# Important Information & Future Projections Statements

## Presentation not for distribution

This presentation is not directed at or intended for publication or distribution where it would contravene applicable laws or regulation.

## Independent Advice

Prospective investors should take appropriate independent investment advice and inform themselves as to applicable legal requirements, exchange control regulations and taxes in the countries of their citizenship, residence or domicile.

## No offer or solicitation

The information does not constitute an offer or solicitation where such an offer or solicitation is not authorized or is unlawful.

## Future financial projections disclaimer

The future financial projections are based on assumptions and are subject to risks and uncertainties that could cause actual results to differ materially.

**Potential investors should not rely solely on the future financial projections when making investment decisions.**

**CHECKAFACE**

# Why Checkaface?

In today's digital age, the line between illusion and reality is increasingly blurred, making it crucial to have a reliable means of identity verification. Checkaface addresses this market need by offering an infallible identity card system based on cutting-edge tri-secure technology, allowing individuals to confidently identify themselves and others.

CHECKAFACE

Checkaface leverages proprietary Tri-Secure technology to provide cutting-edge facial recognition applications for diverse markets: health, security, entertainment, and education. Our goal is to revolutionize biometric systems worldwide, offering game-changing solutions for identity fraud and AI deception.

Checkaface is a revolutionary facial recognition technology company that provides secure and reliable identity verification solutions. Their cutting-edge AI-powered algorithms and deep learning capabilities enable accurate and efficient identification, catering to various industries' security and authentication needs.

**CHECKAFACE**

# TRANSFORMING BIOMETRICS

Checkaface's Tri-Secure technology offers a robust solution to address identity fraud through precise facial recognition applications designed for biometric systems developers and integrators. Our deep learning algorithms provide accurate identification, ensuring security and peace of mind.

**CHECKAFACE** **- The Distruptor**
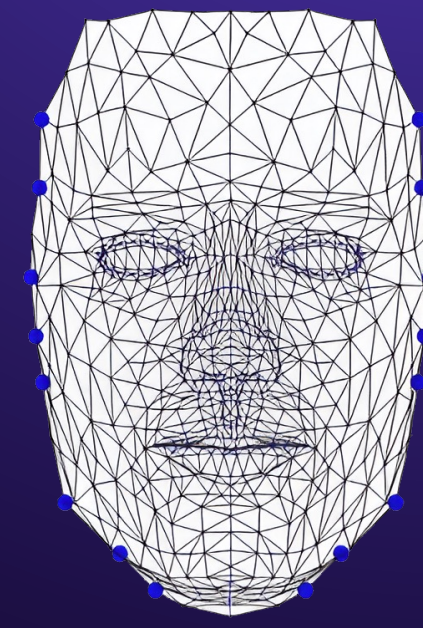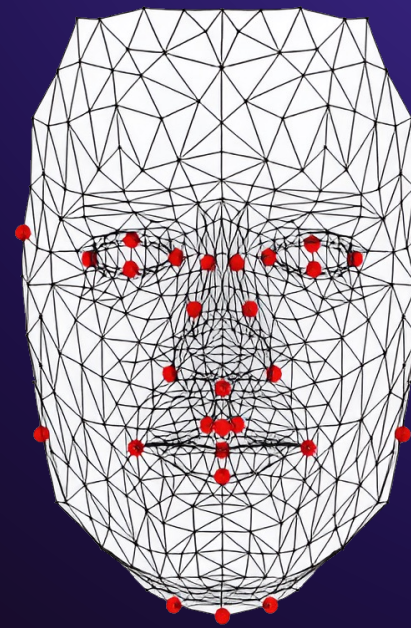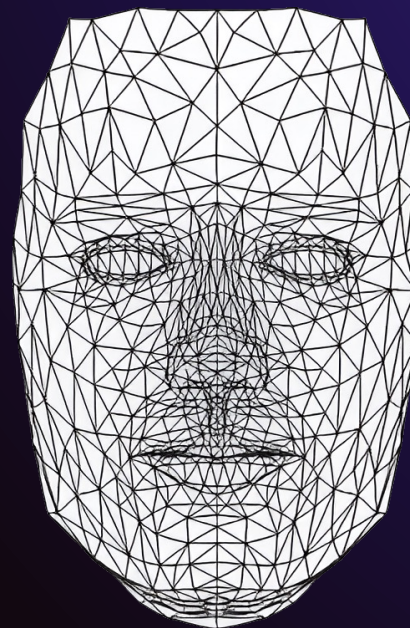
# The Problem

The utilisation of facial recognition technology is experiencing significant growth. One of the rapidly expanding surveillance technologies, it pervades our daily lives, frequently unbeknownst to us.

Facial recognition serves two primary functions: identification and categorization. Identification is accomplished by comparing real- time or recorded digital footage with pre-existing photos stored in a database. When information is classified or grouped into categories, the impacts of facial recognition technology become more extensive. The system has the capability to autonomously categorise individuals based on discernible characteristics such as age, gender, weight, and even inferred sexual orientation, without the need for human intervention.

The system categorises individuals by comparing photos to the "statistical representation of the average within that category." Facial recognition technology, if widely accessible, has the potential to enable biometric mass surveillance. This is because closed-circuit television (CCTV) and other cameras, which are found everywhere in both public and private areas, can be enhanced with the ability to recognise faces. Facial recognition technology is currently utilised by both law enforcement agencies and private entities in many locations, such as educational institutions and railway stations.

Regrettably, it is a common occurrence that our photographs are posted to facial recognition databases without our knowledge or approval. Recently, it was uncovered that Clearview AI, a technology company based in the United States, illicitly collected more than three billion facial photographs from popular social media platforms like Facebook, YouTube, and Twitter. Subsequently, they provided access to this data to both governmental entities and private companies in exchange for monetary compensation.

Law enforcement is now utilising highly confidential data to inform their police strategies. In the future, this data may also be utilised by public or private entities to make determinations regarding your eligibility for employment, admission to a university course, loan approvals, international travel, or entry into a festival.

**CHECKAFACE** **- The Distruptor**

# The Solution

Checkaface is distinct in a society when constant surveillance is prevalent; it empowers individuals to reclaim control over their own identity. The decision of when and how to utilise it is entirely up to you. Security is a reciprocal procedure, including both parties providing proof of their identities. In this regard, it is your prerogative to determine who should disclose their identity.

Being included in numerous facial recognition databases is a depersonalised and intrusive violation of both our privacy and civil liberties.
When using an app, it is crucial to mutually verify your identity with another person. It is unnecessary for your image to be saved anywhere other than in your own secure and verified private storage, and the same applies to the other person.

Localising and maintaining control over various processes such as dating apps, taxi services, access to secure buildings, communication with your bank, secure online purchases, airport terminals, Ebay and Gumtree transactions, event ticketing and entry, device unlocking, and healthcare concerns can be achieved.

While we acknowledge that there are other facial recognition systems available, Checkaface stands out as one of the most sophisticated and potentially the most secure. This is due to our cutting-edge tri-secure technology and our use of personalised, impregnable blockchain data storage. Once your verification is complete, we no longer have the ability to access your data unless you require modifications to the information you initially provided.
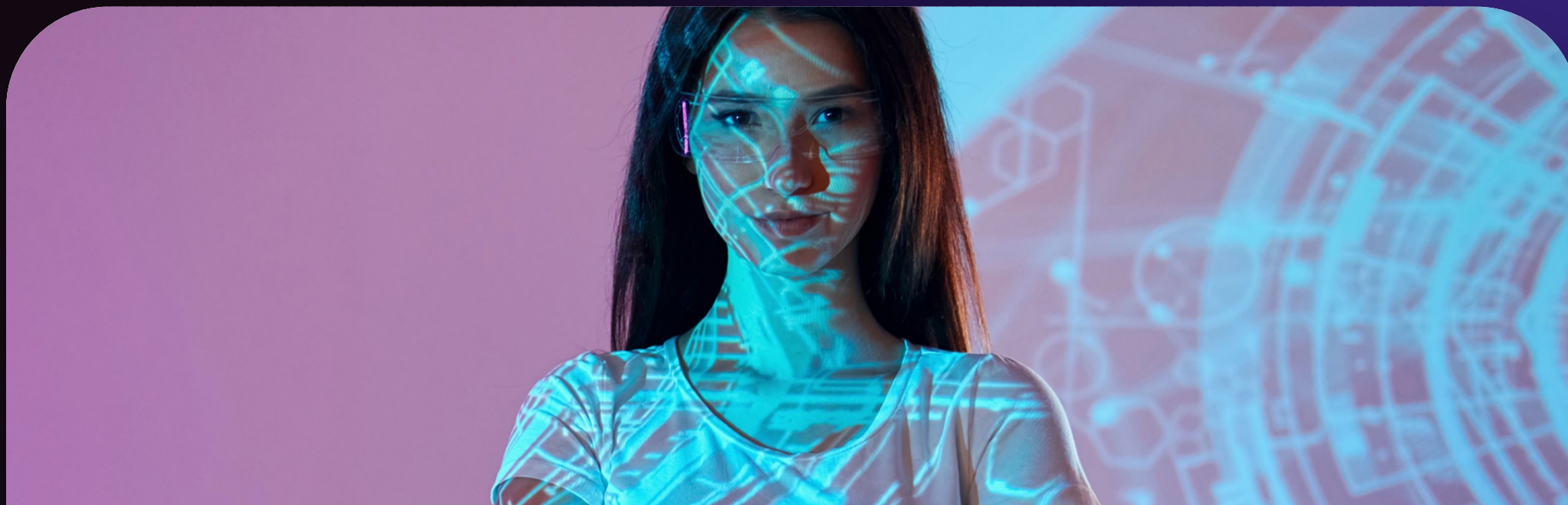
# CHECKAFACE

# "Technology is constantly developing in ways that make it very difficult, if not impossible, to identify between illusion and reality"

### - Checkaface

# Applications

A Summary of the uses that Checkaface can be applied to:

- Eradication of online abuse and control of catfishing techniques
- Enabling password free access
- Assurance that you taxi driver is both who he says he is and insured
- Secure Building Access
- Automated check ins at airports, sporting events and concerts
- Early identification of certain illnesses
- Avatar creation for gaming and video producers
- Age checking
- Secure communication with your bank
- Ticketing and online 3rd party direct transactions
- Early identifier skin diseases

# Checkaface in Action

## Healthcare

Early Syndrome Detection

## Security

Identity Verification

## Entertainment

Realistic Avatar Creation

## Banking

Biometric Authentication

# Healthcare Applications

### Syndrome Prioritization

The de-identified facial descriptors assist in prioritizing genetic syndromes and conditions based on facial features, enabling more accurate and efficient diagnosis.

### Patient Photo Anonymization

Checkaface's deep learning algorithms transform patient photos into de-identified facial descriptors, removing all personally identifiable information while preserving relevant facial features.

### Feature Annotation

By analyzing the facial descriptors, our algorithms can annotate specific facial features, providing valuable insights for clinical research and personalized treatment plans.

CHECKAFACE

# Security Applications

## Catfishing Prevention
Utilize facial recognition to detect and prevent catfishing attempts, where individuals create fake online identities to deceive others.

## Physical Access Control
Implement facial recognition systems for secure and efficient access control to buildings, offices, events, and other physical premises, enhacing safety and streamlining entry processes.

## Multi-Factor Authentication
Enhance login security by using facial recognition as an additional authentication factor alongside traditional methods like passwords or biometrics.

## Payment Verification
Integrate facial recognition into payment systems, both online and in physical establishments, to verify identities and prevent fraudulent transactions, ensuring secure financial operations.

## Smartphone Access Control
Enable secure and convenient access to smartphone applications and data by using facial recognition as unlock method, eliminating the need for passwords.

## Device Unlocking
Utilize facial recognition as a convenient and secure method to unlock personal devices, such as laptops or tablets, eliminating the need for traditional password entry.

## Online Service Access
Leverage facial recognition to securely access previously contracted online services, platforms, and accounts without the hassle of remembering multiple passwords.

## Visitor Management
Enable efficient and secure visitor check-in processes at hotels, airports, and other tourist services by implementing facial recognition for identity verification and access control.

# Applications - Entertainment & Education
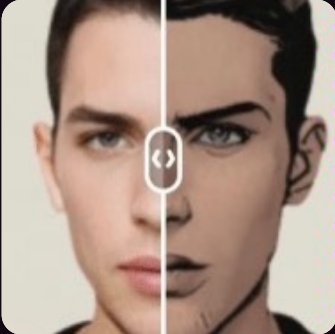
Our smartphone-based Tri- secure 270-degree facial scanner creates photorealistic avatars in real-time for gaming immersion. Game creators can then let users create their own detailed avatars.
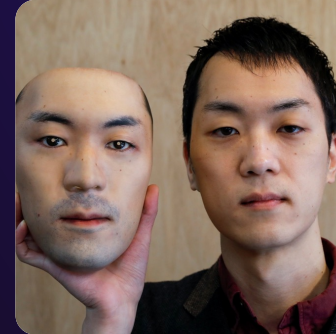
Our Tri-secure software integrates with 3D printing, enabling the creation of realistic facial replicas.

Retrieve information about celebrities by scanning their photos using our facial recognition software.
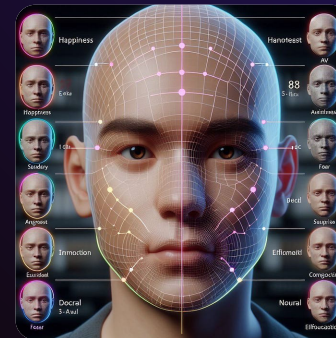
Disabilities such as autism and blindness can make it difficult to recognize facial emotions. Our software uses vibrations from a smartphone to indicate the emotion being emitted.

# CHECKAFACE

# Applications - Banking

### Identity Verification
Authenticate customers' identities for mobile or online banking using facial recognition technology, ensuring secure access to financial services.

### Access Control
Implement 'contained access control' facial recognition to manage entry and access to secure areas of bank facilities, protecting sensitive information and assets.

### 'In the Wild' Facial Recognition
Leverage advanced facial recognition capabilities to locate unknown individuals involved in incidents, enhancing safety, preventing theft, and sharing critical information across branches.

### Contactless Transactions
Enable secure, contactless financial transactions by integrating facial recognition as an authentication method for payments, eliminating the need for physical cards or passwords.

### Fraud Prevention
Detect and prevent fraudulent activities by cross-referencing facial data against known databases of individuals involved in financial crimes or identity theft cases.

# The Identity Fraud Crisis

Identity fraud is a pervasive issue in the digital age, with far-reaching consequences for individuals and organizations alike.

### Billions affected

Identity fraud impacts billions of internet and social media users worldwide.

### AI misuse

The escalating use of AI technology for deceitful purposes poses significant risks.

### Lack of global regulation

The absence of a global legislative partnership leaves individuals and organizations vulnerable to security breaches.

# STARTLING STATISTICS

| Identity Fraud Metric | Value |
| --- | ---: |
| Global financial losses due to identity fraud | **$38.95 billion** |
| Number of social media users worldwide | **4.95 billion** |
| Number of internet users worldwide | **5.3 billion** |
| Instances of telecommunications fraud | **Significant concert, particulary related to account manipulation** |

CHECKAFACE

**CHECKAFACE**

# Meet the Leadership Team

## Anthony Papadopoulos

*CHIEF EXECUTIVE OFFICER*

*Anthony is a visionary leader at the forefront of innovation in the field of artificial intelligence (AI). With a relentless passion for technology and a keen understanding of market dynamics, Anthony has emerged as a driving force in shaping the future of AI.*

## Rowen Wainwright

*CHIEF MEDIA OFFICER*

*Rowen is an academic, with a keen eye on professional development and continuous improvement, a background which includes 25 years experience operating within the ever changing media.*

## Ian Dickinson

*CHIEF FINANCIAL OFFICER*

*Ian is a dynamic financial leader with a proven track record of driving financial excellence and strategic growth in diverse industries. With a career spanning over three decades, Ian has garnered extensive experience in financial management and risk assessment.*

## Divyesh Vanesh

*CHIEF TECHNOLOGY OFFICER*

*Divyesh is an experienced Chief Technology Officer with a demonstrated history of working in the Information Technology and services industry, Divyesh is a Master of computer applications (MCA) focused in computer software.*

CHECKAFACE

# Market Opportunity

The global facial recognition market is experiencing unprecedented growth, fuelled by increasing security needs and rapid technological advancements. With billions of internet, social media users, and an ever- growing gaming community, the demand for secure identification systems is skyrocketing. Checkaface's innovative technology is perfectly positioned to cater to this vast and expanding market, offering a comprehensive solution that encompasses security, health, entertainment, and education sectors.

2032.
20 BN

2027.
$10BN

2022.
$5BN
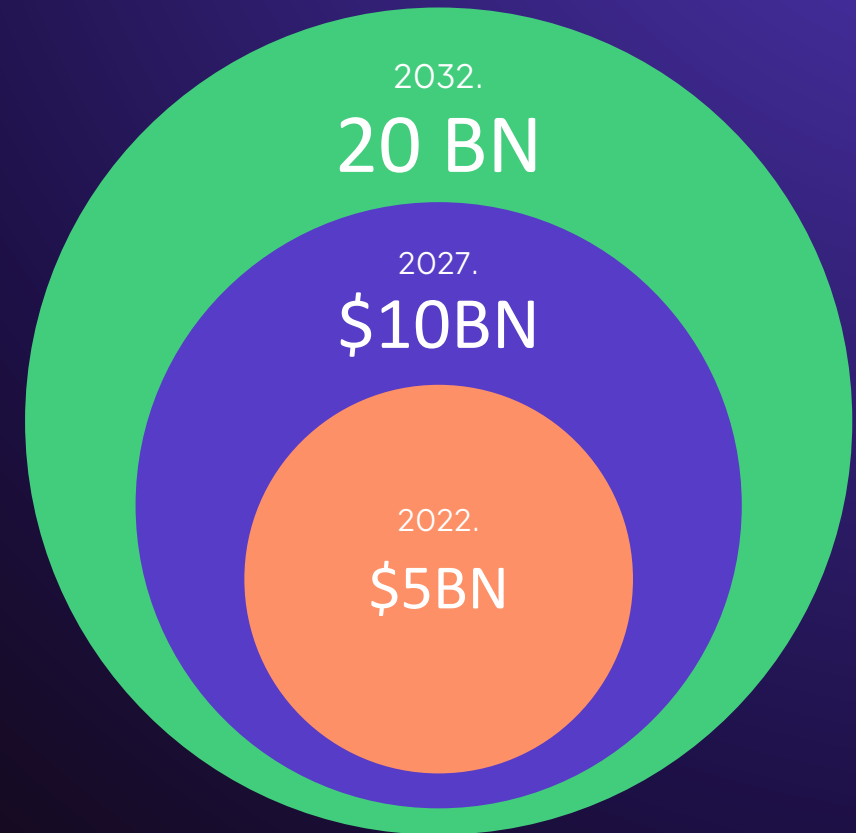
# Competetive landscape

Global Facial Recognition Market Share by application
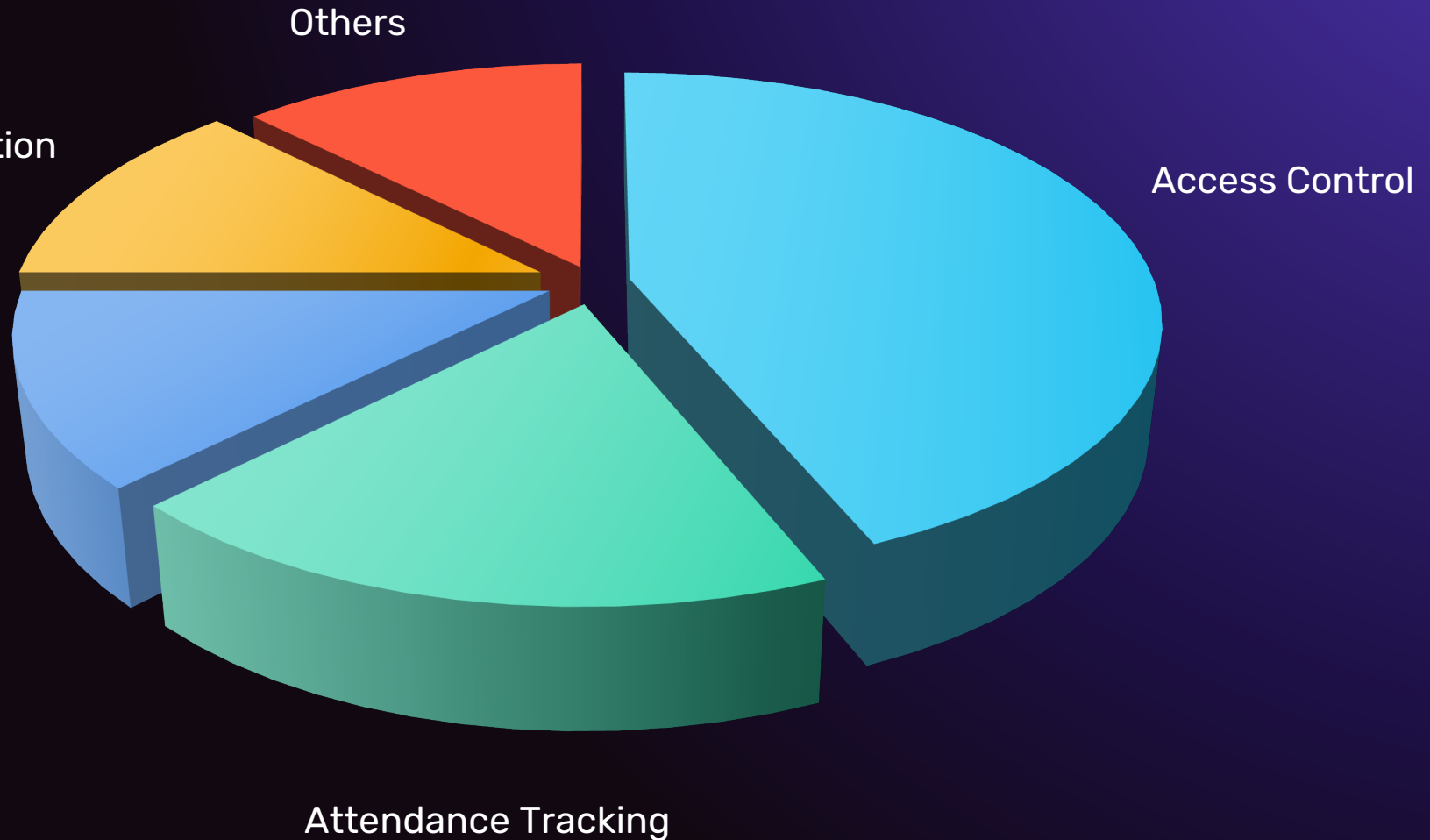


- Others
- Emotion Recognition
- Access Control
- Security & Surveillance
- Attendance Tracking

**CHECKAFACE**

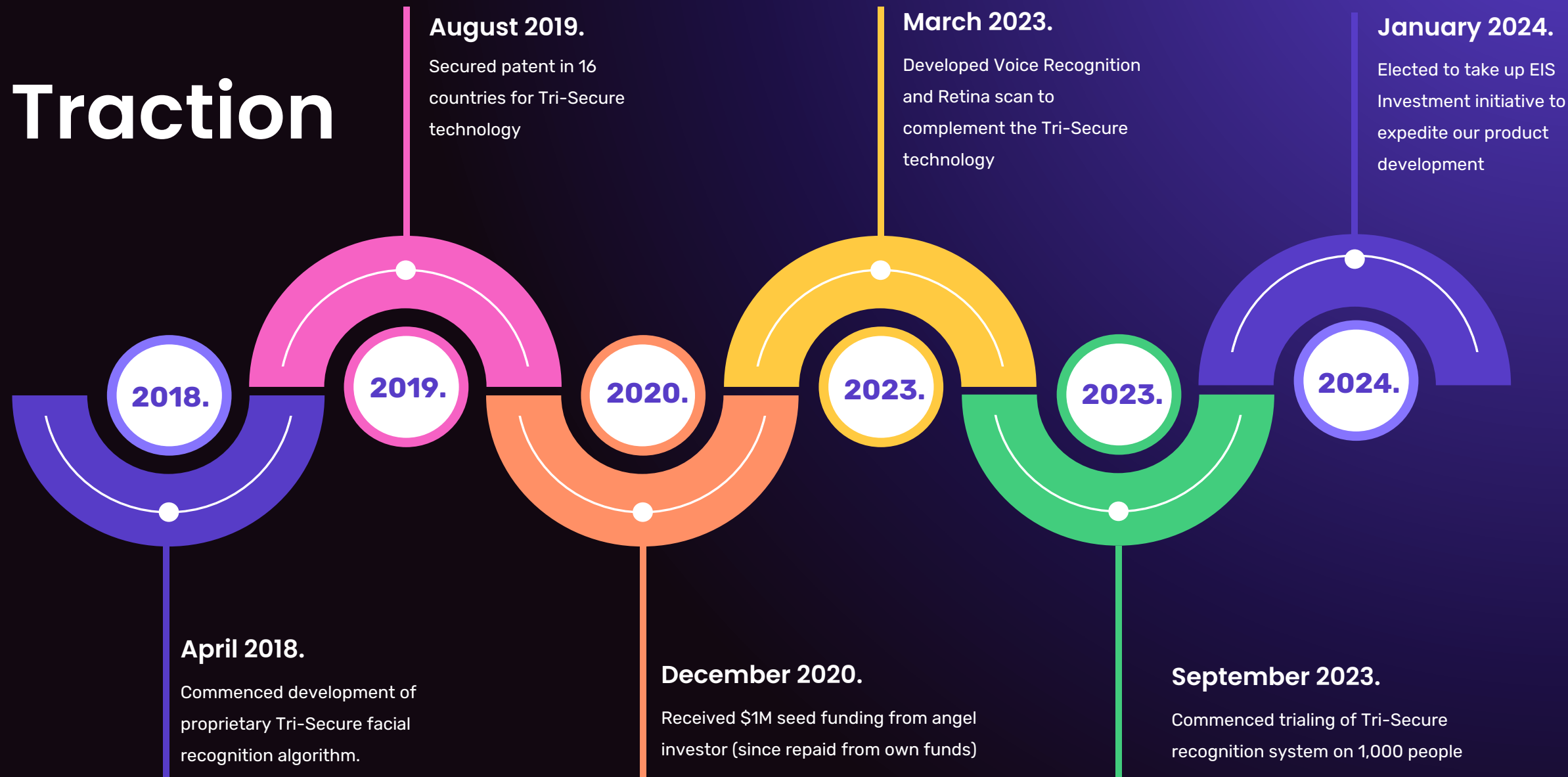# Business Model Highlights

Checkaface's licensing model, combined with additional service offerings, creates a robust and diversified revenue stream for the company.

### Licensing Model
Checkaface provides facial identification technology and deep learning algorithms as software development kits (SDKs) to customers through a licensing mode.

### Training and Consultancy Services
Additional revenue stream from offering training and consultancy services related to the licensed technology.

### Multi-Platform Compatibility
The SDKs enable the development of solutions on multiple platforms, catering to various use cases such as security and medical applications.

### Maintenance, Support, and Certification
Checkaface provides maintenance, support, and certification services to optimize the licensed products, generating recurring revenue.

# CHECKAFACE

## Key Facts

### Proprietary AI Technology

Our groundbreaking facial recognition technology is the result of over 30 years of collective experience in the field, harnessing the power of artificial intelligence to achieve unparalleled accuracy.

### Proven Fraud Detection Expertise

Our experienced board boasts an impressive 100% record in detecting fraud using AI, ensuring that our solutions are at the forefront of identity verification and security.

### Global Reach

With patents pending in 16 countries, our cutting-edge technology is poised to revolutionize identity verification on a global scale, providing a secure and reliable solution for individuals and businesses alike.

**CHECKAFACE**

# Competetive Landscape

### Built with the knowledge of the power of AI
Our facial recognition technology is developed with a deep understanding of the latest advancements in artificial intelligence, providing a cutting-edge solution.

### More user-friendly
Our solutions prioritize user-friendliness, with intuitive interfaces and seamless integration, making them accessible and easy to use for a wide range of users.

### More products and features for both licensor and licensee
We offer a comprehensive suite of products and features tailored for both licensors and licensees, ensuring a seamless and efficient experience for all stakeholders.

### Better integration with blockchain for security
Our facial recognition technology seamlessly integrates with blockchain technology, providing enhanced security and transparency for sensitive data and transactions.

### Leaner and more adaptable to change
Our lean and agile approach allows us to swiftly adapt to changing market dynamics and customer needs, ensuring our solutions remain relevant and future-proof.

### Cheaper licensing fees
We offer competitive and cost-effective licensing fees, making our solutions accessible to a broader range of customers without compromising on quality.

![CHECKAFACE]

# We are looking for...

### Investors Who...

Believe in, and want to be part of a revolutionary multi-faceted technology company.

Are excited by the prospect of extraordinary returns on their investment.

Are complicit with the benefits of an Enterprise Initiative Scheme and the tax benefits that it brings.

## £5M

### £ 5,000,000

**To launch and expand the product across teams & build a foundation for scalability**

✓ Enhance Product Development

✓ Accelerate Customer Growth

✓ Launch Marketing Campaign

✓ Establish Global Presence

# Use of Funds

## Scaling Checkaface to the next level

Our £5 million funding will be strategically allocated to bolster product development, accelerate customer growth, and launch a solid marketing campaign. This investment will allow us to enhance our technology, expand our reach, and establish our presence in the global market. As a result, investors can anticipate substantial returns as Checkaface becomes a leader in the burgeoning facial recognition industry.

Marketing

Accounting & Legals

Personnel and Office Costs

26%

7%

32%

35%

Continuing Product Development

**CHECKAFACE**
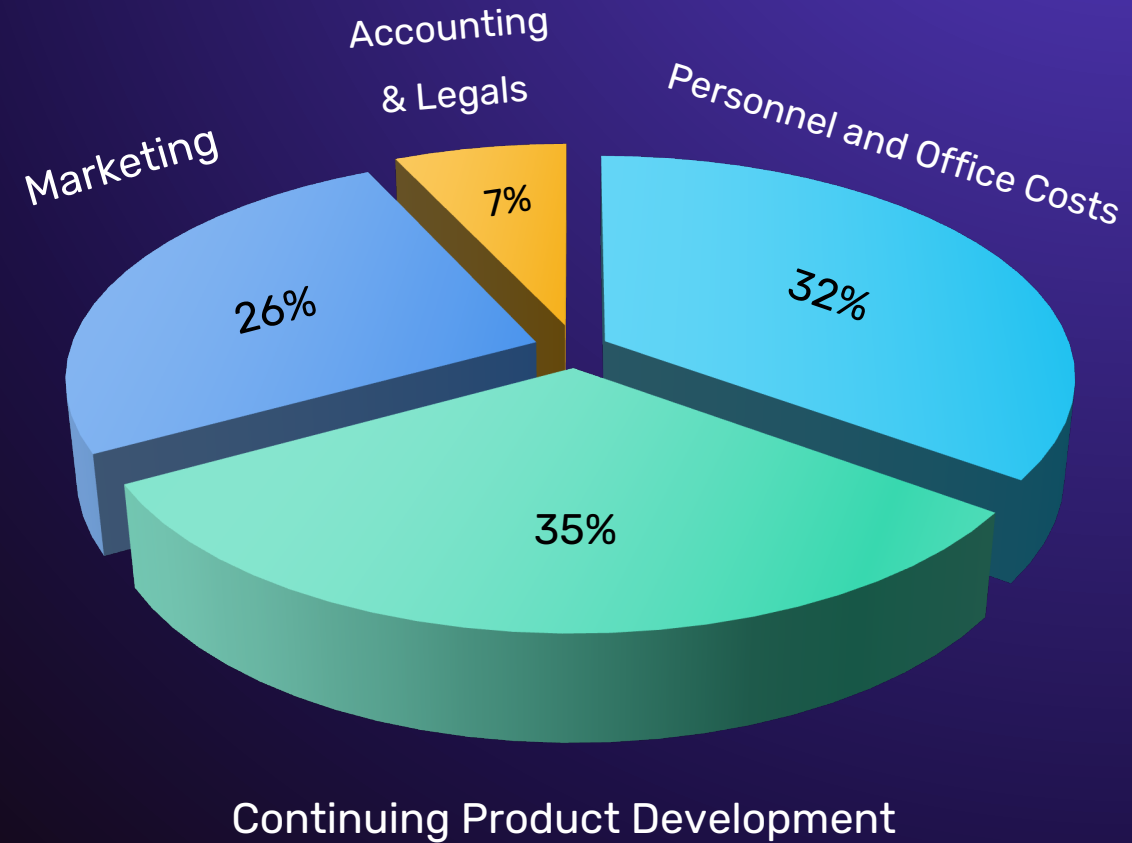
# EIS Project

An opportunity to invest in an EIS qualifying project that the whole market has been waiting for. Technology is constantly developing in ways that make it very difficult, if not impossible, to identify between illusion and reality. We hear stories of unlicensed taxi drivers, calls from high street banks, holiday accommodation scams, romance scams (catfishing), insurance scams and many more.

Checkaface is conscious of the need for privacy but also the need for caution when meeting or corresponding with somebody you have never met before and, with that in mind has developed a system that every person should have – an infallible identity card, based on tri - secure technology that not only allows you to identify yourselves to others but also forces them to identify themselves to you.
Why would you not Checkaface each other ? Because one of you has something to hide.

We are accepting investment into Checkaface by way of the issue of 5,000,000 shares at a value of £1 each, which will form 10% of the company's share capital. The shares being sold are equal to all other shares in the company with equal voting rights and equal share of dividends. For more information, please refer the Statutory Information sheet.

The shares benefit from HMRC advance assurance for EIS tax relief, meaning that within 40 days the company will be fully EIS compliant, and shareholders will benefit from the various tax incentives that comes with it. Please refer to the EIS Factsheet for more information.

# Timelines and Milestones

**CHECKAFACE**

## Out of the blocks

All of our hard work for the past 4 years, working with some of the most innovative technology teams across the globe, sharing inputs and enduring 72-hour brainstorming sessions we are finally ready to go live.

## Establishing

This is when we expect to gain serious recognition as a brand and pass the 10 million user mark and a 100,000 licenses sold. Pushing on from here becomes organic and we are now establishing a serious value to the business.

## Considering a Flotation

With anticipated annual revenues approaching £50 million and over 100 million users we believe our 5-year target of a flotation is within sight, and we will be seeking an estimated 6x multiple of revenues to achieve a valuation of £300 million, and giving investors a 500% ROI.

**2024.**  **2025.**  **2026.**  **2027.**  **2028.**  **2029.**

## Onboarding

In our first year of operation, we aim to have over I million people using our product and over 10,000 licences sold. These are conservative numbers and should be readily achievable.

## Global Reach

We are now expecting to have a serious foothold in worldwide markets with our unique brand of privacy, security and safety and we expect revenues to exceed £25 million this year.

## Stick or Twist

Whilst we will have succeeded in creating a very valuable company, we believe these are just the seeds of growth and the business will flourish as a public company and with continued investment into product development we can grow the share price significantly.

# Offer Summary

| Key Details | Value |
|---|---:|
| Number of shares available in this subscription | **5,000,000** |
| As a % of total | **10** |
| Price per share | **£1.00** |
| Shares in issue pre-funding round | **45,000,000** |
| Maximum number of shares in issue post funding | **50,000,000** |
| Opening date | **27th May 2024** |
| Offer period | **3 months** |
| Closing date | **27th August 2024** |
| Board of Directors | **Anthony Papadopolous, Rowan Wainwright, Ian Dickinson, Divyesh Vanesh** |
| Nominee (to hold shares) | **Edward McCourt and Company LLP** |
| Legals | **Cifford Harris and Co Solicitors** |
| Accountants | **Mazars LLP** |
| EIS Advisors | **Seeds Legal** |

**CHECKAFACE**

# EIS Factsheet

### Income tax relief
Investors can claim up to 30% income tax relief on investments up to £1 million per year (£2 million for knowledge-intensive companies)

### Capital gains tax deferral
Investors can defer capital gains tax on gains reinvested into EIS-qualifying companies, providing tax relief of up to 28%

### CGT exemption on disposal
Any capital gains made on the disposal of EIS shares held for at least 3 years are exempt from capital gains tax

### Inheritance tax relief
Investments held for at least 2 years can qualify for 100% inheritance tax relief, reducing the inheritance tax liability on transfer to nil

### Loss relief
If EIS shares are disposed at a loss, the net loss (after income tax relief) can be offset against income or capital gains

# Statutory Information

## Articles Available

The Company's Articles of Association are available for inspection at the registered office

## No Subsidiaries

The Company does not have any subsidiaries as of the date of this document

## Borrowing Capacity

The Company has the contractual capacity of a natural person and can borrow, guarantee, and give security

## Legal Compliance

As of this document, the Company has received no notification of any breach of laws in its operating countries

Checkaface operates within the legal framework, maintaining transparency and adhering to regulatory standards.

# Share Capital

## Voting rights

There are no differences in the voting rights of shareholders

## Dividends

The Company may resolve by ordinary resolution to declare dividends, and all dividends are apportioned proportionately

## Return of capital

On a winding up, the assets will be divided amongst shareholders in proportion to shares held

## No outstanding securities

There are no outstanding convertible, exchangeable, or securities with warrants issued by the Company currently

All Ordinary Shares in the Company rank pari passu and there are no outstanding or planned issues of other securities.

# Conflicts of Interest

### Declaration of Interest
Directors must declare the nature and extent of their interest in any potential conflict to the Board as soon as reasonably practicable, providing all relevant details

### Non-Participation in Decision-Making
The interested Director cannot be counted towards the quorum or vote on any resolution authorizing the conflict

### Potential Exclusion
The Board may decide to exclude the interested Director from any meeting while the conflict is under consideration

### Imposing Terms
The Board can impose terms on the interested Director to deal with the conflict, and the Director must conduct themselves accordingly

### Revocation or Variation
The authorization of a conflict can be revoked or varied at any time by the Board, without affecting prior actions taken in accordance with the authorization

CHECKAFACE

# Join the Facial Recognition Revolution

## Revolutionary technology
Checkaface offers cutting-edge facial recognition software, revolutionizing security.

## Investment opportunities
Investors can be part of this groundbreaking venture by investing in Checkaface.

## Global security enhancement
The technology helps bolster security measures worldwide, making the world safer.

## Social impact
Checkaface aims to make a positive impact on society through ethical use of facial recognition.

**CHECKAFACE**

# Connect with Us

| | |
|---|---|
| **Telephone** | 0843 289 6188 |
| **E-mail** | info@checkaface.com |
| **Website** | www.checkaface.com |
| **Our Address** | Mulberry House 24 High Street Halstead CO9 2AP |