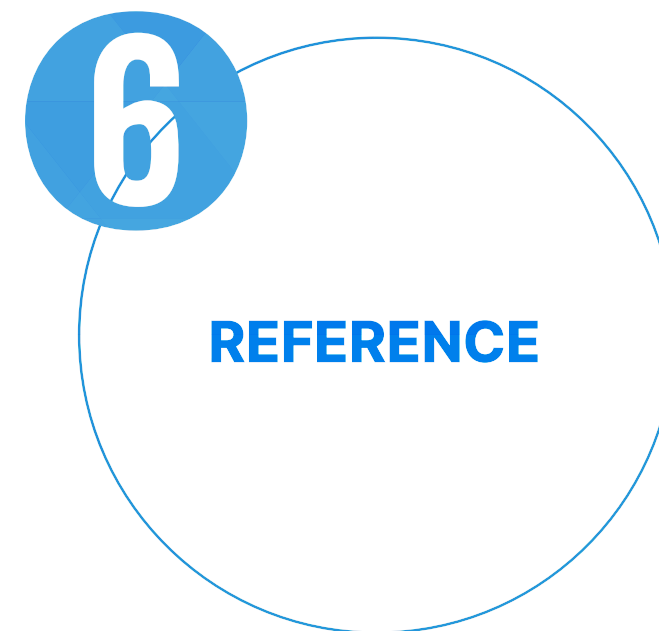


HIDENTAG® FOR YOUR BRAND

 **idden Tag®**

BRAND MONITORING SYSTEM






- INDEX



RETAINING SKILLS COMPETITIVENESS ①

POSSESS UNRIVALED TECHNOLOGICAL CAPABILITIES IN THE FIELD OF GENUINE PRODUCT AUTHENTICATION

Incomparable product authentication technology

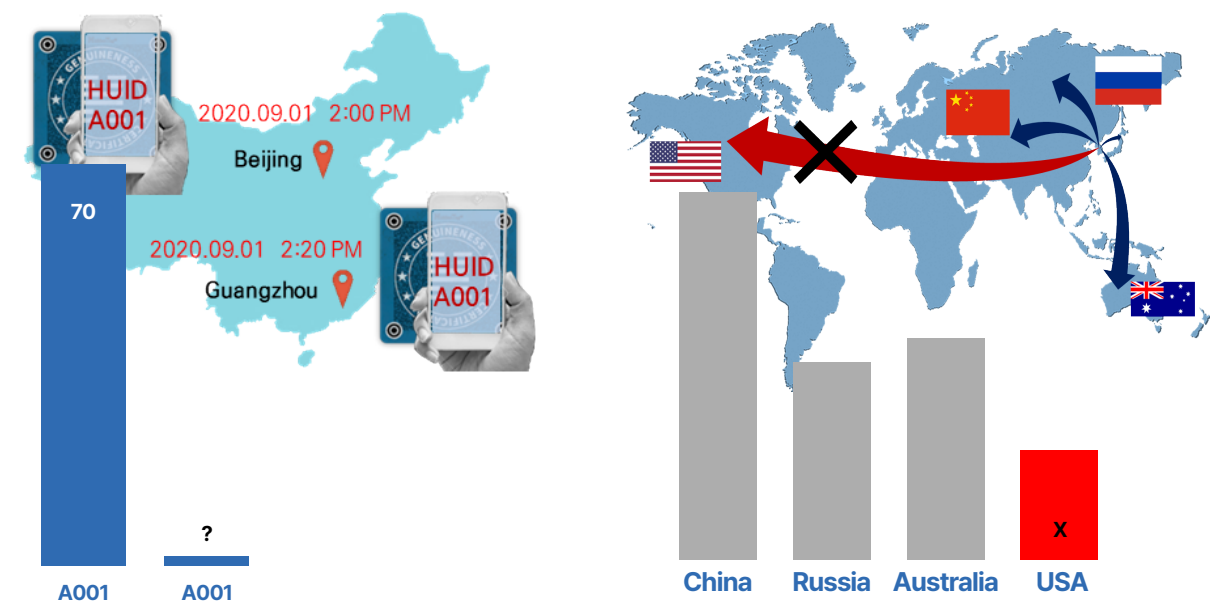
Division	Hologram	Special materials	QR code	RFID/NFC	HiddenTag
Authentication method	analog	analog	digital	digital	digital
Image					
Main features	Vulnerable to forgery and duplication China is the largest fake hologram manufacturer Low efficiency	Verification Purpose susceptible to individual error Requires training and previous experience	Open source technology Easily counterfeited. Overly Accessible technology Vulnerable to hacking Hard to trace	high cost High error rate for liquid/metals Dedicated terminal required.	Specialized encryption technology. No forgery or alteration of data. Replicas can be traced Decrypt data only with dedicated app.
security	very low	high	very low	very high	very high
convenience	normal	low	high	low	high
productivity	high	normal	high	low	very high

Example of genuine/counterfeit product distinction

① Normal label or normal distribution (non-duplicate unique number)



② Detection of illegally copied labels or abnormal distribution

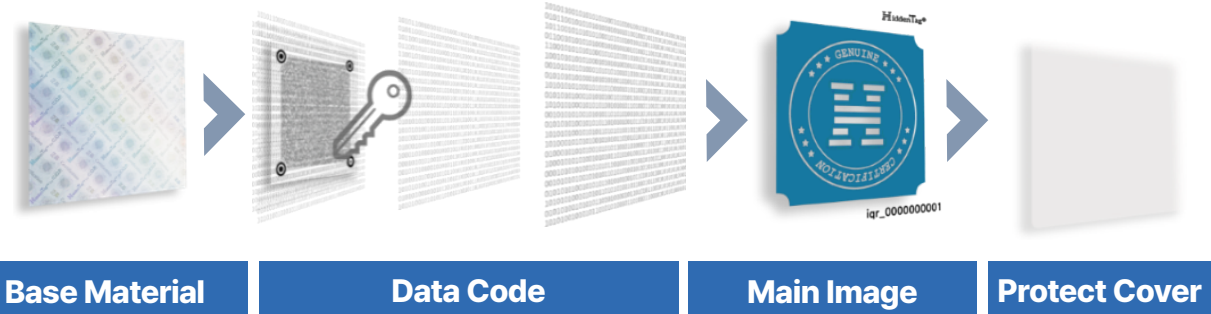


RETAINING SKILLS COMPETITIVENESS ②

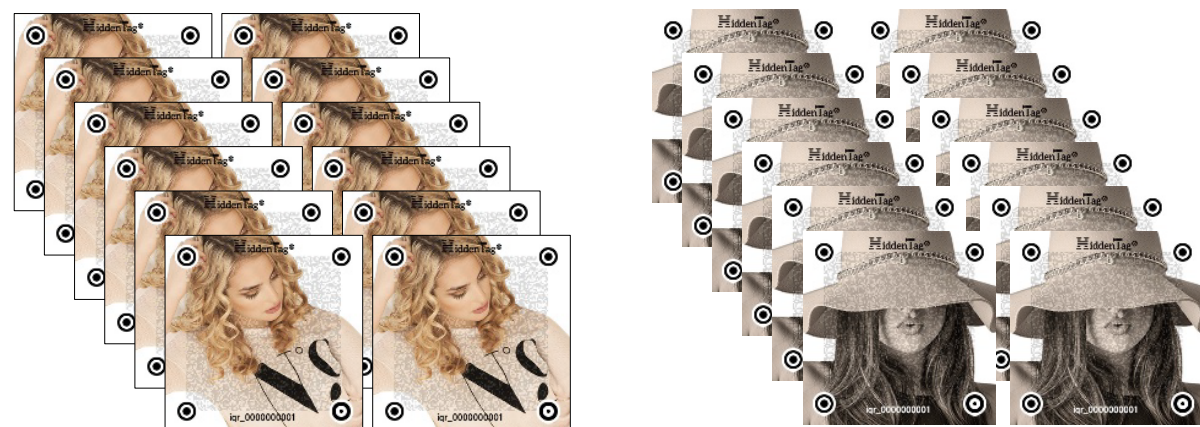
DIGITAL + ANALOG FUSION PRODUCT AUTHENTICATION SECURITY LABEL WITH A UNIQUE ID FOR EACH LABEL

Individual data given to the same design

How to Make?



**HiddenTag authentication security label
that cannot be distinguished with your eyes**



Only one identity in the world

**Hundreds of millions of individual data
granted to just one brand image!**

Information is inserted and extracted in a way
that cannot be identified by humans.
Even though they all appear to be the same image,
different information can be inserted into each image.



BRAND MONITORING CONTROL SYSTEM



- ① HiddenTag utilizes individual data collected from around the world through product authentication.
- ② Monitor when, where, and how much your product is scanned using hidden tag data collected in real time.
- ③ Based on this, we provide a **brand monitoring control system** that allows you to check at a glance your brand's sales volume by country, sales trend by period, and the status of counterfeit products.

BRAND CONTROL SYSTEM PROVISIONION FORMAT



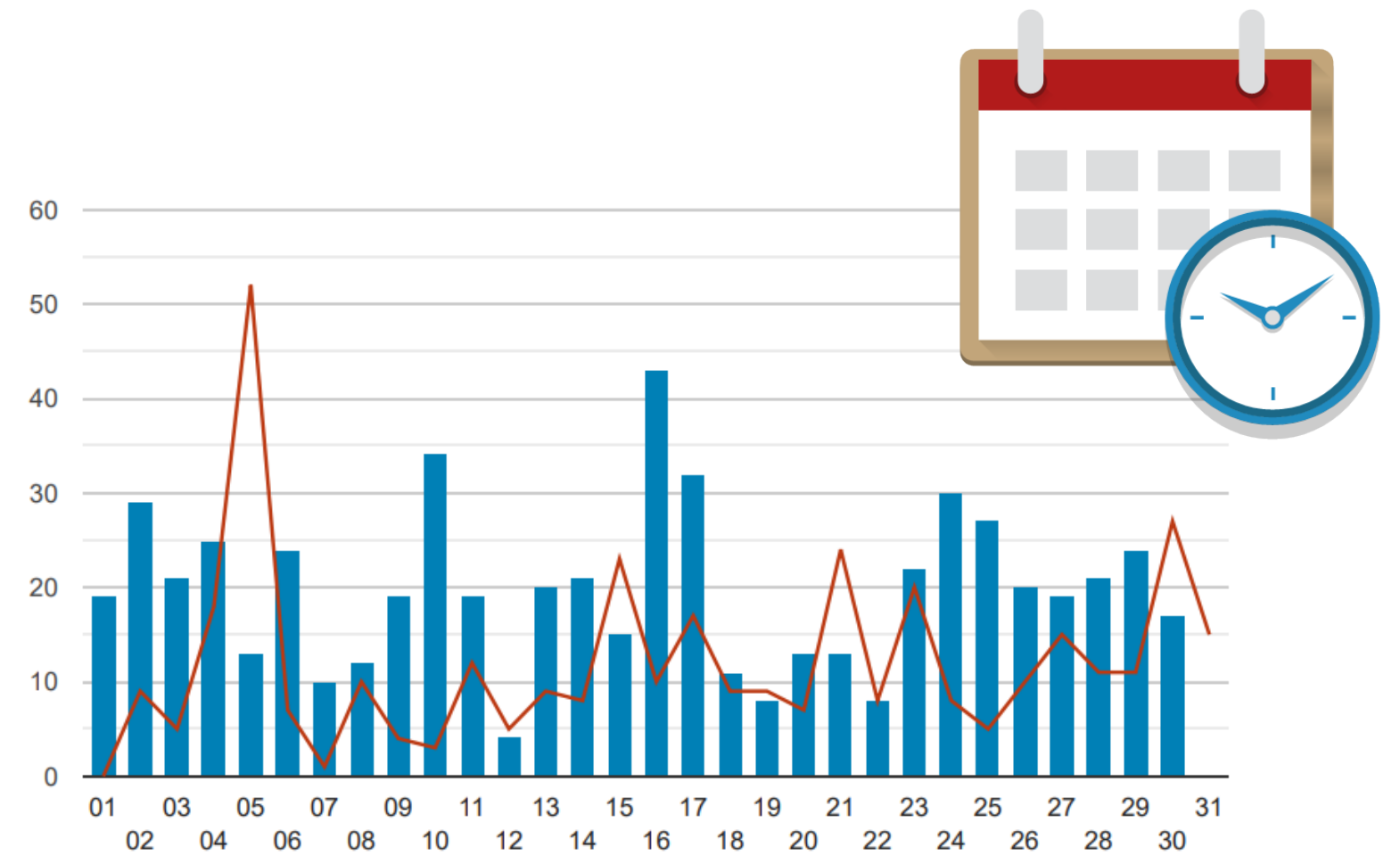
❖ This is a staged screen. It may differ from the actual configuration.

BRAND CONTROL SYSTEM CONFIGURATION ①



- ① Observe the real-time status of my product on a global basis
- ② Check data on sales of genuine products and occurrence of counterfeit products
- ③ Identify the area where counterfeit products first occurred and the route of spread of counterfeit products

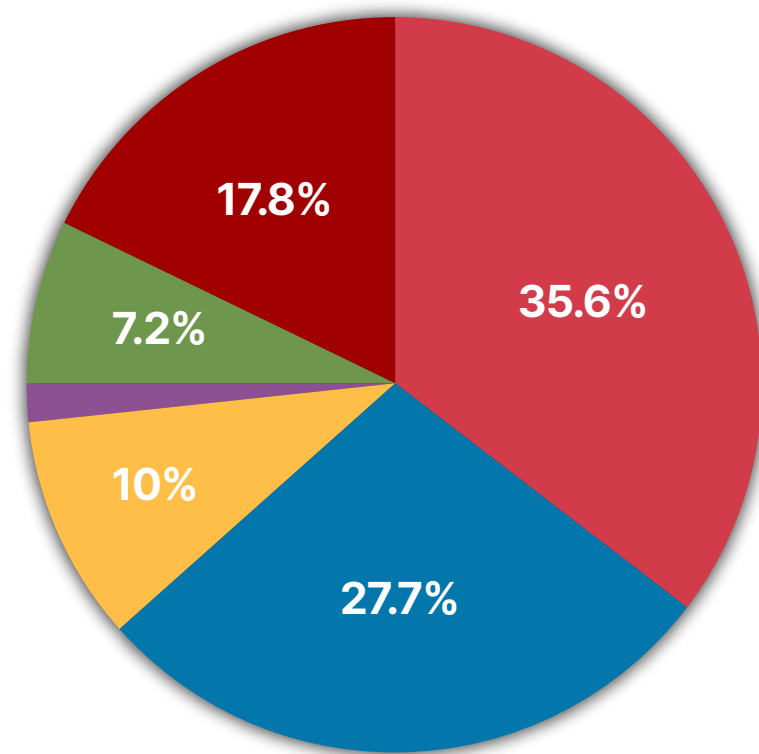
REAL-TIME STATUS OBSERVATION



- ① Check comprehensive detection trend by period
- ② Comparative analysis of market sales peak and off-peak seasons
- ③ Identify changes in sales market trends

COMPARISON OF CHANGE TRENDS BY PERIOD

BRAND CONTROL SYSTEM CONFIGURATION ②



1st CN



2nd VN



3rd RU

- ① Comparison of comprehensive detection rankings by country
- ② Utilize the main sales market strategy
- ③ Identify risk areas through counterfeit product ranking

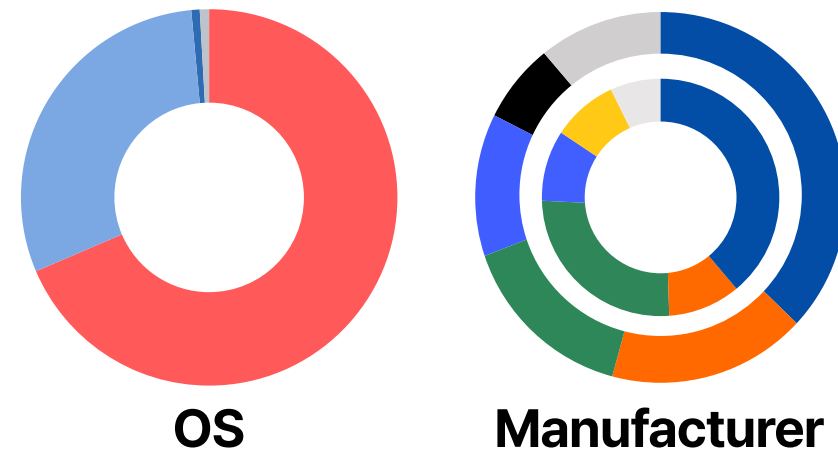
FIND OUT COUNTRY RANKING



- ① Check the status of detection data in non-sold countries
- ② Identify customer needs in new markets
- ③ Establish a new market development strategy

CHECK THE STATUS OF COUNTRIES WHERE IT IS NOT DISTRIBUTED

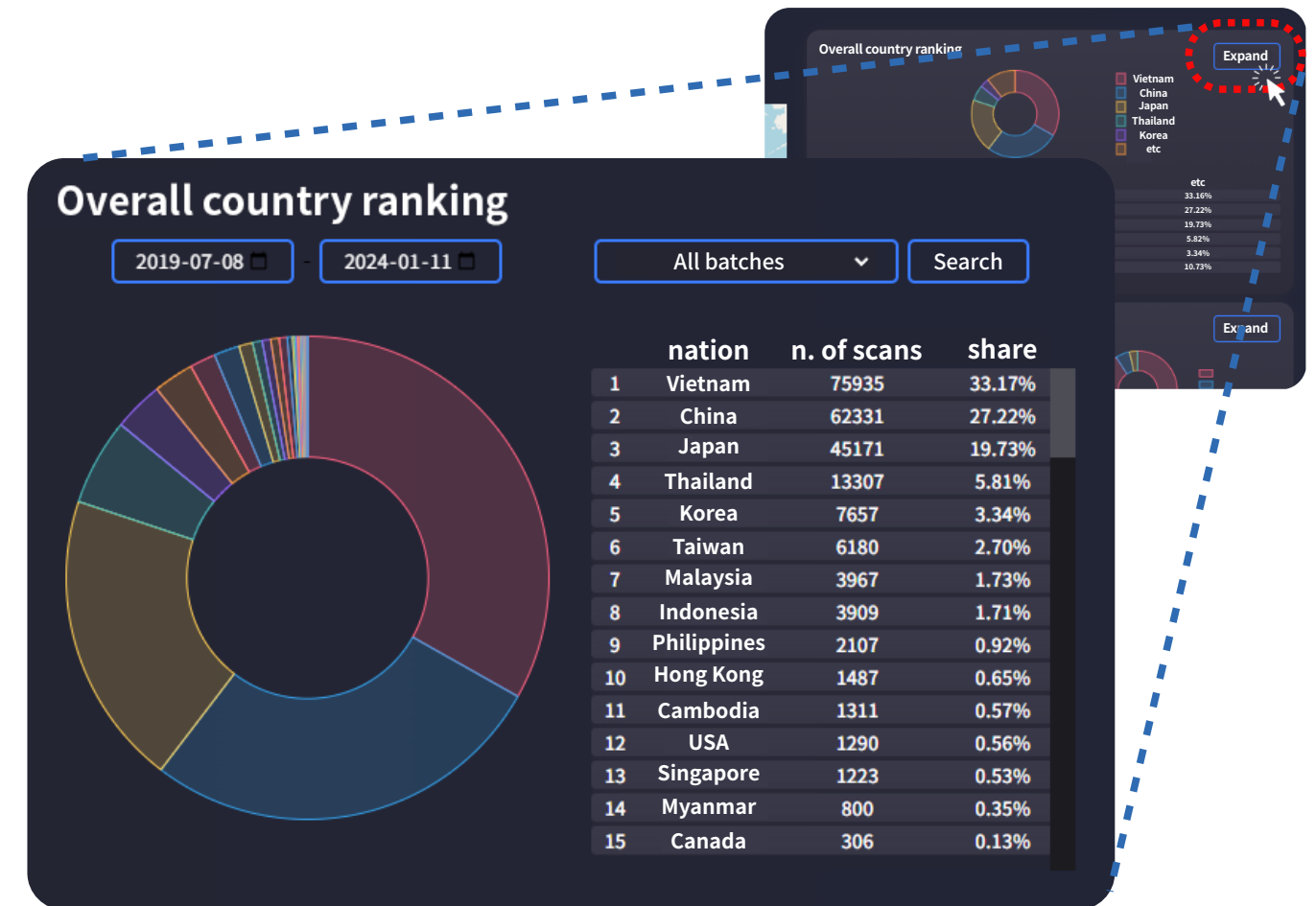
BRAND CONTROL SYSTEM CONFIGURATION ③



n.	Device	OS	Manufacturer	IQR	number of detections
1	a37428afdf39	Android	samsung	3425425 and 341 other cases	342
2	a37428afdf39	ios	apple	3425425 and 341 other cases	234
3	a37428afdf39	Android	samsung	3425425 and 341 other cases	112
4	a37428afdf39	ios	apple	3425425 and 341 other cases	83
5	a37428afdf39	Android	samsung	3425425 and 341 other cases	53
6	a37428afdf39	ios	apple	3425425 and 341 other cases	34
7	a37428afdf39	ios	apple	3425425 and 341 other cases	10

- ① Collection of real-time data on brand customers
- ② Identify customer base share and device ranking
- ③ Starting with brand loyal customers, identify suspected counterfeit products
- ④ Use when building a marketing strategy

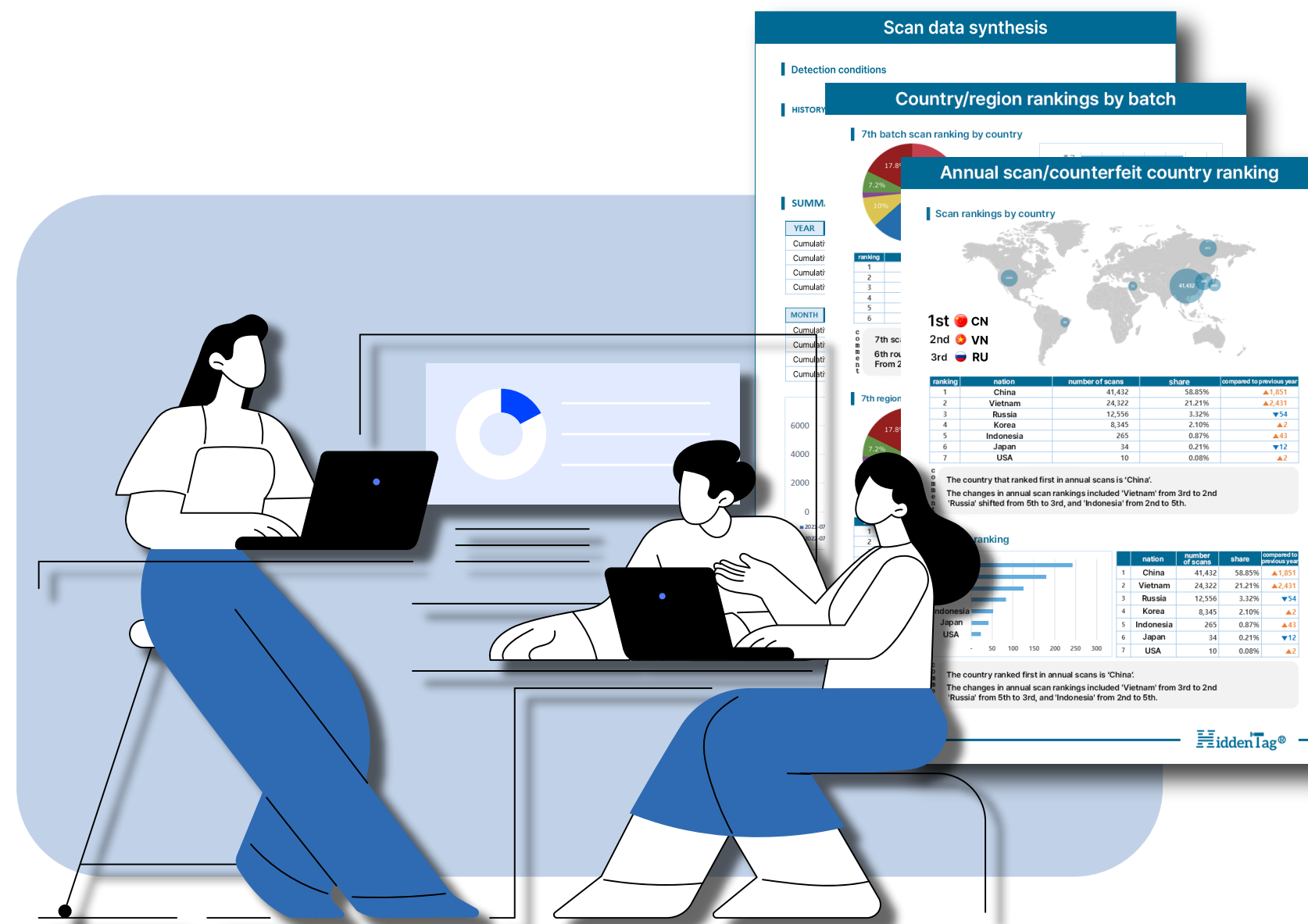
CHECK CUSTOMER SHARE AND DETECTIONDEVICE RANKING



- ① Expand view function for each zone table
- ② Click to check more detailed data
- ③ Collect a wide range of information, not only high-level data but also lowest-level data

EXPAND VIEW FUNCTION

BRAND CONTROL SYSTEM CONFIGURATION ④



- ① Output monitoring report data based on data derived from the control system
- ② Used as physical data during internal marketing, sales, and policy strategy meetings
- ③ Easy management by storing printed data by period

GENERATE COMPREHENSIVE REPORT DATA

BRAND CONTROL SYSTEM CONFIGURATION ⑤

You don't need to watch the monitor 24 hours a day!



**If a counterfeit product occurs in real time,
a notification email will be sent to the email address
you have set in advance in real time!**

REAL-TIME COUNTERFEIT PRODUCT NOTIFICATION SERVICE

EFFECT ON INTRODUCTION



- ① The best monitoring system that allows you to directly check the status of brands with HiddenTag.
- ② Real-time check of distribution status of genuine and counterfeit products
- ③ The most effective way to collect national and regional sales information
- ④ Build an aggressive sales strategy by reducing the risk of counterfeits and tracking distribution
- ⑤ Collect new regional information or consumer information and use it as new marketing material

CERTIFICATION AND CUSTOMERS

IN INDUSTRY RELIABILITY

HiddenTag has been selected as an official authentication mark by public institutions and associations, boasting the highest reliability in the industry.

				
Korea Fashion & Culture Development Agency	Korea international Trade Association K+ mark certification	Korea Trade-Investment Promotion Agency	China Trade Association for Anti - counterfeiting	Korea Broiler Council

Hold the largest number of references in each field

1000

1,000 brands are using HiddenTag worldwide



REFERENCE 1

Beauty field



Wow Ventures, CSA Cosmic, JJ Korea, Ash7, Nanda, Raon Cosmetics, LG Household & Health Care, M.O.I Cosmetics, COSRX, Viva Korea, Espaco, The Cosmedium **and many others**

Fashion field



F&F (MLB), Brand Lab, Acme La Vie, Chance World, Chapter Eleven, Walbee Trading (EVISU), Ed Hardy, Martial Arts, Royal B&B (Louis Quatorze), Lucella, Rookie Bird, Jessie Steel **and many others**

Medical field



Huons, Dr.Num, Dongseo Meditech, Migagyo Station, CNK Medicos, Chaga Korea, Beauty Well Farm, Exoco Bio, BiIndist, Medical Lab, Minerva, Anguk Bio Diagnostics, MediHub **and many others**

Electronic field



NUC Electronics, Hurom, JAGUAR, Asterasis, Harual Age, Phaino, Prime Tech, MM Korea, Bloud, Soundcat, Mango's Lab, Liquid Korea, Prabio **and many others**

REFERENCE 2

Miscellaneous goods



Zao, Rooty, SUICO'E, Airat, Ssangbangwool, Bikit, Gamgamtex, Limetex, Flink Korea, iCody, Alice Marsha, Playnomore, Mizline, Almost Blue **and many others**

Hairdressing, fashion accessories



Miss Course (Tangle Angel), BS Korea, More Three, Infinite Enterprise, Hansol International, Pink Age, Home Store, J&K Alliance, East Skin, i-Angel, Marheng J, Awesome, PS Korea **and many others**

Accessories



Liu K, JNK International, Play Monster, Second Round, StyliS, Grand Company, PROJECT PRODUKT, Percy Lau, Eau de Blanc, Udon Trading, Wing Bling, Bedivero **and many others**

Etc





Gavin, LJK, VPH, Korea Broiler Association, Unit Dose, Shinwoo Korea, Phoenix Leisure Sports, Rebuild, Korea International Trade Association, LG Chem, HYUNDAI Xteer, Eve Shop, KOKIRI **and many others**

CERTIFICATION AND CUSTOMERS




CONTENTS KEEPER & BEYOND

409-412 Ho, A Dong, SK V1 TOWER, 5, Seongsuil-ro 8-gil, Seongdong-gu, Seoul, Republic of Korea

-  Approximately 4 minutes from Ttukseom Station Exit 4
-  Approximately 6 minutes from Seongsu Station Exit 1



 Instagram
@hiddentag_world

 LINE
@hiddentag

TEL +82 (0)2 - 453 - 8416

FAX +82 (0)2 - 453 - 8417

Company Homepage : <http://cknb.co.kr>

HiddenTag Homepage : <http://hiddentag.com>

HiddenTag BIZ Homepage : <http://hiddentag.biz>

Sales Dept. sales@cknb.co.kr

THANK YOU!