

HiddenTag® PROPOSAL

HiddenTag® for Your Brand

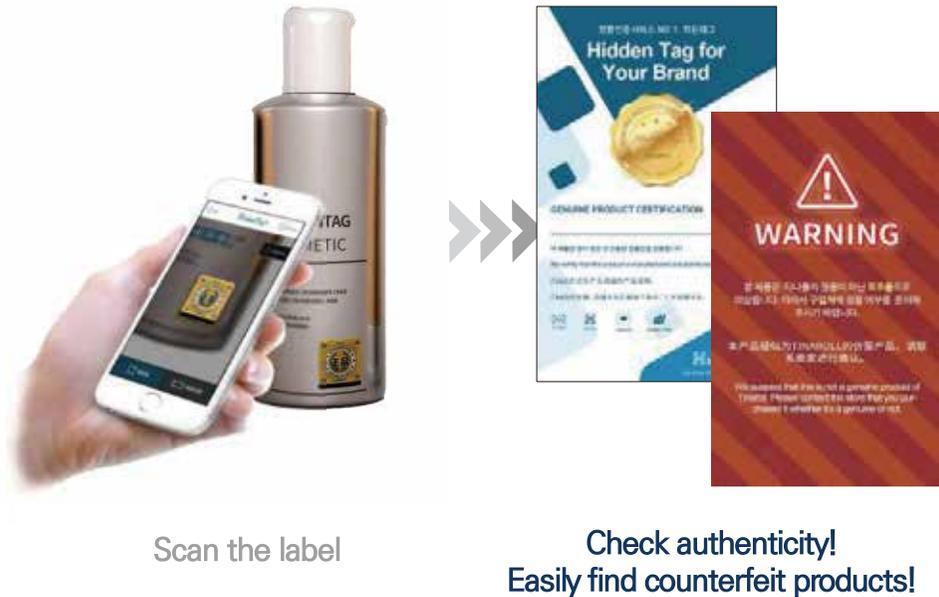


Company CK&B Co.Ltd.
Established December 3, 2007
CEO Ki-Hyeok Bae
Business parts Product Authenticity Verification Service, Mobile Solution, Multimedia Solution, Content DNA
Address #409-412 5, Seongsuil-ro 7-gil, Seongdong-gu, Seoul, Korea
TEL/FAX +82 (0)2 - 453 - 8416 / +82 (0)2 - 453 - 8417
Homepage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



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



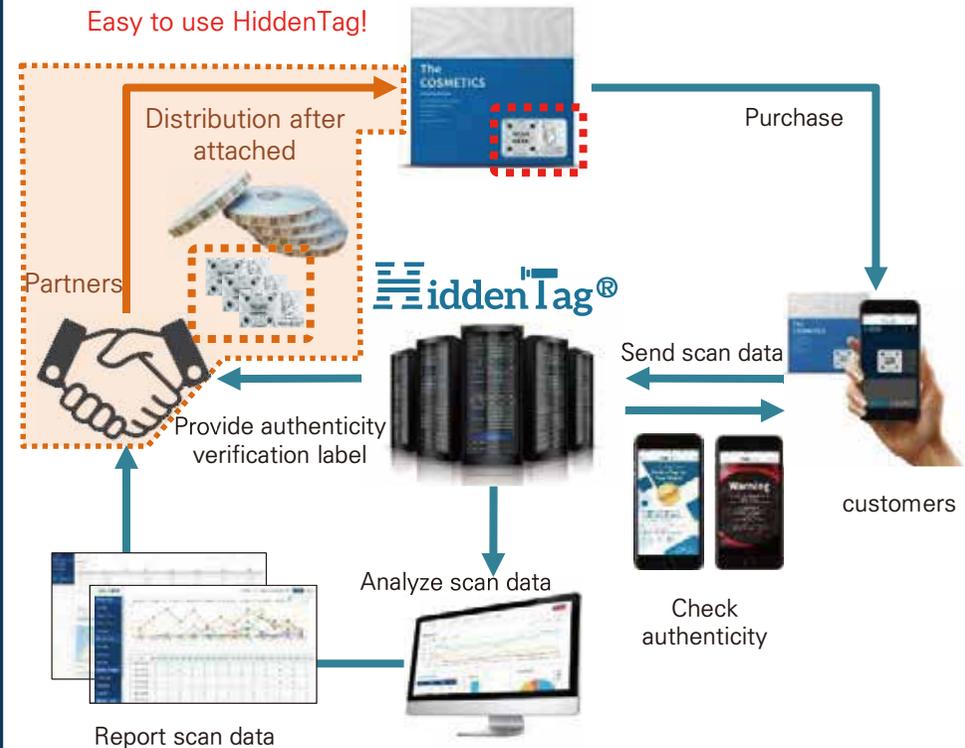
- Authenticity verification possible via HiddenTag app
- Provide the services by 7 different languages for global customers

HiddenTag server



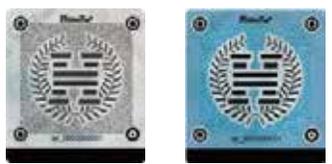
- Produce the label data, collect authentication data and analysis
- Check authenticity and additional services available
- Analyze scan data

The process of HiddenTag introduction



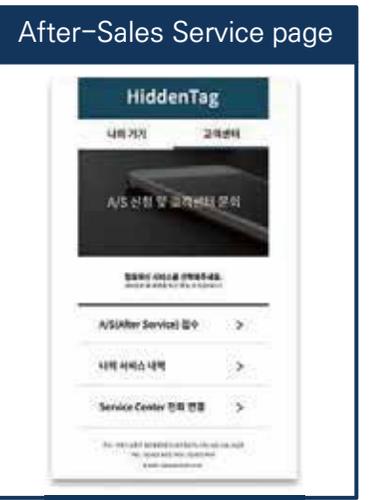
HiddenTag Delivery Types

HiddenTag allows brands to have customized designs of the labels

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

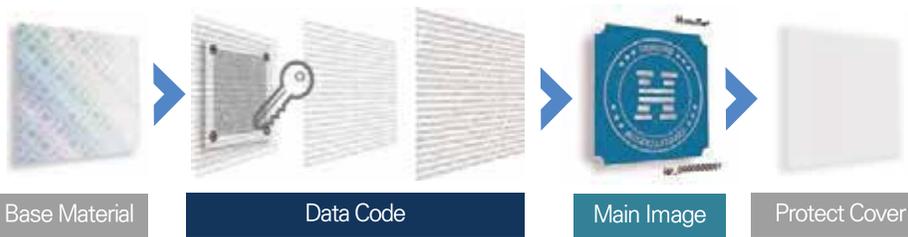


Competitive Technology

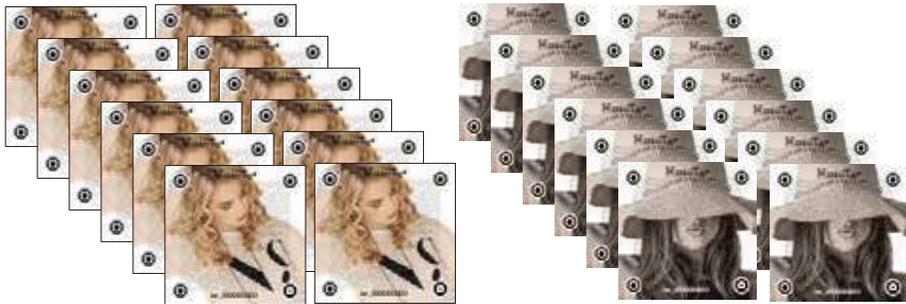
Each label has an embedded identification
 “Digital + Analogue” – authenticity verification secure label

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

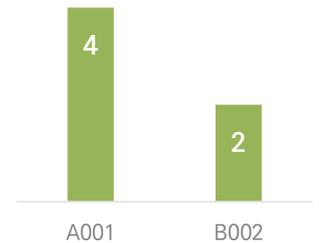
Division	Hologram	Material	QR Code	RFID/NFC	HiddenTag®
Way of authenticity	Analog	Analog	Digital	Digital	Digital
Image					
Features	<ul style="list-style-type: none"> Vulnerable to counterfeit Few effective authentication solutions 	<ul style="list-style-type: none"> Verification purpose susceptible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

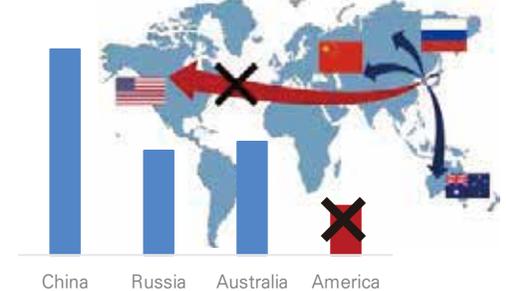


- Tracking and tracing illegal counterfeits example:

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



Identifying counterfeits through tracing abnormal/illegal distribution networks



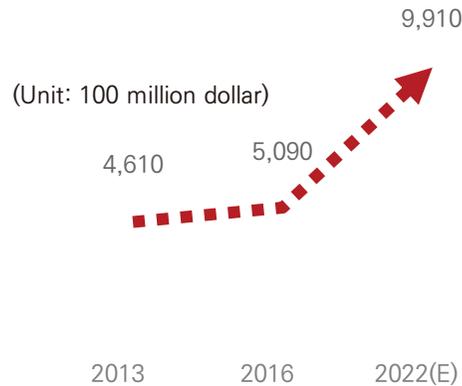
Today's illegal counterfeit market

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

Fight against counterfeit

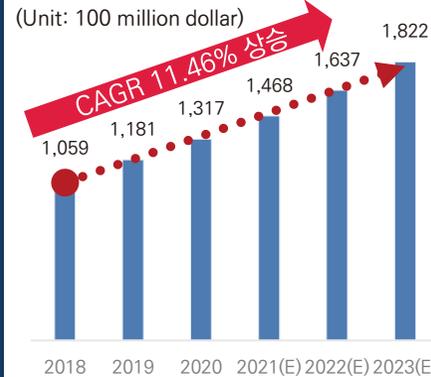


Trends in counterfeit trading



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

How severe is the problem?

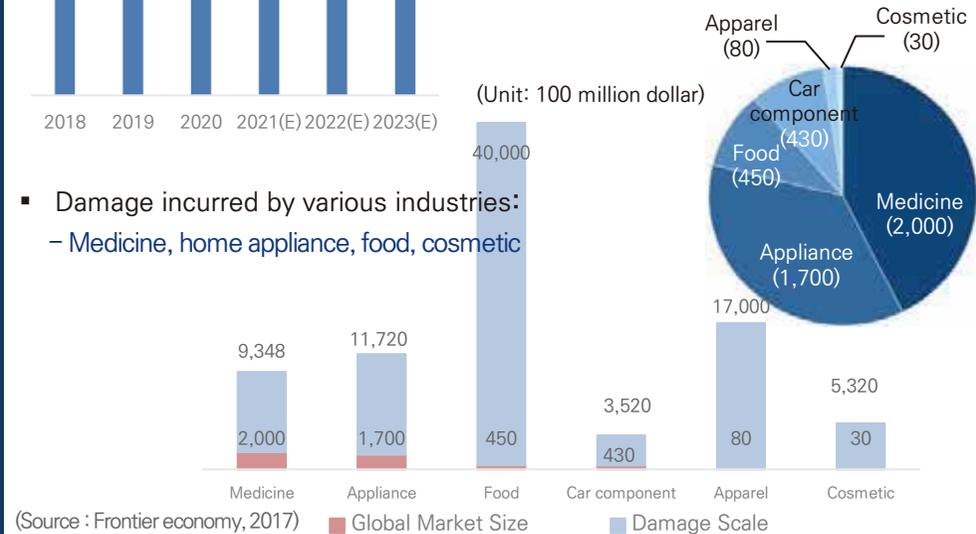


Size of the illegal market

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



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)

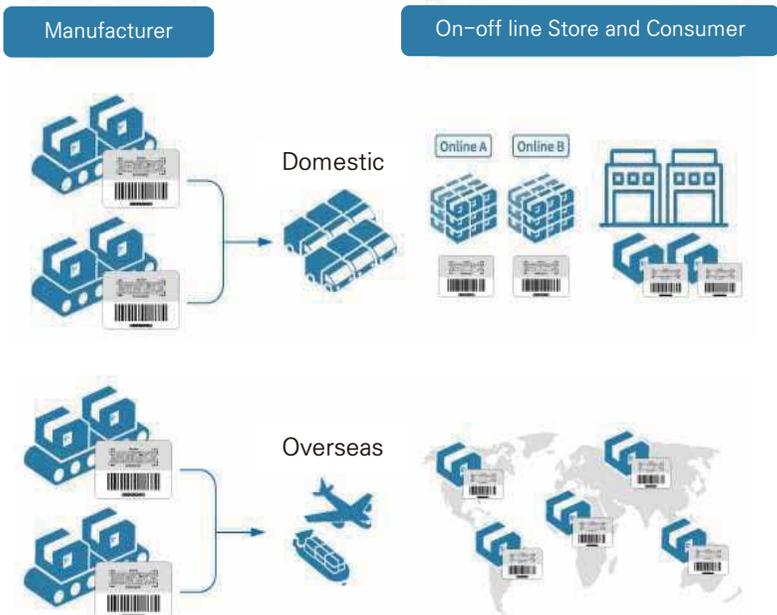
- Admin can manage and insert bulk information
- Check each individual scanned record

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



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



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

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



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



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

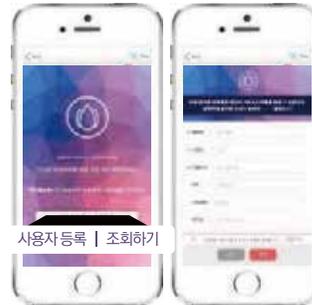
Case 2

Use customer information for After-sales services



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



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



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

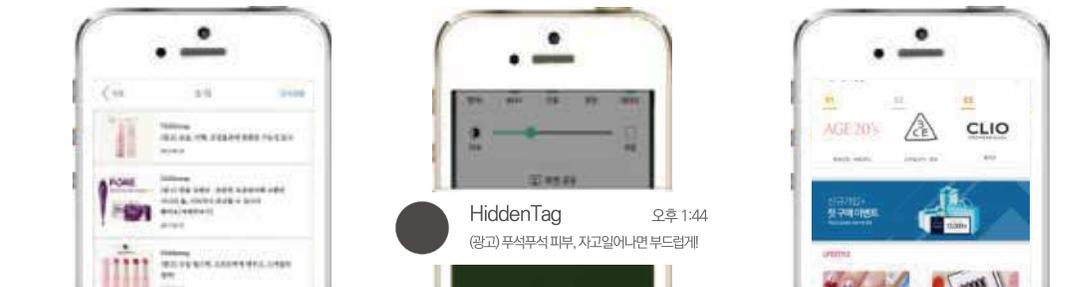
3 Certified event winners

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

Promotional services utilizing global traffic

Mobile advertising services

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



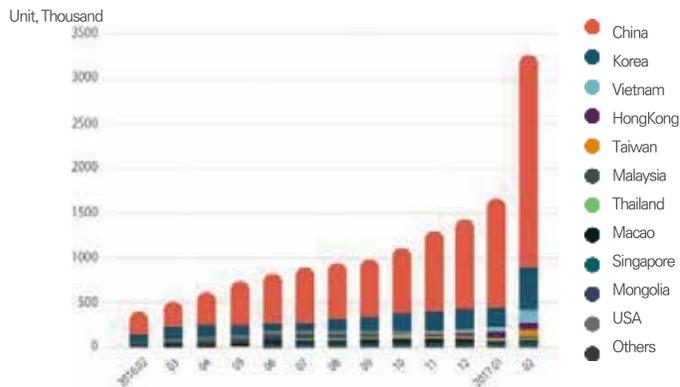
[In box]

[Push Notification of HiddenTag App]

[Banner Ad area]

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

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

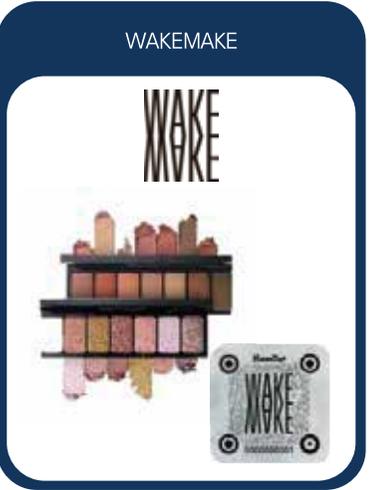
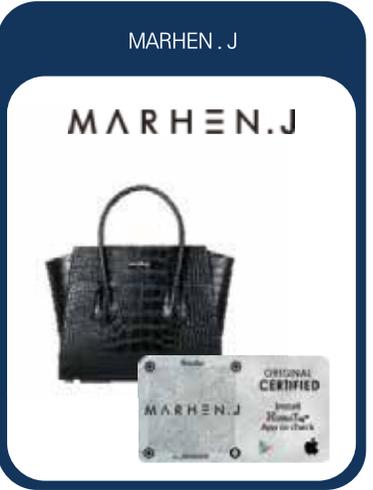


Korea Fashion & Culture Development Agency

The highest number of references by industry

1000

Over 700 brands has already partnered with HiddenTag





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



 INSTAGRAM
@hiddentag_world

 LINE
@HiddenTag

TEL +82 (0)2 - 453 - 8416

FAX +82 (0)2 - 453 - 8417

Sales Dept. sales@cknb.co.kr

Technique Dept. technology@cknb.co.kr