

# HiddenTag® PROPOSAL

HiddenTag® for Your Brand



Company CK&B Co.Ltd.  
Established December 3, 2007  
CEO Ki-Hyeok Bae  
Business parts Product Authenticity Verification Service, Mobile Solution, Multimedia Solution, Content DNA  
Address #409-412 5, Seongsuil-ro 7-gil, Seongdong-gu, Seoul, Korea  
TEL/FAX +82 (0)2 - 453 - 8416 / +82 (0)2 - 453 - 8417  
Homepage www.hiddentag.com

The Solution: An easy-to-use authenticity verification service 

## A Simple User Experience

After purchasing a product, consumers can easily verify the product's authenticity by using their smartphones to scan a label.

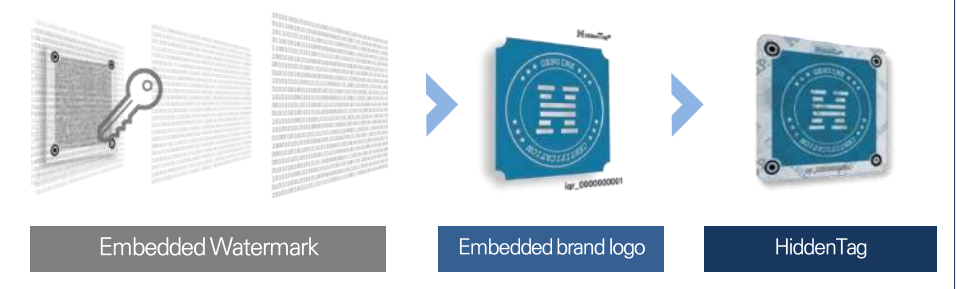


Scan the label

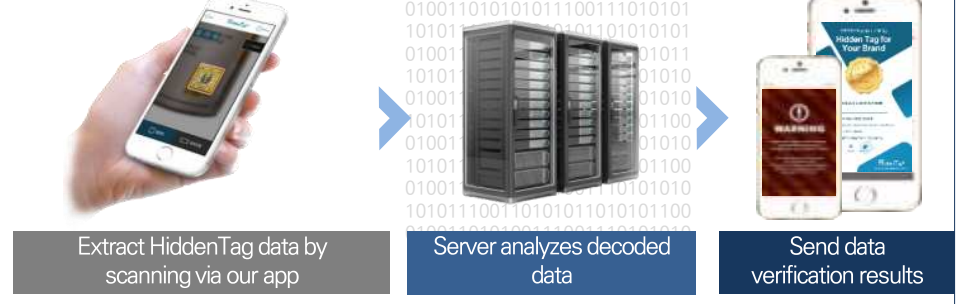
Check authenticity!  
Easily find counterfeit products!

## Secure Authentication

### [Data encryption]



### [Data decoding]



## HiddenTag with Security, convenience, expandability

### The major services

#### HiddenTag label



- Hard to differentiate with naked eyes
- One-of-a-kind data
- Prevent illegal counterfeit through leading authentication technology

#### HiddenTag mobile application



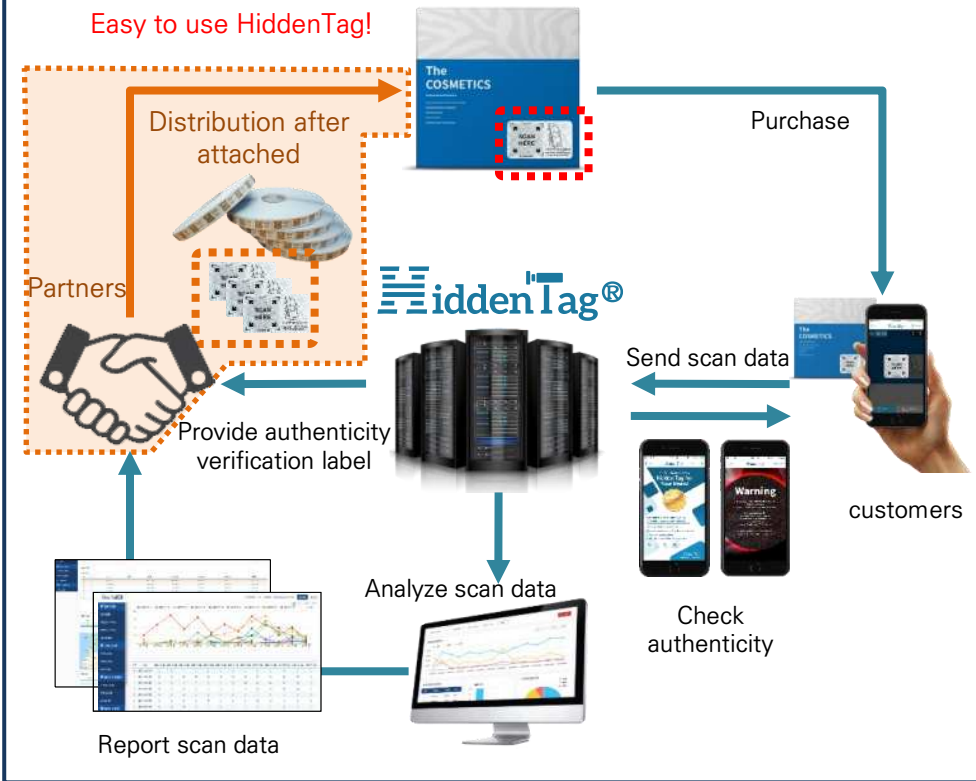
- Authenticity verification possible via HiddenTag app
- Provide the services by 7 different languages for global customers

#### HiddenTag server



- Produce the label data, collect authentication data and analysis
- Check authenticity and additional services available
- Analyze scan data

### The process of HiddenTag introduction



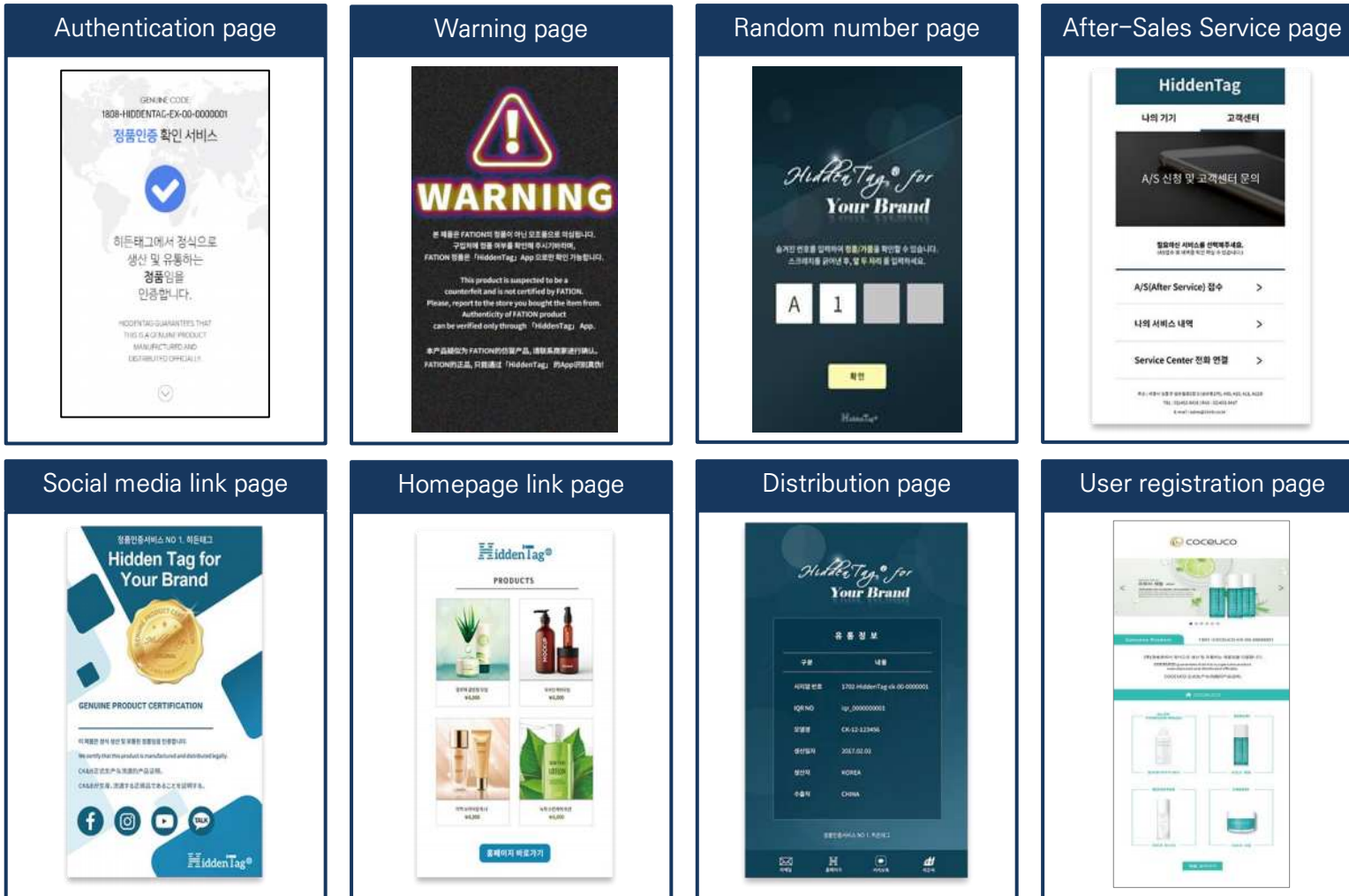
# HiddenTag Delivery Types

HiddenTag allows brands to have customized designs of the labels

Label Types				* Can be further customized	
Design			OPTION		<p><b>Destructive Type</b></p> <ul style="list-style-type: none"> <li>All sizes available</li> <li>Various shapes</li> <li>Label breaks apart when removed</li> <li>non-reusable</li> </ul>
Minimum Size	12mm * 12mm [Scratch area + 2mm]	20mm * 8mm [Scratch area + 2mm]			<p><b>Seal Type</b></p> <ul style="list-style-type: none"> <li>Application to append</li> <li>Package seal</li> <li>Seal part on desired area</li> </ul>
Material	Hologram + Transparent PT				

Material Types				* Can be further customized	
Type					Can be customized
Minimum size	140mm * 190mm	30mm * 84mm	50mm * 90mm		
Material	PET	PP	Snow White art paper 200g		

## User customized mobile landing pages for better content-engagement



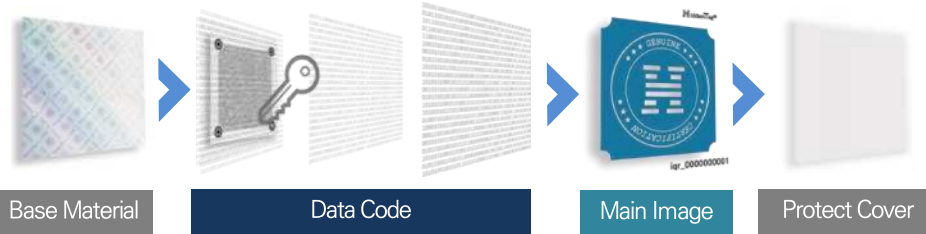


# Competitive technology

Each label has an embedded identification  
“Digital + Analogue” – authenticity verification secure label

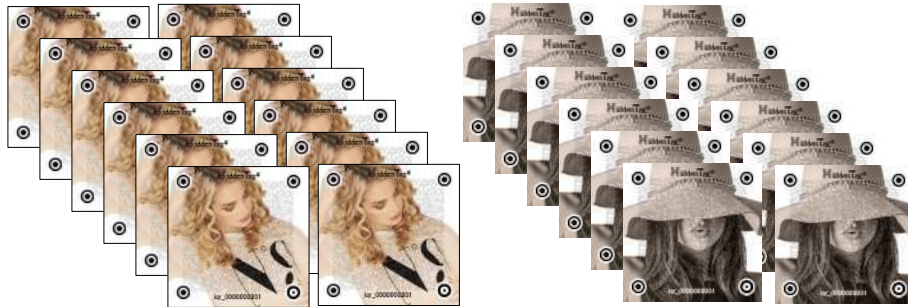
Outwardly identical label → unique data per label →  
unique data per product

How its created?



Hard to differentiate with the naked eye:

HiddenTag authenticity verification secure label



One-of-a-kind data






Data embedded in HiddenTag is different  
per product type per brand!

- Using unique technology to identify authenticity
- Same appearance but unique data per label



## Using the latest technology in the brand-authentication field

### Leading authentication technology

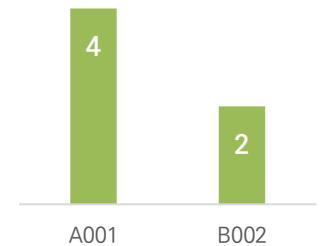
Division	Hologram	Material	QR Code	RFID/NFC	HiddenTag®
Way of authenticity	Analog	Analog	Digital	Digital	Digital
Image					
Features	<ul style="list-style-type: none"> <li>Vulnerable to counterfeit</li> <li>Few effective authentication solutions</li> </ul>	<ul style="list-style-type: none"> <li>Verification purpose susceptible to individual error</li> <li>Non-objective method</li> <li>Requires training and previous experience</li> </ul>	<ul style="list-style-type: none"> <li>Overly Accessible technology</li> <li>Easy to create → easy to duplicate → easy to manipulate</li> <li>Vulnerable to hacking</li> <li>Hard to trace</li> </ul>	<ul style="list-style-type: none"> <li>Costly</li> <li>Low sensitivity and specificity = high error rate</li> <li>Verification requires specific tools</li> </ul>	<ul style="list-style-type: none"> <li>Specialized verification technology</li> <li>Impossible to duplicate unique data sets</li> <li>Track and trace possible</li> <li>One of a kind compatible app data cannot be scanned otherwise</li> </ul>
Security level	very low	high	very low	very high	very high
Convenience of use	normal	Low	high	low	high
Ease of production	high	normal	high	low	very high

### Real case of counterfeit tracking and tracing:

- Verifying real products



Results of Monitoring

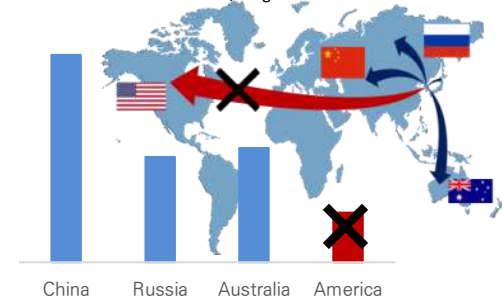


- Tracking and tracing illegal counterfeits example:

Number of scans (5-100 times) recorded indicates illegal activity



Identifying counterfeits through tracing abnormal/illegal distribution networks



# Today's illegal counterfeit market

Increased damage due to the mass global reach counterfeit products –  
HiddenTag is the solution

## Fight against counterfeit



USA



China



Vietnam

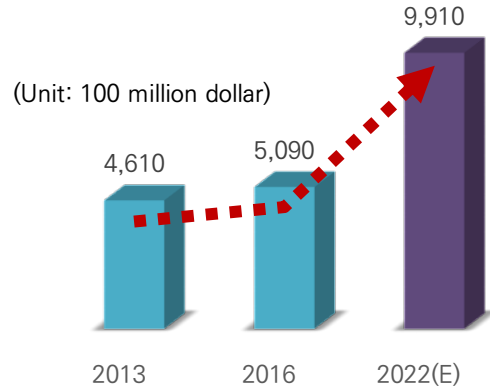


Thailand



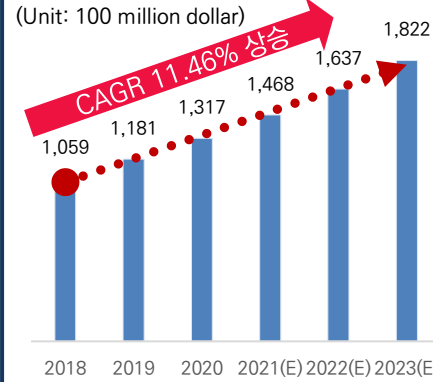
Korea

### Trends in counterfeit trading



(Source : Trends in Trade in Counterfeit and Pirated Goods, 2019)  
1) 2022(E) : Estimate

## How severe is the problem?



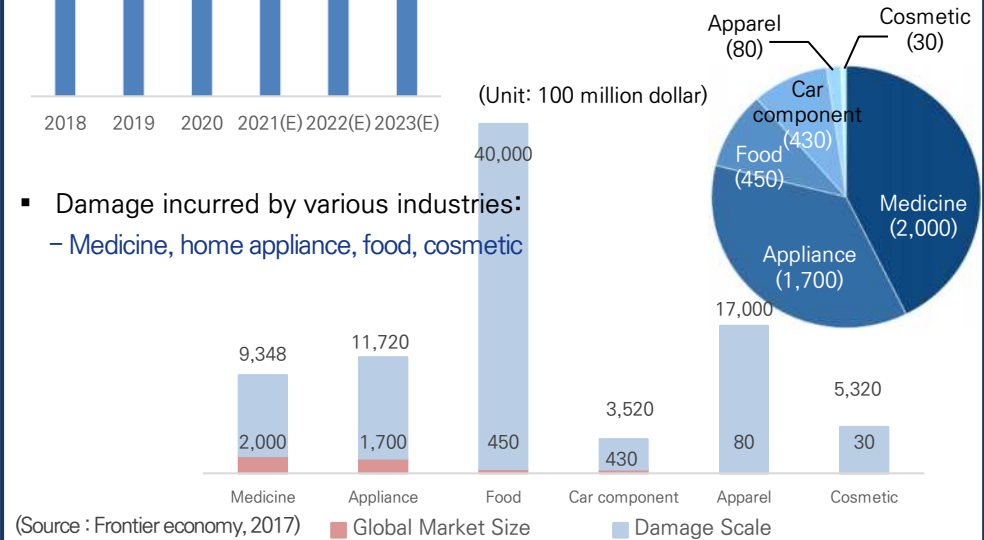
### Size of the illegal market

70.3% increase in the counterfeit market between 2018 and the present day

(Source : Markets and Markets Analysis, 2019)

### Damage incurred by various industries:

– Medicine, home appliance, food, cosmetic





## Optimized service for your international expansion

### The only Korean technology obtains a certificate from CTAAC



- HiddenTag had certified in China by CTAAC (China Trade Association of Anti-Counterfeiting) and passed through technology examination from CTAAC in 2016 as the first Korean Technology.
- Since 2016, HiddenTag passed through a test that renews technology certificate for 3years in 2019.

### Will aid with client's efforts in internationalization – client centered approach



- HiddenTag Aims to provide effective counterfeit control services in cooperation with public institutions with judicial authority in China through the data reported by users.
- It protects the products of companies that have not fully secured trademark rights in China. Provision of service with intention to aid in increase of overseas sales.

### Acquired Chinese ICP (Internet Content Provider Certification of China)



- An ICP (Internet Content Provider) license is a state-issued registration number that allows you to host your website on a mainland Chinese server and operate business online.
- HiddenTag acquired ICP license to provide trusted and stable service at WeChat application which has 1 billion users.

## Authenticity Verification App with the Highest User Awareness in the industry

### Operates subsidiaries and agencies around world



- We have been operating several overseas subsidiaries and agents to provide tailored solutions globally.
- HiddenTag technology has been certified in China by the CTAAC (China Trade Association of Anti-Counterfeiting) to sell anti-counterfeit technology HiddenTag since 2019

### Global Authenticity Verification Service



- HiddenTag app is registered in app markets around the world and has been accessed and used in over 150 countries.
- HiddenTag App has been ranked #1 in app evaluation/ #1 in cumulative downloads among all product authenticity verification apps.
- Multi-language support → Korean, Chinese, English, Japanese, Thai, Vietnamese. Also, Hindi, Spanish and Arabic will be added soon

### Exclusive intellectual property rights licensed to HiddenTag – making HiddenTag a strong, competitive contender



- We have domestic patents and intellectual property rights including America, Japan, China and Vietnam as well to provide secure solution to our partners
- More than 30 domestic/international patents

	Patent rights	Trademark rights
Domestic	23(1)	5
International	4(5)	10(1)

- Provide the production and distribution information of each product ( manufacturer, vender date of production, batch/lot number )
- Customized distribution information pages depending on client' need
- Can be accessed both from smartphone and web system



### ① HiddenTag, Landing page

- Scan the label on the product
- Click the hidden button in the landing page



### ② Admin Login Page

- Enter Administrator's ID and password



### ③ Landing page

- Check distribution information



### ④ Admin webpage for data analytics

- Individual product information is linked to each HiddenTag data
- Select the search fields e.g. serial number and name of products
- Individual and mass search possible, excel format download functions available

**Case 1** Consumers can check distribution information of the product without admin page



- Scan and check the authenticity of your product
- Click "check vendor" button



- Check if a serial number matches the vendor information
- Contact numbers to report to brand owners if vendor information is not matching serial number.

**Case 2** Consumer or brand admin specific layout depending on need



- Consumer : Click on "My product info" button to check product details
- Admin : Click on hidden button in the landing page to open admin log-in screen



- Consumer : check detailed information about the product
- Admin : modify/manage the product information on the mobile page.



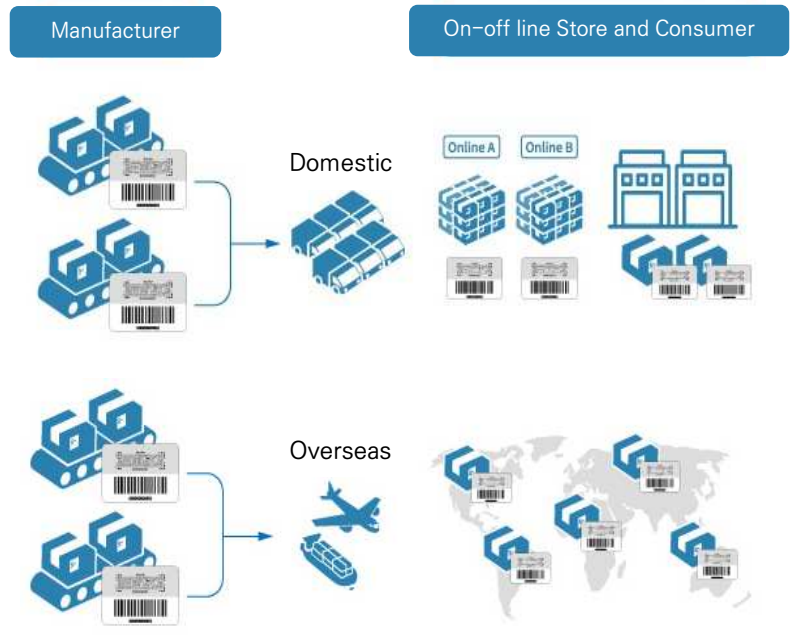
Admin Web Page(PC)

- Admin can manage and insert bulk information
- Check each individual scanned record

# Distribution Channel Trace

Abnormal distribution monitoring

- Inventory protection, labor force control, reduction of unnecessary costs
- Enable efficient product supply and check global distribution channel
- Adjust production through sales volume and consumer real-time information



- Products are connected with blockchain via HiddenTag
- Observe the production, distribution and consumption process without risk of forgery



### 1 Consumer monitoring

- Consumer purchase pattern and quantity analysis possible
- Analysis of intermittent time between purchases made by the same customer



### 2 Vendor monitoring

- Tracking unusual vendor activity
- Can analyze market success depending on specific distribution channels



### 3 Sale monitoring

- Monitoring sales status by time periods
- Distribution channel details by product available
- Can record time spent at each stage of distribution



### 4 Market monitoring

- Area distribution analysis by nation and city
- Monitoring areas of unusual distribution activity



## Monitoring Service

- Scan the GPS data → Global monitoring possible
- Available information:
  - Number of Scans
  - Country/ Scan location
  - Duplicated data monitoring



### 1 View all HiddenTag scan records

- Check the scan records of each product separately



### 2 Scan data statistics (number of scans, country of scan etc)

- Show different types of scan data through specific search criteria/filters(number of scans, country) and check graphs



### 3 Duplicate attempt detection

- Show overall scan statistics as well as statistics of suspicious scans

- When consumers scan any counterfeit labels, warning page pops up right away reporting the fake label on the HiddenTag app
- The information consumers can report include the details of the products and sellers. This information can be used to track/trace fake products



### ① Suspect the label

- Scan the label of suspicious product



### ② Check the fake label

- Check the label which reveals fake product



### ③ Report the fake label

- Report the fake label via HiddenTag App



### ④ Admin monitoring

- Monitor the report about fake labels via admin page in real-time

## User Registration Service

- Channels for collecting consumer data
- After-sales information service for the purchased products
- Using collected consumer data to create consumer-specific marketing strategies



### 1 Scan the labels

- Consumers scan the label on the product



### 2 Enter consumer's information

- Once consumers enter their information, the server records user information as related the product



### 3 HiddenTag provides consumer reports

- User information data reports can be delivered to brands daily, weekly or quarterly

# User Registration Service Case

## Case 1 HiddenTag unique codes can be used to register authentic products + Only registered products can be used company schemes



- ① Scan HiddenTag
- Consumers scan HiddenTag



- ② Authenticity verification and Construction registration
- After checking the authenticity of the product, register construction confirmation



- ③ Provide consumer data to brands
- Send consumer info to brands by email.
  - Brands can provide faster service by checking the registered construction certificate when the customer visits again

## Case 2 Use customer information for After-sales services



- ① Scan HiddenTag
- Provide HiddenTag label and product separately



- ② Check authenticity and register for warranty
- Consumers register their information after verifying the product authenticity
  - Once consumers register their information, brands can offer benefits such as warranty period extension etc
  - Consumers can attach the HiddenTag label after registering information



- ③ Provide user information report
- Send consumer information to brands by email.
  - Once consumers claim warranty, brands can check consumer information instantly and offer A/S service

- Stage plenty of marketing events through management of products
- Targeted Ads by language
- Various coupon drawing events



- ① Scan HiddenTag
- Scan HiddenTag label on the product



- ② Authentication page or Event winner page
- Pop-up of the general authentication page + random event winner pages
  - HiddenTag can be used to optimize marketing strategy access



# Event Service Case



- 1 Scan HiddenTag
  - Scan HiddenTag label on the product

- 2 Provide various event page randomly
  - Various event winner notification pages will pop-up when randomly chosen event winners scan the label

- 3 Certified event winners
  - Rewards will be provided once winner enters personal information
  - Certified process

## Promotional services utilizing global traffic

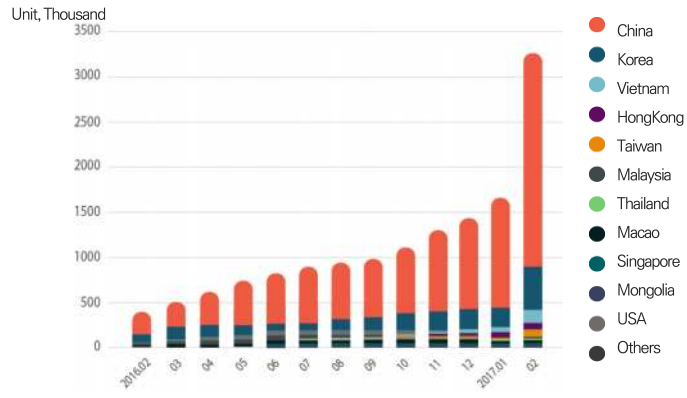
### 1 Mobile advertising services

- Various HiddenTag advertisement tools
- Targetted ads by language(Korea/Chinese/English/Vietnamese/Thai)



### 2 Genuine Store

- Promote/sell products to global consumers
- Increase reliability of products through HiddenTag
- Expansion of sales channels, investigation of local reaction



[HiddenTag App scan top ranking by country]



The daily number of WeChat mini program users  
**300 million**



The total number of Products protected by HiddenTag  
**400 million**



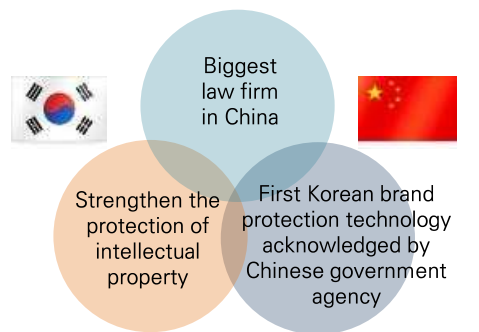
The value of products protected by HiddenTag  
**4 trillion won**



[ HiddenTag store ]

## Additional services available for brands exporting their goods

### Law firm service



- Strong alliance with firms to provide legal services → litigation in cases where HiddenTag detects illegal counterfeit operations
- Korean Litigation Agent–SANM (Law Firm specializing in intellectual property rights–copyrights, patent rights, trademark rights)
- Chinese Litigation Agent – YINGKE(Established in 2001, one of the biggest law firms in China with 7,000 lawyers)

### Export Voucher

- HiddenTag has been selected as an official organization of export voucher by KOTRA and KOSME for five consecutive years, from 2016 to 2020.

### Press Release



- Potential for promotion collaboration : collaborative press releases etc

## Customer's sales increase = Reliability improvement of HiddenTag®

CK&B's ultimate goal is to fully protect customers' contents and brand values promoting symbiotic growth

### Prevent from counterfeit attempts



- Protect the value of brands from counterfeit goods
- Increase consumers trust by direct engagement

### Improve customer satisfaction



- Enable brands to provide fast and efficient customer support service with the help of consumer information collected with the help of HiddenTag
- Using HiddenTag technology for marketing strategies

### Cost effective vendor and inventory management solutions



- With the help of the unique identifier of each product, It is possible to check product's sales and easily manage inventory
- Efficient marketing plan can be set based on scan data analytics

# Industry Credibility Number 1

HiddenTag has been chosen as the go-to product authenticity verification tool for various public institutions and associations



China Trade Association for Anti-counterfeiting  
First Korean company acknowledged by the Chinese government as an official anti-counterfeit solution



Korea International Trade Association  
Selected as K+ mark certification



Korea Trade-Investment Promotion Agency



Korea Broiler Council



Korea Fashion & Culture Development Agency

The highest number of references by industry

# 700

Over 700 brands has already partnered with HiddenTag



# Reference



## Reference

CLEWNCO

**CLEWNCO**

A collection of CLEWNCO skincare products including a bottle of cleanser and a box of cream. Next to them is a HiddenTag with the brand name and Korean text: "#클루앤코 #정품인증", "이문태그 옆 실지 후", "정품 확인 가능", "Check the authenticity after installing HiddenTag App".

FCMM

**FCMM**

A grey hoodie with the FCMM logo. Next to it is a HiddenTag with the brand name and Korean text: "#이유니 #정품인증", "이문태그 옆 실지 후", "정품 확인 가능", "Check the authenticity after installing HiddenTag App".

IUNIK

**IUNIK**

A glass bottle of IUNIK PROPOLIS VITAMIN E TRENDSY SERUM. Next to it is a HiddenTag with the brand name and Korean text: "#이유니 #정품인증", "이문태그 옆 실지 후", "정품 확인 가능", "Check the authenticity after installing HiddenTag App".

ECO NANO KOREA

**ECO NANO KOREA**

A large white plastic jug of ECO NANO KOREA cleanser. Next to it is a HiddenTag with the brand name and Korean text: "#이유니 #정품인증", "이문태그 옆 실지 후", "정품 확인 가능", "Check the authenticity after installing HiddenTag App".

rom&nd

A collection of rom&nd cosmetics including a compact, a tube of cream, and a bottle of serum. Next to them is a HiddenTag with the brand name and Korean text: "#이유니 #정품인증", "이문태그 옆 실지 후", "정품 확인 가능", "Check the authenticity after installing HiddenTag App".

SOME BY MI

**SOME BY MI**

A green cushion compact from SOME BY MI. Next to it is a HiddenTag with the brand name and Korean text: "#샘바이미 #정품인증", "이문태그 옆 실지 후", "정품 확인 가능", "Check the authenticity after installing HiddenTag App".

O!Oi

**O!Oi**

A white t-shirt with the O!Oi logo. Next to it is a HiddenTag with the brand name and Korean text: "#오이 #정품인증", "이문태그 옆 실지 후", "정품 확인 가능", "Check the authenticity after installing HiddenTag App".

NEIKIDNIS.

**NEIKIDNIS.**

A black backpack with the NEIKIDNIS logo. Next to it is a HiddenTag with the brand name and Korean text: "#이유니 #정품인증", "이문태그 옆 실지 후", "정품 확인 가능", "Check the authenticity after installing HiddenTag App".

MOONSHOT

**moonshot**

A glass perfume bottle and its box for MOONSHOT. Next to them is a HiddenTag with the brand name and Korean text: "#이유니 #정품인증", "이문태그 옆 실지 후", "정품 확인 가능", "Check the authenticity after installing HiddenTag App".

TANGLE ANGEL

**TANGLE ANGEL**

A collection of colorful hairbrushes from TANGLE ANGEL. Next to them is a HiddenTag with the brand name and Korean text: "#이유니 #정품인증", "이문태그 옆 실지 후", "정품 확인 가능", "Check the authenticity after installing HiddenTag App".

# Contact us



#409-412, SK V1 TOWER, 5, Seongsuil-ro 8-gil, Seongdong-gu, Seoul, S. Korea

(#409-412, SK V1 TOWER, 5, Seongsuil-ro 8-gil, Seongdong-gu, Seoul, S. Korea)

 4 min walking distance from exit 4 of Tukseom Station

 6 min walking distance from exit 1 of Seongsu Station



TEL +82 (0)2 - 453 - 8416

FAX +82 (0)2 - 453 - 8417

Sales Dept. sales@cknb.co.kr

Technique Dept. technology@cknb.co.kr

