HiddenTag®

fashion proposal

HIDDENTAG

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01

Service Outline

By being the most simple product verification method,
Hidden Tag is easy-to-use and provides certainty with its security.

Service Intro

- Technology
- Tutorial
- Characteristics and Strengths

Service Make-up

- Process
- Label Forms
- Mobile App
- HIDDENTAG Server

Other services

- Distribution Service
- Brand Control
- Promotion Service

References

- Apparel
- Bags
- Shoes
- Others

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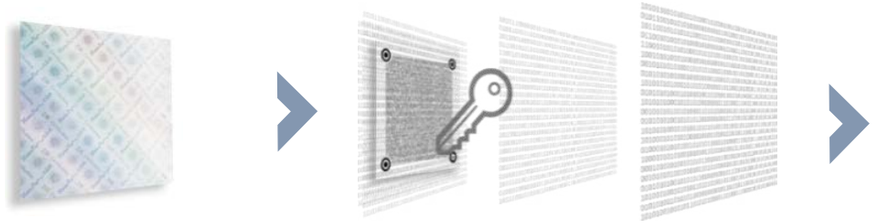
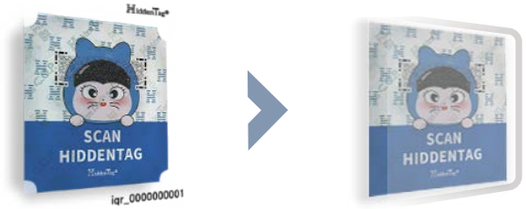
Service Outline Technology



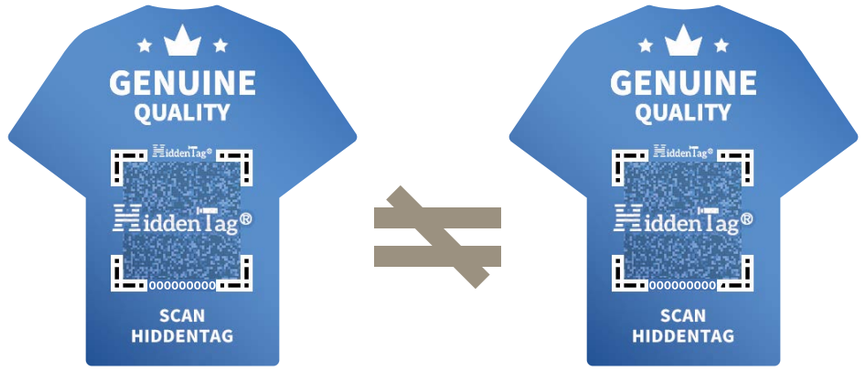
Base Material | Data Code



Main Image | Protect Cover

HIDDENTAG's Original Technology: Watermark

Possesses watermark technology that embeds concealed encrypted data into digital contents Makes modification impossible with its specialized encrypted technology



The images may look the same, but different info

With each label's unique code, counterfeits can be traced

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Service Outline Tutorial

Scan labels with Hidden Tag's app

Confirm product authenticity through the landing page

After purchase, anyone can check the product with their smartphone

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Entry in the global market makes optimal service possible

Official Export Voucher Organizations, KOTRA(Korea Trade-Investment Promotion Agency) & KOSME(Korea SMEs and Startups Agency)

Procurement of the only Technology Certificate in Korea from China Trade Association for Anti-counterfeiting

◆ Hidden Tag is the first domestic company to pass the technology verification process from China Trade Association for Anti-counterfeiting(CTAAC) in 2016 and extend its validity in 2019

◆ Certified as the first official Korean organization to provide counterfeit data in 2019

Securement of rich technological competitiveness based on a multitude of intellectual property rights

◆ Possession of foreign intellectual property rights from America, Japan, China, and Vietnam originating from its domestic patent to carry out safe service

◆ Possession of 30 types of patents, domestic and foreign

Providing foreign corporate management and worldwide service

◆ Managing the establishment of branches and agencies in various countries to provide smooth service for foreign clients

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Service Outline

Characteristics and Strengths

Entry in the global market makes optimal service possible
Official Export Voucher Organizations, KOTRA (Korea Trade-Investment Promotion Agency) & KOSME(Korea SMEs and Startups Agency)

Global Product Verification Service

- Hidden Tag is used by consumers from more than 180 countries and has maintained its position as #1 for product verification service and cumulative downloads
- Supports Korean, Chinese, English, Japanese, Vietnamese, Indonesian, & Russian

Drawing ways to collaborate with client companies through active global expansion

- Through consumer reports, Hidden Tag can partner you with a public institution in China and carry out an effective counterfeit regulation service
- Protecting corporations that couldn't secure trademark rights in China and providing the base to safely increase sales of client companies

Acquiring ICP for online Chinese business

- Acquired ICP verification for operation of online Chinese services and launched a mobile messaging application, a mini app WeChat, which is approaching 1,000,000,000 users

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Service Makeup Process

Process to implement a simple service
From meeting to issuance of tax invoice, we can assist you in a timely fashion

01 HIDDENTAG Meeting

02 Signed Proforma Invoice and Contract

03 Printing Confirmation Stage

04 Label Production

05 Delivery

06 Issuance of tax invoice

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Service Makeup Label Forms

Hangtag/Warranty Card with label/direct printing

Material

- Snow Paper
  200 / 300g
- Royal Paper
- Oatmeal Bianco
- Verona

It is possible to produce with a recyclable such as Ecopaper/Acopack.

Care Label

Material

- Silver Paper
- White Paper
- Nylon Cross
- Taffeta

It is possible to produce as an attachment

Label Material

Aurora

This material is made by inputting aluminum into a hologram film and adding on a sticker label.

Holohram

This material is made by adding high quality transparent hologram film on sticker label.

VOID

Called VOID, when the label is removed, a VOID mark appears and the removed lettering appears on the sticker, making it a material that leaves a mark.

Please inquire separately about other materials/specifications/types.

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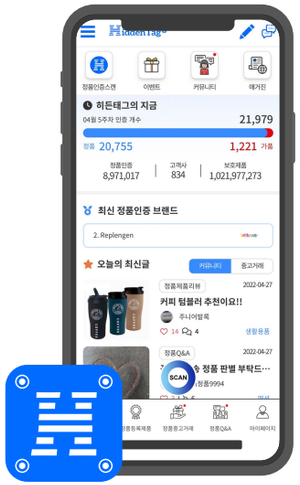
Service Makeup Mobile App



1. HiddenTag detection app for users

- Providing user convenience that makes security verification possible for anyone with a smartphone
- Providing 7 language services for global users

2. Main functions

- Label scan fucntion
- Counterfeit report function
- Providing each client company's product information
- Collection of users' usage pattern

Service Makeup HIDDENTAG Server

1. Generating Label Image Data

- Linkage of client company info & product data
- Generating a unique INDEX for each label

2. Verifying Label Data

- Distinguishing genuine/counterfeits and responding to other app services
- Detecting the label's originality

3. Various Statistics and Admin Function

- Analysis of Label Data Generation and Collection of Detection Data
- B2B/B2C Data Accumulation and Processes
- Possible to provide Monitoring Report

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Other services

Distribution Service

Hidden Tag's Distribution Management

With the number given to each product, it is possible to grasp the distribution flow from manufacturing to consumer purchase at a glance

※Please inquire separately for specifics.

Storage/Delivery Scan Method
Product Storage/Delivery using a smartphone

Vendor Company
Possible to track between company and individual item

Retail Store
Possible to grasp item/ Distribution route/ IQR unique info

Consumer
Possible to grasp distribution flow through consumer's scanned activity

Features
Issuing a unique number to individual items and tracking
It is possible to grasp the distribution route at a glance

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Hidden Tag's Brand Control

Using Hidden Tag's data collected in real-time, it is possible to monitor whten, where, and how many times your product has been scanned.

Example image

※Please inquire separately for specifics

Make - up

- Observation of the current status in real-time
- Comparison of trend by time period
- Grasping rank of country
- Confirming current status of non-distributing countries
- Grasping Rank of Consumer share, Detection device
- Generating Comprehensive Report Data

Service Outline

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Promotion Service

Consumers participate in events by scanning the label attached to products and companies perform an immediate judgement analysis of the current status of ongoing events, embodying an integrative service that can give feedback to consumers.

Promotion Admin System

- Possible to confirm scanned info in real-time
- Confirm promotion winners
- Sending PUSH notifications and list management
- Confirming Consumers info(Age, preference survey)
- Individual Label Management by Product

※ Please inquire separately for specifics

[Inserting APP banner]

[Point Promotion]

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02

References

HIDDENTAG has been selected as a formal verification mark of the public institution association and boasts its #1 credibility in the business world.

Approximately 1000 companies have held hands with Hidden Tag.

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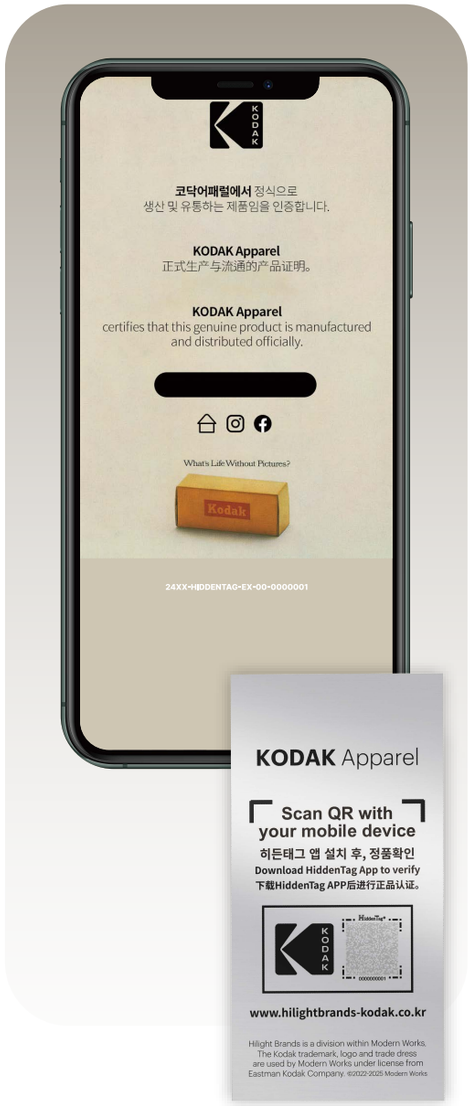
WHO.A.U Californian Dream

KODAK Apparel



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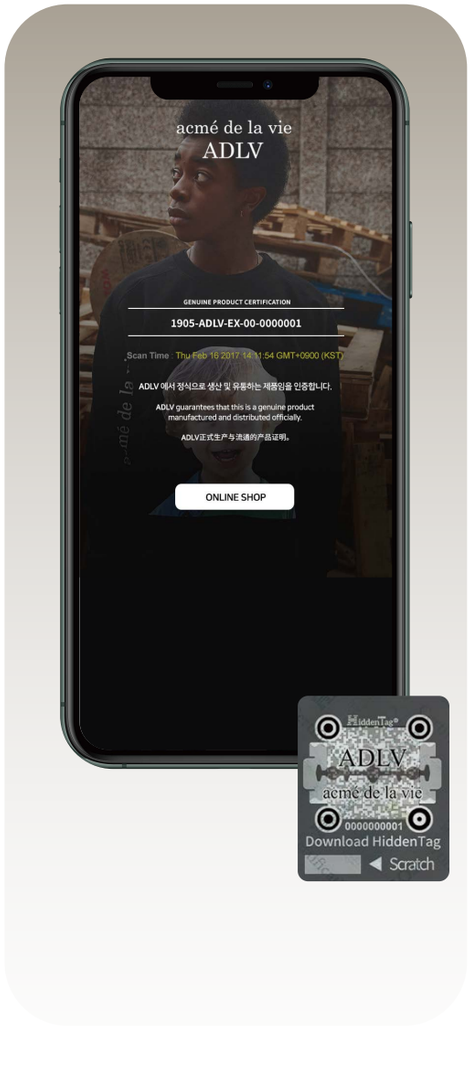

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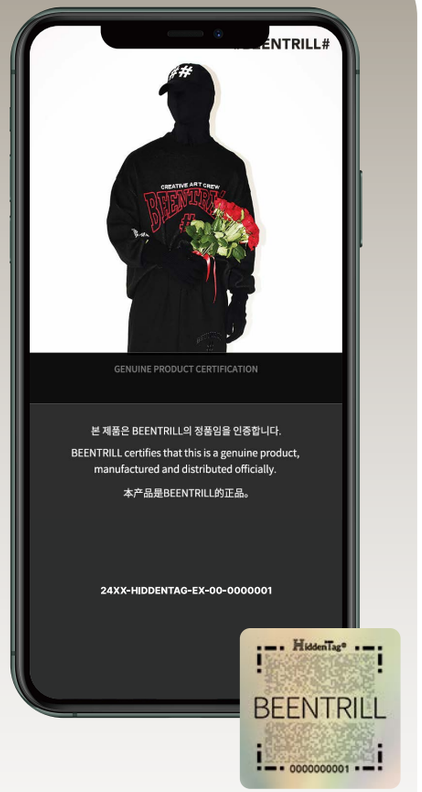

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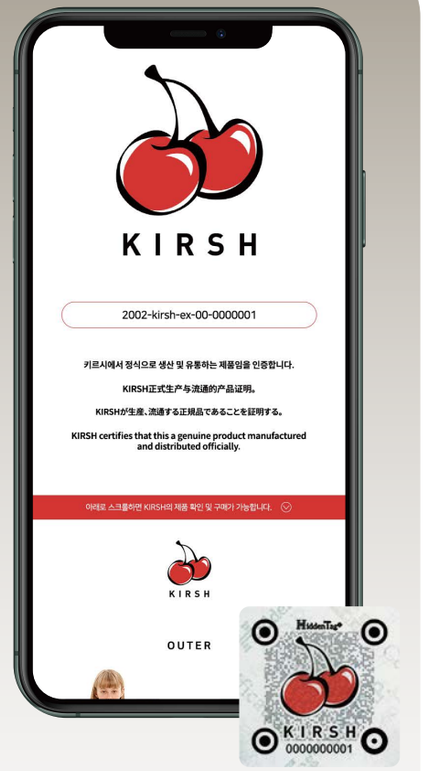

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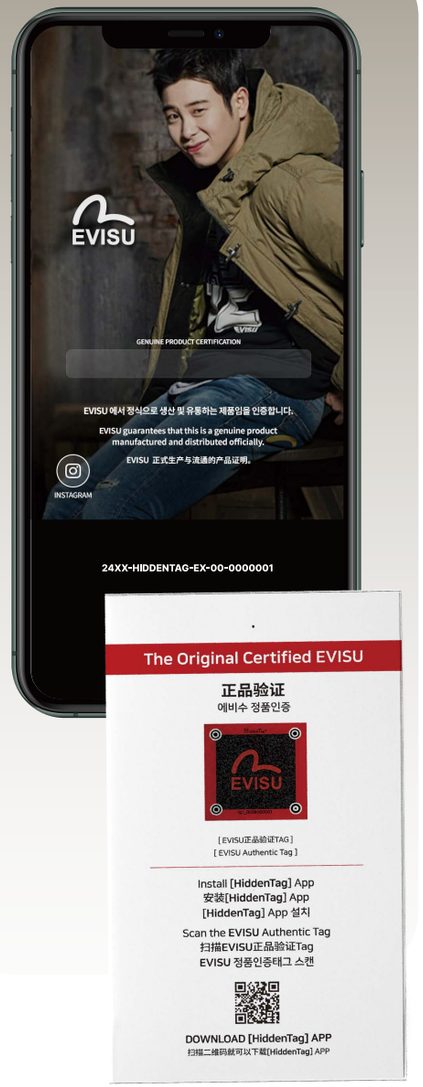

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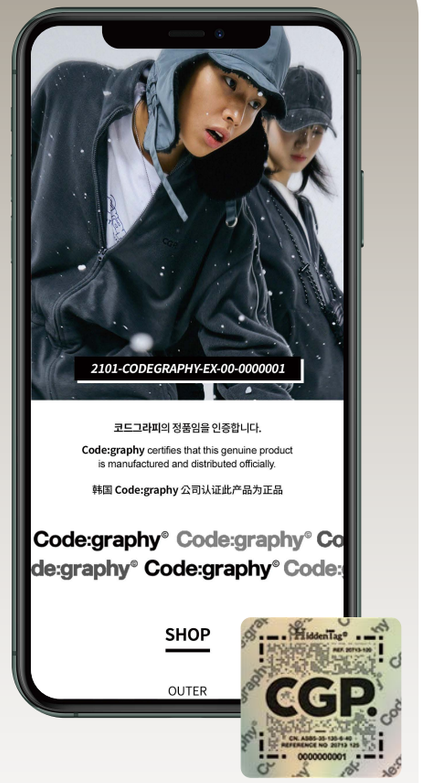

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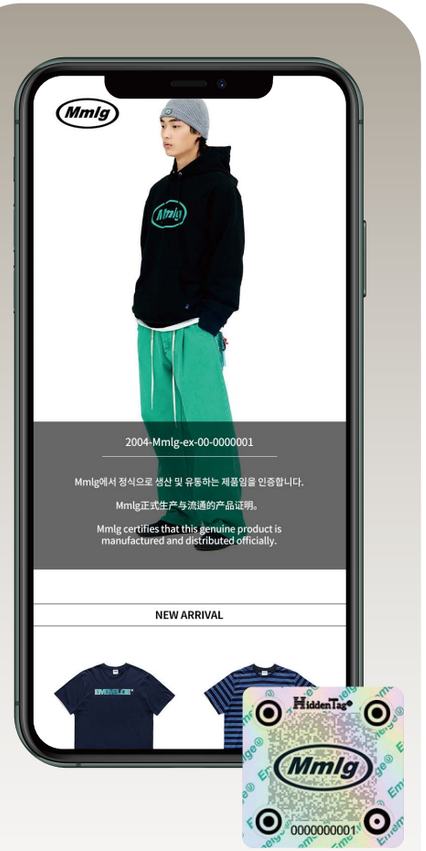

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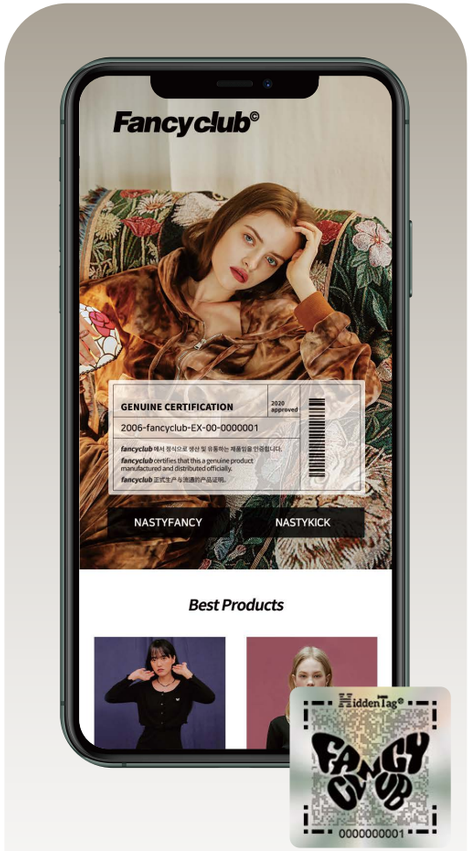

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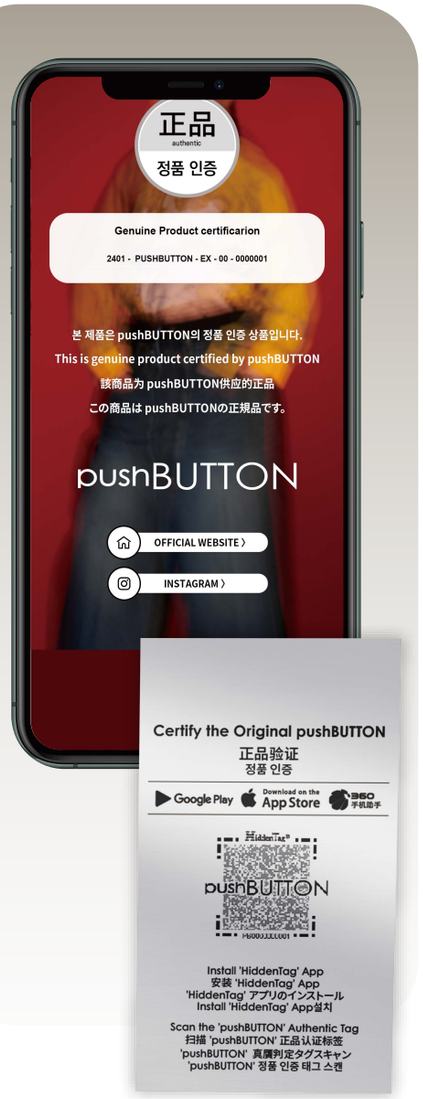

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References

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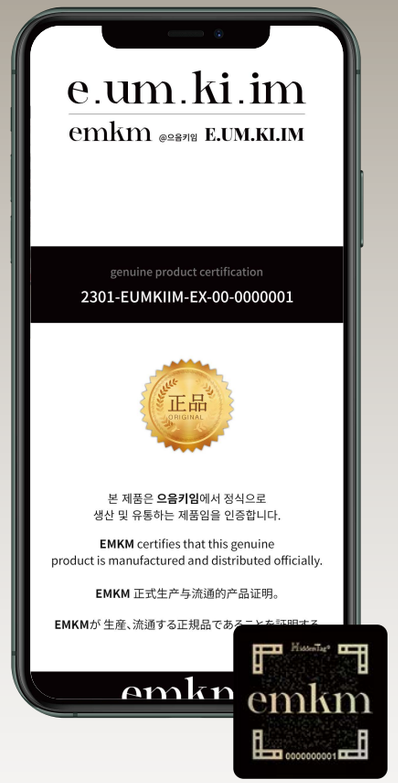

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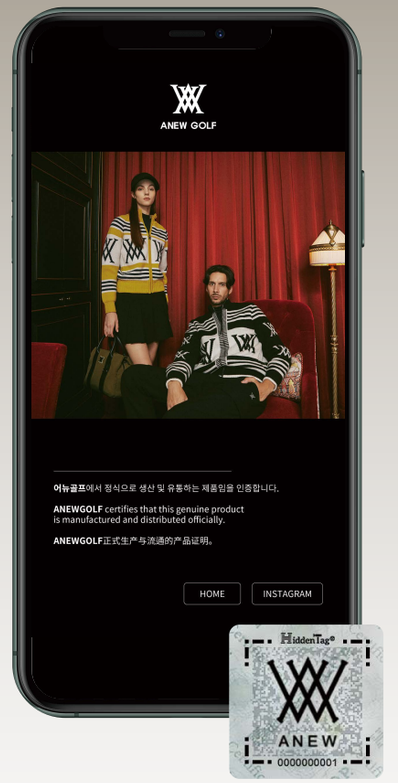

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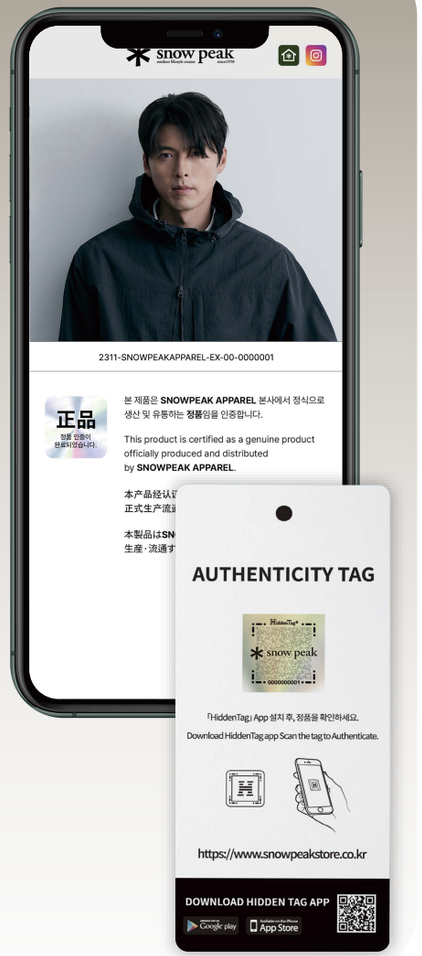

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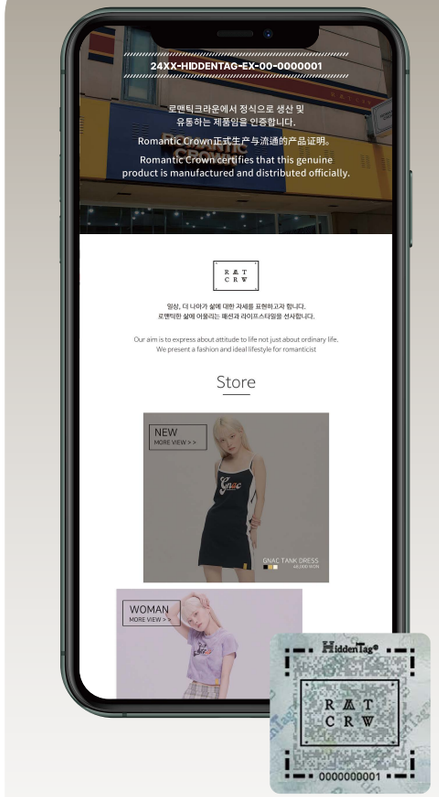

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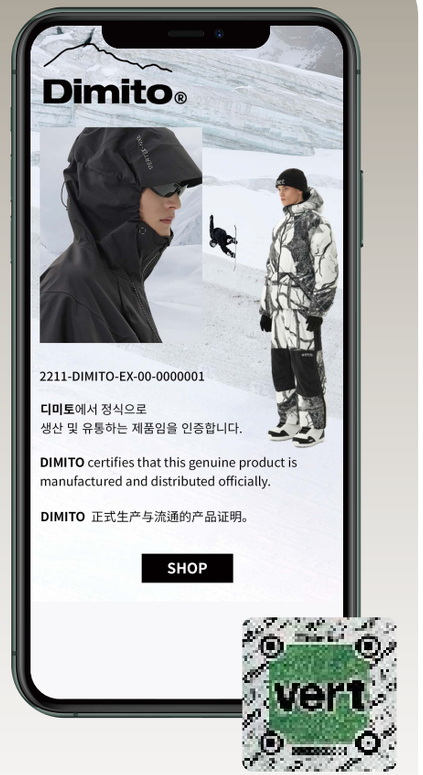

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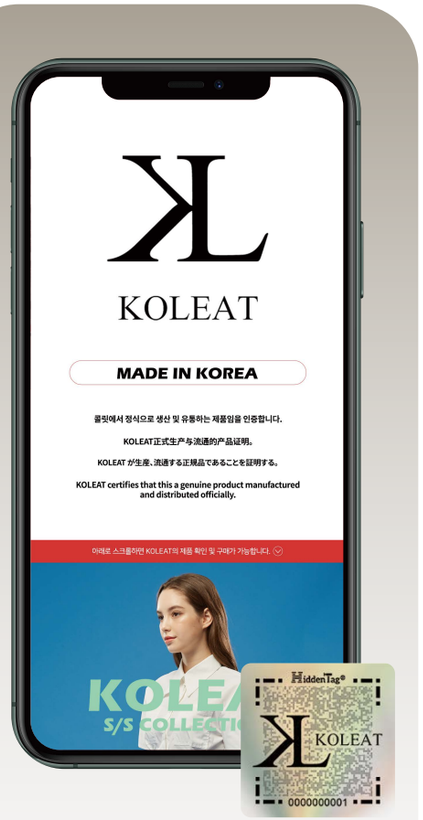

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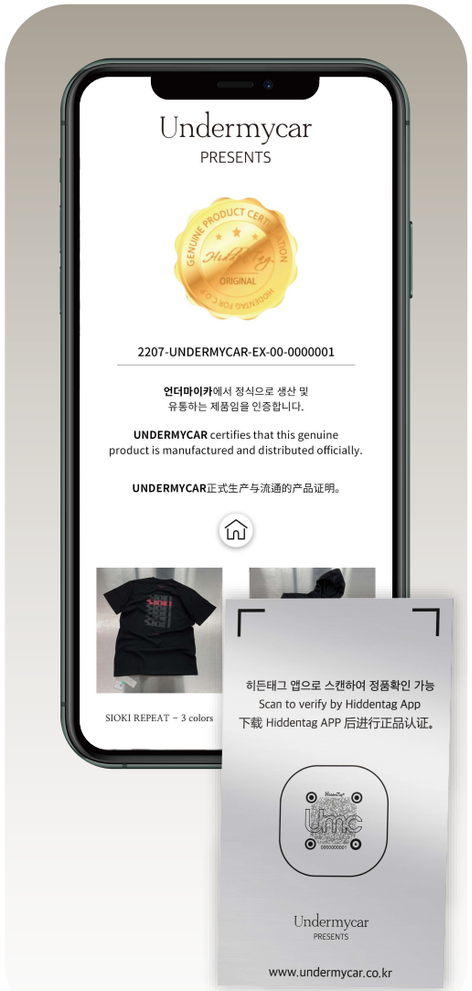

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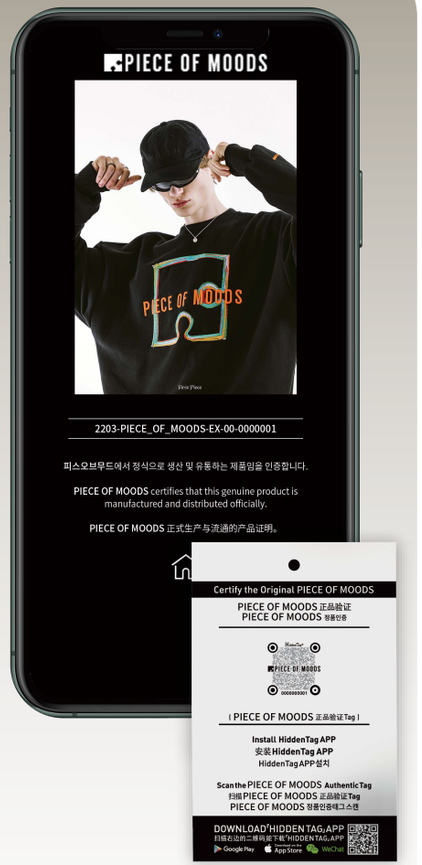

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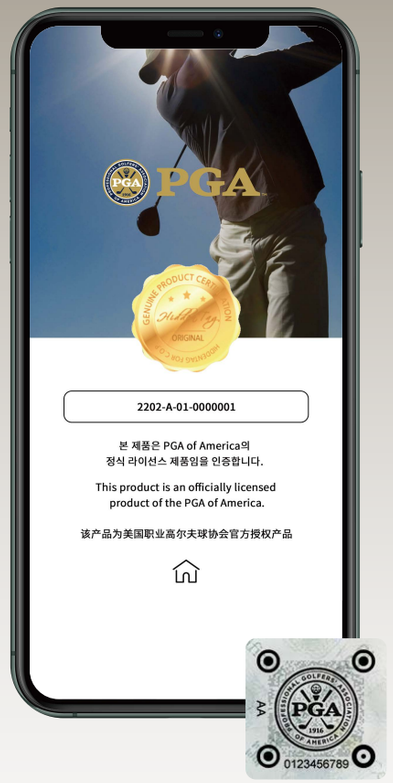

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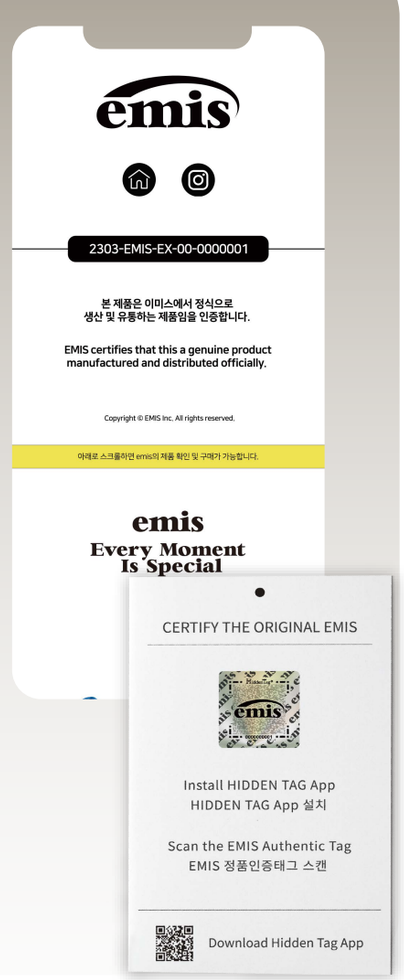

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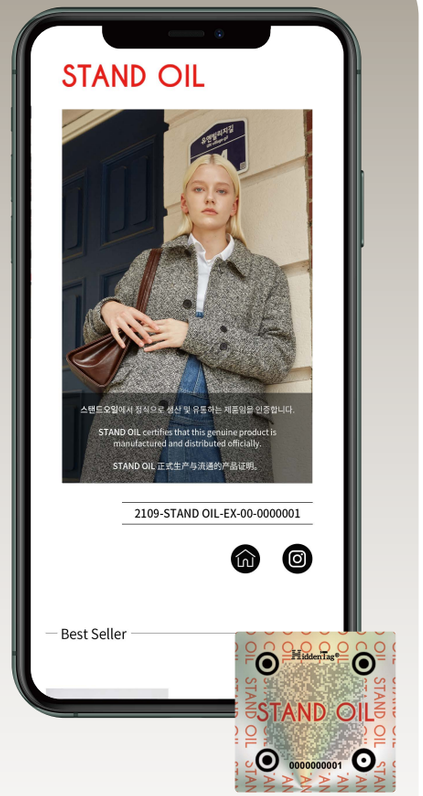

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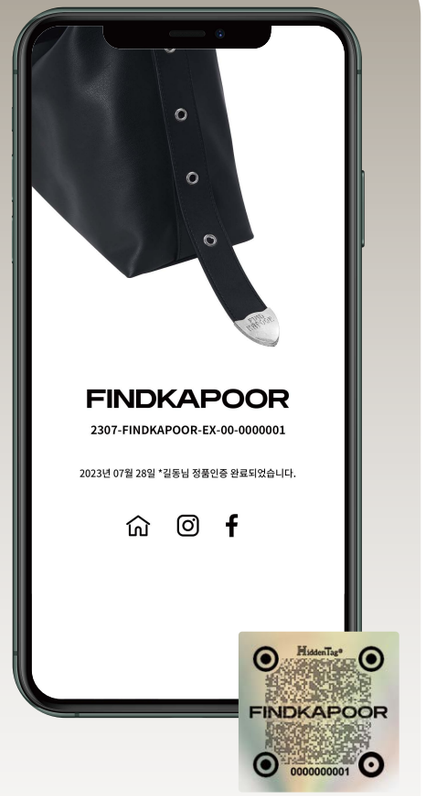

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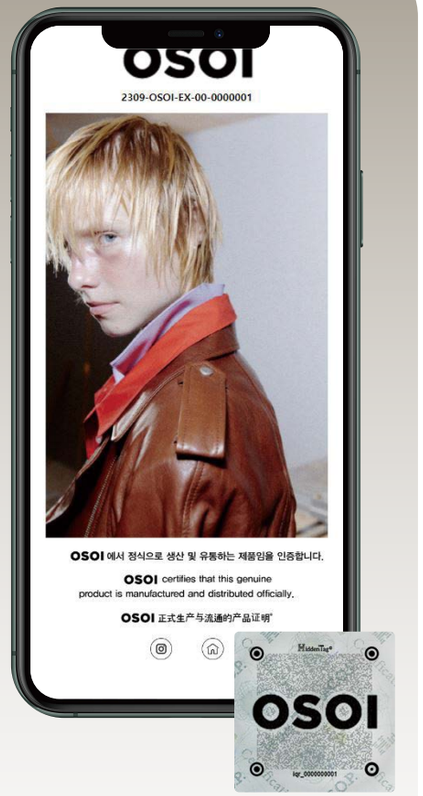

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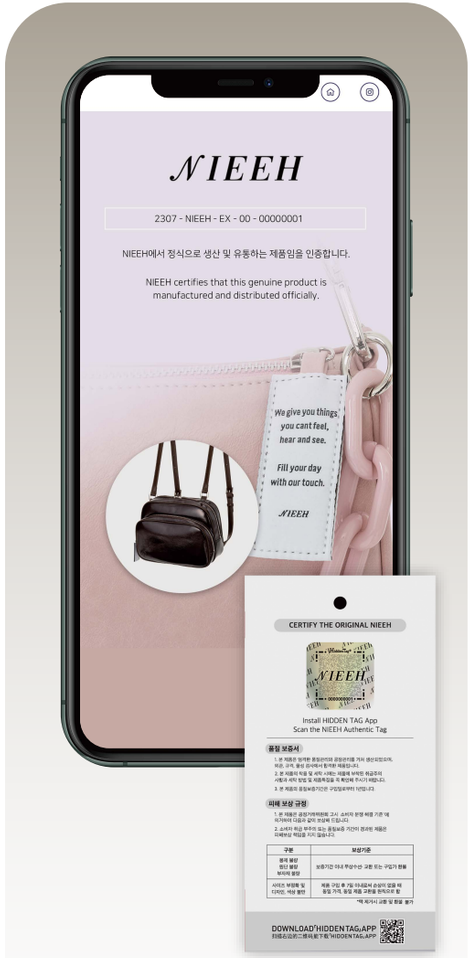

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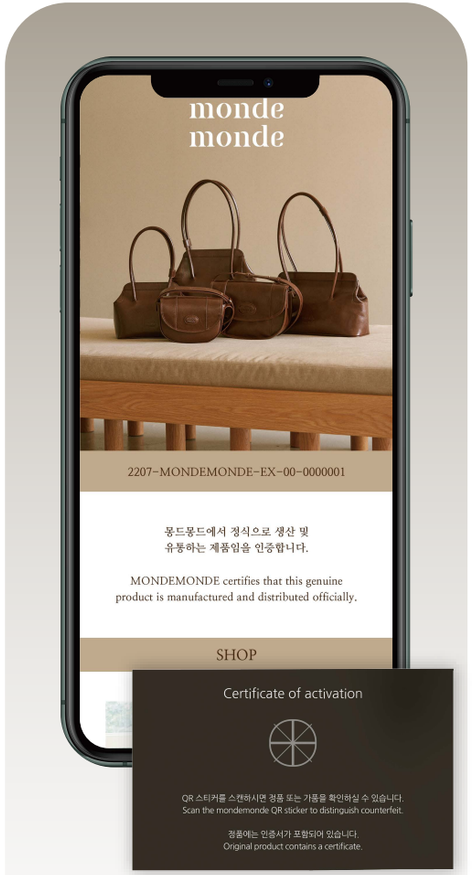

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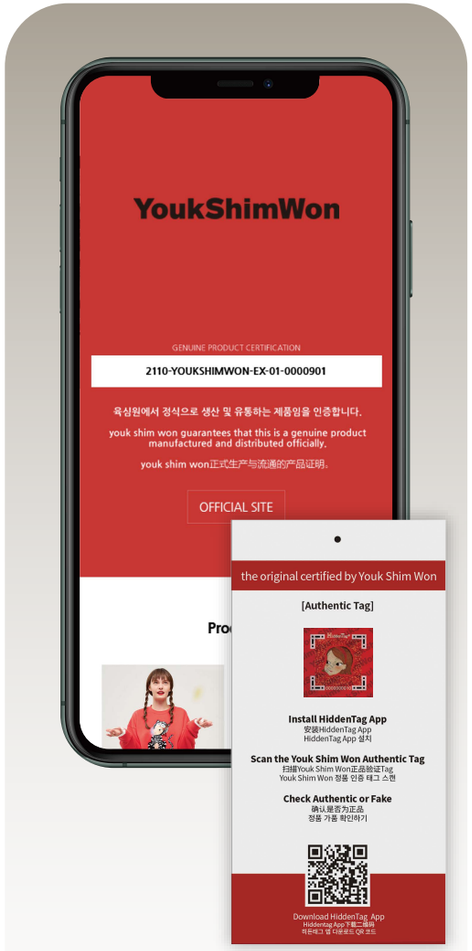

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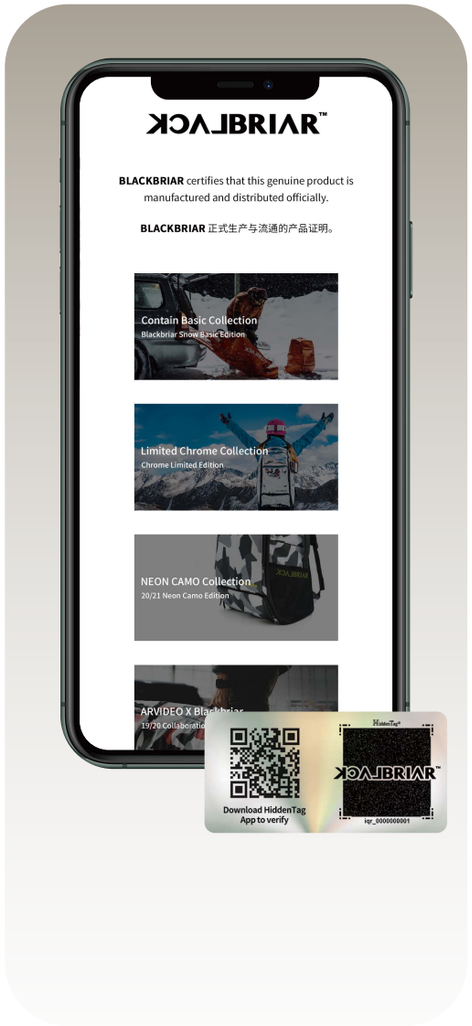

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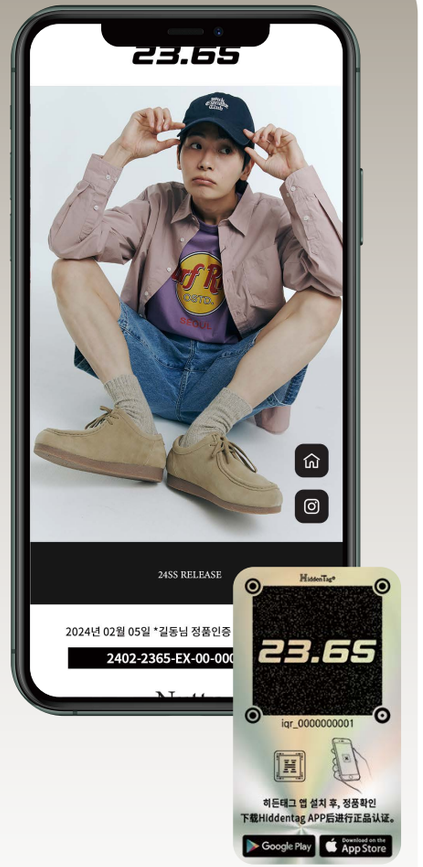

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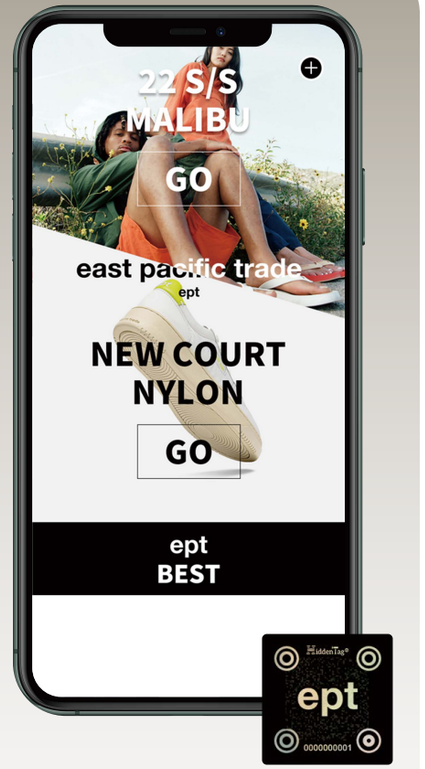

SUICOKE

inviting atmosphere wear comfortable products

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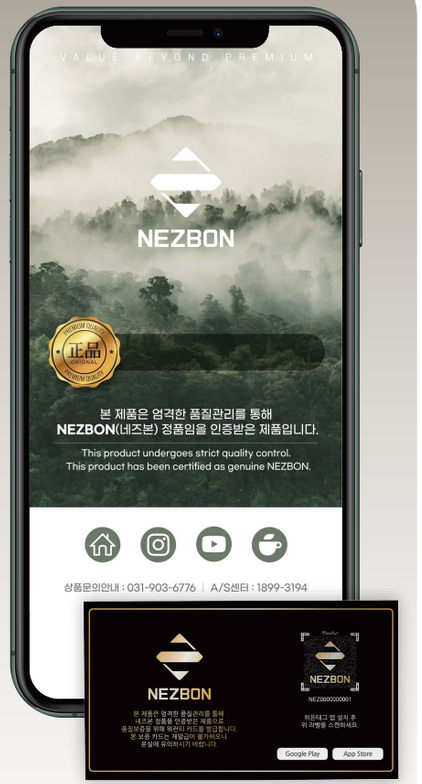

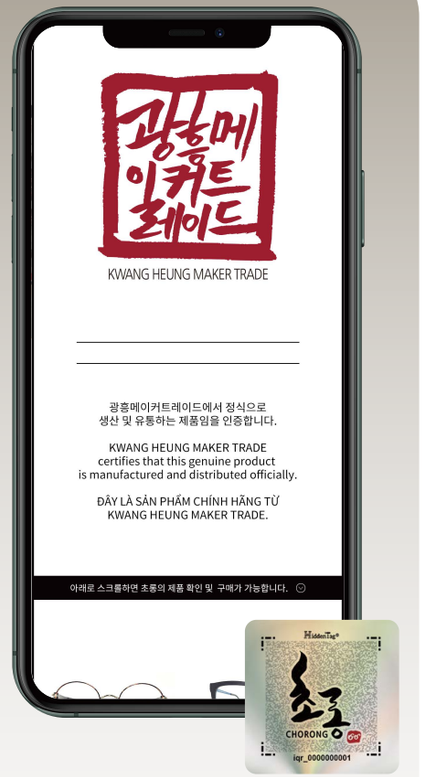

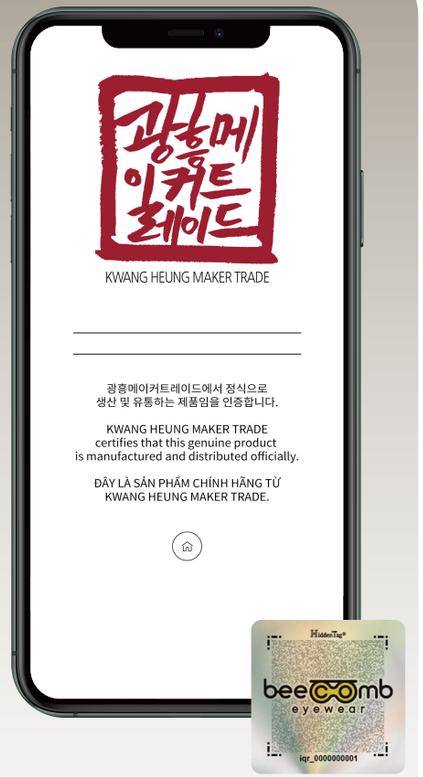

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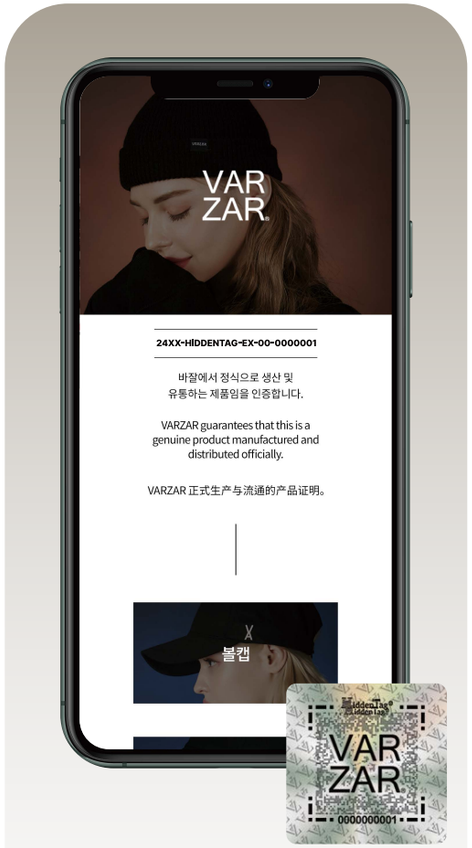

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#409-412, SK V1 TOWER, 5, Seongsuil-ro 8-gil, Seongdong-gu, Seoul, S. Korea
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4 min walking distance from exit 4 of Ttukseom Station
6 min walking distance from exit 1 of Seongsu Station

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