Strong brand loyalty leads to increased customer sales and market share. Creates a unique and compelling point of differentiation to attract new customers



CUSTOMER RETENTION

Strong brand loyalty and consumer trust in product also drives customer retention especially when competitor products are inferior



PRODUCT CROSS-SELL

Integrating customer and product data in a digital platform enables the creation of valuable insights and cross-sell opportunities via digital notification



CUSTOMER DATA & INSIGHTS

Electronic capture, collation and dissemination of customer data enables real-time customer intelligence and interactive engagement to build strong relationships

“The DataTrace Authentication system is an important security feature for Crown Resorts. In particular, the ability to have denomination specific codes in a covert anti-counterfeit solution is something that gives us an extra level of assurance and further reinforces the importance that Crown Resorts places on the integrity of its gaming operations.”

**Sean Knights | Executive General Manager – Table Games
Crown Melbourne Limited**



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