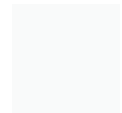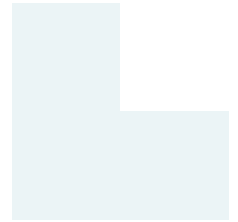# ScanTrust

Introduction & Overview

About Scantrust

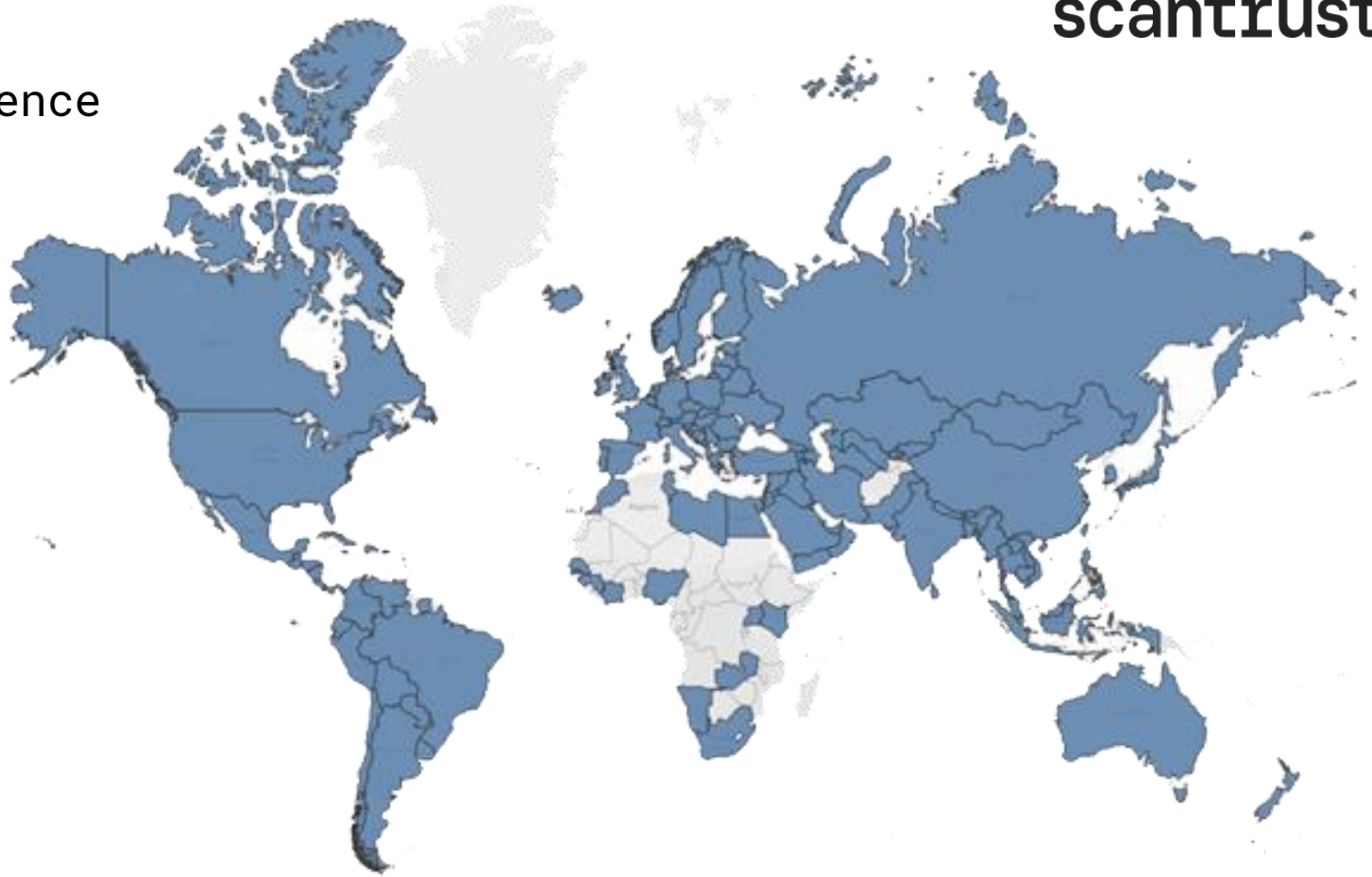# scantrust:

Scantrust Experience

- Offices in Shanghai, Singapore, Berlin, Lausanne, Amsterdam and Kiev
- 140+ million active codes in over 130 countries; global delivery capability & project rollout experience with Fortune 500 customer base

Partnerships

Global Presence

scantrust:

Offices:
- Lausanne (HQ)
- Shanghai
- Singapore
- Bangkok
- Kyiv
- Amsterdam
- Santiago
- Buenos Aires

Active codes in over 130 countries

scantrust:

Connected Products Platform
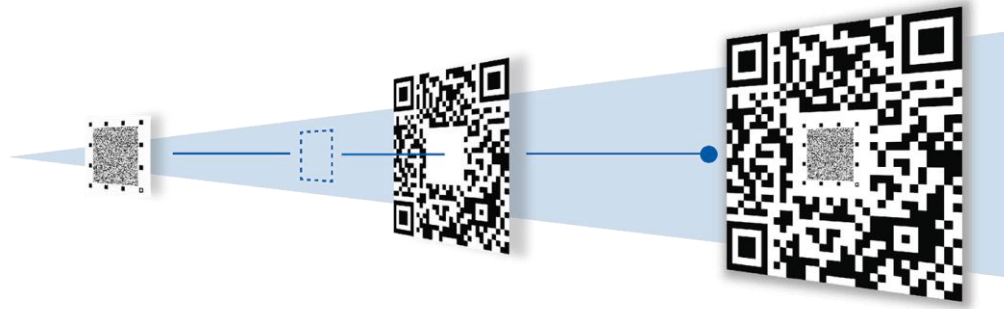

Secure
Unique Identifiers

Mobile
Authentication

Real-time
Supply Chain Traceability &
Direct Consumer Engagement

- Secure individual QR codes for smart packaging & products
- Supply chain data collection
- End-user web pages (for content, engagement, & loyalty)
- Cloud dashboard for reporting and analytics

How the Secure Graphic Works

Secure Graphic + QR Code = ScanTrust Secure Code

DIGITAL FILE
100% information quality

Authentic

ORIGINAL PRINT
60% information quality

Copy

PHOTO COPY
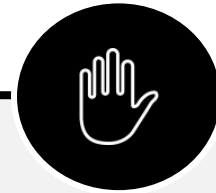30% information quality

(US Patent No. 9594993 B2)

How We Help

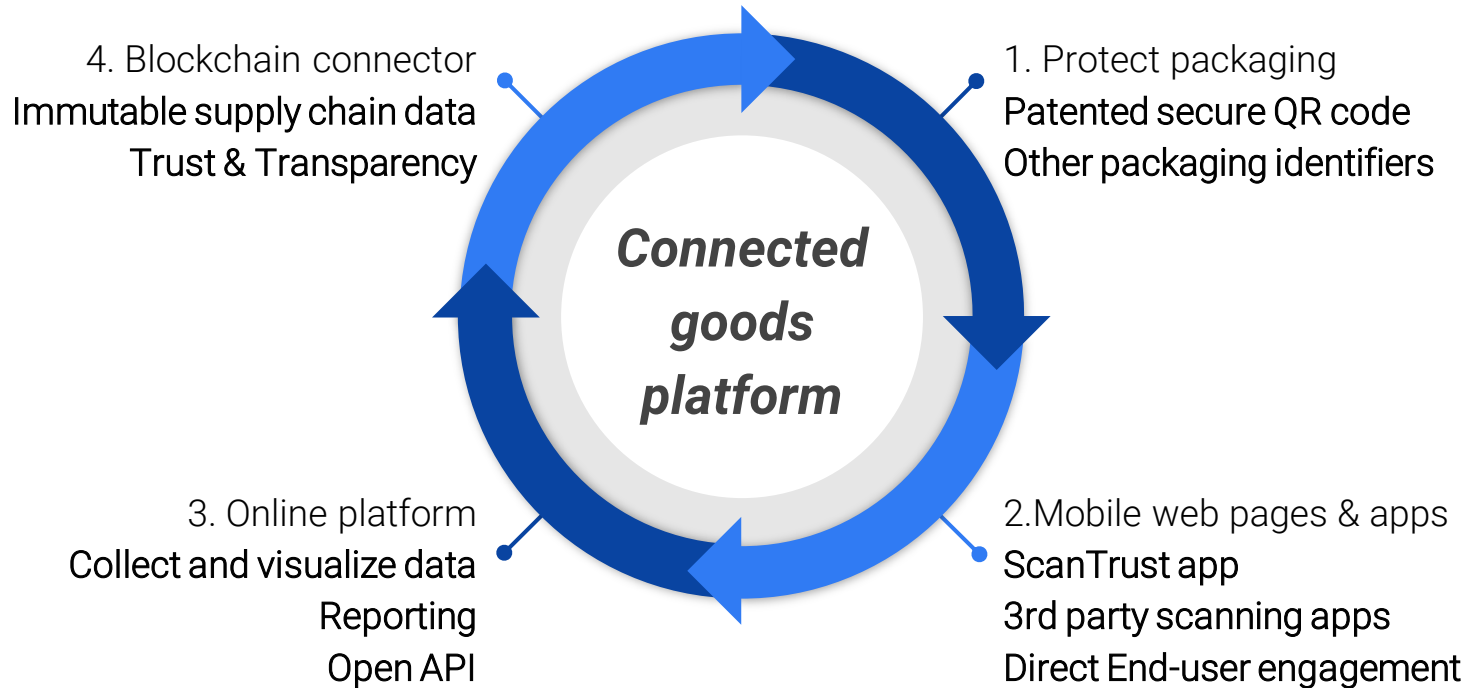## Active brand protection

Preventing Counterfeits

Supply chain awareness

Establish transparency in supply chain

Engagement

Create new touch points to end users (consumers, distributors and other stakeholders)

Connected Products Platform

scantrust:

Connected goods platform

4. Blockchain connector
Immutable supply chain data
Trust & Transparency

1. Protect packaging
Patented secure QR code
Other packaging identifiers

3. Online platform
Collect and visualize data
Reporting
Open API

2. Mobile web pages & apps
ScanTrust app
3rd party scanning apps
Direct End-user engagement

scantrust:

ScanTrust Process

| Apply Code	Scan	Engage	Analyze
QR is printed on label and applied to pack	Dynamic scan result	Provide customized product information to consumers	Collect, visualize & analyze scan data to provide business intelligence

ScanTrust Business Intelligence Dashboard

Business Intelligence at your Fingertips

Wealth of "track & trace" data and business intelligence collected by the consumer scans is visualized & made actionable. The portal is also the interface and gateway to your own customer engagement applications and web services.
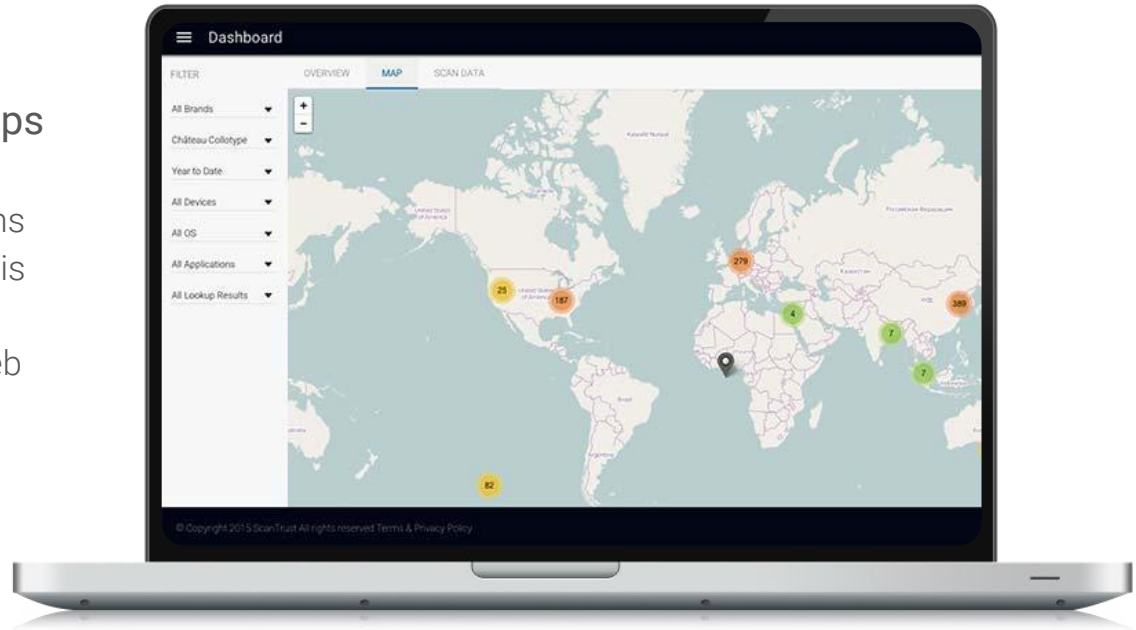
ScanTrust Consumer Journey & Validation

- Available via any standard QR code reader
- Enables consumer to read individual QR code on product, validate that it's a Scantrust code and access digital content linked to code for consumer engagement
- Branding of journey possible
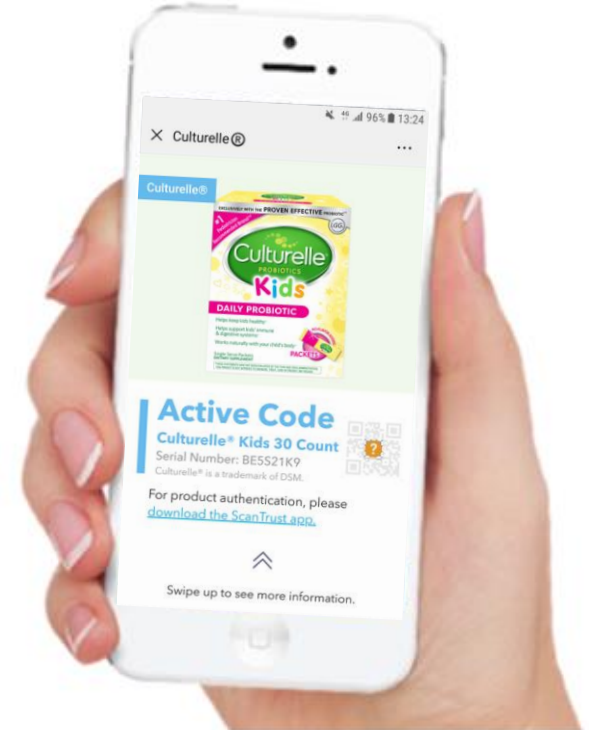
ScanTrust Consumer App

- Available for free for iOS and Android
- Allows end consumers to authenticate products instantly with simple smartphone scan by verifying secure graphic
- Whitelabelling possible

ScanTrust 4+

ScanTrust SA

Gratis

scantrust:

ScanTrust Enterprise & Inspection App

- For authorized users only
- Perform in-market forensic field checks on products (for instance when grey market or counterfeit activity is suspected)
- Easily assign or edit Supply Chain tags 'in the field' or in the warehouse

ScanTrust Enterprise 4+
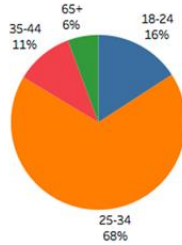
ScanTrust SA

★★★★★ 5.0, 1 Rating

Free
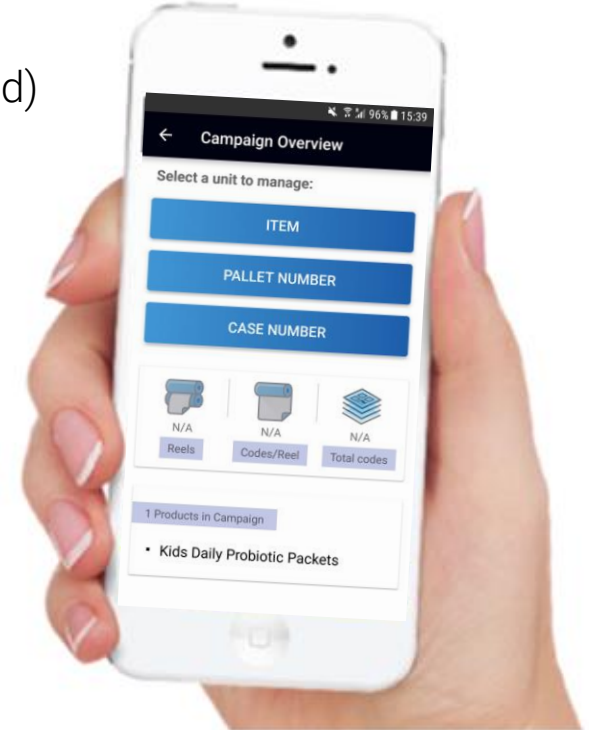
ScanTrust Analytics & Insights

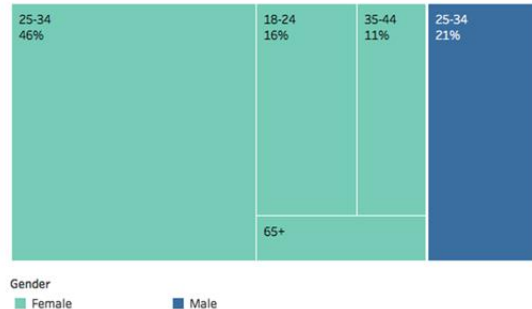Develop additional insights on consumer behavior & interests by leveraging scan data
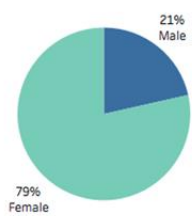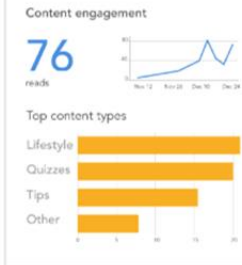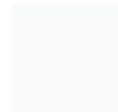
Example References – Consumer Goods

Unilever - Knorr

Use Case: Ingredient (Pork) Traceability & Consumer Engagement

Challenges:
- Increasing consumer demand for clean pork
- Consumers want to know where the ingredients are sourced from
- Meaningful consumer engagement / loyalty program

Solution:
- Individual QR code on Knorr soup pack linked to blockchain traceability solution
- Connection with loyalty program and engaging content

Key Benefits:
- Unique QR code to allow consumers to trace the origin of the highest standard pork

Consumer Journey & Interface

DSM – i Health
Use Case: Traceability and consumer engagement

Challenges:
- Increasing number of counterfeits in the market in probiotics for children
- No channel to communicate with parents directly

Solution:
- Unique ScanTrust labels on each Culturelle Kid probiotic pack
- Downstream traceability from producer to retailer
- Consumer engagement campaign with promotions

Key Benefits:
- Prevention of counterfeits
- Direct channel to connect with parents
- Insights on consumer behaviour via ScanTrust analytics
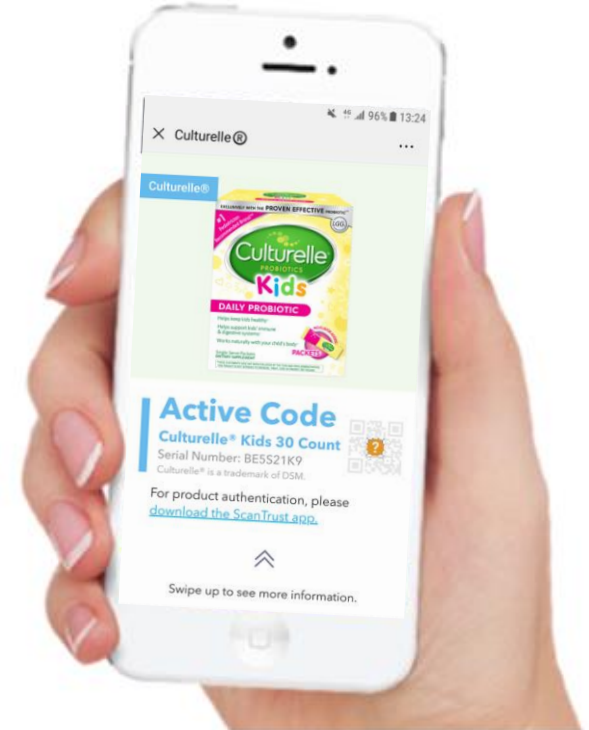
Consumer Journey & Interface

Abbott Nutrition
Use Case: Authenticity

Challenges:
- Food safety is of huge concern in the China market
- Response required to increased counterfeits in the market
- Need actionable insight on business operations & consumer behavior

Solution:
- ScanTrust Secure Codes printed on its products
- Link to consumer loyalty program connected to secure QR codes

Key Benefits:
- Product authenticity

Dupont Water Solutions

Use Case: Authenticity & Customer Engagement

Challenges:
- Grey market activity between China and Vietnam
- Counterfeit filters in market
- Want more engagement with Distributors & Installers

Solution:
- ScanTrust Secure Codes printed on its products; unique per item
- DOW Inspectors authenticate 'in the field' using the Scantrust Enterprise App
- Loyalty Program for Distributors & Installers

Key Benefits:
- Product authenticity, Traceability, Business intelligence

Authentication Result

DuPont Home Water

DuPont FilmTec™

SN - XYZ12345
AQUALAST 1812-HR
Genuine

Swipe up to see more information.

Security Feature Details

DuPont Home Water

Secure Features

Secure Graphic

Made in USA

SCAN HERE
TO VERIFY & LEARN

FilmTec™
Reverse Osmosis Element
Genuine DuPont™ FilmTec™ Element
FilmTec Corp, Minneapolis, MN 55439
A subsidiary of DuPont.
Model: AQUALAST™ 1812-HR

1. Genuine DuPont Product Label with Secure Graphic and QR Code.

Scan with the DuPont Home Water mobile app to confirm authenticity.

DuPont serial number is unique to each element.

Made in the USA.

Page 4 of 8

Product Advice

DuPont Home Water

Product Selection Guidelines

FilmTec™   TapTec™

| Hardness* | <300 | <600 | <800 | ppm |
| TDS* | <1,500 | <2,000 | >2,000 | ppm |

Option 1 – FILMTEC™ AQUALAST™ 1812
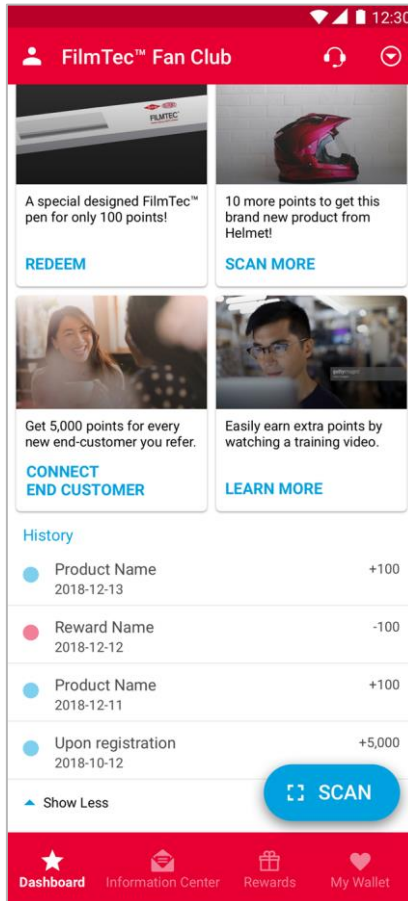- Enable higher recovery
- Longer lifetime
- Element made in USA

Option 2 – FILMTEC™ BW60-1812-75
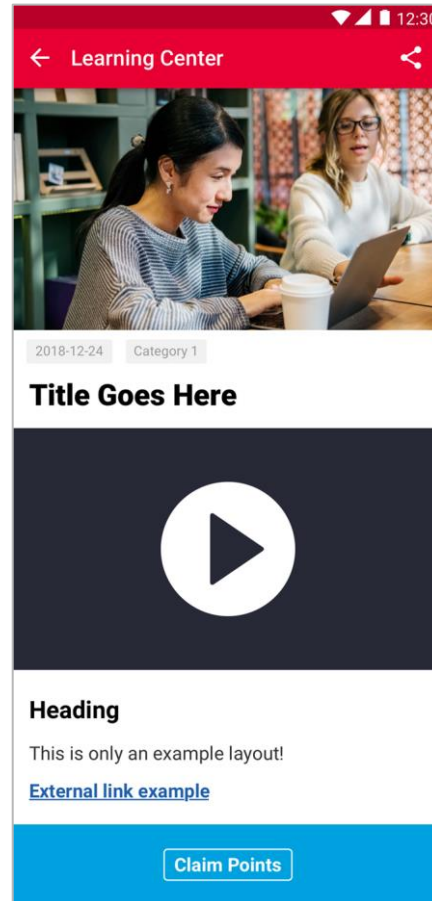- Longer lifetime
- Element made in USA

Option 3 – TAPTEC™ TT-1812-75
- Standard Recovery 25-30%
- Value for money
- Proven Technology from DuPont for local needs in India

scantrust:

Loyalty Program

Product Information

scantrust:

THANK YOU!

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Sales & Partnerships, DACH
ricardo.garcia@scantrust.com

scantrust: