

HiddenTag® PROMOTION SERVICE

HiddenTag® for Your Brand



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Established : December 3,2007

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Business parts : Product Authenticity Verification Service, Mobile Solution, Multimedia Solution, Content DNA

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Homepage : www.hiddentag.com

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Service overview (2p ~ 6p)

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Service types (7p ~ 10p)

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Usage of administrator page (11p ~ 14p)

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We provide an administrator page that allows you to measure package and label design, production, promotion effectiveness, and control progress.

Just attach a label to start the promotion and see the results at once



Provides an administrator page to measure effectiveness and control progress

SUMMARY

Event Management

Push Management

User Management

Label Management

Log-out

Download HiddenTag app	Total number of labels	Total number of scans	Label not scanned
6,763,413	174,000	42,025	131,975
Run the HiddenTag app	Number of scans per day	Number of scans per week	Number of scans per month
12,893,091	564	3,785	42,025
HiddenTag scan	All users	Push delivery	Event Management
11,009,731	4,581	34,567	5

Real-time popular products				
no	Product name	Label quantity	Cumulative scan	Scan rate
1	Apple juice	34,000	20,000	58%
2	Cucumber juice	30,000	15,000	50%
3	Yuzu juice	50,000	5,000	10%
4	Carrot Juice	10,000	1,525	15%
5	Plum juice	50,000	500	1%

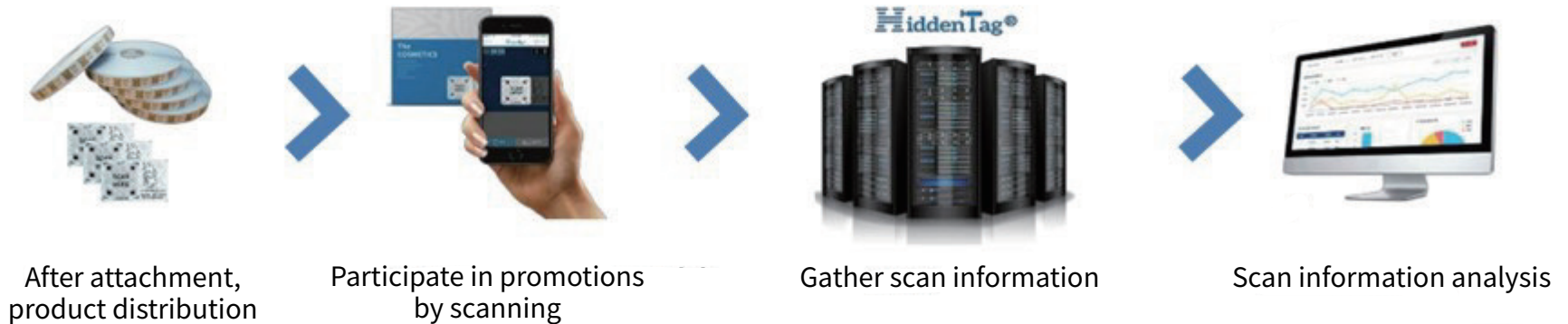
Real-time user rankings					
NO	ID	Count	IQR n.	Location	Time
1	CXNB	11245678	1245678	48-3, Jongno-gu, Seoul	2023-05-17 11:20:01
2	CHD	91011211	91011211	48-4, Jongno-gu, Seoul	2023-05-17 11:31:08
3	TALK	31431561	31431561	48-3, Jongno-gu, Seoul	2023-05-17 11:27:20
4	CAT	71811002	71811002	48-5, Jongno-gu, Seoul	2023-05-17 11:30:28
5	PGI	12221242	12221242	48-6, Jongno-gu, Seoul	2023-05-17 11:25:26

Online/offline linkage through “digital + analog” convergence where each label is given a unique ID

Individual data is assigned to the same design, making it impossible to distinguish with the naked eye.



Proceed with promotions just by attaching a HiddenTag, participate in promotions just by scanning the HiddenTag



Secure customers through HiddenTag



- Hidden Tag APP cumulative downloads: 6.8 million
- More than 11 million scan histories

GLOBAL APP、Hidden Tag



- Global App, Hidden Tag
- Used in more than 200 countries (Korean/English/Japanese/Chinese/Russian/Vietnamese/Indonesian)
- * Additional support planned

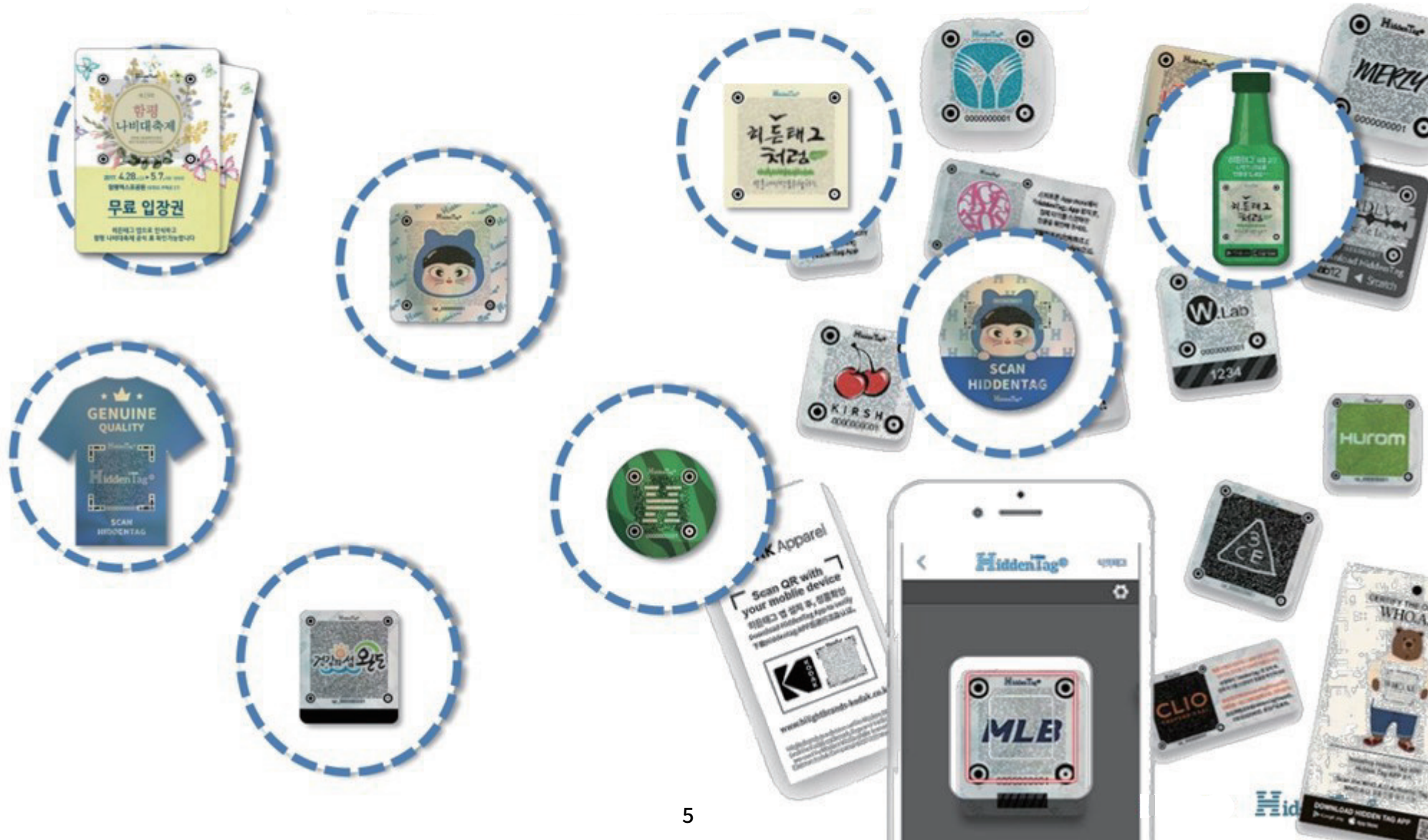
Easy promotion introduction and implementation



- Introduction of the promotion ended with the attachment of a HiddenTag label
- Participate in promotions with just one scan

Service Provision Type

Customized design that reveals the brand's characteristics and promotional purpose



Hidden Tag designs not only labels, but also packages and goods.



<Pouch>



<Bottle label>



<Goods>



<Single box>

Purpose of introducing HiddenTag Promotion Service Why introducing HiddenTag Promotion Service?

HiddenTag Promotion Service		Brand promotion (Start-up)	Sales increase (Growth)	Customer Management (Maturity)
APP Promotion	Insert full APP banner	V	V	V
	PUSH all alarms	V	V	V
	Insert APP banner selection			V
	PUSH select alarm			V
Label Promotion	Random Prize Promotion		V	V
	Savings Promotion		V	V
	Roulette promotions		V	V
Landing page	Customer promotion and SNS linkage	V	V	V
	Link to customer shopping mall		V	V
	Register promotion participant information			V
Promotion Management	Promotion Manager Page		V	V

Promotion to secure customer contact through global APP HiddenTag



① Insert APP banner

- Promoting brands and promotions
- Insertion possible by country/OS

② Insert APP pop-up

- Insert pop-up at the start/end of the APP
- Insertion possible by country/OS

③ PUSH alarm

- Promotion start and end notifications
- PUSH alarm can be sent for each target

Use Promotional Labels

Landing page promotion that you can participate in with just one scan of the promotion label



① Random Prize Promotion

- Randomly exposed winning landing page

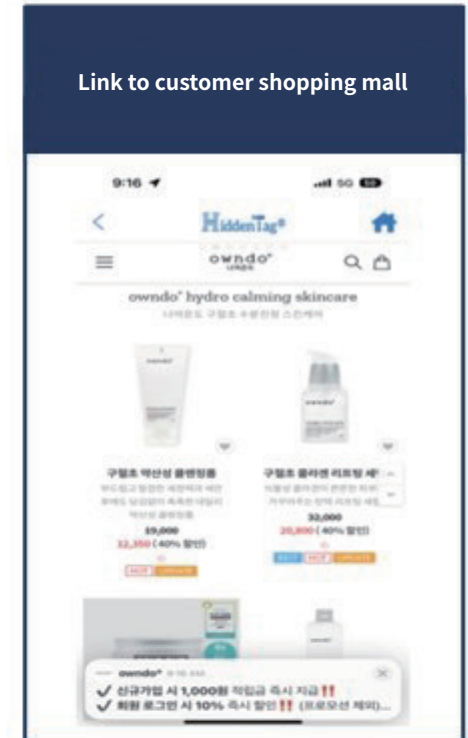
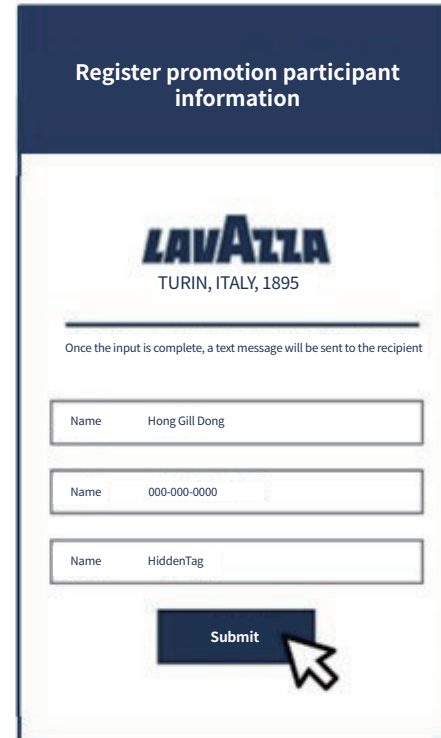
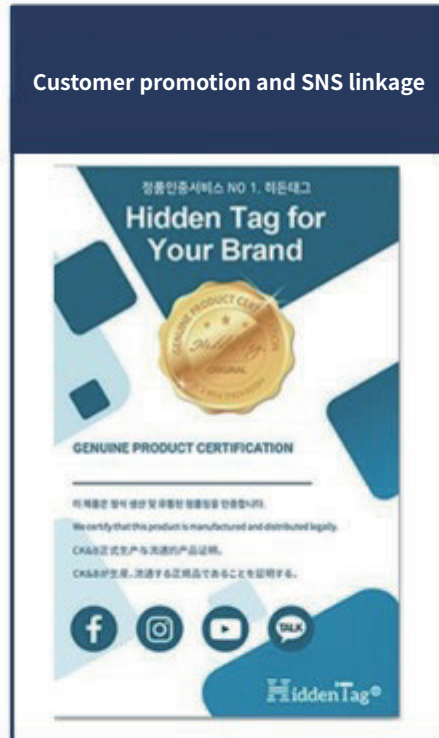
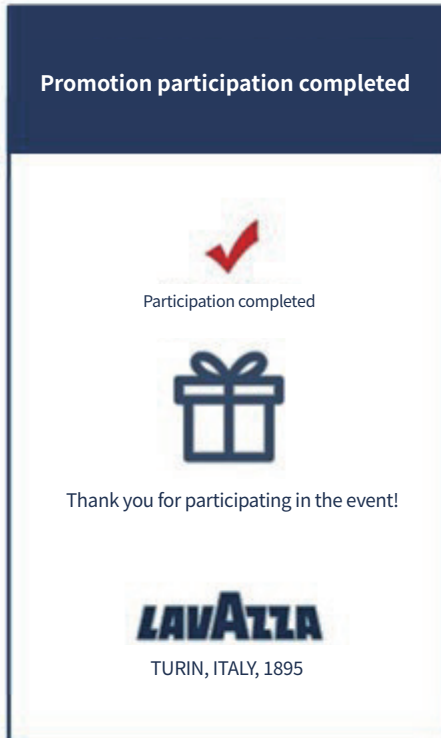
② Savings Promotion

- Displays the cumulative number of scans
- When accumulated for certain number of times, customer can apply for product

③ Roulette Promotion

- Random product selection through roulette

Promotion, reward provision, customer information collection, and product purchase all at once



Inconveniences that come with carrying out promotions

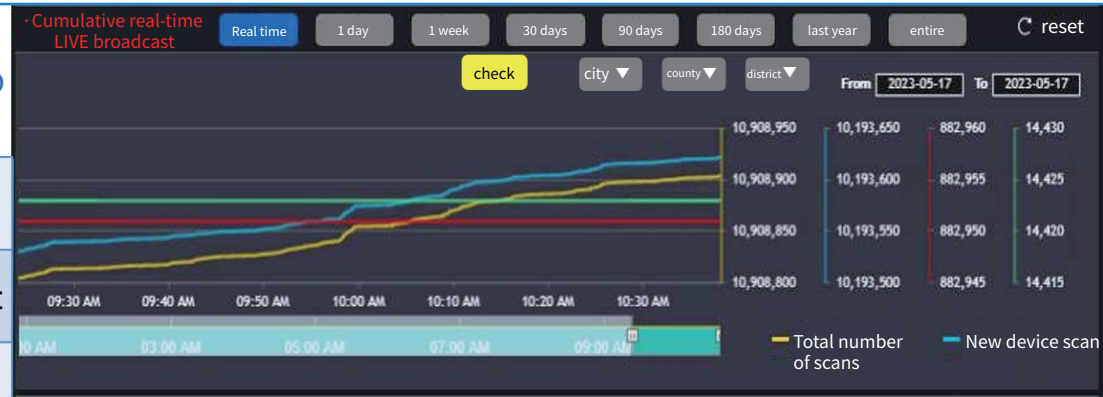
- 1 Offline promotions are difficult to track and track progress!
- 2 It's not easy to find out how many people, what age group, and gender participated in the promotion!
- 3 We need more diverse indicators to measure promotion effectiveness!
- 4 It takes a lot of time to analyze data for progress results!

Administrator page can be customized according to the purpose of promotion

SUMMARY	PROMOTION MANAGEMENT	PUSH MANAGEMENT
<ul style="list-style-type: none"> • Check the total number of labels and scans • Real-time scan labels • Real-time popular products • Real-time participant scan rankings + Rescan rate by age + Popular areas (map) + Comparison of scan volume before and after promotion + Comparison of scan volume before and after PUSH 	<ul style="list-style-type: none"> • Promotion list • Delivery status by promotion • Real-time winner confirmation + Effects and rankings before and after promotion + Real-time winning location (map) + Comparison of scan volume before and after promotion + Product information management + Manage shipping required label winners + confirmation and status of new Delivery address entry 	<ul style="list-style-type: none"> • PUSH list • Check scan for each sent alarm • Full alarm list + Compare effects (map/scan confirmation graph) + Rescan rate ranking by alarm + Popularity ranking by age/region/time + Check coupon usage and ranking (table/graph)
USER MANAGEMENT	LABEL MANAGEMENT	ACCOUNT MANAGEMENT
<ul style="list-style-type: none"> • Real-time scan user list • Check users by age • Review management + Top user management + Real-time scan locations + Age ratio by number of scans 	<ul style="list-style-type: none"> • Label management for each product • Issue label management • Estimated label order quantity and ordering + Comparison of popular areas + Compare sales quantity 	<ul style="list-style-type: none"> • Create and delete accounts • Grant permissions for each account

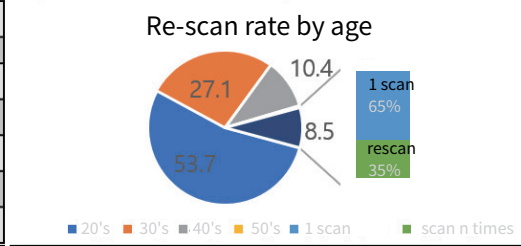
(* general functions, * additional functions)

- HiddenTag®
- SUMMARY
- Event Management
- Push Management
- User Management
- Label Management
- Log-out



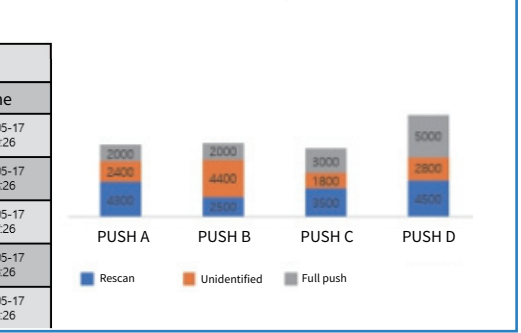
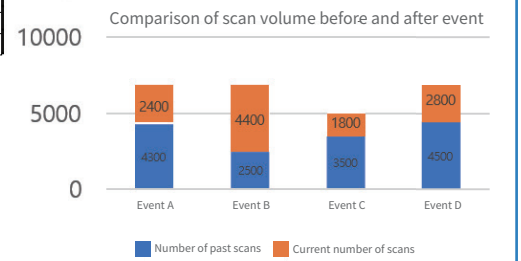
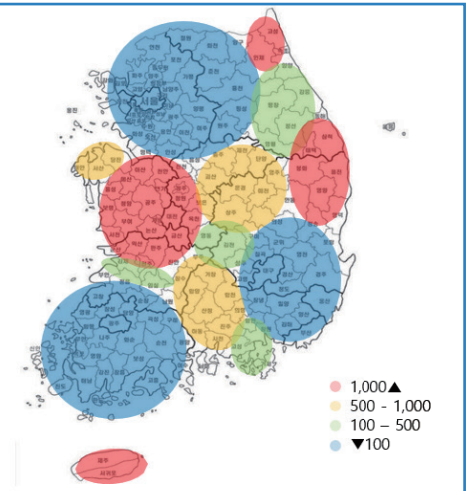
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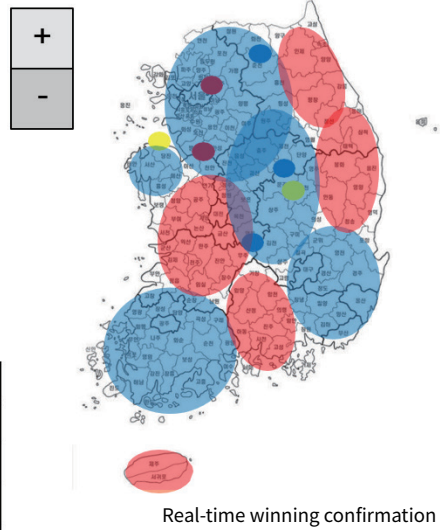
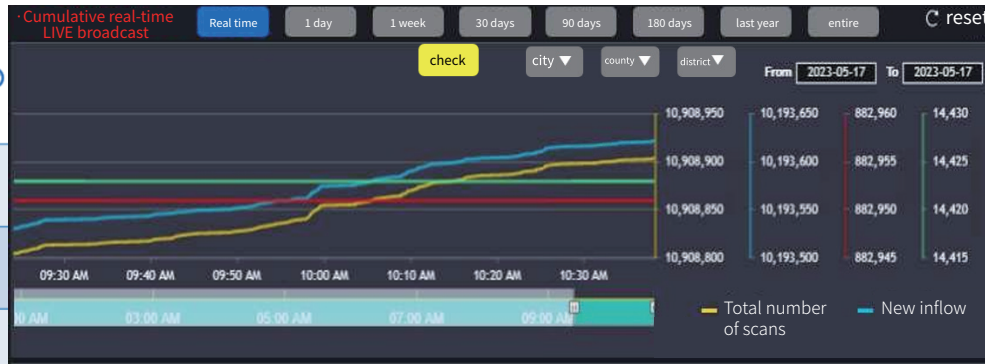
Real-time user rankings					
NO	ID	Count	IQR n.	Location	Time
1	CKNB	13245678	13245678	48-3, Jongno-gu, Seoul	2023-05-17 11:29:26
2	CHO	91011121	91011121	48-4, Jongno-gu, Seoul	2023-05-17 11:28:26
3	TALK	31415161	31415161	48-3, Jongno-gu, Seoul	2023-05-17 11:27:26
4	CAT	71819202	71819202	48-5, Jongno-gu, Seoul	2023-05-17 11:26:26
5	PIG	12223242	12223242	48-6, Jongno-gu, Seoul	2023-05-17 11:25:26

Real-time scan				
NO	ID	IQR n.	Location	Time
1	CKNB	13245678	48-3, Jongno-gu, Seoul	2023-05-17 11:29:26
2	CHO	91011121	48-4, Jongno-gu, Seoul	2023-05-17 11:28:26
3	TALK	31415161	48-3, Jongno-gu, Seoul	2023-05-17 11:27:26
4	CAT	71819202	48-5, Jongno-gu, Seoul	2023-05-17 11:26:26
5	PIG	12223242	48-6, Jongno-gu, Seoul	2023-05-17 11:25:26



Through the management page, you can manage information such as prize exhaustion status, real-time winner age, gender, and location.

- 
- SUMMARY**
- Event Management
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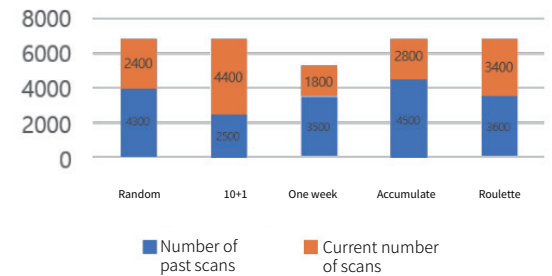


Event List				
NO	Event name	Event area	Event period	Check
1	Event name	Nationwide	Entire	<input checked="" type="checkbox"/>
2	10+1	Nationwide	Entire	<input type="checkbox"/>
3	Event name	Seoul City	May 2023	<input type="checkbox"/>
4	Event name	Seoul City	entire	<input type="checkbox"/>
5	Event name	Seongdong-gu	May 17, 2023	<input type="checkbox"/>

Delivery status by event						
NO	Event name	Possible	Winning	Input	Delivery	Completion rate
1	Random prize	25	20	5	10	40%
2	10+1	Infinite	-	-	-	100%
3	One week scan king	3	2	2	1	33.3%
4	Cumulative scan king	1	1	0	0	0%
5	Spin the roulette	5	5	As soon as	-	100%

Real-time winner confirmation						
NO	ID	IQR n.	Location	Date	Winning item	Check shipping information
1	CKNB	12345678	48-3, Jongno-gu, Seoul	2023-05-17 11:29:26	TV	<input checked="" type="checkbox"/>
2	CHO	91011121	48-4, Jongno-gu, Seoul	2023-05-17 11:28:26	1 bottle of soju	<input type="checkbox"/>
3	TALK	31415161	48-3, Jongno-gu, Seoul	2023-05-17 11:27:26	10% Discount coupon	<input type="checkbox"/>
4	CAT	71819202	48-5, Jongno-gu, Seoul	2023-05-17 11:26:26	1 bottle of soju	<input type="checkbox"/>
5	PIG	12223342	48-6, Jongno-gu, Seoul	2023-05-17 11:25:26	Dyson	<input type="checkbox"/>

Event name	Before	After	Effect	Ranking
Random prize	4,300times	6,700times	+2,400 (155% ↑)	3rd
10 + 1	2,500times	6,900times	+4,400 (276% ↑)	1st
One week scan king	3,500times	5,300times	+1,800 (151% ↑)	4th
Cumulative scan king	4,500times	7,300times	+2,800 (162% ↑)	2nd
Spin the roulette	3,600times	3,400times	-200 (94% ↓)	5th



Search		Wining product	TV
Delivery address	48-4, Seongdong-gu, Seoul	Invoice confirmation	<input checked="" type="checkbox"/>

New Brand Launch Promotion



① Insert APP banner

Promote your brand to 6.8 million potential customers
(Selectable insertion possible by language/OS)



② Link to customer shopping mall

Encourage immediate purchase after clicking on banner
(Link to homepage or product page)



③ HiddenTag promotion

Scan the HiddenTag attached to the product



④ PUSH alarm

Customer management and purchase inducement through selective PUSH sending
(PUSH delivery by category)



⑤ Promotion administrator page

Check promotion progress and results, send PUSH



⑥ Random discount coupon promotion

Randomly issued discount coupons



⑦ Register customer information

Collect information by entering customer information before issuing discount coupons
(Used as marketing data later)



① HiddenTag promotion

Scan the hidden tag attached to the product
(Promotion is carried out just by attaching a label)

② Savings promotion

Promotion based on the number of scans earned
(No need to develop new APP)

③ Promotion administrator page

Check promotion progress and results, send PUSH

④ PUSH alarm

Customer management and purchase inducement
through selective PUSH sending
(PUSH delivery by category)



⑦ Promotion administrator page

Confirmation of winners and delivery of prizes

⑥ Register customer information

Collect information by entering customer information
before applying for a product
(Used as marketing utilization data in the future)

⑤ Savings promotion

After completing accumulation,
connect to product application page



Free self-APP development and maintenance costs	Prevent selective participation and duplicate winnings	Easy promotion and management
		
<ul style="list-style-type: none"> Effective marketing strategies can be established by setting targets during promotions based on collected data Link from promotion participation to product purchase through connection to promotion landing page and product purchase page 	<ul style="list-style-type: none"> Use the same design label with individual data Can determine the number of times each label is scanned 	<ul style="list-style-type: none"> CK&B's own server collection and administrator page can be checked Collection of time/region/user data just by participating in promotions Check new/accumulated participation status by category
Increasing sales through promotions	Promoting the brand to 6.8 million users worldwide	Attract customers with PUSH alarms tailored to their needs
		
<ul style="list-style-type: none"> Effective marketing strategies can be established by setting targets during promotions based on collected data Link from promotion participation to product purchase through connection to promotion landing page and product purchase page 	<ul style="list-style-type: none"> 2.5 million exposures per year (based on APP banner) Promotions by operating system and language Increased sales through the influx of potential customers through new brands and promotions Promote immediate purchase through direct connection to homepage (product page) 	<ul style="list-style-type: none"> Promotions appropriate for the purpose are carried out by sending PUSH alarms to all or selective Hidden Tag users Induce interest by sending PUSH alarms according to the user's interest category Promote repurchase through effective PUSH alarm through collected data after promotion Check inflow through PUSH alarm



Blocally



Lavazza



Ugly Chic



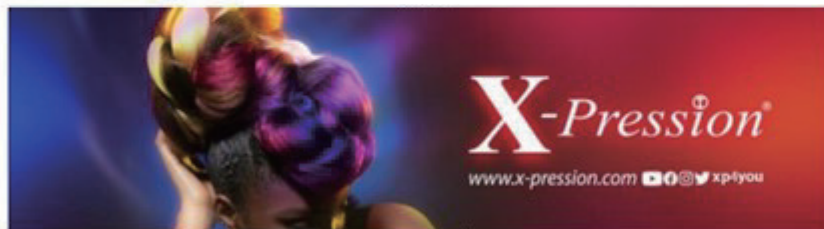
Lucella



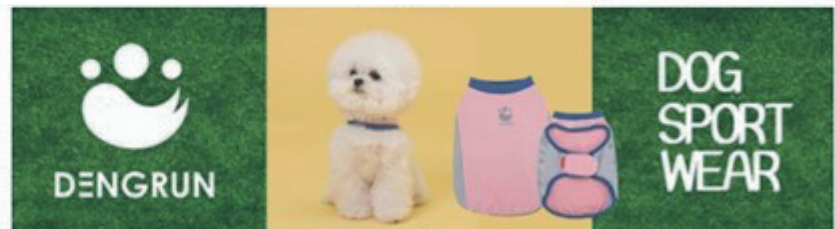
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Mmlg

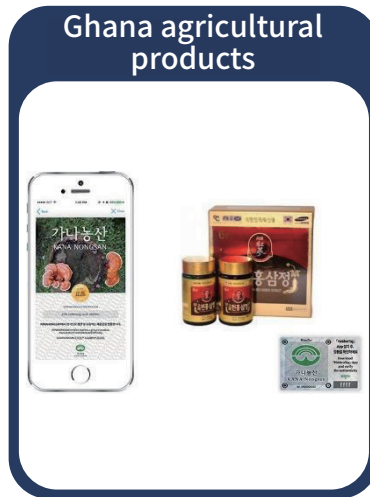
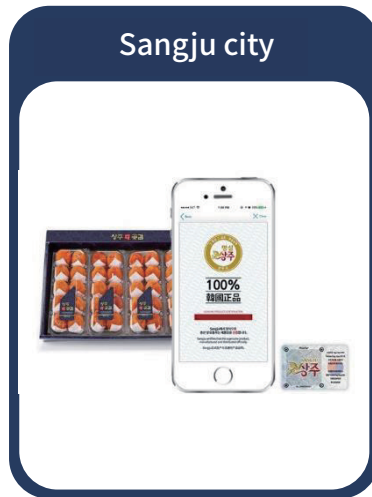
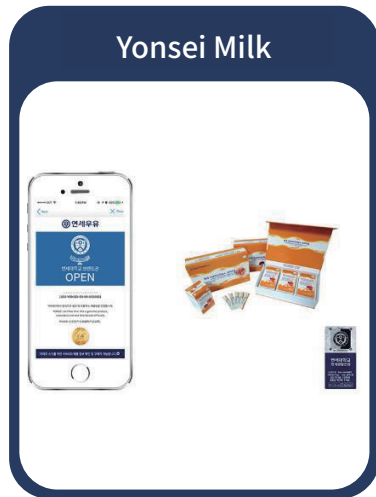
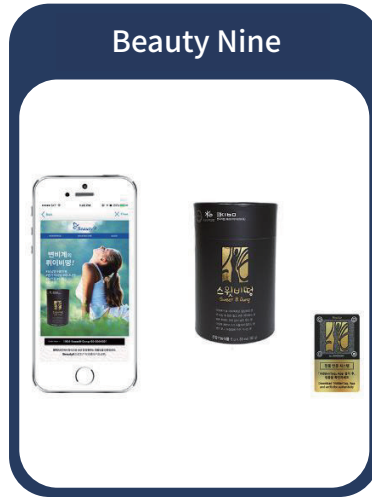
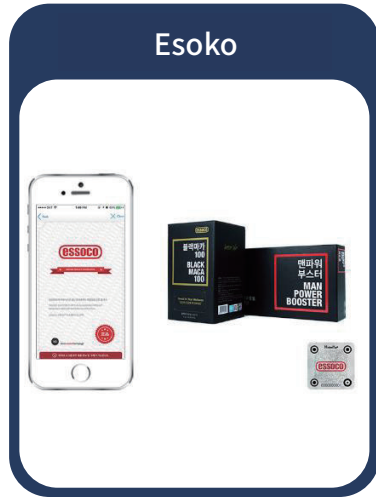


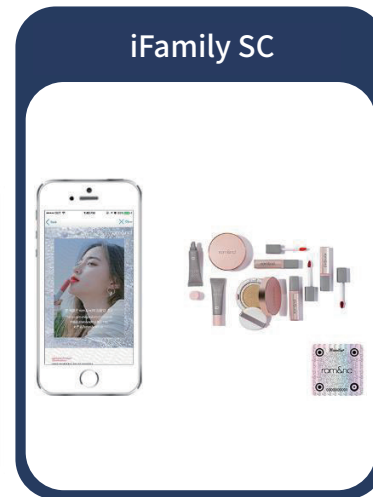
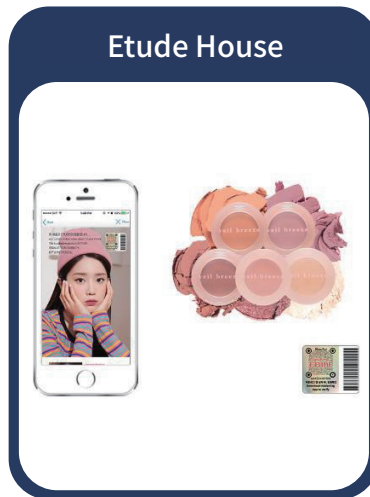
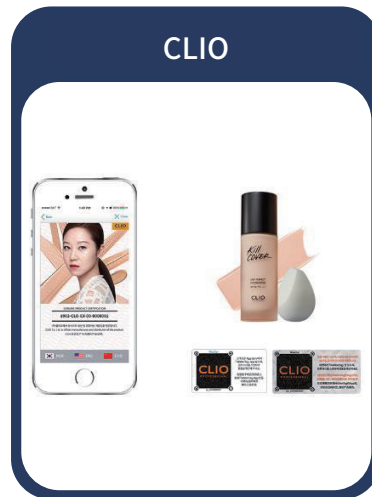
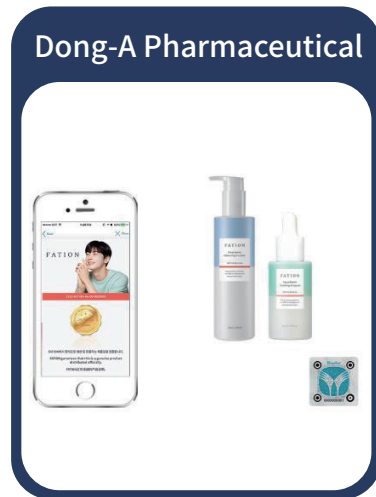
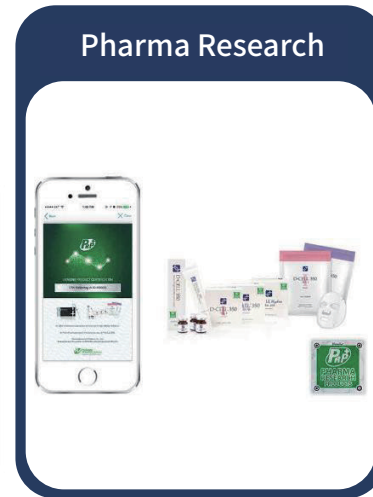
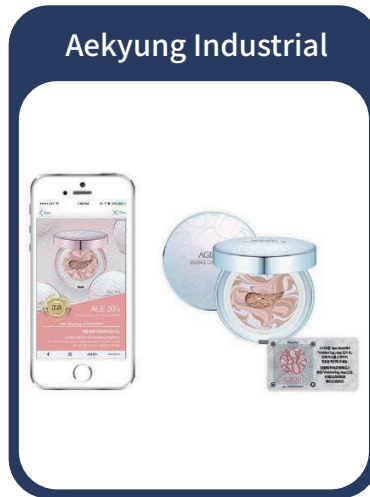
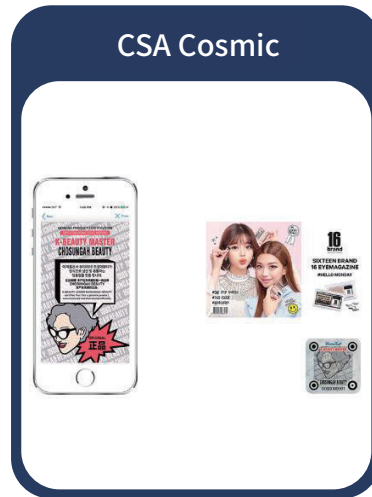
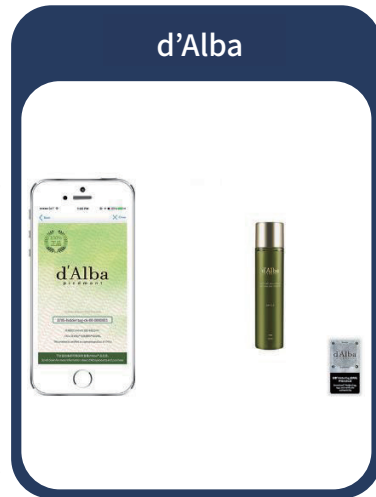
Solpia

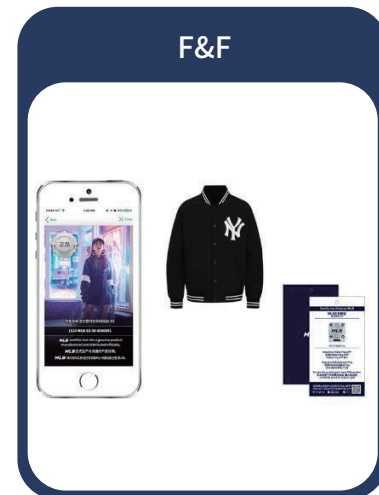
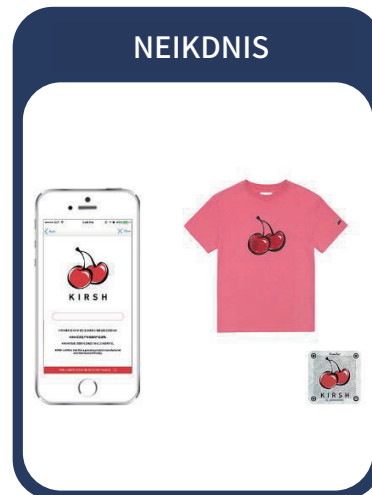
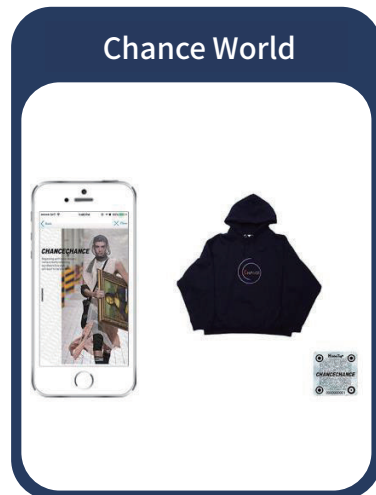
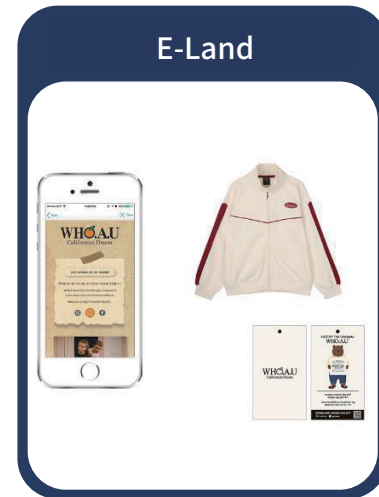
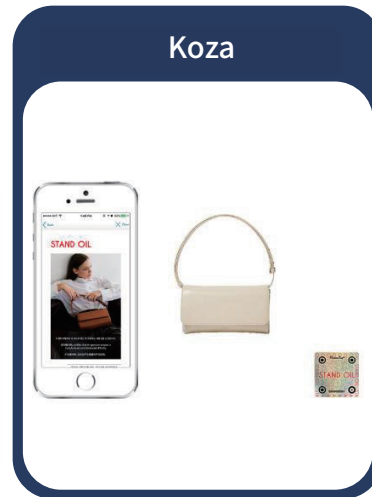
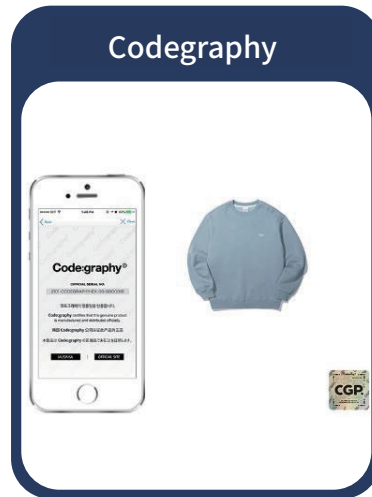
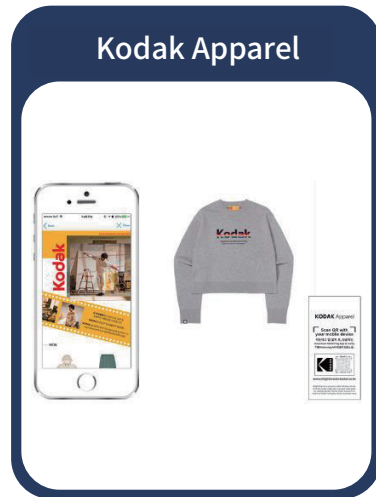


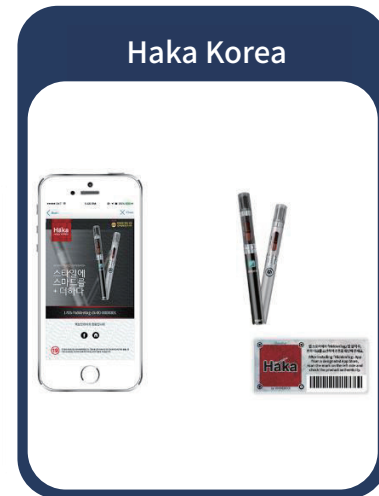
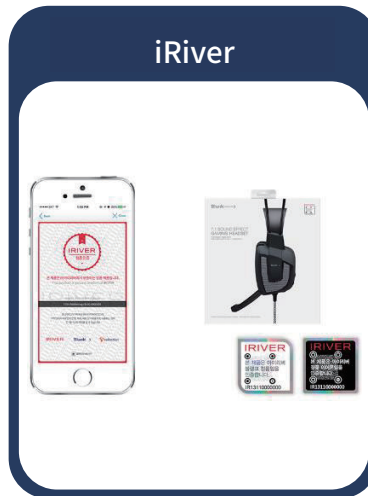
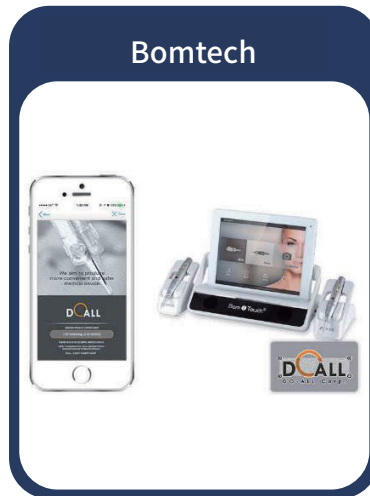
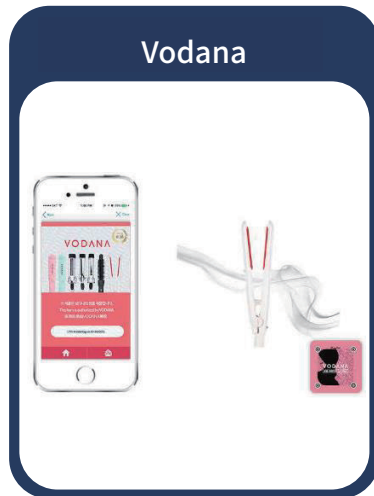
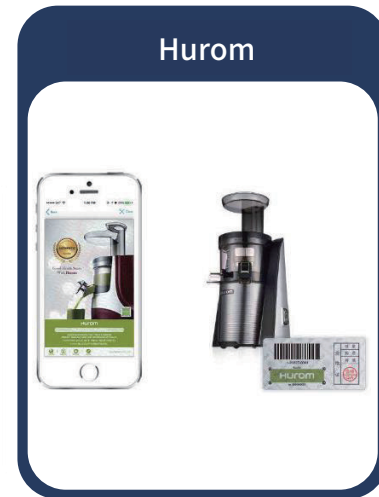
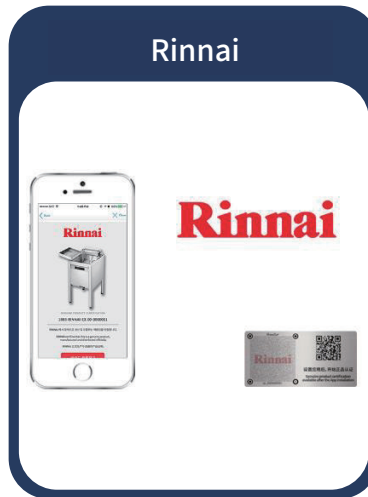
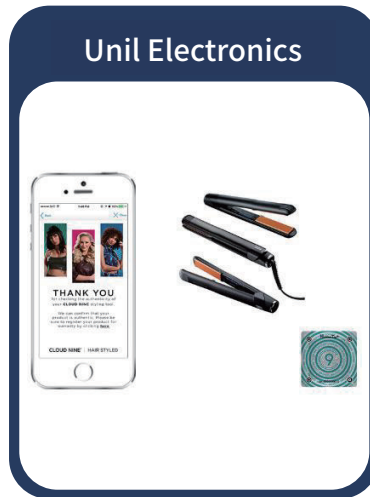
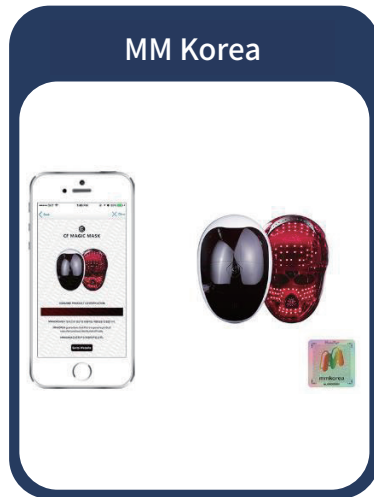
Dengrun

References (Food)









Dongkuk Pharmaceutical



Hyundai Meditech



Seventy One Global



GC Green Cross



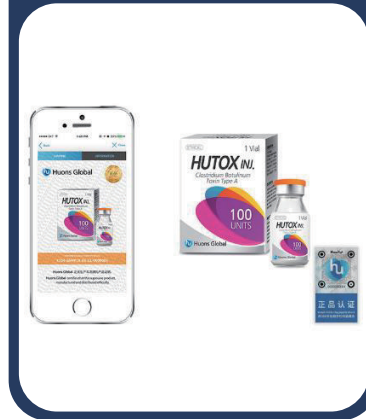
Anguk Pharmaceutical



J Medical Inter



Huons



Medihub

