



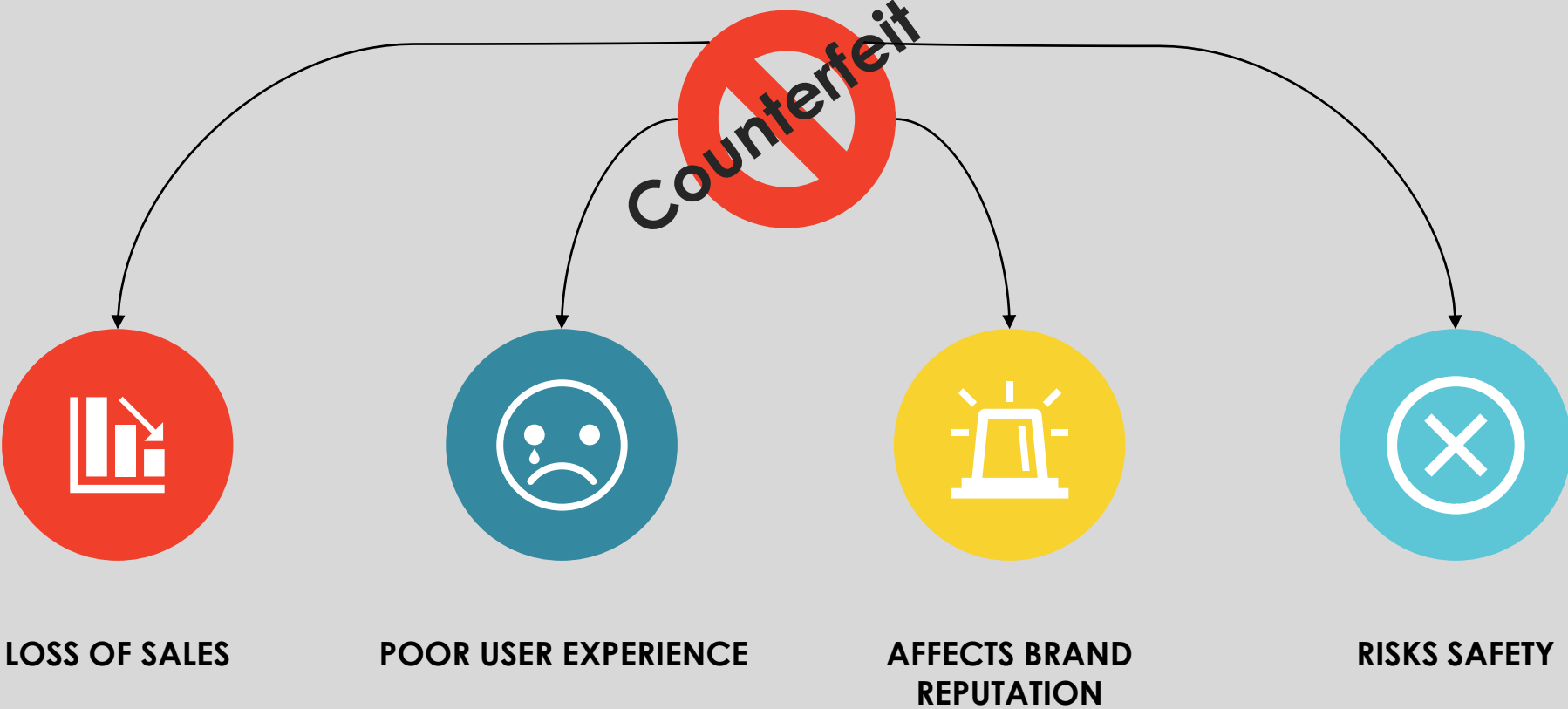
BBD ANTI-COUNTERFEIT TAG  
SOLUTION



# Counterfeiting

Counterfeits, replicas, fakes and illegal products are among the top challenges for many consumer brands globally. It has turned into battle against what is now a multi-billion dollar industry of counterfeit apparels, fashion, electronics, food & beverage, books, luxury items, pharmaceuticals and impacts nearly every product category. In most cases, the consumer will not be able to distinguish between a genuine product and a counterfeit.

# Counterfeiting affects all kind of product



# BBD Anti-Counterfeit Solution via Near Field Communication(NFC)



The Specialized NFC authentication tag stickers are applied with the product packaging. The BBD TAG stickers generate a unique identifier authentication code on each web link read, and the past code fails within seconds.

These Tags are among the most secure & unbreakable anti-counterfeiting technologies available today.

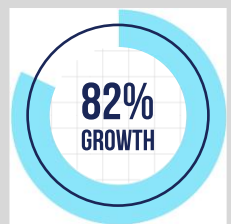


# NFC Usage and Statistics for 2021

- Though Near Field Communication (NFC) first came to use in the mid-2000s, a far wider population is now familiar with the technology than ever before, and many are using NFC on a regular basis.
- We wanted to find out exactly how much growth has been spurred by this increased awareness, so we broke down some of our own numbers on NFC usage in 2021.

## Recent NFC Usage Growth

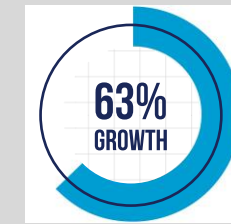
Looking at cumulative data, we see that new NFC activations grew 71% from 2018-2020, while NFC interactions grew 63% over that same time period. Growth in total NFC reach is even more substantial: 82% over that time period.



Growth in NFC reach from 2018-2020



Growth in number of NFC activations from 2018-2020



Growth in number of NFC interactions from 2018-2020



# Brand Protection Made Easy

## PROTECT YOUR CONSUMERS AND BRAND

WITH UNBREAKABLE ANTI-COUNTERFEITING TECHNOLOGIES AVAILABLE TODAY.



## FRIENDLY DASHBOARD

DYNAMIC CONSUMER EXPERIENCES ARE JUST A DRAG-AND-DROP AWAY WITH THE EASY DASHBOARD.



## COMPATIBILITY

DIFFERENT TYPES OF TAG STICKERS TO BE COMPATIBLE WITH PRODUCTS PACKAGING.



## PRODUCT MANAGEMENT

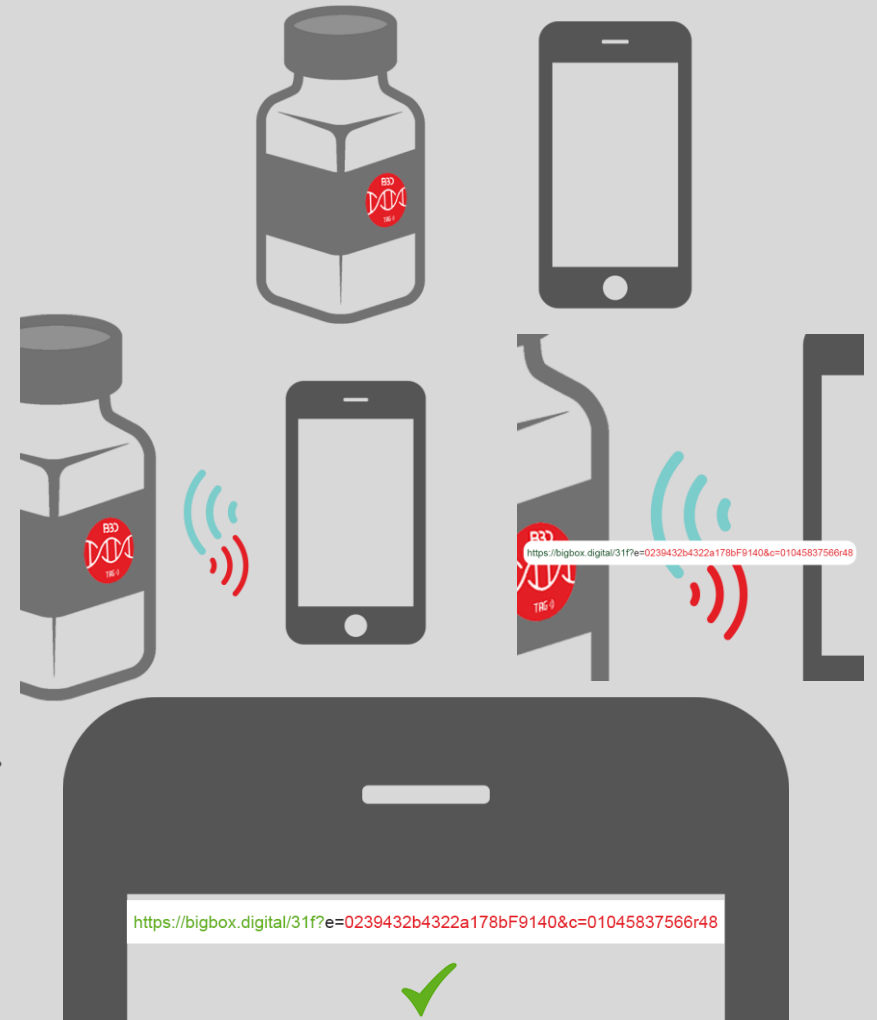
TRACK YOUR PRODUCT ATTRIBUTE WITH REAL-TIME ANALYTICS.





# Protect your consumers and brand

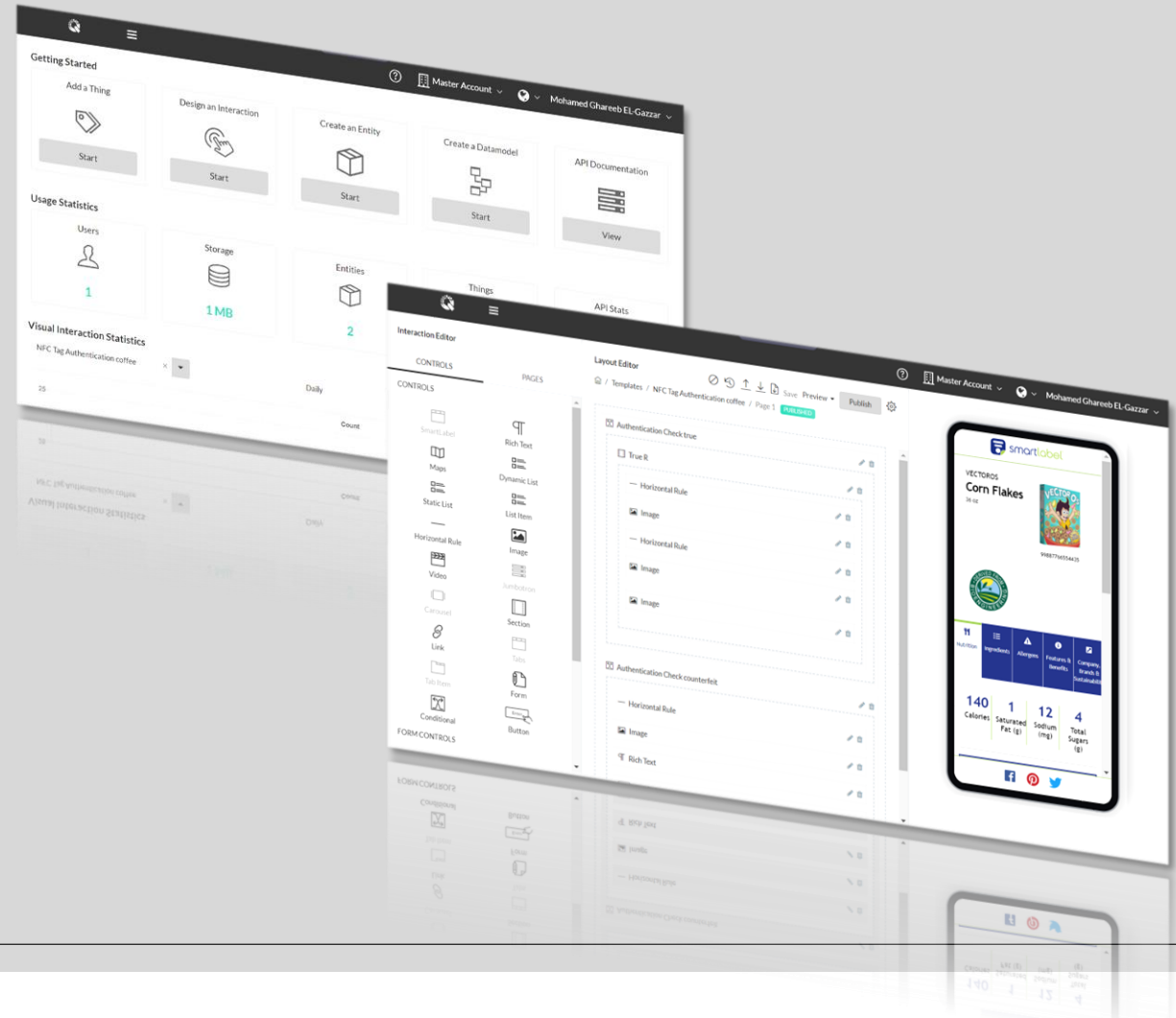
- Authenticate products to protect against tampering and counterfeits.
- Reassure consumers an item is authentic with secure product authentication.
- Increase margins by preventing counterfeit or tampered returns.
- Provide confidence to buyers and sellers in the secondary market.
- Secure your supply chain and detect gray market diversion.





# Friendly dashboard

- Easily build mobile experiences that work across devices without writing a single line of code.
- Get up and running quickly with the best templates built from the practices discovered.
- Access powerful UI components to easily tell your brand story.
- Implement form entry to capture leads, registrations, and more across sales channels and directly to your CRM.







# Compatibility

- Stickers

the most common tags are in the form of customized printed labels. Some Tags are equipped with a glue that is particularly resistant to weather, humidity, and temperature changes.

- Specific Tags have been created, called anti-metal (or On-metal Tags), which can be applied to metal or any other conductor.

- Size / reading distance

When it comes to NFC Tags, size does matter. In fact, the larger the Tag's antenna, the greater its reading range. For this reason, if you have no space problems, we generally recommend Tags with a fairly large antenna, especially if you plan to place the Tag behind a panel or glass.

- Waterproof / moisture resistant: if you need a waterproof Tag, we have several products with IP66, IP67, or IP68 certification.

- For Other supports

NFC Tags can be embedded in special supports, such as key rings, bracelets, ID badges, etc. If you do not find specific support on our website, please contact us to work out the best solution together.





# Product Management

- Manage product attributes at the SKU or item level.
- Leverage powerful logic to deliver content based on consumer, product, location, time, device.
- Provide Authentication and Tamper-Detection to give consumers confidence and peace of mind.
- Create a more innovative supply chain with end-to-end traceability.
- Understand customer needs with real-time analytics.



# Thank You



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