

# HiddenTag® PROMOTION SERVICE

HiddenTag® for Your Brand



Company : CK&B Co.Ltd.

Established : December 3,2007

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

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**Service overview (2p ~ 6p)**

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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

| Event Management | Download HiddenTag app | Total number of labels  | Total number of scans    | Label not scanned         |
|------------------|------------------------|-------------------------|--------------------------|---------------------------|
|                  | 6,763,413              | 174,000                 | 42,025                   | 131,975                   |
| User Management  | 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 |                |                 |           |
|----------------------------|----------------|-----------------|-----------|
| Product name               | Label quantity | Cumulative scan | Scan rate |
| Apple juice                | 34,000         | 20,000          | 88%       |
| Cucumber juice             | 30,000         | 15,000          | 50%       |
| Yuzu juice                 | 30,000         | 8,000           | 27%       |
| Carrot Juice               | 10,000         | 1,225           | 12%       |
| Plum juice                 | 50,000         | 800             | 1%        |

| Real-time user rankings |       |          |                         |
|-------------------------|-------|----------|-------------------------|
| Rank                    | Count | IQR n.   | Location                |
| 1                       | CKNB  | 11245678 | 48-5, Jongsro-gu, Seoul |
| 2                       | CHO   | 91011221 | 48-4, Jongsro-gu, Seoul |
| 3                       | TALK  | 31451561 | 48-5, Jongsro-gu, Seoul |
| 4                       | CAT   | 71811002 | 48-5, Jongsro-gu, Seoul |
| 5                       | PLG   | 12221242 | 48-6, Jongsro-gu, Seoul |

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

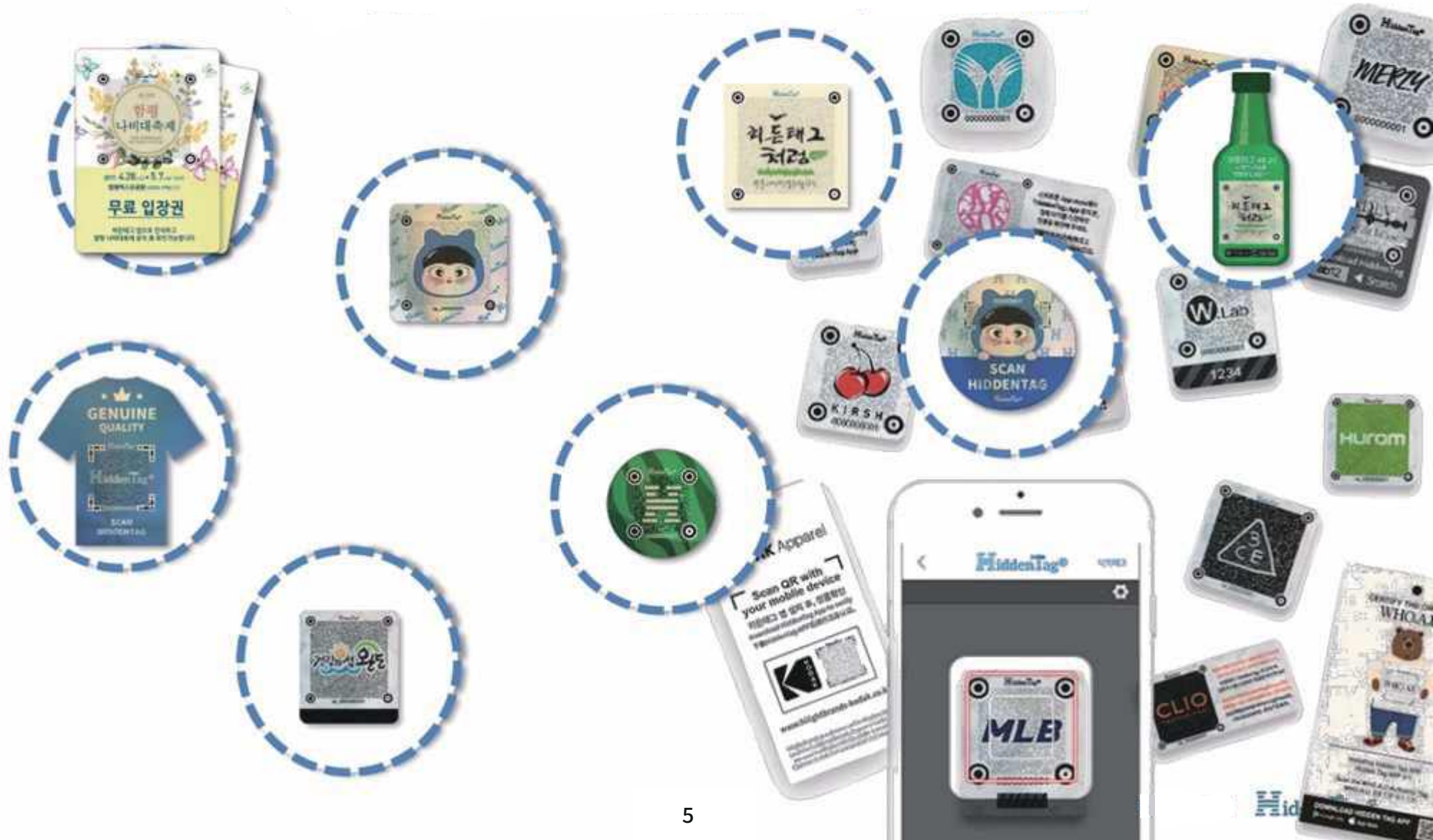
### Easy promotion introduction and implementation



- 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



## Service Provision Type

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



<Pouch>



<Goods>



<Bottle label>



<Single box>

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

| HiddenTag Promotion Service |  | Brand promotion<br>(Start-up) | Sales increase<br>(Growth) | Customer Management<br>(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

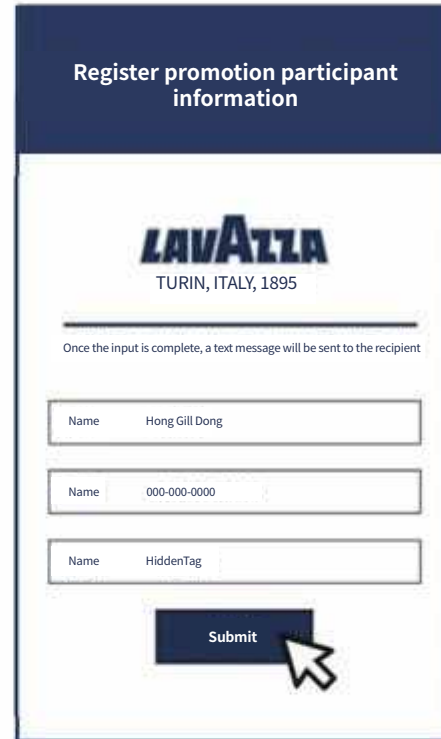
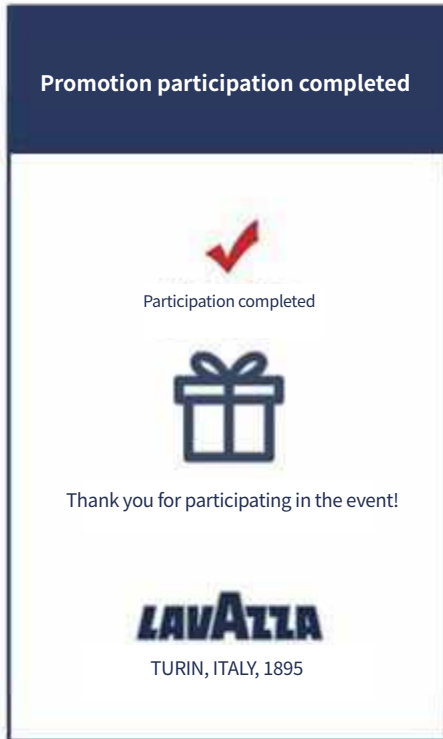
**② Savings Promotion**

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

(\* general functions, \* additional functions)



Cumulative real-time LIVE broadcast

Real time | 1 day | 1 week | 30 days | 90 days | 180 days | last year | entire | reset

check | city | county | district | From 2023-05-17 To 2023-05-17

**SUMMARY**

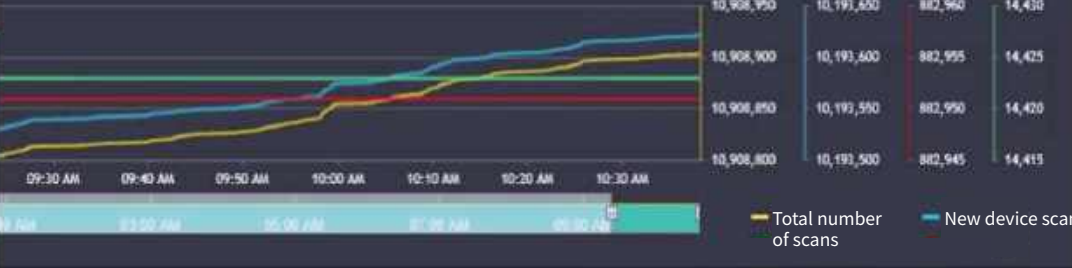
Event Management

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**

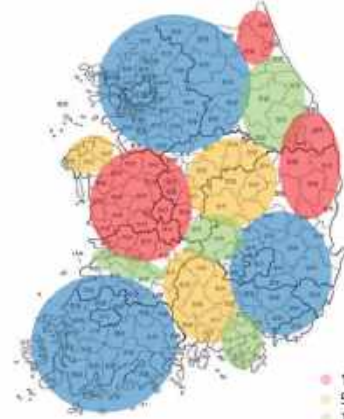
| NO | ID   | Count    | IQR n.   | Location               | Time                |
|----|------|----------|----------|------------------------|---------------------|
| 1  | CKNB | 13245678 | 13245678 | 48-3, Jongno-gu, Seoul | 2023-05-17 11:29:26 |
| 2  | CHO  | 91011121 | 91011121 | 48-4, Jongno-gu, 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 |

**Re-scan rate by age**

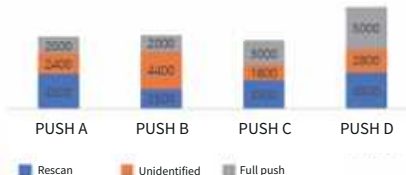




Comparison of scan volume before and after event




Number of past scans (blue), Current number of scans (orange)



Rescan (blue), Unidentified (orange), Full push (grey)


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



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

-Cumulative real-time LIVE broadcast Real time 1 day 1 week 30 days 90 days 180 days last year entire reset

check city county district From 2021-05-17 To 2021-05-17

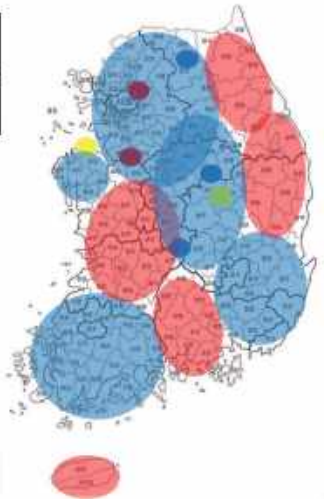


10,908,950 10,193,650 882,960 14,430  
 10,908,900 10,193,600 882,955 14,425  
 10,908,850 10,193,550 882,950 14,420  
 10,908,800 10,193,500 882,945 14,415

— Total number of scans — New inflow

| 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"/>            |

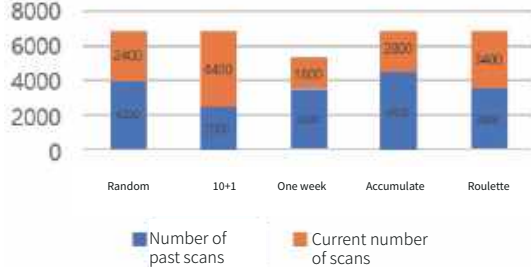
| Delivery status by event |                      |          |         |            |          |                 |
|--------------------------|----------------------|----------|---------|------------|----------|-----------------|
| NO                       | Event name           | Possible | Winning | 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 winning confirmation

| Delivery address          |                 | Search   |                      | Winning product                     | TV |
|---------------------------|-----------------|----------|----------------------|-------------------------------------|----|
| 48-4, Seongdong-gu, Seoul | Delivery status | Shipping | Invoice confirmation | <input checked="" 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     |



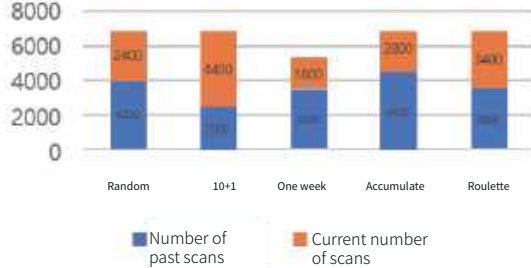
8000  
6000  
4000  
2000  
0

Random 10+1 One week Accumulate Roulette

■ Number of past scans ■ Current number of scans

| Real-time winner confirmation |      |         |                        |                     |                     |                            |
|-------------------------------|------|---------|------------------------|---------------------|---------------------|----------------------------|
| NO                            | ID   | IQR n.  | Location               | Date                | Winning item        | Check shipping information |
| 1                             | CKNB | 124078  | 48-3, Jongno-gu, Seoul | 2023-05-17 11:29:26 | TV                  |                            |
| 2                             | CHD  | 883112  | 48-4, Jongno-gu, Seoul | 2023-05-17 11:28:26 | 1 bottle of soju    | Give it away right away    |
| 3                             | TALX | 814599  | 48-3, Jongno-gu, Seoul | 2023-05-17 11:27:26 | 10% Discount coupon | Give it away right away    |
| 4                             | CAT  | 787802  | 48-5, Jongno-gu, Seoul | 2023-05-17 11:26:26 | 1 bottle of soju    | Give it away right away    |
| 5                             | PCV  | 1122342 | 48-6, Jongno-gu, Seoul | 2023-05-17 11:25:26 | Dyson               |                            |

| 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     |
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| Cumulative scan king | 4,500times | 7,300times | +2,800 (162% ↑) | 2nd     |
| Spin the roulette    | 3,600times | 3,400times | -200 (94% ↓)    | 5th     |



# 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



# Introduction Effect

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



Blocally



Lavazza



Ugly Chic



Lucella



Owndo



Mmlg



Solpia



Dengrun

Esoko



Beauty Nine



Pacific Lab



Donghwasu Oriental Medical Clinic



Yonsei Milk



Sangju city



Ghana agricultural products



Korea Meat Association



d'Alba



CSA Cosmic



Aekyung Industrial



Pharma Research



Dong-A Pharmaceutical



CLIO



Etude House



iFamily SC



Kodak Apparel



Codegraphy



Koza



E-Land



Chance World



OIOI

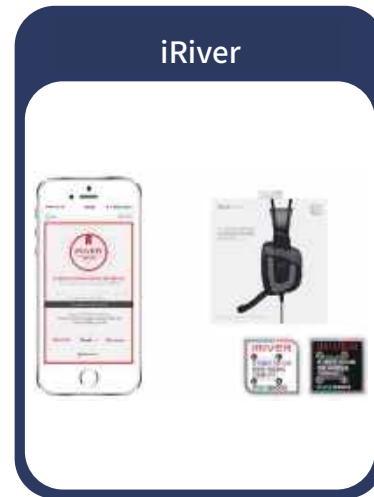
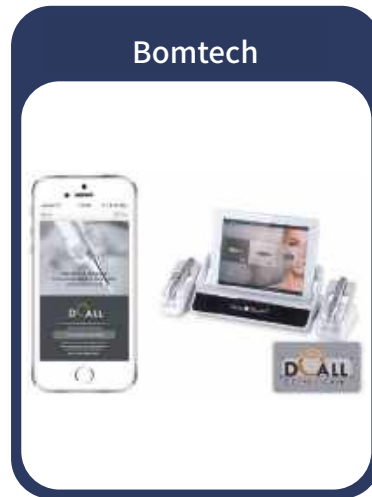
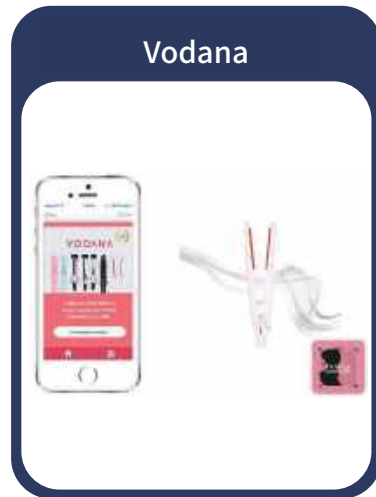
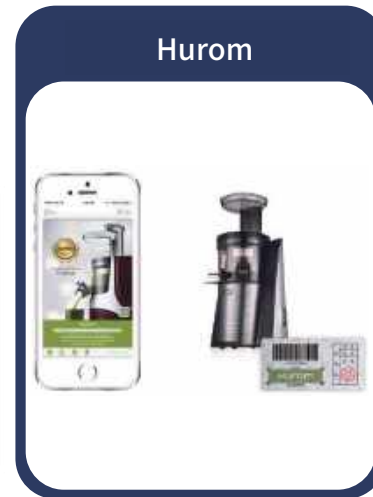
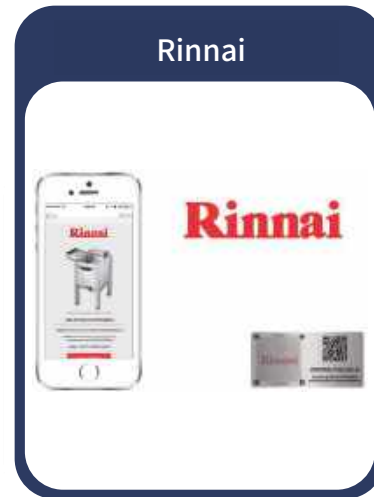
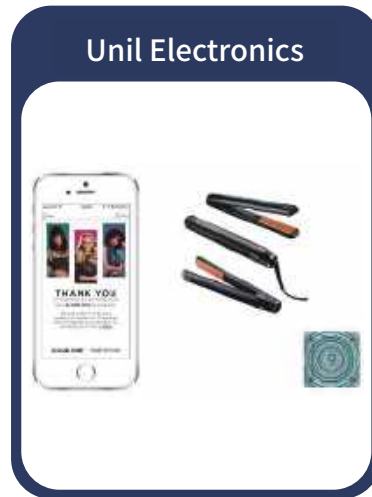
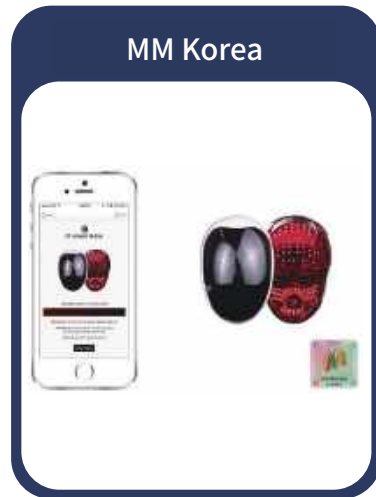


NEIKDNIS



F&F





Dongkuk Pharmaceutical



Hyundai Meditech



Seventy One Global



GC Green Cross



Anguk Pharmaceutical



J Medical Inter



Huons



Medihub

