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TECHNOLOGY FOR TRANSPARENCY

Our technology partners driving digital
innovation in the luxury industries.

May 2023

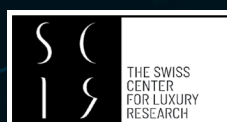
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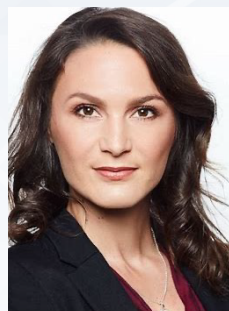
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Words from our Partners



"The circular economy is transforming the luxury industry, and technology is the key enabler. By adopting innovative technologies such as blockchain, UIDs (Unique IDentifiers), and digital platforms, luxury brands can create closed-loop systems, promote sustainable materials and practices, and reduce their environmental impact. The integration of technology and circularity is driving a new era of sustainable luxury, where innovation and responsibility meet to create a better future for the industry and the planet."

Prof. Jean-Philippe Bonardi, Professor of Economics, UNIL, HEC and Co-managing director, E4S



"Metaverse, secure UIDs (Unique Identifiers), NFTs, NFCs, We-Commerce & Co are rapidly emerging technological advances promoting transparency, sustainability, liquid lifestyles, and democratization. As much as these technologies are facilitating social progress, they are shaking the core foundations of luxury. Luxury brands will have to navigate these emerging technologies wisely on their digital journey while preserving their core values.

This publication serves as an initial step in helping luxury brands better comprehend the implications of various technologies on their businesses."

Prof. Felicitas Morhart, Professor of Marketing, UNIL, HEC and Founder of the Swiss Center for Luxury Research (SCLR)



"For years, if not decades, digital transformation has been a driving force behind the growth and strategy of the luxury industry. Initially, e-commerce aimed to mirror the physical world in a digital setting. Now, as we transition towards the metaverse and potentially social commerce, consumers may gravitate towards entirely different experiences, presenting luxury brands with both opportunities and challenges arising from this potential shift in consumer behavior. As a result, brands must adapt by embracing bold and innovative artistic choices to remain relevant and successful in this ever-evolving landscape."

Prof. Stéphane J.G. Girod, Professor of Strategy, Coordinator of IMD Luxury 2050 Initiative



"According to Bain & Co, most luxury industry sectors within the personal luxury goods segment such as jewelry, watches and apparel grew by 20 to 25 % in 2022. This significant expansion can be largely attributed to the digital transformation that is currently revolutionizing the luxury industry, enabling brands to devise novel and innovative strategies for product promotion, customer engagement, and retention."

Margot Stuart, COO & Co-founder, OriginAll

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Introduction



Product Traceability & Digital Transformation in the Luxury Industry

AN INTRODUCTION TO OUR 1ST EDITION OF THE TECHNOLOGY FOR TRANSPARENCY REPORT

By Prof. Felicitas Morhart, Professor of Marketing, UNIL, HEC and Founder of the Swiss Center for Luxury Research (SCLR) and Hans Schwab, CEO and co-founder of OriginAll S.A.

The luxury industry has long been synonymous with exclusivity, masterful craftsmanship, and illustrious heritage. However, consumer trends and the advent of innovative technologies, including the Metaverse, secure UIDs (Unique Identifiers), NFTs, NFCs, and Web-Commerce – to mention a few - are disrupting the traditional foundations of luxury brands. These emerging technologies are fostering democratization, sustainability, transparency, and fluid consumption patterns, occasionally clashing with the core values of conventional luxury brands.

In this first edition of our Technology For Transparency report, we spotlight a selection of top-tier technology providers adept at partnering with the industry to address their digital transformation needs. Our aim with these biannual reports is to showcase cutting-edge technologies and pique the interest of luxury brands in novel technologies, stimulating their creativity and fostering acceptance of technology's pivotal role in the luxury industry over the coming decade.

New technologies are revolutionizing the luxury industry in multiple ways. For instance, the Metaverse is forging new virtual realms that defy conventional concepts of space and time. These virtual environments enable consumers to engage with brands through unique and groundbreaking methods, such as attending virtual fashion shows or exploring luxury travel destinations without leaving their homes. Likewise, NFTs and NFCs offer innovative avenues for luxury brands to authenticate their products and safeguard against counterfeiting and tampering. One such example is that of watches using NFC enabled crystal.

These technologies can empower consumers to confirm a product's authenticity and/or act as a crypto key and link between a physical product and a digital resource to access exclusive information, history and heritage associated with a specific product. This can lead to heightened transparency and accountability throughout the supply chain, crucial for guaranteeing the authenticity and safety of luxury products but it can also create new means of interaction between luxury brands and their followers.

Web-Commerce is further disrupting the luxury industry by democratizing access to luxury goods. Online platforms like Farfetch and Net-a-Porter grant consumers access to an extensive array of luxury products, previously exclusive to boutiques and flagship stores. This development challenges traditional luxury brand exclusivity, offering consumers increased choice and accessibility.

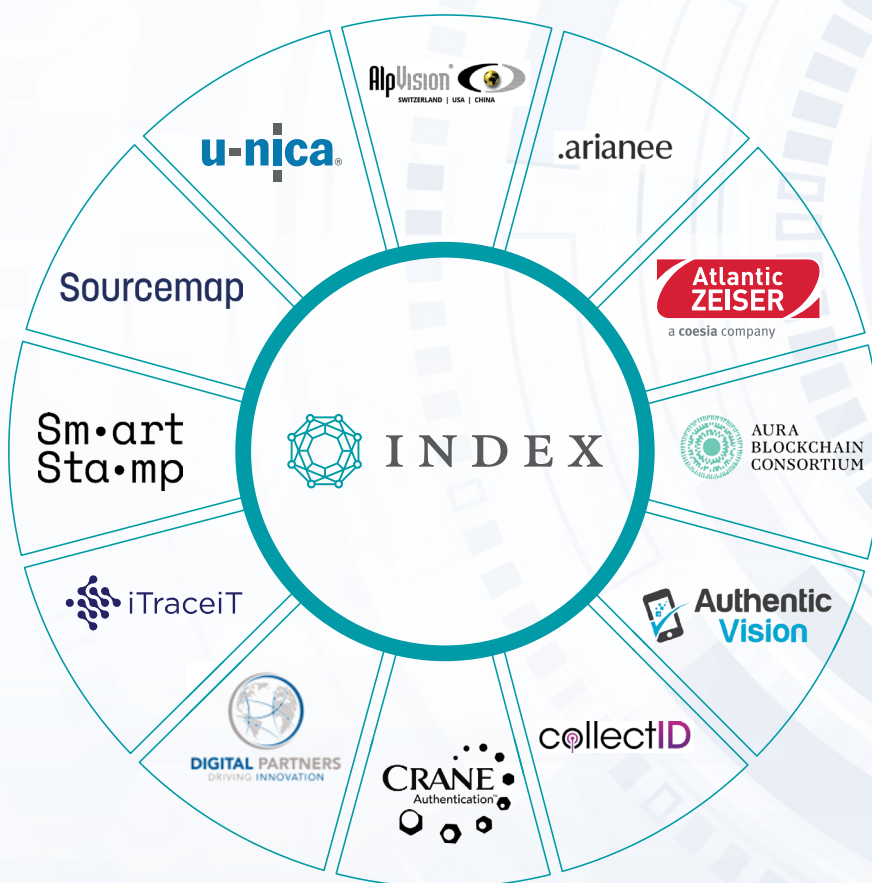
The influence of new technologies on traditional luxury brands is multifaceted. On one hand, they create fresh opportunities for luxury brands to engage with consumers, offer new services and set themselves apart from rivals. For instance, luxury brands can employ NFTs and NFCs to deliver a bespoke and personalized experience, such as crafting limited edition products exclusively available to select customers. Conversely, these technologies can also test the core values of conventional luxury brands, like scarce materials, exclusivity, and opulence, and heritage. The Metaverse and Web-Commerce, for example, increase accessibility to luxury goods, consequently diluting brand exclusivity. Similarly, the utilization of secure UIDs, NFTs and NFCs foster transparency and accountability, which challenges the long-standing allure and enigma associated with luxury brands.

Moreover, emerging technologies promote sustainability and ethical business practices, contrasting with traditional luxury brand values. Increasingly, consumers demand that luxury brands exhibit commitment to sustainable and ethical practices, such as using eco-friendly materials and championing fair labor standards. This shift tests the conventional emphasis on scarce materials, exclusivity and opulence which may not yet align with sustainable and ethical business practices.

The rise of innovative technologies is both a blessing and a curse for traditional luxury brands. While these technologies offer new avenues for luxury brands to distinguish themselves from competitors and engage with consumers in inventive ways, they also undermine core brand values, such as exclusivity, craftsmanship, and heritage. Furthermore, new technologies advocate for sustainability and ethical business practices, which diverge from the customary focus on craftsmanship and exclusivity. Luxury brands will have to navigate these emerging technologies while preserving their core values and esteemed legacy and we hope that we can assist them in the process.



Meeting Our Technology Partners



Meeting Our Technology Partners

Welcome to the 1st edition of this technology report supporting our academic-led research project: **The Luxury Transparency & Traceability Index.**

We are proud to have partnered with leading technology providers who have developed solutions to support luxury brands in achieving new levels of transparency and traceability. In this report, we provide an overview of supply chain traceability, anticounterfeiting and other digital solutions that increase transparency and traceability, ultimately strengthening brand reputation and value, as well as developing new channels of communication with their consumers.

We will be updating this research document every six months to include new technology key players as well as deep-dive into their solutions, focusing on particular elements and value propositions through specific lenses, providing our readers with a detailed understanding of each partner's specificities.

We hope this publication will serve as a valuable resource for our stakeholders, including our luxury brands, investors, and academic partners, as we continue to promote responsible and sustainable practices in the luxury industry.



Introducing



How To Combat Counterfeiting And The Gray Market In The Fashion Industry

Cope With The Challenges

WHAT IS COUNTERFEITING AND WHY IS IT A PROBLEM IN THE FASHION INDUSTRY?

Most consumer goods industries are plagued by counterfeiting. However, the U.S. Customs and Border Protection reported in 2021 that the fashion industry is the most vulnerable to counterfeiting, resulting in an estimated \$60 billion in annual losses.

Counterfeit goods are items such as clothing, footwear, accessories, or makeup that are produced and sold by an unsolicited third party with the intent to replicate a designer product. The item can only be deemed counterfeit if it bears the brand logo. “Fakes”, “dupes”, and “replicas” are terms used in the fashion industry to refer to counterfeit goods.

Counterfeiting undermines the ingenuity and hard work of the original designer. It can also be harmful to both consumers and the economy. If your product is not protected by a secure authentication technology, counterfeiters can easily replicate it.

When a counterfeiter sells a product emblazoned with your brand name, they profit from your creativity and marketing while also diverting a sale away from you.

HOW DO YOU TELL IF YOUR PRODUCTS ARE REAL OR FAKE?



DILUTION OF BRAND IMAGE AND CONSUMER CONFIDENCE

Fake luxury goods are commonly produced from lower-quality materials, which can hinder your brand's identity and consumer confidence. Because these items are unregulated, the materials are not held to the same safety and quality standards as authentic items, putting the consumer at risk. Fake products in the cosmetics industry can cause severe skin reactions.

Many people purchase counterfeit goods under the misguided notion that they are genuine. Anti-Counterfeit Authority data reports that 30% of consumers are unsure whether they purchased counterfeit goods. Counterfeiters claim to sell genuine goods on Instagram and online resale marketplaces. Customers are sometimes introduced to brands for the first time by resale companies. Because resale businesses lack extensive authentication processes, counterfeits spread.

Loyal customers of luxury brands value product exclusivity, so the spread of counterfeits results in a loss of status. Brands are held accountable for the control of counterfeits. Red Points reported in a consumer research survey that 31% of consumers believe it is the brand's responsibility to remove fakes from online marketplaces. In addition, Red Points found that 47% of consumers would talk negatively about a brand if they found fakes online. The higher the number, the greater the risk for your business. Consumers will have less respect for your brand if your products are being counterfeited without consequence.

DO CONSUMERS THINK HIGHLY OF YOUR BRAND NAME?



NEGATIVE IMPACT ON THE ECONOMY

Those involved in the black market do not pay sales taxes, resulting in revenue loss for the government. This revenue is frequently recurrently used to fund other illegal activities such as terrorism, drug and sex trafficking, and money laundering. In addition, counterfeiters do not provide ethical working and pay conditions.

Counterfeit goods are typically manufactured in other countries, resulting in job losses in your own country and a direct impact on the fashion industry. The Sourcing Journal reported that over 518,000 jobs have been compromised in the EU from counterfeiting in the fashion industry. Because the success of your company affects your employees, every counterfeit sale has an impact on your company, whether you are aware of it or not.

WHAT IS THE GRAY MARKET?

The gray market, also known as parallel trade, is the sale of genuine, legal products at a 15-35% discount through unauthorized channels. Official distributors may overestimate a product's demand in one country, resulting in excess inventory. Or sometimes, the manufacturer will produce extra goods with the aim to profit on their own through outside buyers. This results in parallel trading, in which the wholesaler exports goods without obtaining a license from the original owner of the intellectual property. Profits are then funneled away from the original designer or brand.

LEGALITIES OF THE GRAY MARKET

If the brand authorizes the manufacturer or wholesaler to sell its intellectual property, the brand can lose control over the product's resale. Parallel trade is illegal in the United States if the original designer owns a trademark, and the products are sold by an unauthorized reseller. The IP owner may also object if there is a material difference that causes consumer confusion. Parallel trade is illegal in the European Union if the original designer did not give permission for the first sale or location of such sale.

LOUIS VUITTON SPEEDY 25 BAG PRICE COMPARISON IN VARIOUS COUNTRIES (CURRENCY CONVERTED TO EUROS)



RELEVANCE IN THE FASHION INDUSTRY

Luxury goods such as clothing, footwear, and accessories are vulnerable to parallel trade.

Usually, products sell for different prices in different countries, so the gray marketer will sell them in the wrong country where they can make a profit. The rise of e-commerce marketplaces, such as Amazon and eBay, has made the gray market more accessible. The gray market is also common with drop shipping, as the seller can source the product at the least expensive price and ship it to another country. Many consumers consult all options before making a purchase, especially with the ease of price comparisons online. Consumers often value price over source. The customer is going to purchase from a gray market seller over you in most cases.

Brands suffer similar consequences to counterfeiting, such as revenue losses, to the gray market. The gray market, or parallel trade, is an issue that affects many companies in the fashion industry. Your brand can attempt to tackle this issue by closing price gaps across countries, eliminating third-party sales, or engraving serial numbers to track items. However, nothing will be as secure or reliable as invisible, digital serialization. If your brand implements an invisible serialization, then you can track gray market activities without the risk of tampering.



HOW DO I ADDRESS THESE ISSUES WITHIN MY COMPANY?

If your brand name is well-known, it is probably a victim of counterfeiting and the gray market. The first step in choosing an anti-counterfeiting technology is to identify the problems within your brand and consider potential solutions.

Identifying the Problem

- Is your company losing money as a result of counterfeits or the gray market?
- Do customers have difficulty determining whether goods bearing your brand name are authentic or counterfeit?
- Are consumers being harmed as a result of the circulation of counterfeit goods carrying your brand name?
- Has your company lost customers as a result of brand dilution caused by counterfeiting?
- Is it difficult for your company to track goods from the manufacturer to selling locations?
- Are your competitors adopting anti-counterfeiting technologies?

If your brand suffers from these issues, it may be time to implement a technological solution. The next step in selecting an anti-counterfeiting technology is to consider the following details.

Identifying the Budget

- How much money is your team prepared to spend to combat counterfeiters and improve the brand image?
- Is this for marketing or for security?
- Will the costs of implementing a technology outweigh the costs of losing profits to counterfeiters and the gray market?

Identifying the Timeline

- What is the deadline for implementing this technology?
- How long do you have before your competitors implement technologies?

Identifying the Volume

- Do you intend to incorporate the technology into each of your products?
- Do you want to use the technology on high-value products or those that are frequently counterfeited?

On-label or On-product

- Do you want the technology to be applied to the physical product, such as a handbag, shoe, or article of clothing?
- Alternatively, do you want the technology to be applied on the product label, the authentication certificate, or the product's packaging?

Overt or covert

- Do you want the technology to be visible, or overt, in terms of marketing?
- Do you want the technology to be invisible, or covert, for aesthetic reasons?
- Is it critical that the technology be invisible to counterfeiters?

The table below shows the advantages and disadvantages of overt vs covert technologies. This is something you need to consider while choosing your technology.

	COVERT TECHNOLOGIES	OVERT TECHNOLOGIES
ADVANTAGES	Security by obfuscation – counterfeiters do not know that the technology is present No need for especially skilled users as the user is assisted by a machine Intrinsically more secure than overt technologies You can change the technology more easily	Demonstrates to customers that you are doing something against counterfeiting
DISADVANTAGES	Not easy to use for marketing purposes	Easily counterfeited Difficult to change the technology Changes to manufacturing

THINGS TO CONSIDER WHEN SELECTING A SUPPLIER

Once you have answered these questions, you will be able to narrow down your options for anti-counterfeit technology suppliers. It is important to ask yourself these questions when considering a company in which you will be creating a long-term partnership.

The Legitimacy of your anti-counterfeit supplier company

- Has the company been in operation for a long time?
- Is the business profitable?
- Are the technologies proven to be counterfeit-resistant?
- Is the company's technology protected by a patent?
- Is the company willing to sign a formal Escrow agreement?
- Is the company willing to provide customer testimonials or references?





The Deployment Process

- How long is the process?
- How easy is the process?
- Are there different types of technologies?
- Does it require additional manufacturing steps?
- Are there additional production costs?
- Does the company offer additional services?
- Is the technology detectable by a mobile device?

ISSUES TO CONSIDER WITH TRENDING AUTHENTICATION TECHNOLOGIES

Fashion brands are aware of the problems of counterfeiting and have attempted to combat them with various technologies. Some of these popular technologies have flaws. Many are costly, time-consuming, insecure, or all the above.

TRADITIONAL BARCODES AND QUICK RESPONSE (QR) CODES

Traditional barcodes and quick response (QR) codes are widely used by fashion industry brands as simple marketing tools. Because these codes are visible, counterfeiters can easily replicate them. As a result, these technologies are vulnerable to counterfeiting.

5.2 RADIO FREQUENCY IDENTIFICATION (RFID) TAGS

RFID tags identify and track products by using radio waves. RFID tags and readers, as well as the development and maintenance of RFID systems, are costly and time-consuming for the brand owner.

5.3 BLOCKCHAIN

Blockchain enables the secure transfer of data or money. A common misconception is that using blockchain can protect against counterfeiters. It cannot, however, protect physical items, only the data embedded in the blockchain.

Non-fungible tokens (NFTs) are blockchain-enabled digital representations of assets. NFTs are unique and cannot be replicated. The creation of an NFT with a corresponding physical product does not protect the physical product.

Compare our technologies with other anti-counterfeiting technologies [here](#).

ALPVISION TECHNOLOGIES

AlpVision technologies are covert anti-counterfeiting solutions that protect over 30 billion products globally annually, including tobacco, pharmaceuticals, and precious metals. The Cryptoglyph and Secured QR codes are used on printed products. The AlpVision Fingerprint is integrated with the physical product. Our Brand Monitoring System (BMS) enables businesses to track authentic and counterfeit products by monitoring how their technology is used.

CRYPTOGLYPH®

The Cryptoglyph technology has the following advantages:

- Invisible
- Smartphone-based authentication
- Printed features (Tags, certificates, boxes)
- Uses microdot printing with standard ink and varnish
- No change to print suppliers
- Easy to deploy worldwide
- Simple to use, no training required

Variable Cryptoglyph is also available to print a unique Cryptoglyph on each package

- This is recommended if you want to track individual products
- Cannot be seen or erased by the reseller

More information about the Cryptoglyph® can be found on our [website](#).

ALPVISION FINGERPRINT®

AlpVision Fingerprint® technology has the following advantages

- Invisible
- Smartphone-based authentication
- On product feature
- Protects millions of identical products with a few images
 - o If the product is made with a mold (ie. Perfume bottle)
- Protects individual products with a few images
 - o If each product is made individually (ie. Leather handbags)
- Maintain manufacturing process
- Simple to use, no training required
- Track and trace
- Applicable retroactively

More information about AlpVision Fingerprint® can be found on our [website](#).



SECURED QR CODE

The Secured QR code Technology embeds combines the Cryptoglyph technology with standard QR codes. It has the same advantages as Cryptoglyph® and is used if the security needs to be tightly linked to serialization.

- Embeds the Cryptoglyph technology with standard QR codes
- If a product already has visible QR code tags, this can be a smart choice to add security
- Same advantages as Cryptoglyph
- Used to add security to existing traceability

More information about the Secured QR code can be found on our [website](#).

POTENTIAL USES FOR ALPVISION SOLUTIONS IN THE FASHION INDUSTRY

AlpVision solutions can be useful for many aspects of your brand, such as tracking products.

BENEFITS OF THE BRAND MONITORING SYSTEM (BMS)

Our Brand Monitoring System (BMS) is integrated with the mobile app and can be customized to provide useful information. The BMS can provide the location, time, product information, results, user, and scan image.

- The BMS enables your company to track not only genuine goods but also the gray market and counterfeiting.
- Consumer insights can help your company with future product development and marketing.
- The platform can also connect with existing systems, such as supply chain information.

More information about the Brand Monitoring System can be found on our [website](#).

USERS OF ALPVISION SOLUTIONS FOR YOUR PRODUCTS

Test Purchases:

- When conducting test purchases, the AlpVision mobile application can be used to easily identify counterfeit or gray market goods.

Physical Inspections in Store:

- Retail associates can use the AlpVision mobile application to communicate authenticity to customers, ensuring trust in your brand. This allows you to track sales conversions as well.

Customs Inspections:

- Customs officers all over the world use AlpVision technology. During a customs inspection, the officer sends a photo to a server, which authenticates it. This can prevent the spread of counterfeit goods or unauthorized imports.

Customer:

- Your customer can use the AlpVision mobile application to scan the product or packaging to determine its authenticity.
- The mobile application's accessibility fosters a closer relationship with your customer and provides them with the assurance of authenticity.

Resale Authentication

- Instead of physically inspecting the bag, resale authenticators can scan the product or packaging.
- Furthermore, your customers will find it easier to resell your products, resulting in more purchases.
- Brand owners can use the variable Cryptoglyph and Fingerprint to identify illegal resellers

CONCLUSION

This document concludes by outlining the critical steps in choosing an anti-counterfeiting technology for your company. Determine first whether and how counterfeiting, as well as the gray market, is impacting your business. Second, ponder the project's objectives, including the budget and scope. To choose a company, follow these steps to reduce your list of alternatives. It also is essential to consider the drawbacks of trending technologies.

This guide is intended to assist you in choosing the anti-counterfeiting technology that will best serve your objectives.

If you are interested, we are willing to discuss and see whether our technologies are a good fit. If not, we might suggest different technologies.





Introducing

.arianee

Connecting People Respectfully

.arianee

Dynamic NFTs for real-world use cases and consumer engagement

Founded in 2018, Arianee leverages the power of digital assets and web3 technologies to free brands from Big Tech dependency and optimize new marketing capabilities.

Digital assets, known as zero-party data, are more dynamic and cost-effective to secure and maintain than first-party data. Users truly own them, connecting them to the brands they love.

Digital assets unlock circularity, engagement, personalization, and community building.

They are the new tool to acquire, engage and retain consumers.

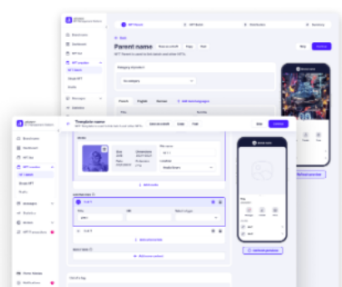
- **Acquire:** Utilize free digital collectibles to acquire clients and convert them into engaged fans
- **Engage:** Take your loyalty program to the next level with direct communications, personalized experiences, and premium options
- **Retain:** Maximize consumer engagement with a Digital Product Passport (DPP)

ARIANEE STARTED AS AN OPEN-SOURCE AND OPEN-ACCESS PROTOCOL AND HAS BEEN DEVELOPING WEB3-BASED SOLUTIONS

1/ ARIANEE'S SUITE OF SOLUTIONS

ENTERPRISE GRADE BLOCKCHAIN & WALLET AS A SERVICE

NFT MANAGEMENT PLATFORM



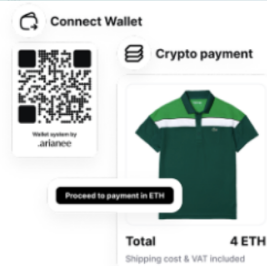
Tokenize - distribute - engage

WALLET SOLUTIONS



Click & mint - connect

WEB3 TOOLINGS



Engage - explore - reward

ARIANEE PROTOCOL

Open source / Mint without wallet / Timestamp / Push notification



INDEX

True to its mission of empowering brands to acquire, engage, and retain consumers through enriched and dynamic NFTs, Arianee has been developing technological solutions through their NFT Management Platform, user-friendly wallet solutions, and cutting-edge web3 tooling.

By providing these comprehensive tools, Arianee enables brands to effortlessly and seamlessly embark on web3 strategies and implementations, ensuring smooth and successful transitions.

- **NFT Management Platform:** one platform to tokenize assets, distribute tokens, communicate with brands' holders, and extract campaign insights
- **Multi-Chain web3 Wallet:** Powering Arianee's Enriched NFTs, the Arianee Wallet is the optimal way to onboard brand users to web3. No crypto, no gas fee needed. Deploy it as a standalone app or within the brand's existing ecosystem. Connect it to any dApp via Wallet Connect.
- **web3 Toolings:** Take advantage of Arianee's complete set of web3 toolings (e.g., APIs, widgets) to create the most advanced web3 experiences

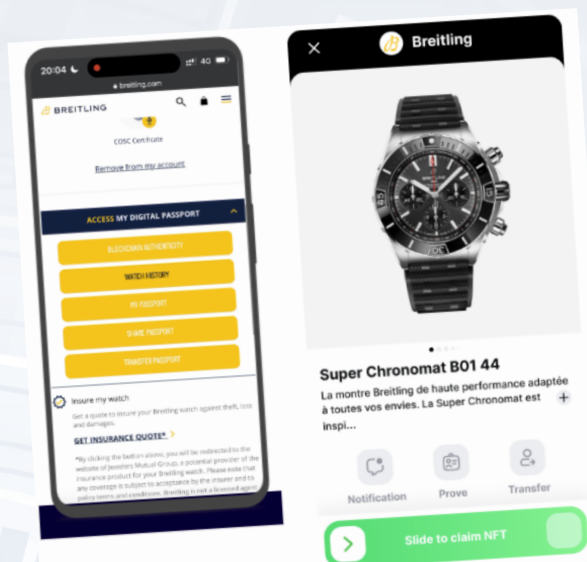
Arianee brings together more than 50 brands and partners, including Moncler, Richemont Group, IWC, Panerai, L'Oréal, Breitling, Paris Fashion Week, Lacoste, Château Pape Clément, The Sandbox, POAP.

*In Greek mythology, **Ariadne delivers a thread** that guides Theseus out of a labyrinth inhabited by a Minotaur. In today's internet "labyrinth," **we connect users and brands with digital assets:** the decentralized internet's zero-party data.*

ARIANEE SOLUTIONS AND USE CASES

- **Digital Product Passport (DPP):** enabling high product circularity and preparing for ecodesign compliance
- **Social and Community NFTs:** building innovative membership and loyalty tokens with native interoperability
- **Pure Digital Assets:** distributing digital collectibles with utilities

FOCUS ON A WEB3 CONSUMER JOURNEY: THE ICONIC BREITLING JOURNEY

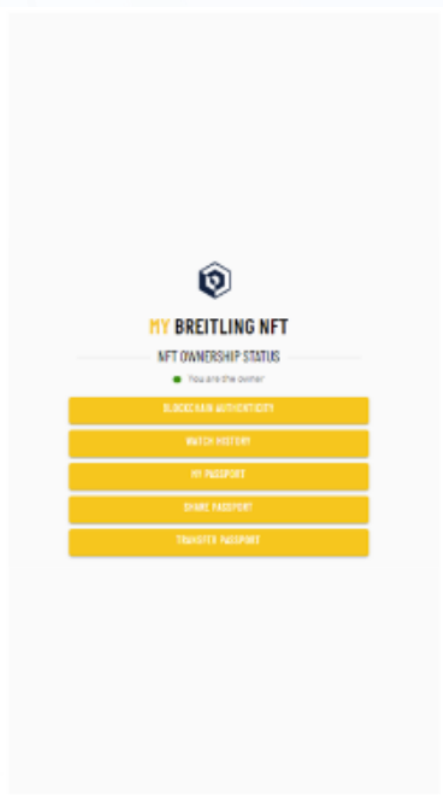
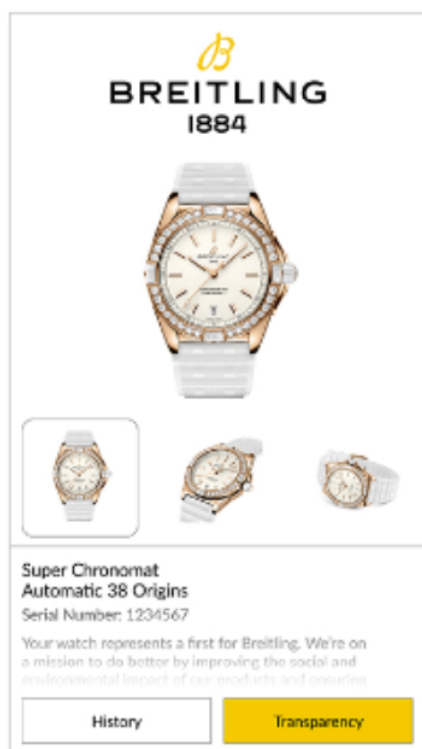


In March 2020, Breitling, one of the world's most prestigious Swiss luxury watchmakers, embraced a forward-thinking web3 strategy, becoming an early adopter of blockchain-based innovations.

Integrating the Arianee NFT Management platform, Breitling revolutionized its approach to creating and distributing Digital Product Passports (DPP) for its timepieces on a large scale.

All Breitling watches now come with a DPP powered by Arianee's blockchain technology, providing digital security, proof of ownership, and authenticity and giving access to exclusive services.

These DPPs connect to Breitling's digital warranty program, allowing consumers to initiate and track repairs, extend warranty periods, and subscribe to insurance in the case of theft or loss.



In 2022 Breitling took its consumer engagement to the next level by releasing its first-ever traceable watch, The Super Chronomat Automatic 38 Origins. Each watch owner has access to fully transparent information about their watch, including its raw materials, verified by Sourcemap, a global supply chain transparency, and traceability software provider, and stored in the Arianee Enriched NFT.

With the Arianee Protocol, Breitling has had more than 500,000 NFTs minted and continues to establish a unique combination of modernity and tradition.

ABOUT ARIANEE'S CARBON FOOTPRINT

At Arianee, we have decided to make sure that our carbon footprint is as low as possible from day one. In fact, Arianee operates on two Ethereum side chains under the Proof of Stake (PoS)(Polygon) and Proof of Authority (PoA), which are very efficient in terms of energy consumption. We audited our Carbon and Energy footprint, and we're proud to say that even if we reach the threshold of 200 million NFTs created in one year, our carbon footprint is only 25% of what a French family emits in one year.

EMBRACING CIRCULARITY THANKS TO ARIANEE'S TOKENIZED DIGITAL PRODUCT PASSPORTS

Building a more circular economy requires consumers to make informed purchasing decisions. Arianee enables brands to issue tokenized digital product passports at scale using web3 technologies and NFTs to increase transparency and information sharing.

A tokenized digital passport is a digital passport claimed by a physical identifier (e.g., NFC chip, QR code). It can be stored in a custodial or non-custodial wallet, and all data is stored in an NFT imprinted on a public blockchain.

Through digital product passports, consumers can access the following:

- Certificate of ownership and authenticity
- Upstream product information
- Added value services such as recycling, repair, and resale
- Repair through timestamping: consumers can book a repair service in a physical store with one click from their DPP. Once repaired, the brand will timestamp the DPP, showing the date and time the service was delivered
- Resell service through NFT-backed marketplace: consumers can list and sell their items in a seamless experience
- Regulatory information

Brands can take advantage of digital assets to embrace circularity and leverage them as product lifecycle management and new CRM tools while allowing product owners to use their valuables and keep them longer.

THE BRAND BENEFITS OF ARIANEE'S TOKENIZED DIGITAL PASSPORTS INCLUDE:

- **Lowering** the cost of secondhand infrastructure
- **Staying** in direct contact with end consumers
- **Creating** the conditions for future revenues through royalties
- **Understanding** consumers' consumption patterns and expectations
- **Engaging** consumers through tailored communication
- **Running** state-of-the-art loyalty programs

To learn more about the many benefits of DPPs, scan this QR code to see our recent report, "*The Case for Native Digital Product Passport Tokenization*" conducted in partnership with BCG



Introducing



a coesia company

Gray Market Value of Goods

The exponential business of product diversion and gray market! Many sectors are affected:

- Perfume or cosmetics
- High priced beverages and food
- Textile
- Electronic devices
- etc.



THE PROCESS



CODING POSSIBILITIES – SINGLE SHEET CODING MACHINE DIGILINE VERSA

- Coding machine for single item coding
- With OCR/OCB – camera control and code grading
- With SignOptic Interface (SignOptic integration with additional transport module)



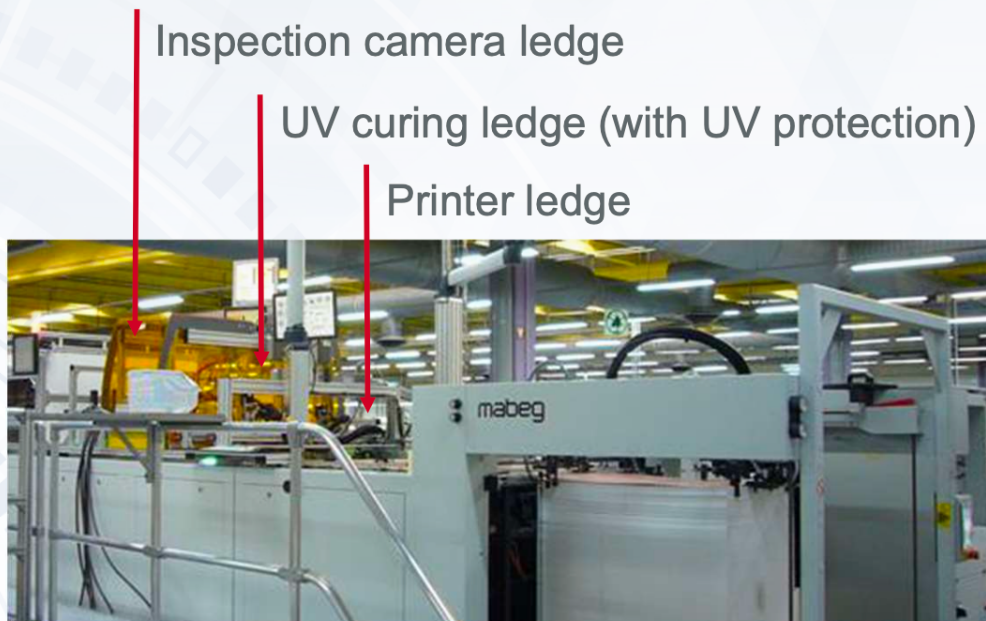
CODING POSSIBILITIES – INTEGRATION KIT OMEGA TABLE

- Integration table for integration with sheet feeding machines
- Individual coding lines possible, GMC Pro controller up to 6 lines
- With OCR/OCB camera control and code grading



CODING POSSIBILITIES – INSTALLATION ON MABEG SHEET FEEDING MACHINE

- Integration with Mabeg sheet feeding machine
- With GMC Pro controller up to 6 coding lines possible
- With OCR/OCB camera control and code grading



GMC PRO

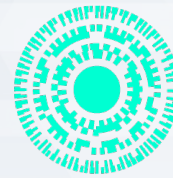
If you value your brand you need to protect it!
Start now to get control on the gray market!

Introducing



AURA
BLOCKCHAIN
CONSORTIUM

Unleashing the Power of Innovation in Luxury



AURA
BLOCKCHAIN
CONSORTIUM

AURA BLOCKCHAIN CONSORTIUM: A UNIQUE COLLABORATION

Aura Blockchain Consortium was born from the need to address the common challenges faced by the luxury goods industry through the transformative power of blockchain technologies. They encourage luxury brands to dream big, begin with small-scale pilots, and use a trusted and secure platform to enhance the customer journey in unprecedented ways.

Founded by LVMH, Mercedes-Benz, OTB Group, Prada Group, and Cartier, part of Richemont, with a vision that collaboration can coexist between competitors for the greater good, Aura Blockchain Consortium is on a mission to help luxury embrace digital transformation by putting the consumer at the centre to enrich and empower the customer experience through simple solutions. Through traceability, transparency, and sustainability, Aura Blockchain Consortium forges trust and serves as a safe haven for luxury innovation. They are the first non-profit association of luxury brands investing in technologies and innovative thinking to bring the customer experience to a new level and build a virtuous future for the luxury industry. Today they have over 25 million products recorded on their permission-based blockchain.

They strive to make blockchain solutions and related technologies easy and available to all luxury brands by providing tools to assist in creating transparency and trust for all customers and stakeholders. Aura Blockchain Consortium strives to improve the buying, owning, selling, reselling and recycling experience of luxury goods.

Embrace the future of luxury with Aura Blockchain Consortium - where tradition meets innovation, and possibilities are reimagined. Together, let us craft a new era of luxury.

“FROM LUXURY, FOR LUXURY”

Today, Aura Blockchain Consortium proudly unites over 35 luxury brand members:

*The house icons represent member brands who have not publicly communicated as of yet



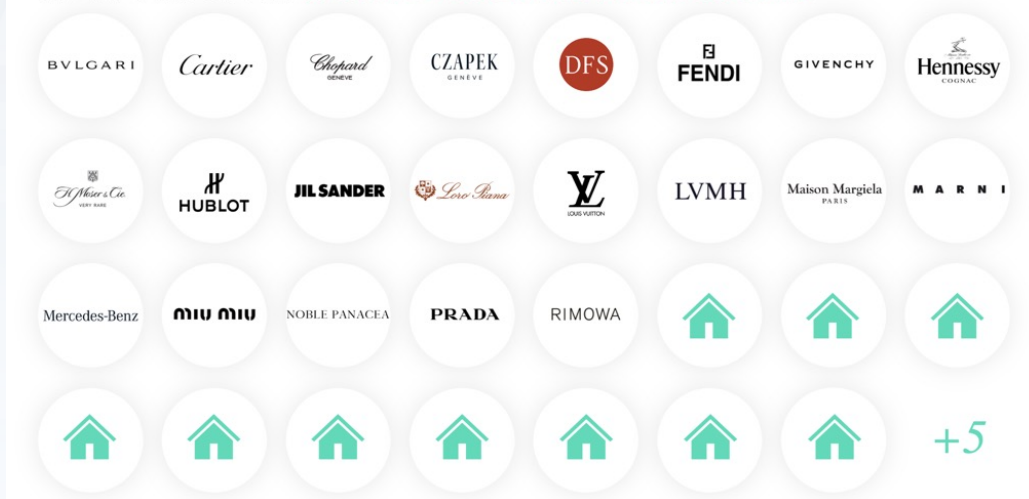
AURA
BLOCKCHAIN
CONSORTIUM

FOUNDING MEMBERS

LVMH Mercedes-Benz OTB PRADA Group RICHEMONT

MEMBERS OF THE AURA BLOCKCHAIN CONSORTIUM

CONFIDENTIAL 2



THEIR MISSION

The luxury industry is currently facing unprecedented challenges when it comes to traceability, sustainability, circular economy, and innovation. The European Union has placed a great deal of responsibility on brands, requiring them to take ownership of the end-of-life phase of their products. This is a daunting task, but it's one that can be tackled much more effectively when brands come together to share ideas and resources. Through collaboration, real impact can be made.

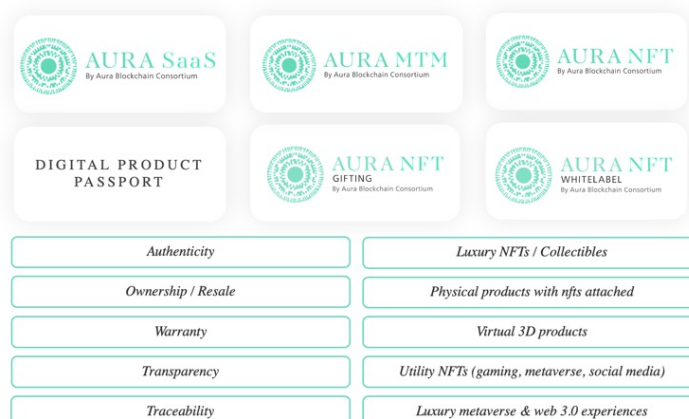
At Aura Blockchain Consortium, they understand these challenges well and are working hard together with their members to overcome them on a daily basis. By offering an additional blockchain layer to the digital product passports, the Aura blockchain can help brands ensure that the information provided to customers is authentic and traceable, which is critical to building trust with consumers.

Moreover, their platform opens up exciting new opportunities for brands to engage with customers in innovative ways that were previously impossible. This creates a unique value proposition for luxury brands, enabling them to differentiate themselves from competitors and offer customers a truly enhanced experience.

Overall, Aura Blockchain Consortium is one of the leading blockchain solutions addressing the critical issues facing luxury brands today. By collaborating together and leveraging the power of blockchain technology, we can create a more sustainable, transparent, and innovative future for the industry as a whole.

Aura Blockchain Consortium Solutions

CONFIDENTIAL 4



AURA BLOCKCHAIN CONSORTIUM SOLUTIONS:

Aura Blockchain Consortium is committed to supporting their member brands in embracing their digital transformation in its entirety.

With this, Aura Blockchain Consortium provides a diverse range of exceptional offerings, which includes three simple solutions:

- **Aura SaaS:** Their revolutionary cloud-based blockchain as a service solution. By providing this software-as-a-service, Aura SaaS allows member brands to quickly and easily onboard, maximizing the focus on the customer journey, digital innovation and allowing for both upstream and downstream traceability in the supply chain, making it one of the best direct-to-consumer offerings in the market.
- **Aura NFT:** They provide state-of-the-art NFT and digital collectible solutions so that their member brands can unlock new use cases, embrace their digitization, and make it a simple and supported process. With NFTs providing a new way to create engagement and unique experiences with or without a physical product, they are defining a new and innovative approach to CRM.
- **Aura MTM:** The Aura Multi Token Minter (MTM) is reimagining a new world of luxury allowing any brands in the future to mint any tokens, to any wallets, with any utilities on the public blockchain.

LIVE USE CASES FROM THEIR MEMBER BRANDS:

Aura Blockchain Consortium has a wide range of live use cases, such as Prada, Loro Piana, and Maison Margiela. These use cases showcase the adoptions of these technologies to the customer and how they enrich and enhance the customer experience. To see more use cases, you can visit Aura Blockchain Consortium's LinkedIn page.



PRADA ETERNAL GOLD

Prada, a founding member of the Aura Blockchain Consortium, is revolutionizing the luxury industry by leveraging blockchain technology to enhance transparency and traceability for clients. By doing so, Prada Group is tackling the significant challenges faced by the industry in our modern era.

Prada made a groundbreaking debut in 2022 with their Eternal Gold collection, the industry's first truly sustainable fine jewelry collection. Setting a new standard for luxury brands, Prada utilized 100% certified recycled gold. This mitigated the environmental impact associated with mining new gold and championing the cause of human rights. Prada extended the traceability of diamond origins from stones of 0.5 carats or larger to stones of all sizes, challenging the industry norms and promoting transparency throughout the supply chain.

The journey of individual pieces is accessed by Prada's clientele by tapping the authenticity card with their mobile. An Aura blockchain verified image of the product will appear and consumers are able to trace the provenance and authenticity of every aspect of their fine jewelry piece, from mining to cutting and polishing. Furthermore, they are able to see the certification of the recycled gold as well as the authenticity of the piece.



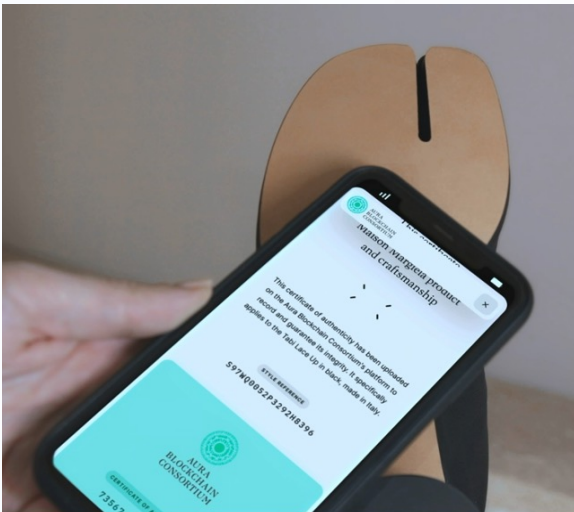


LORO PIANA GIFT OF KINGS

Loro Piana has always been about touching the exceptional in life. Transparency is the new frontier of luxury and in a world where information is power, knowing the origins and journey of your luxury good is the ultimate expression of sophistication.

Powered by the Aura SaaS solution, Loro Piana launched their first digital product certificate in March 2023. Starting from the Gift of Kings® collection and planning to expand to other product lines, Loro Piana leverages QR code technology to enable customers to verify the traceability, authenticity, and ownership of each item. Owners can see the item's complete journey from the farm, to the store. Additionally, thanks to a smart contract linking feature, Loro Piana provides visibility on the raw material life cycle and composition of each item, emphasizing the savoir-faire and craftsmanship dedicated to each product.

To further enhance the durability and legacy-tracing approach, which stand as core values for the Maison, Loro Piana has implemented Aura Blockchain's cutting-edge transfer of ownership feature, guaranteeing customers a secure and long-lasting item authentication process over time.

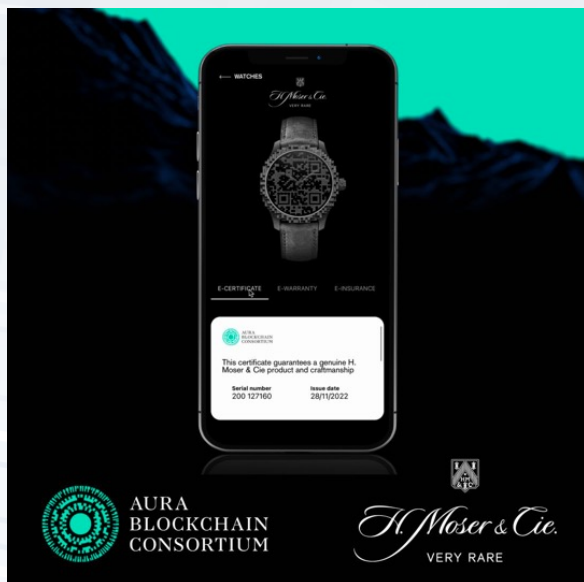


OTB GROUP

Aura Blockchain Consortium's founding member OTB Group understands the power of building a luxury environment where community is prioritized. They have now registered over 300,000 garments from their brands Maison Margiela, Marni and Jil Sander on the Aura Blockchain.

"The most powerful thing is that for the first time we are putting the community and consumers ahead of the process" - Stefano Rosso, OTB Group Board Member and BVX CEO.

By using Aura Consortium's private-permissioned no code smart contract editor to create a digital certificate of authenticity on the blockchain and inserting an NFC tag in the products, OTB Group offers new services, guaranteeing product value over time, while also making counterfeiting impossible. With this powerful tool, they are providing their customers an enhanced experience rooted in trust and transparency.



H.MOSER & CIE.

By offering an all-embracing, immersive experience and using an approach that combines physical, digital and virtual dimensions, Aura Blockchain Consortium collaborated with the luxury watch brand as they introduced a cutting-edge, customer-focused solution.

Based on the development of an ecosystem structured through a dedicated app, their new Genesis timepiece allows watch authentication through blockchain technology, provided by the Aura SaaS solution. This authentication and certification will eventually be introduced for all their watches via the warranty card that is included with each model giving the customer access to details they never had before.

Along with the traceability feature, through Aura Consortium's technology, owners can also access the warranty details, such as the technology used and the warranty expiry date as well as a first of its kind insurance service. Their SaaS solution provides full traceability on the watch's insurance that has been embedded to the products in this collection.

A truly groundbreaking development, these watch owners can now access the details of their insurance, such as who is the provider, the expiry date, any previous claims and cover in case of theft etc., thus giving the consumer an unrivaled insurance service.

KEY TAKEAWAYS

- Aura Blockchain Consortium was founded for luxury from luxury.
- Aura Blockchain Consortium is a non-profit association of luxury brands investing in technologies to enhance the customer experience and build a virtuous future for luxury.
- Aura Blockchain Consortium strives to make blockchain solutions and related technologies easy and available to all luxury brands.
- Aura Blockchain Consortium strives to provide tools to assist in creating transparency and trust for all customers and stakeholders.
- Aura Blockchain Consortium strives to improve the buying, owning, selling, reselling and recycling experience of luxury goods.



Introducing



Authentic Vision

Meta Anchor for Luxury and Apparel



As the market for digital goods continues to expand rapidly, consumers are eager for new kinds of immersive experiences that blur the lines between the digital and the real world. Authentic Vision is a leading provider of mobile authentication solutions designed to protect your organization's investment in product innovation, brand value, and reputation while creating new opportunities to increase trust and engagement with consumers.

Authentic Vision's patented Meta Anchor™-technology, which consists of the Holographic Fingerprint label, mobile authentication app, and real-time analytics capabilities protect physical assets from counterfeiting and creates

opportunities for brands to securely connect their digital assets to digital value in Web3 applications. The technology enables a wide range of use cases to engage with consumers through loyalty programs, incentives and future experiences.

BENEFITS



Instant, automated
verification of authenticity



Secure
consumer engagement



Prevent warranty fraud



Engage with
installer community



Protects & grows
legitimate revenue



Precise Geo-location of
counterfeit attempts &
gray market activity



Highly secure &
tamper proof solution



Reduction of liability



Fast implementation
of recall actions



USE CASES

Anti Counterfeiting

Highly scalable and secure labels to tag luxury products.

Anti Diversion

Track and monitor products through real time data and analytics capabilities.

Sealing

Seal packaging individually to ensure that the products are unopened.

Digital Product Passport

Store product related data digitally and connect it to the physical product.

WHY ARE WE MAKING A DIFFERENCE?



Security

Physical randomness in production creates a unique Holographic Fingerprint™ that can only be produced once.



Ease of Use

Authentication with any type of smartphone. No further training or specialized equipment required.



Instant Results

Clear positive/negative verification results at the first scan.



Actionable Data

Precise geolocation of scan interactions provide actionable data.

Introducing

collectID



In today's luxury industry, transparency is critical for brands to build trust and credibility with consumers. By providing transparency throughout the supply chain, luxury brands can ensure that their products are genuine and produced in an environmentally and socially conscious way. collectID offers an extension of solutions that can support luxury brands in their endeavour of enhancing product and supply chain transparency for consumers.

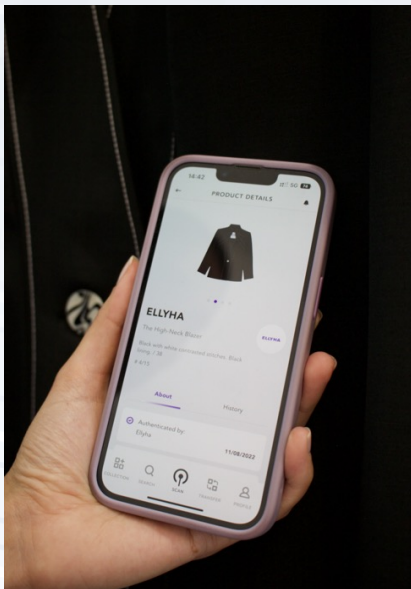
ENSURING PRODUCT AUTHENTICITY

Firstly, the collectID technology enables tamper-proof verification of the authenticity of physical luxury goods through a combination of blockchain and IoT technology. collectID uses encrypted, smartphone-ready NFC tags that are linked with secure, immutable NFTs on the blockchain. This creates a digital twin for each physical item that is equipped with a unique NFC tag. By tapping the smartphone onto the integrated NFC tag in the product, the customer enters the digital world of the brand, allowing them to access additional information about the product.

One of the key benefits of collectID's technology is its robust security. In contrast to QR codes, which are vulnerable to counterfeiting, as their 2-D representation can be copied unlimited times without any security, dynamically encrypted NFC tags provide each product with a unique identity that cannot be duplicated. Moreover, each QR code is linked to a single, static HTML address, while NFC tags also enable applications to be launched on the smartphone. This allows for a broader scope of applications, such as digital ownership and secondary trading, as well as more personalization. With the longevity of luxury goods in mind, the long durability of NFC tags outperforms the application of a QR code, which might wear off over time and use. Lastly, there is a growing trend of malware being embedded into QR codes, known as "quishing".

Non-encrypted NFC tags are also vulnerable to counterfeiting, as they can be cloned and reused. In contrast, collectID's NFC tags are equipped with dynamic encryption, making it nearly impossible to create counterfeited items out of the ones that are equipped with our NFC tags. This level of security is the reason why credit card companies such as AMEX, Visa, Mastercard, etc. have made NFC technology part of the card's DNA and are the foundation for contactless payment.

By using the collectID technology, luxury brands can provide their customers with the assurance that they are purchasing authentic products, but there is more to that. While it may not be possible to eliminate the fraudulent sale of counterfeit goods completely, the collectID technology can prevent unintentional purchases of fake products, safeguarding the reputation of the brand and protecting consumers from potentially hazardous and criminal counterfeits. This level of control helps protect the brand's image and revenue. However, the establishment of a secure verification system can offer additional benefits to luxury brands beyond product authentication.



DIGITIZING PRODUCT INFORMATION

In the wake of ongoing political and regulatory discussions about transparency for consumer goods, digital product labels seem to be the inevitable future of providing customers with information about the products they purchase. Digital product labels provide several benefits over traditional paper labels. They can be easily updated in real-time, so manufacturers can provide the most up-to-date information to consumers. They can also provide more detailed information, including interactive content such as videos or animations. In addition to the mentioned benefits of digital product labels and the fact that many consumers are cutting off physical product labels from their products, brands are challenged to anticipate potential regulatory changes that would introduce new requirements to providing product information.

The collectID solution creates a digital product passport for every physical product. While the product's unique identity is stored immutably on the blockchain, the product information can be updated and enriched dynamically. To access product information such as material composition and care instructions, consumers simply tap the embedded NFC tag with their smartphone to find the most up-to-date information about their product. Especially in the luxury industry, where storytelling is an integral part of value creation, digital product passports represent a far superior opportunity for brands to enrich their physical products with digital content, thereby preserving the perceived emotional value over time and offering customers more immersive experiences.

TACKLING THE SUSTAINABILITY CHALLENGE

Sustainability has become an increasingly pressing issue in the fashion and luxury industry. The industry is notorious for its fast-paced production cycles, high levels of waste, and heavy reliance on natural resources. This has led to significant environmental and social impacts, including pollution, resource depletion, and poor working conditions. As consumers become more environmentally conscious, they are demanding more sustainable products and practices from the brands they purchase from. Thus, brands are challenged to increase the transparency of their products and processes, as well as find innovative ways to promote more sustainable practices that expand beyond the sale of their products.

collectID has partnered with various sports clubs and luxury brands to promote eco-friendly materials and production processes. For example, the Swiss luxury brand Maison Mollerus provides customers with additional information about their recycled leather handbags and introduced a care and repair program through the collectID app. Another Swiss brand, CZI, shares meticulous care instructions to prolong the life cycle of their products. KangaROOS tells the story of its limited edition 'Environment Day' sneaker made from environmentally friendly materials and planted a tree on behalf of each sneaker sold. Kappa and Deportivo de La Coruña released a limited-edition, 100% ecological jersey that uses recycled materials sourced locally and manufactured ethically. JAKO introduced an incentive-based challenge for customers who registered their products, promoting sustainable practices.

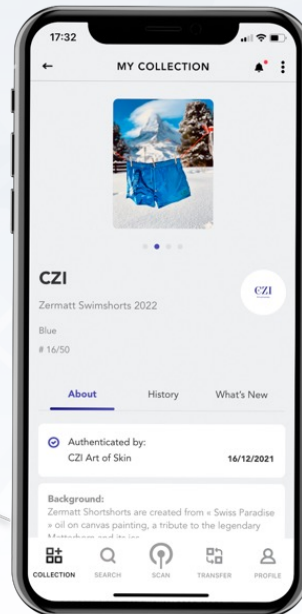
Care instructions:

CZI apparels have been created as genuine Artworks, with passion and devotion. To keep them beautiful, we recommend you to follow the instructions of care below:

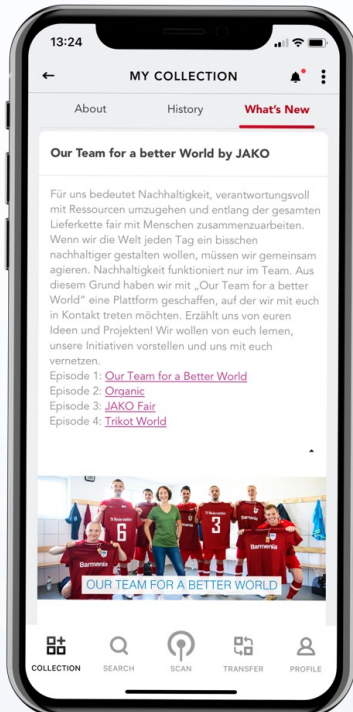
After each use, always rinse your beloved apparels with fresh water. If you need to wash them, chose the most delicate cycle at 30°C and wash them with similar colours with whom they will get on well... Use a machine rather than doing it by hand. Your apparels are sensitive, do not dry wash them and please, always keep them away from oxygenated chlorine based bleach or stain removers.

Air-dry your apparels, they will love the breeze of freedom.

Should you wish to iron them, although not needed, limit the temperature to 110°C and iron them on the inside out... they're sensitive souls!



Through collectID, these brands are able to provide customers with information on the origin of sustainable materials used in their products and their manufacturing process. Moreover, the immutable product history allows brands to highlight their supply chain partners and promote ethically conscious partnerships. The technology makes sure that this information is not lost but is closely tied to the physical product through its digital product passport. In addition, the collectID technology facilitates the resale of luxury goods in a secure and transparent way, making it a smart and sustainable choice for both consumers and the environment.

**PROMOTING CUSTOMER ENGAGEMENT**

In today's rapidly evolving digital landscape, customer engagement has become a critical challenge for fashion and luxury brands. In this highly competitive, global market, brands must work harder than ever to capture and maintain the attention of their target audience. Additionally, as consumers become more sophisticated and discerning, they are demanding personalized experiences and meaningful engagement from the brands they interact with. This has made it increasingly difficult for fashion and luxury brands to stand out and build lasting relationships with their customers. As a result, customer engagement has become a key challenge for fashion and luxury brands, requiring them to develop innovative strategies and technologies to create a more personalized and engaging customer experience.

The collectID ecosystem allows for the tracking of the immutable ownership history, providing luxury brands with extremely valuable insights into consumer behaviour and preferences. By accessing analytics on the ownership movement of their products, luxury brands can optimize their marketing and product development strategies to better meet customer needs and preferences. Moreover, it enables luxury brands

to engage with customers in new and innovative ways. Through collectID, brands can provide additional product information, loyalty rewards, and facilitate secondary trading, which can increase the engagement of customers with their products to enhance brand loyalty and ultimately drive sales.

In other words, brands and their products not only become more transparent in the eyes of consumers, but brands also gain transparency about how customers engage with their products beyond the point of sale. This reciprocal transparency allows for more meaningful relationships between consumers and brands, facilitated through the phygital product.

REDUCING THE ENVIRONMENTAL IMPACT

Sustainability is a key priority for collectID, and we are committed to reducing our environmental impact while providing innovative solutions for brands. To further enhance our sustainability efforts, in February 2022, we completed the transition from Ethereum to Polygon blockchain. By using Polygon, we are able to achieve faster blockchain transaction processing and reduce our carbon footprint. Polygon is already carbon neutral by eliminating all the blockchain's carbon debt, and they are actively working on becoming carbon negative. This means that every transaction is accounted for, and its environmental impact is offset.

INTEGRATING COLLECTID NFC TAGS

The collectID NFC tags come in different shapes and forms, allowing frictionless integration in various product categories. Our tags are water- and heat-resistant to ensure long durability and to enable products to withstand at least 100 washing cycles. Further, the seamless integration into physical products ensures that quality and wearing comfort are not compromised. The collectID NFC tags can either be integrated during the manufacturing process or post-production, leaving brands with a high degree of flexibility regarding timing and application methods. Lastly, our API allows partners to lock customers into their own brand environment, ensuring complete control over the entire customer experience and the collected first-party data.

CONCLUSION

In summary, collectID offers a solution that enhances transparency for luxury brands by providing a secure and tamper-proof system for verifying product authenticity using blockchain and IoT technology. This ecosystem offers benefits beyond product authentication, such as providing customers with detailed information about the products they purchase, enabling luxury brands to gather extremely valuable first-party data to inform marketing strategies and prolong the enhanced customer experience. Additionally, the collectID technology enables luxury brands to engage with customers in new and innovative ways, offering loyalty rewards, facilitating resale, and strengthening the relationship between the brand and the customer. By working together, we can promote a more transparent future for all.

USEFUL LINKS

- [collectID Success Stories](#)
- [collectID x Maison Mollerus](#)



Introducing



Crane Authentication Technology Insight



PROFOUND™ MICRO-OPTIC LABELS BY CRANE AUTHENTICATION ARE INTUITIVE TO AUTHENTICATE AND DIFFICULT TO REPLICATE.

Top-quality products and brands will always strive for packaging which communicates customer value. PROFOUND™ Micro-Optics help brands attain this with effects that engage consumers at first glance with clear call-to-action in any lighting conditions, and with eye-catching designs.

At Crane Authentication, we believe consumer engagement is critical to product authentication, so we engineered PROFOUND™ Micro-Optics to include brand logos, crisp movement effects and three-dimensionality. These secure not only the product but call attention to QR codes and other features to provide an authentication solution that is integrated, intuitive and connected.

Customers need assurance their hard-earned money is spent on authentic products supplied by companies that share their values and beliefs.

Today, brands have new means to bridge the information and authenticity gap. By providing public features that attract attention through strong 3D and movement effects, integrated with QR codes, companies can provide a secure, attractive and engaging entry point to their brand's values and the product's authenticity. Crane Authentication's Micro-Optic technology supplies customized solutions for brands by providing a seamless integration into brand's imagery.

This is a solution that is at hand today, and one that can play a role in addressing the most pernicious attributes of counterfeited products, exploitive labor practices and environmental degradation to name just two. It is time for brands to act more transparently than ever.

Counterfeiters do not care about sustainability, child labor, or making safe products for consumers. It is impossible for consumers to know whether human rights are respected, working conditions are safe and the environment is protected without knowing where companies' products are made. This authenticity and information gap diminishes brands' transparency efforts.

The ultimate transparency brands should provide customers is ensuring the products they buy are genuine. Integrated with overt, secure features and easy-to-use authentication tools, Crane Authentication's PROFOUND Micro-Optic technology can respond to this need and deliver the authenticity customers deserve.



PROFOUND™ MICRO-OPTICS BY CRANE AUTHENTICATION

INTUITIVE TO AUTHENTICATE,
DIFFICULT TO REPLICATE.



POWERED BY CRANE CURRENCY



Introducing



DIGITAL PARTNERS
DRIVING INNOVATION



Luxury Transparency & Traceability Roundtable



Digital Partners (Switzerland/ Spain) is a leading company with expertise in Data Driven Artificial Intelligence Platforms and Strategic analysis for international organisations, Luxury, Health organisations, Sport and Public Services verticals.

Digital Partners SA was founded in early 2016 and offers Digital Services and Technical platforms to address today Business transformation challenges using the best of breed technologies and Software's using Big Data, Artificial Intelligence and Analytics.

Our vision, mission and delivery model is resumed below

Figure 1 – Vision and Mission



Digital Transformation
(Why)

Digital Innovation
(How)

Digital Technologies
(What)

Value Proposal

*Our Services & Products
Help International organizations
Who leverage Innovative scenarios
By reducing the risk to be disrupted
And leveraging new Business Models
Unlike*

Vision

Become an International leading company in Digital Strategy and technologies for International Organizations

Mission

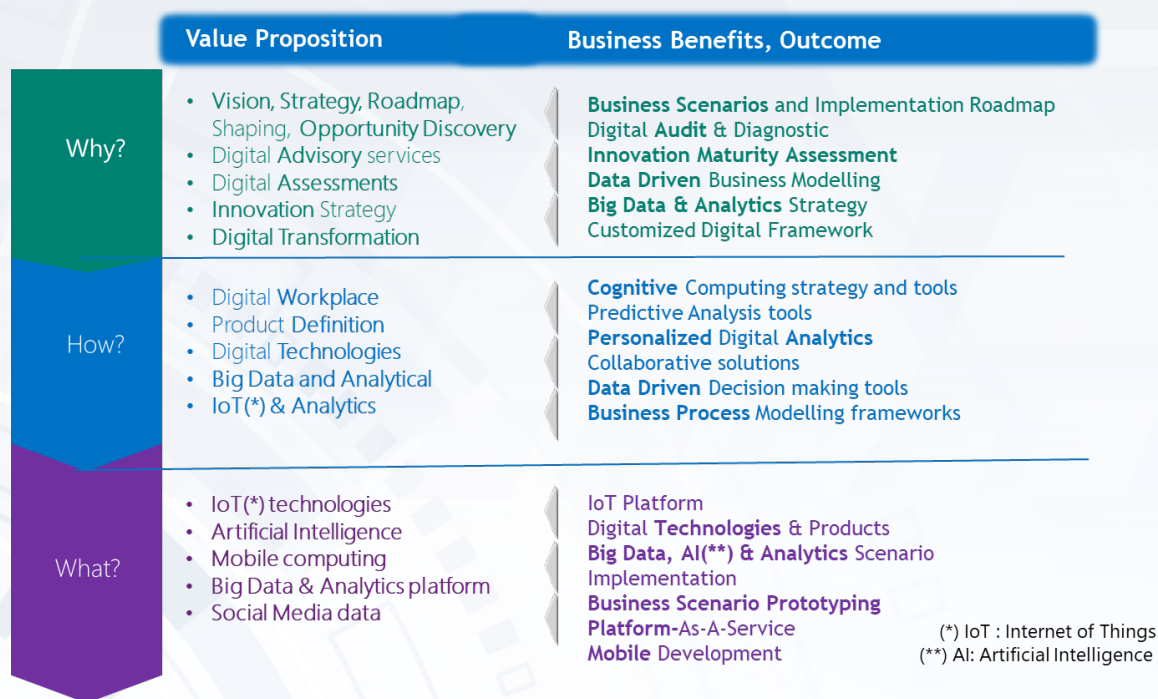
- Partner with innovative clients on digital programs
- Help them anticipate and prioritize disruptive and complex challenges using innovative scenarios
- Define Data driven Business use cases
- Leverage our technical expertise to demonstrate the use cases

Delivery Model

- Develop Impactful Strategies
- Develop digital platform and product-based offerings
- A highly competent team of innovation experts (AI, Big Data, Blockchain, IoT)
- Partner with global technical leaders academic and emerging start-ups

Digital Partners draws on an extended network of partners to foster innovation in a variety of contexts. Our Value proposition is the following:

Figure 2 –Value proposition



OUR SERVICES AND PRODUCTS

Our Services

Businesses need to create a seamless brand experience, projecting their brand clearly across the many touch points, channels and devices their customers use. They also need to leverage analytics and the wealth of data available in and around the business to sense and shape market opportunities ahead of their competition. Such a digital strategy is an important step toward becoming an intuitive enterprise.

At Digital Partners, we help companies to define relevant business scenarios that can be implemented through Digital transformation projects. Our Digital Strategy practice helps executives understand, envision and articulate digital as a business strategy and implement it using a road map that delivers on the brand promise across channels. This can imply different areas of transformation:

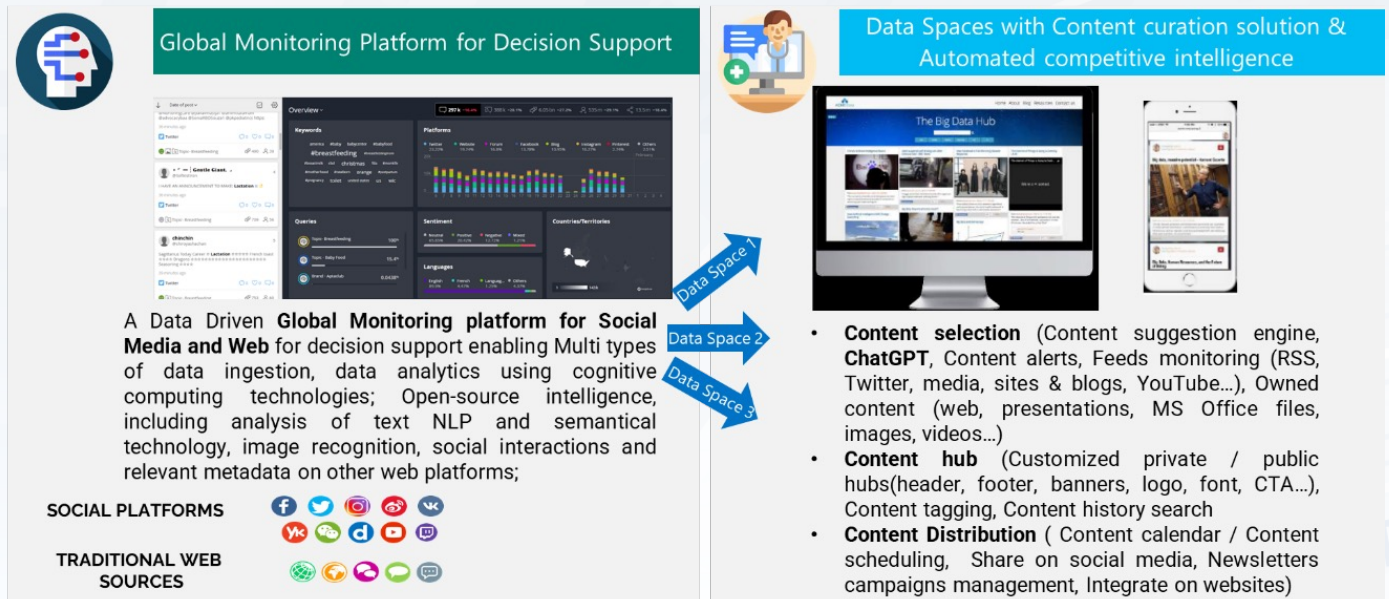
- Business Model Transformation.
- Process Transformation.
- Domain Transformation.
- Organization Transformation.

Our Products

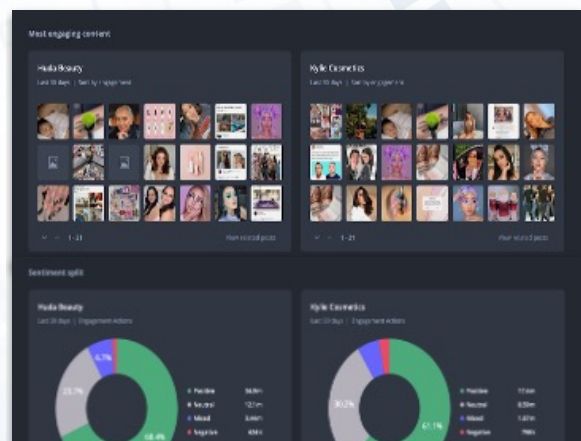
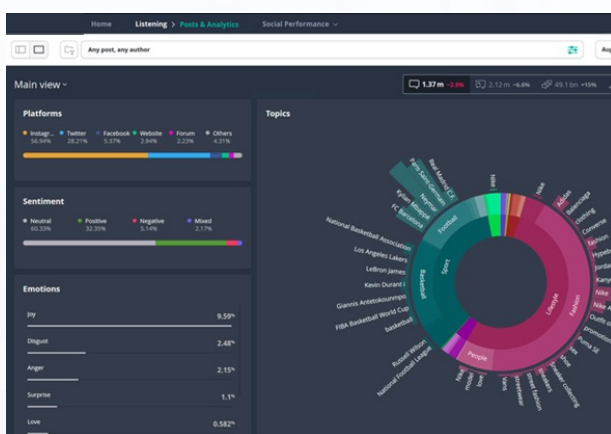
We provide a Global social media and web monitoring platform ingesting Big data to provide Powerful insight at the speed of the consumer using artificial intelligence and machine learning in an expert-designed data structuring and visualization.



Figure 3 – Overview of our products



- Built for the needs of large, complex organizations.
- Fast adoption:
- High-value turnkey use cases
- Library of expert-designed research queries
- Insight without need to define specific queries.
- Rapid user onboarding
- Robust & fully compliant access to global data
- Industry-leading AI, text and image analysis
- Unlimited customization

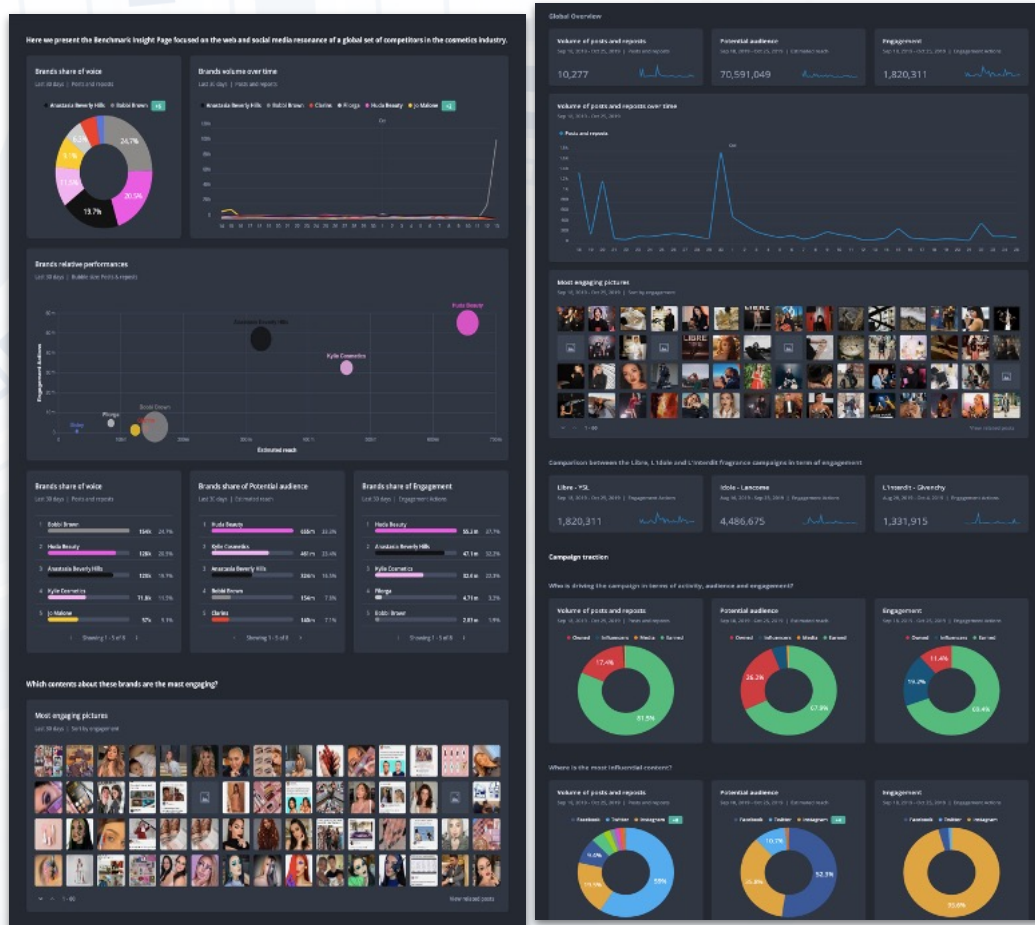


The potential business needs:

- Analyze and measure customer experience.
- Identify and activate your tribes.
- Measure brand equity and perception
- Measure campaign performance
- Benchmark your brand against the competition.
- Create more engaging content.
- Discover, vet and measure influencers.
- Identify emerging trends.
- Manage crises and monitor brand reputation.

Robust access to global and local data:

- Strong coverage in China, Apac & Russia with access to Sina Weibo, WeChat, Little Red Book, VKontakte, Naver, Zhihu, Toutiao, QQ, Bilibili, ...
- Exclusive partnerships and integrations with key western social media platforms: Facebook, Instagram, Twitter, Youtube, Pinterest, Tiktok, Twitch, .Reddit, ...
- Blogs, Forums, review sites, news
- Fully compliant with those platforms



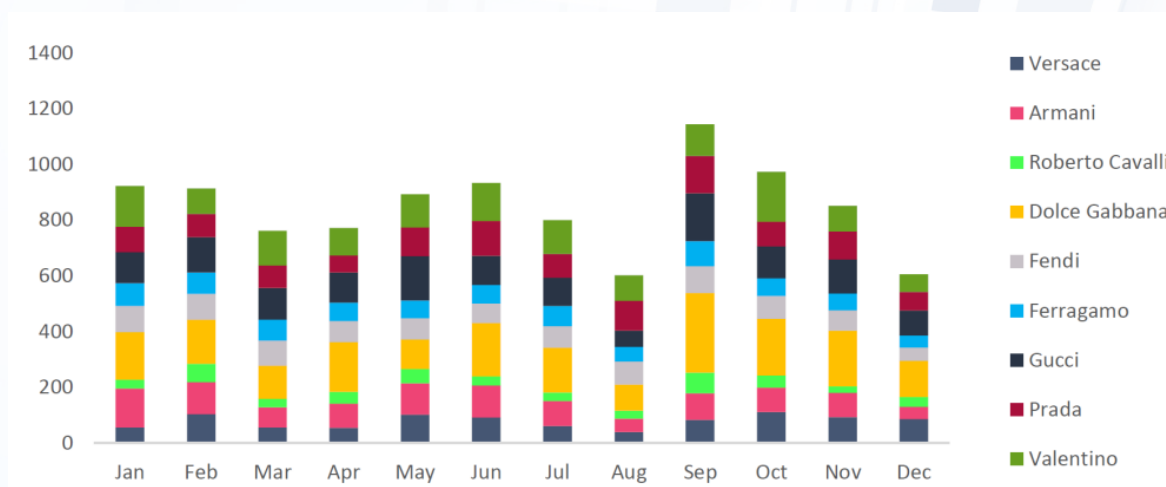
LUXURY BRANDS ON SOCIAL MEDIA

The rapid proliferation of social media has been redefining every facet of the old marketing and customer engagement tactics, not only for low-end and mass-market products but also for luxury brands. In this context, brands are dealing with the challenge of maintaining a balance between using mass marketing strategies concurrent with accentuating the exclusivity of their offerings. Social media can be considered beneficial if brands employ it to reach the right audience and use the right platform and incorporating the right content.

Currently, customer behavior towards brands has been altered profoundly throughout the entire purchase process and decision-making stages from the awareness and recognition of needs to later stages and beyond. Social media provides the potential to communicate and interact with highly involved users and build relationships and bonds between individuals, who will subsequently positively represent the brand to their social media communities. Social media has a considerable effect on consumer behavior from the phase of information acquisition to later on in the post-purchase stage through interactions such as (dis)satisfaction statements.

An overview of the frequency of posts by brands (see Figure 5) reveals that September, October, January, and February, with the greatest number of posts, create the highest peaks, likely due to the spring/summer and fall/winter international fashion weeks. On the other hand, December and August, with the least number of posts, are in the last two places. The three companies that published the most posts were D&G, Gucci, and Valentino.

Figure 5 – Post frequency per month by each brand



Among the first notions that social media users will consider are the people that have a starring role in the photos or videos. Celebrities and luxury are inseparable, with one completing the other. Likewise, people have been classified into three categories in a study analyzing Brand Awareness Strategies on Social Media in the Luxury Market .

BRAND RISK DETECTION

Brand risk refers to the potential harm that a company's reputation and financial performance may face as a result of negative public opinion, regulatory actions, or other external factors. This can include risks related to product safety, environmental concerns, financial fraud, or other issues that may damage the company's reputation or lead to financial losses. Companies may take steps to manage brand risk by monitoring public opinion, implementing risk management practices, and communicating effectively with stakeholders.

The brand name is among the most highly valued assets of a company. A solid brand is able to easily acquire new customers while also retaining existing customers. It also acts as a platform for launching new products. Studies have revealed that having strong brand results in greater returns but with less risk. But a business's branding strategies can also wind up putting them in a risky position, which can be disastrous for revenue, cash flow, brand equity, and investors' value.

There are several methods and tools that companies can use to detect brand risks, including:

- **Social media monitoring:** Companies can use social media monitoring tools to track mentions of their brand, products, and competitors on social media platforms, and identify potential risks.
- **News Monitoring:** Companies can use news monitoring tools to track mentions of their brand, products, and competitors in the news and identify potential risks.
- **Web Monitoring:** companies can use semantical (text recognition) and cognitive (Image recognition), sentiment analysis technologies to monitor the mention and associated content.
- **Vidéo Monitoring:** Companies can use monitoring tools to track mentions of the vidéos mentioning their brand, and identify potential risks

EXAMPLES OF LUXURY BRANDS EXPOSURE

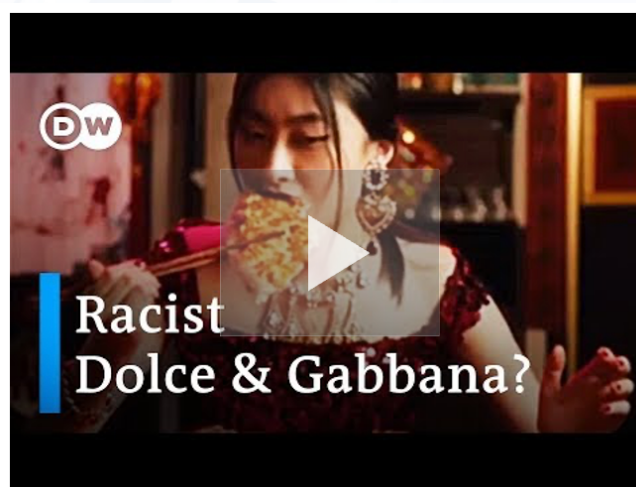
Dolce & Gabbana under fire over racism accusations

In their effort to get a better foothold in the multi-billion-dollar Chinese fashion market, the legendary Italian fashion brand Dolce & Gabbana arranged a star-studded Shanghai fashion show, and to promote it, they released an ad. The only problem was that the ad was extremely offensive to the very people they were targeting.

In it, a young Asian woman is seen giggling as she tries to eat pizza and pasta with chopsticks — an image that is rife with Asian stereotypes and makes her look inept.

To make matters worse, the outspoken designers made racist comments on their Instagram profile, later claiming the account had been hacked.

Figure 6 – Vidéo Ad



In a video, the pair apologized, but the damage was already done, big time. The reaction was immediate and overwhelming, with Chinese celebrities pulling out of the fashion show, and customers posting videos of themselves destroying their Dolce & Gabbana goods, vowing never to buy the brand again. Soon after, the pricey fashion show was cancelled.

Figure 7 – Video response



CHANEL “COCO SERVED HOT”

Photographer Billy Kidd is being criticized for a photo shoot he did in the August issue of Interview Magazine that people say reinforces Asian racial stereotypes.

Entitled “Coco Served Hot,” the images portrayed an Asian woman in a traditional Asian farmer’s hat walking in New York’s Chinatown lifting a bindle stick on which were hung bags that look like knock-off products. The woman is wearing head-to-toe Chanel from her conical straw hat emblazoned with a Chanel logo to the Chanel Gabrielle handbags to her sandals. People were infuriated over the image because it seemed to associate the Chinatown worker with counterfeit luxury goods.

Figure 8 – Coco Served Hot picture



Fake news, online counterfeit activities, Sustainable fashion


- Fake accounts on social media are not only used to spread misinformation but also boost the reach of certain influencers. It turns out that luxury brands do not differ but are rather among the most affected by this phenomenon.
- Social Media platforms have emerged as hot spots for counterfeit offenders who exploit a range of social and private messaging tools to reach like Facebook, Instagram and WhatsApp
- Numerous brands utilize social media to capture consumers' interests while promoting their sustainability goals. Social media presents opportunities for fashion brands to attract the attention of younger generations, build a brand image, and promote product.

FAKE NEWS AND FAKE ACCOUNTS

Fake news, fake likes, and fake social media followers – FAKE and Disinformation has been one of the hottest words over the past couple of years. Fake accounts on social media are not only used to spread misinformation but also boost the reach of certain influencers. It turns out that luxury brands do not differ but are rather among the most affected by this phenomenon.

A study report has checked which luxury fashion brands have the largest percentage of fake followers on Instagram. They picked the 20 most popular brands across industries such as fashion, cosmetics, jewelry and watches. According to the fake account checker tool they used, 19 of the 20 most prominent fashion brands have at least a quarter of their followers flagged as fake or suspicious at minimum. Furthermore, with the leading brands in their ranking the fake-follower percentage is nearing a third of all followers.

Figure 9 – Luxury Fashion brands with the most Fake profiles

Luxury Fashion Brands with the Most Fake Followers				
	Cartier Jewelry	cartier - 13.1M Average Likes - 13.2k Engagement Rate - 0.10%	Fake Followers:	31.93%
	Estée Lauder Beauty, Fashion	estelauder - 4.4M Average Likes - 3.4k Engagement Rate - 0.08%	Fake Followers:	31.76%
	Bulgari Jewelry, Watches	bulgari - 13.1M Average Likes - 33.3k Engagement Rate - 0.28%	Fake Followers:	31.36%
	Ralph Lauren Fashion	ralphlauren - 14.6M Average Likes - 8.3k Engagement Rate - 0.06%	Fake Followers:	30.62%
	Emporio Armani Fashion	emporioarmani - 19.6M Average Likes - 5k Engagement Rate - 0.02%	Fake Followers:	30.00%
	Valentino Fashion	valentinovalentino - 17.9M Average Likes - 26.6k Engagement Rate - 0.15%	Fake Followers:	29.83%
	Hermès Fashion	hermes - 12.7M Average Likes - 14.4k Engagement Rate - 0.11%	Fake Followers:	29.78%
	Christian Louboutin Fashion	louboutinworld - 16.3M Average Likes - 7.9k Engagement Rate - 0.05%	Fake Followers:	29.38%
	Burberry Fashion	burberry - 20M Average Likes - 19.3k Engagement Rate - 0.10%	Fake Followers:	29.05%
	Victoria's Secret Lingerie, Fashion	victoriasecret - 74.4M Average Likes - 24k Engagement Rate - 0.03%	Fake Followers:	28.92%
	Prada Fashion	prada - 31.7M Average Likes - 46.2k Engagement Rate - 0.15%	Fake Followers:	28.36%
	Versace Fashion	versace - 28.6M Average Likes - 40.4k Engagement Rate - 0.17%	Fake Followers:	28.34%
	Dolce & Gabbana Fashion	dolgogabbana - 29.9M Average Likes - 48k Engagement Rate - 0.16%	Fake Followers:	27.99%
	Dior Official Fashion	dior - 43.5M Average Likes - 123.7k Engagement Rate - 0.29%	Fake Followers:	27.37%
	Balenciaga Fashion	balenciaga - 14.3M Average Likes - 28.5k Engagement Rate - 0.20%	Fake Followers:	27.04%
	Tiffany & Co. Jewelry	tiffanyandco - 14.6M Average Likes - 62.5k Engagement Rate - 0.43%	Fake Followers:	26.64%
	Chanel Fashion, Beauty	chanelofficial - 55M Average Likes - 43k Engagement Rate - 0.08%	Fake Followers:	26.11%
	Rolex Watches	rolex - 14M Average Likes - 107.1k Engagement Rate - 0.77%	Fake Followers:	25.46%
	Louis Vuitton Fashion	louisvuitton - 52M Average Likes - 164.6k Engagement Rate - 0.32%	Fake Followers:	25.03%
	Gucci Fashion	gucci - 51.1M Average Likes - 96.3k Engagement Rate - 0.19%	Fake Followers:	24.39%

Fake Instagram accounts – possibly in the millions – are being created every single day. Consumer brands, popular influencers, famous actors and singers are the most likely to have fake followers. A significant percentage of the followers of top fashion brands are also fake.

ONLINE COUNTERFEIT

Facebook, Instagram Are Hot Spots for counterfeit Louis Vuitton, Gucci and Chanel. The Meta-owned social media sites have become key marketplaces for counterfeit luxury goods.

Figure 10 – Counterfeiters hawking imitations of luxury brands



Its platforms have emerged as hot spots for counterfeit offenders who exploit their range of social and private messaging tools to reach users, according to interviews with academics, industry groups and counterfeit investigators, who likened brands' attempts at policing services like Facebook, Instagram and WhatsApp.

Research, led by social media analytics firm Ghost Data and shared exclusively with Reuters, showed counterfeiters hawking imitations of luxury brands including Gucci, Louis Vuitton, Fendi, Prada and Chanel.

It identified more than 26,000 active counterfeiters' accounts operating on Facebook in a June-October 2021 study, the first time its counterfeit research had focused on Meta's flagship app, and it found more than 20,000 active counterfeiters' accounts on Instagram, up from its count the previous year but down from a 2019 peak when they identified about 56,000 accounts. About 65 percent of the accounts found in 2021 were based in China, followed by 14 percent in Russia and 7.5 percent in Turkey.

Impact of Fashion Brand Sustainability on Consumer Purchasing Decisions

The definitions of sustainable fashion in the literature vary; however, they all include the same elements—the impact of the fashion industry on the environment and all stakeholders through different aspects, including society as a whole. It is possible to distinguish eight dimensions making up the sustainable fashion construct .

1. **Recycled**—Recycled apparel products are made from reclaimed materials from used clothing.
2. **Organic**—Organic products are made from natural sources without any pesticides and toxic elements and/or raw materials.
3. **Vintage**—Refers to any second-hand clothes and up-cycled clothes that have been given a new life.
4. **Vegan**—Products that do not contain leather or animal tissue products.
5. **Artisan**—Products that continue the skills of ancestral traditions.
6. **Locally made**—Includes products that require little transportation and contribute to the local economy.

7. Custom made—The goal of this personalized design is to encourage quality and slow fashion design rather than mass-produced disposable fashion.
8. Fair Trade certified—Includes products made by companies that show respect for employees and their human rights.

An online questionnaire created on the Google Forms platform was used to conduct quantitative research. The research was carried out in January of 2021.

The respondents were asked to indicate, on a five-point Likert scale, the degree to which they agree or disagree with five statements describing their apparel purchase behavior. The statements read as follows:

1. The sustainability of fashion brands is not a factor in my decision to buy their clothing
2. Before buying I search information about the fashion brand's sustainability policies and reputation, but this is not a key factor in my decision.
3. Fashion brands' sustainability policies have an impact on my decision to buy their clothing.
4. Sustainability is a marketing gimmick, and in my opinion, it is not truly a part of the fashion brand's strategy.
5. I prefer to buy clothing from fashion brands that have a sustainable clothing line.

The second statement was used to test. Figure 1 shows the respondents' agreement with the statements on the five-point Likert scale: 1—strongly disagree, to 5- strongly agree. The result is that 30,80% and 4.18% of the respondents Strongly disagree and disagree and search information online about the fashion brand's sustainability policy before buying its products.

Figure 11 – Distribution of respondents' agreement with the second item



The Use of social media to Promote Sustainable Fashion and Benefit Communications is key in this context. Therefore, fashion brands exploit social media by posting images and textual information that promote sustainability events and campaigns while demonstrating the beauty of the natural world aligned with their products.

Introducing



iTraceiT

Revolutionizing Traceability in the Luxury Industry



iTraceiT is a software company based in Belgium that provides traceability solutions to an array of industries. The company is committed to implementing state-of-the-art technology that allows users to track and trace the complete journey of a product, from its initial origin to the final end user. Each step in a supply chain is methodically monitored, and all significant traceability data points and supporting files are captured and documented on the iTraceiT system.

The company's traceability solution uses a combination of QR code and blockchain technology to ensure that the traceability information is correctly transferred between companies in a highly secure and reliable environment. In addition, iTraceiT has invested significant development time in automated connections. As the iTraceiT system is entirely digital, it can easily connect to any other system or software.

iTraceiT was launched in mid-2023 and has since experienced tremendous growth in the number of customers from all stages of the supply chain, and it is actively being used in the luxury sector today.

TRACEABILITY AT THE HEART OF SUSTAINABILITY: WHY TRANSPARENCY MATTERS

Traceability plays a critical role in sustainability, which has become an increasingly important topic among end consumers when deciding which product to purchase. Driven largely by the changing consumer needs of millennial and Gen-Z age groups, retailers are being asked to pay greater importance to the social, economic, and environmental impact of the products they put on the market.

This is particularly true for the broader luxury sector, whose consumers are typically more discerning and wish to feel good about their purchase.

Traceability is the fundamental building block for any sustainability policy. To make any claims about the environmental footprint of a luxury product, whether it was manufactured in factories where child labor and gender equality policies are in place or if there have been any beneficiation efforts towards the local communities, one must first have a clear map of where the product has been. iTraceiT's traceability solution aims to map the complete travel of a product across each stage of a supply chain, providing retailers with the tools to confidently demonstrate the country of origin and the full journey of the luxury product they are selling. This level of transparency is the first step to examining and rating the broader sustainability impact of each product.

BRINGING TRANSPARENCY TO THE DIAMOND AND JEWELRY SECTOR: OVERCOMING TRACEABILITY CHALLENGES

As a first proof of concept, iTraceiT has developed a traceability solution for the global diamond and jewelry sector.

This \$80 billion luxury industry is characterized by a complex, global supply chain, with stakeholders with different levels of digital adaptation, from large multinational factories to small artisanal miners.



Diamonds are difficult to track as they undergo various mutations throughout the cutting and manufacturing processes. At the same time, each diamond is unique, so for diamonds of a certain size and up, it is critical to keep track of each individual stone's journey, while for smaller stones, keeping track of the different mixtures and splits presents an interesting traceability challenge.

Fragmented traceability solutions exist in the sector, focusing either on a particular origin or on a specific product category, so there is a need for an independent, industrywide traceability solution.

While the initial proof of concept is being demonstrated in the diamond and jewelry sector, iTraceiT's traceability solution can be used to track and trace any product. The system can easily be switched to track the data points and supporting documents relevant to each sector, with pilots in the precious metal, medical, and food sectors currently underway.

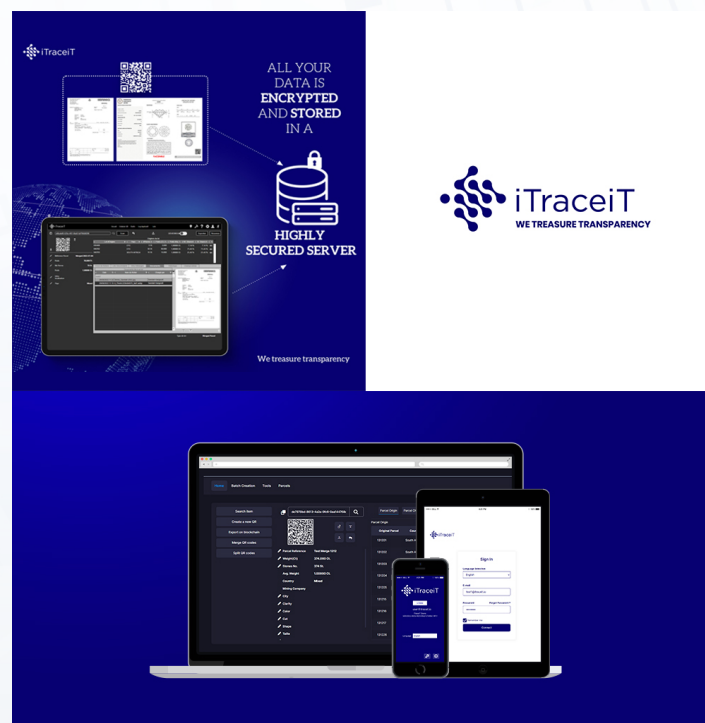
ITRACEiT: AN INDEPENDENT, DIGITAL, AND AUTOMATED TECHNOLOGY AND SERVICE PROVIDER

iTraceiT is a leading technology and service provider that operates independently, which presents numerous benefits to its users.

One of the key advantages is that iTraceiT is 100% neutral, as it has no luxury industry organizations in its shareholder structure. This neutrality is crucial given the sensitive nature of the information that passes between different companies in a supply chain. Additionally, this independence enables different industries to collaborate on traceability. For instance, iTraceiT is developing a watch and jewelry certificate that traces not only diamonds but also gold, metal, and other materials that go into a luxury piece.

Moreover, iTraceiT is integrated with logistics providers and grading labs to ensure third-party verification of the data submitted by the actors of different luxury industries.

As a fully digital solution, iTraceiT leverages webservice calls, which allow for complete automation. Users can copy all relevant traceability actions and data entries directly from their inventory management systems or upload them manually if desired.

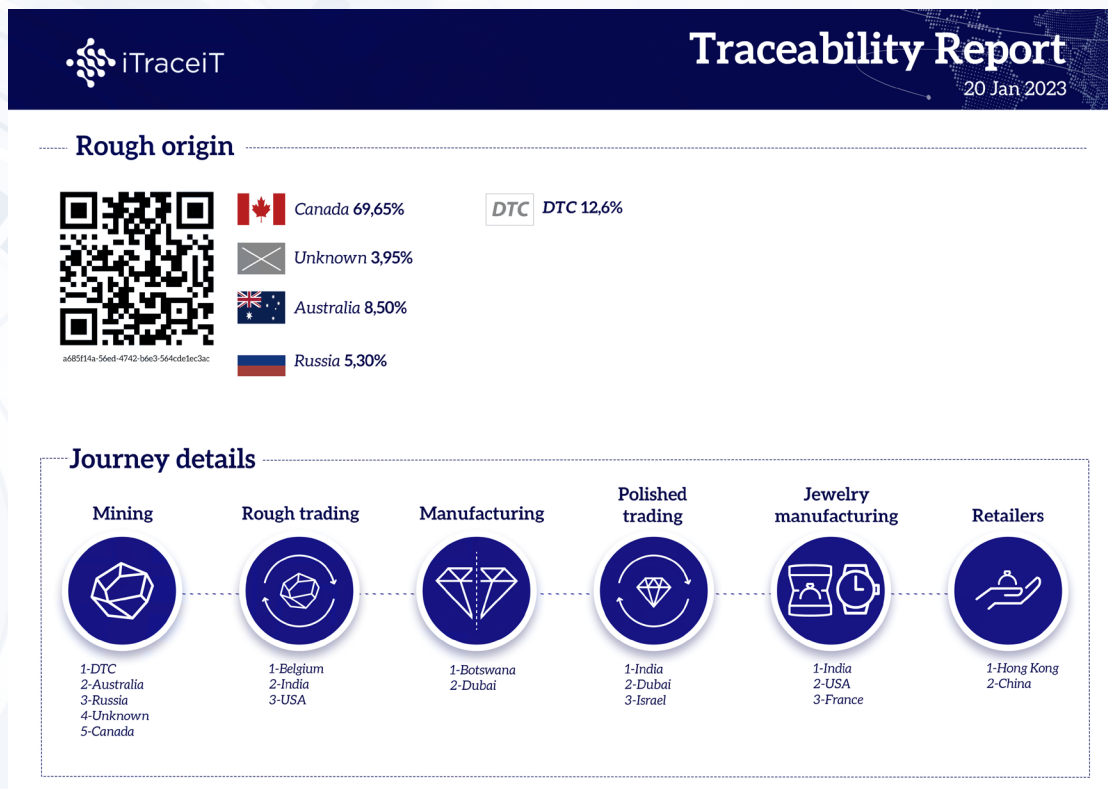


THE SYNERGY OF QR CODE AND BLOCKCHAIN TECHNOLOGY

iTraceiT's traceability solution is based on two key technologies: QR codes and blockchain.

The decentralized nature of blockchain has several positive implications, such as enhanced security and protection against outside attacks. Furthermore, information captured onto the blockchain cannot be modified, instilling confidence in retailers that the traceability information is accurate and has not been tampered with.

iTraceiT decided to use QR codes in their solution because they can function as carriers for a wide range of information. Each QR code automatically generates several data points, including geolocation, timestamps, and ownership.



Additionally, there is no limit to the information that can be added to a QR code. Any relevant data point or supporting documentation related to traceability and sustainability can be included in a QR code, effectively making it a digital identity card for the product. For example, customers in the diamond and jewelry sector can add copies of invoices, shipping documents, pictures, videos, factory codes, extraction dates, and more.

iTraceiT's system automatically generates and assigns new QR codes at each stage of a product's journey in a supply chain, establishing an unbreakable chain from start to finish with all the supporting data points and documentation.

Many avenues for innovation and research are now being studied to further improve the technology behind iTraceiT's traceability solution, whether in the use of artificial intelligence for fraud detection (behavioral analysis), the integration of NFT 'digital escrow' type solutions and many others.





EMPOWERING RESPONSIBLE BUSINESSES THROUGH TRACEABILITY TECHNOLOGY

iTraceiT's leading traceability solution strives to promote responsibility and sustainability among companies. Our key principle is to ensure that our customers are always in full control of the information they provide. Our secure cloud-based environment allows users to select the data points and documentation they wish to pass on to the next step in the chain. Only that traceability information is transferred to the blockchain and is legible by that client's customers.

At iTraceiT, we firmly believe in providing our users with flexibility so that they can decide what information is relevant for their customer base. We do not force our users into a certain mold but allow them to tailor the solution to their specific needs. We understand that consumers are looking for provenance, confidence, and assurance in the products they purchase, and our traceability tool helps companies demonstrate their transparency and sustainable processes.



JOIN THE ITRACEIT COMMUNITY AND SHOWCASE YOUR COMMITMENT TO SUSTAINABILITY

We invite potential customers to join the iTraceiT community and take advantage of our traceability solution to demonstrate their commitment to sustainability and responsible business practices. Our solution is easy to implement, intuitive to use, and can help businesses stand out in a competitive market. By joining the iTraceiT community, companies can improve their supply chain visibility, increase consumer trust, and gain a competitive advantage.

Introducing

Sm•art
Sta•mp



Smart tech for art & collectibles

Sm•art Sta•mp

Developed over a decade with stakeholder security and flexibility in mind, SmartStamp solves the problem of the authentication of art and collectibles with patented, dynamically updatable AI analysis of surface characteristics to 'fingerprint' physical objects and immutably link them to the digital realm. These tamperproof digital twins are then minted as NFTs to expand the object's life into Web3 and enable secondary market creator royalties through our smart contract. Using the SmartStamp app is as simple as taking a picture, giving groundbreaking security and the timestamping power of blockchain to anyone who can use a smartphone.

A Swiss company, SmartStamp is founded and led by figures at the forefront of both the art world and university technology department chairs, bringing deep expertise to address the needs of artists, designers, collectors, institutions, and brands in authenticating, protecting, and preserving cultural objects and heritage. SmartStamp AG is incorporated in Kreuzlingen, Switzerland.

- Competitively priced premium solution for our target market of artists, primary market galleries, and brands' limited edition objects, that can be used by all market stakeholders from artists to temporary custodians to collectors/collections.
- Flexible solution provides each art market stakeholder with a tamperproof way to authenticate and verify objects they create, own, and care for.
- Sustainable and scalable as there is nothing to print, manufacture, or recycle.
- Authenticated objects add value and trust and help create a healthier and more equitable market.
- Customer touchpoints for artist or brand to its community through app and Web3.

SmartStamp Use Cases

1. Artists/Primary Market Galleries & Artists Estates

Pain Point #1: authenticating artworks

- create next-gen AI + blockchain certificates of authenticity for new artworks or newly authenticated art and collectibles

Pain Point #2: profiting from artist's own secondary market

- mint the COA with digital biometrics to an NFT with smart contract for secondary market creator royalties

Pain Point #3: achieving independence

- Web3 empowers creators to become more autonomous

Pain Point #4: authenticating ephemeral artwork

- turn traditional paper certificates of authenticity into "SmartStamped" certificates with digital fingerprints to prevent falsification of these valuable documents

2. Collectors

Pain Point #1: protecting value and proof of a purchased artwork or collectible

- purchase object with tamperproof, next-gen AI + blockchain certificate of authenticity from artist, artist's gallery or estate, auction house, or brand

Pain Point #2: confirming an object sent out on loan was not swapped with a counterfeit

- register digital fingerprints of object before sending out and verify upon return

3. Registrars, Conservators & Art Logistics

Pain Point #1: ensuring accurate identification at each point of incoming / outgoing objects

- register digital fingerprints of object before sending out and verify upon return

Pain Point #2: updating protocols and systems with technologies that can resist expert counterfeiters

- integrate SmartStamp enterprise API into systems databases for streamlined identification protocol

4. Galleries, Art Fairs, Auction Houses & Museums

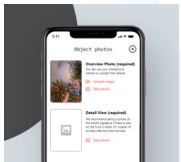
Pain Point #1: ensuring accurate identification at each point of incoming / outgoing objects

- register digital fingerprints of object before sending out and verify upon return

Pain Point #2: ensuring authenticity papers of an artwork cannot be falsified

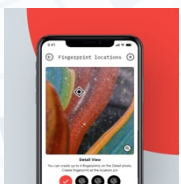
- auction houses can issue tamperproof, next-gen AI + blockchain certificates of art and collectibles in their sales

How the SmartStamp App Works



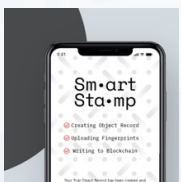
1. Take an overview and detail image of the artwork

- Take, or upload from your phone, an overview photo of your artwork, plus a detail view.
- The overview photo will be used for your object's next-gen Certificate of Authenticity.



2. Select an area to scan, analyze, and create the fingerprint

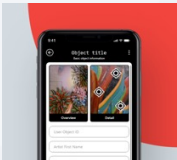
- The area you scan will be 0.5 cm². SmartStamp uses multi-dimensional dynamic identity AI and deep learning networks technology to analyze and verify patterns based on a small defined area. Up to 1,000 nodal points are analyzed.
- This image analysis is converted into a mathematical formula — numbers in a code. This code is like the unique structure of a human fingerprint.
- You can create up to four fingerprints per object. Create a location pin where each fingerprint is located on the photo of the object.
- The fingerprint is uploaded to a cloud for future verification from anywhere with network access.



3. Integrated blockchain event log

- Sit back and relax on this step because SmartStamp automatically records every interaction of the digital fingerprinting process with our immutable, blockchain event log technology.





4. Verify the fingerprint

- Using your location pin finder, hover over the fingerprint's general area to verify the unique fingerprint using our dynamic recognition AI technology in real-time



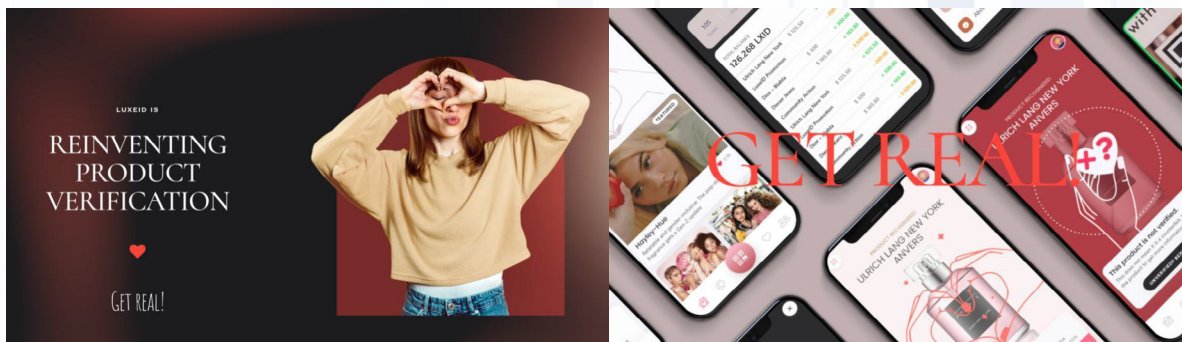
5. Create a Next-Gen Certificate of Authenticity

- SmartStamp will generate a next-gen Certificate of Authenticity for your artwork.
- This includes a QR code to view the complete immutable, blockchain event log that records every interaction of each digital fingerprint's registration and verification and a QR code that opens the SmartStamp app to verify the digital fingerprints.
- Click the button to see or download the Certificate of Authenticity.
- Not ready to issue a certificate? Download a delivery receipt to send to a temporary custodian so you can re-verify the artwork upon return.
- Easily email the certificate or export your entire object record by sharing the SmartStamp QR code with another user.
- Push the COA to your systems files, a blockchain registry, or mint them into NFTs with our smart contract for secondary market creator royalties.

LUXEID

LuxeID is reinventing product verification

luxeid.io



Created for the Gen-Z market to verify a product's authenticity and learn about the brand's ESG goals and milestones. Gen-Z wants to know their products and actively supports having a voice in community governance.

Ingredients & Provenance
Ensure Personal and Planet Well Being

Company Governance
Protect Against Counterfeits and Illicit Labour Practices

Sustainability
Brand's ESG Goals and Milestones to Reach in the LuxeID Community

LuxeID benefits customers and brands to share and learn about a product's:

- Ingredients & Provenance
- Ensure personal and planet well-being
- Company Governance
- Protect against counterfeits, grey market, and illicit labour practices
- Sustainability
- Brand's ESG goals and milestones to reach in the LuxeID community

Brand Protection

- Unique digital surface ID for your products that are counterfeit-proof.
- Each Secure-QR code has a unique digital surface ID that is lost if reprinted.
- Next-generation direct to consumer touchpoints.
- Web3 capabilities include phygital objects, NFT futures, NFT tickets, fan communities.
- Sustainable as smart labels are paper, not aluminum or PVC.

LuxeID Use Cases: Point of Sale Protection for Luxury Beauty & Premium Goods

- Brands need not modify their beautiful packaging or buy expensive, environmentally unfriendly tags for POS protection.
- Brands order LuxeID labels that are pre-registered with Secure-QR codes, enhanced with digital surface IDs and printed by our partner printers in Lichtenstein, Switzerland, and Japan.
- Simply seal product with our attractive LuxeID labels that include brand's logo – attach them to exterior packaging.
- Customers scan product to verify the unique surface ID – allowing brands to have a direct-to-customer channel for promos, clubs, Web3, and more.

TECHNOLOGY SUITE

REGISTRATION: DIGITAL SURFACE ID (AI FINGERPRINT)

Brands and artists/creators use our technology to create digital surface ID 'fingerprints' during the production or creation process using:

- Automated in-line industrial camera
- Manual approved smartphones (with or without wireless microscopes attached to the SmartStamp app)

Digital surface ID fingerprints are registered on printed labels, packaging, brand logos, or specific surface areas of objects, such as paintings, drawings, prints, watches, collectible cards.



3 METHODS TO CREATE DIGITAL SURFACE ID FINGERPRINTS

1. Automated: fingerprint on Secure-QR code

Ordinary QR codes are printed on labels or packages with industrial cameras during the production process. The surface ID fingerprint on the QR code turns an ordinary QR code into a counterfeit-proof SQR code (patented). The SQR code can be integrated in various ways:

- Product
- Product's certificate of authenticity card / paper
- Product's printed packaging
- On a "smart" label attached to the product's packaging

2. Automated: non-visible fingerprints on areas of a product / object (no SQR code)

Industrial cameras in the production line create digital surface ID fingerprints on unmarked areas of the product, such as:

- Brand logo
- Specific authenticity engraving
- Specific location of the object

3. Manual: fingerprints on specific locations of object

Using a range of approved smartphones (iOS & Android), the user manually scans specific surface areas of objects, such as:

- Artist's signature or identifying marks on recto/verso of the object (wine bottle label, stamp, card, etc.)
- Brand logo, watch face, etc.

MONITORING: BRAND DASHBOARD

Monitor Counterfeit & Grey Markets

- Brands monitor products through their supply chain to detect rising fraud at specific points and locations:
 - a. individual products
 - b. packaging of individual products
 - c. batch of inventory
- At any checkpoint in the supply chain, brand can see red flags if there is fraud.

Customer touchpoints and hyper-personalized engagement

- Using the LuxeID app, customers verify the product's authenticity and engage with the brand and brand's community.

VERIFICATION: CUSTOMER OBJECT / PRODUCT VERIFICATION AT POINT OF SALE

All market stakeholders can participate in the verification of objects – whether the object/product's fingerprint was registered using an industrial camera, smartphone app, or connected wireless microscope.

Products with Secure-QR Code

1. scan the QR information of SQR-code for the product information
2. verify the digital surface ID fingerprint of the SQR code to confirm its authenticity

Products with Non-Visible Digital Surface ID 'Fingerprints' (no SQR code)

Verify the non-visible fingerprint on a specified area of the object / product, such as:

- a. hand-signed signature or edition number of an artwork, print, collectible card, wine label, etc.
- b. brand's logo on packaging or product, such as a logo plaque on a handbag
- c. face of a watch
- d. capsule of a wine bottle, cap of whiskey, olive oil, aceto di Balsamico, etc.





Introducing Sourcemap

Introducing Sourcemap

Sourcemap

For more than 12 years, Sourcemap has been providing state-of-the-art software that allows global retailers, manufacturers, and brands to map their supply chains down to the raw materials and ensure operational best practices every step of the way. Sourcemap technology encompasses the full suite of supply chain due diligence requirements, including supplier discovery, supply chain mapping, supplier risk assessment, transaction traceability, resilience planning, real-time visualization, and consumer-facing transparency.

THE RISE OF SUPPLY CHAIN MAPPING

Laws requiring supply chain mapping are being enacted around the world, from the Uyghur Forced Labor Prevention Act in the United States to the European Union's Green Deal. This marks the first-time companies are accountable for their indirect suppliers, especially when these suppliers are in regions or industries where forced labor is endemic or major environmental issues such as deforestation are present. Global brands and manufacturers typically have tens of thousands of suppliers in their end-to-end supply chains. In order to verify standards at every link in the chain, companies need to start by identifying all of the stakeholders in a process called supply chain mapping.



Born out of MIT research, Sourcemap was the first company to commercialize software for supply chain mapping. Today Sourcemap counts many of the world's largest and most valuable brands as customers across luxury apparel and footwear, food and agriculture, flavors and fragrances, pharmaceutical and chemical, and automotive industries among others.

Sourcemap is also the leading advocate for supply chain transparency. In 2020, Sourcemap was selected to participate in the US Department of Labor-funded STREAMS initiative to combat child and forced labor. In 2021, Sourcemap founder and CEO Dr. Leonardo Bonanni was called to testify before the Senate Finance Committee on Forced Labor, emphasizing the importance of using data-driven technology to fight forced labor in supply chains.



In November of last year, Sourcemap's Forced Labor Due Diligence Solution was named as one of TIME's Best Inventions of 2022 in the Social Good category.

This degree of supply chain visibility is not only possible through Sourcemap technology; it has become critical for some industries to remain competitive in the global market. Beyond customs compliance issues, it won't be possible to meet the demand for high-tech products such as electric cars and solar panels if companies don't have a clear line of sight to the raw material origins.

SUPPLY CHAIN VISUALIZATION

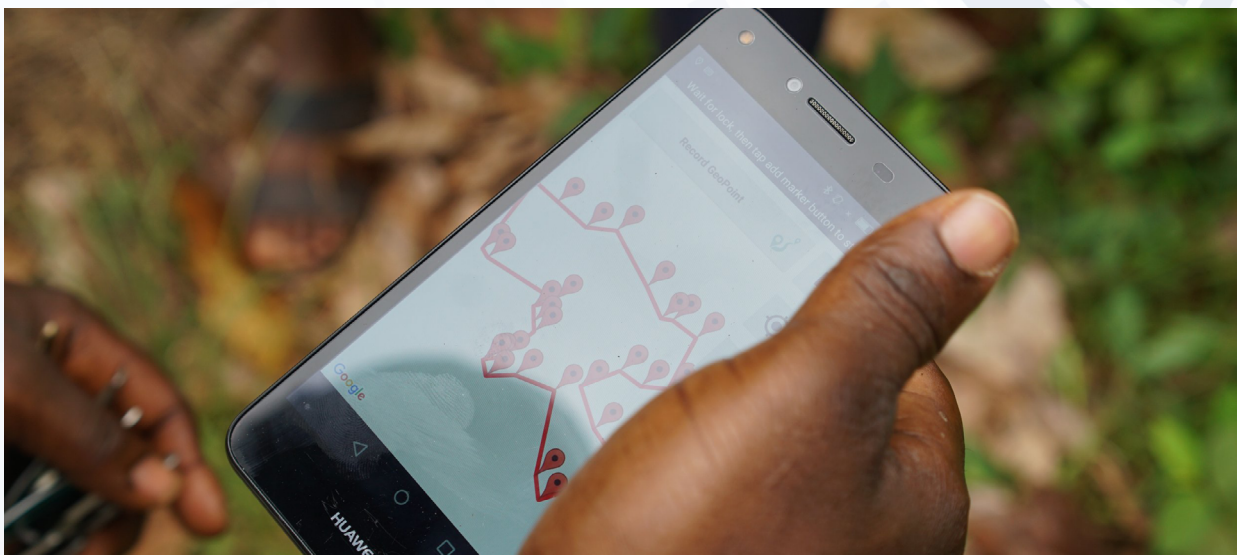
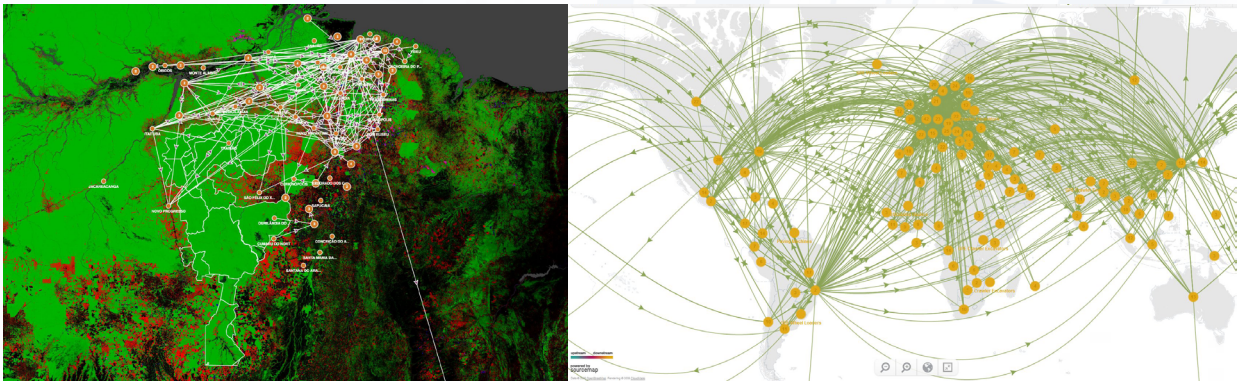
How it works:

Step 1: Map end-to-end supply chain in order to identify every supplier in the value chain, from raw material to finished goods.

Step 2: Identify risk: From human rights to environmental risk, companies can identify risks present in their value chain by collecting the right data.

Step 3: Remediate: Once risks have been identified, companies will be able to implement a remediation in line with their regulation obligations or ESG policies.

Step 4: Report progress: Using dashboards and data analysis, Companies are able to disclose required information via annual reports to regulators and enforcement agencies



THE SOURCEMAP / BREITLING COLLABORATION

In 2022, Sourcemap, and Swiss watchmaker Breitling have partnered to deliver end-to-end traceability for the precious materials used in Breitling's newest watch, the Super Chronomat Automatic 38 Origins. Sourcemap's full-suite supply chain transparency solution independently verifies the entire chain of custody, from raw material to finished product, to guarantee social and environmental impact at every level for Breitling customers

Global watchmakers traditionally rely on thousands of suppliers to source precious materials such as gold and small "melee" diamonds and struggle to verify material origin and root out the presence of illegal and unethical working conditions and the overall social and environmental standards upheld in the process. Further compounding the issue of tracking and tracing provenance, each supplier has its own web of suppliers, making verifying origins nearly impossible. Paving the path to modern supply chain transparency, Sourcemap is the solution trusted by key players in the watchmaking industry to map every tier of their supply chains, gain a better understanding of their supplier network, and present proof of origin for their goods.



Today, luxury watch companies like Breitling are leading the way with more sustainable sourcing standards within their product lines, beginning with the debut of the Super Chronomat Automatic 38 Origins. By partnering with Sourcemap, Breitling guarantees its customers sustainably sourced artisanal gold from a single mine and lab-grown Fenix diamonds from an accredited supplier. Customers can use Sourcemap's solution to view the chain of custody for their individual watch with a blockchain-backed NFT that accompanies every Super Chronomat Origins watch.

"At Breitling, we are committed to achieving positive social and environmental impacts along the value chain and enabling product integrity," said Aurelia Figueroa, Global Head of Sustainability at Breitling. "That's why we engage closely with our suppliers and work with partners like Sourcemap to bring a new level of transparency into how our watches are made."

Of the more than 500,000 business entities registered on Sourcemap's platform, more than 20% supply the luxury goods industry.

"The bar is rising for companies to provide more visibility into the origins of luxury products and their components, and those who can deliver will stand out from those who don't," said Leonardo Bonanni, CEO & founder of Sourcemap. "It takes one company to catalyze others to commit to supply chain transparency, and Breitling is that first-mover in its search for a more sustainable path forward."

Introducing

u-nica®



Connecting Luxury Goods with the Digital Realm for Enhanced Counterfeit Protection



1. INTRODUCTION

Luxury goods face challenges like sustainability, traceability, and counterfeiting, which damages brand reputation and erodes trust. U-NICA offers innovative digital anti-counterfeit solutions combined with high expertise to tackle these issues. This whitepaper starts to discuss protecting luxury goods, the benefits for brands and consumers, and the advanced technology employed.

2. NAVIGATING THE CHALLENGES OF COUNTERFEITING

The industry confronts a relentless battle against counterfeiting, impacting brand reputation, consumer trust, and profitability. Addressing these complex challenges is vital to preserve brand integrity and success. By emphasizing brand protection and tackling issues like the second-hand market, luxury brands can navigate counterfeiting threats and secure a prosperous future.



2.1 Impact of Counterfeiting on Brand Reputation and Consumer Trust

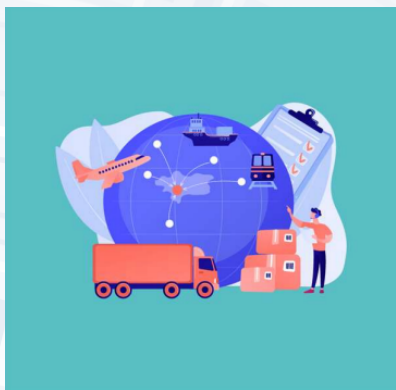
The rise of counterfeit products severely damages a luxury brand's reputation, resulting in a loss of consumer trust. When customers unknowingly purchase fake items, they commonly experience disappointment with the quality of the product, which leads to negative reviews and a tarnished brand image. Brands must prioritize combating counterfeiting to maintain their hard-earned reputation and continue to meet the high expectations of their loyal customers.

2.2 Addressing Counterfeiting Challenges in Various Market Aspects

Counterfeiting leads to complex issues such as return fraud, gray markets, warranty cases, and difficulties in the second-hand goods market. Return fraud and warranty cases involving counterfeits harm luxury brands financially and reputation-wise. Gray markets blur the lines between authentic and counterfeit items. To tackle these challenges, brands ensure item authenticity, offer authentication services, and partner with trusted resale platforms to maintain product value and credibility across markets.

3. THE MULTIFACETED BENEFITS OF BRAND PROTECTION FOR LUXURY BRANDS AND CONSUMERS

In the luxury goods industry, Strengthening Consumer Trust and Brand Reputation is crucial for preserving a company's reputation and consumer trust. Implementing anticounterfeiting measures ensures product authenticity, resulting in superior customer experience. In this section, we delve into the various advantages of brand protection for both brands and consumers.



3.1 Optimizing Distribution Channels and Customer Experience

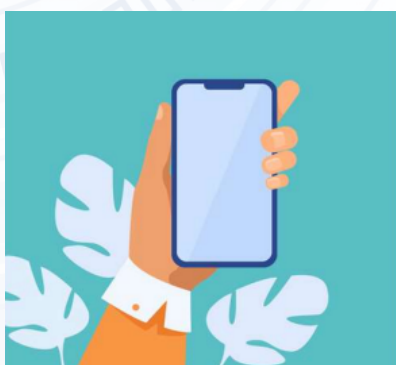
Brand protection initiatives provide brands with greater control over distribution channels and supply chains. By identifying and eliminating counterfeit goods and unauthorized resellers, brands improve supply chain efficiency and product quality. Leveraging technologies like smartphone apps or QR codes for seamless product authentication creates a positive customer experience, building trust and promoting brand loyalty.

3.2 Navigating the Second-Hand Market

The second-hand market for luxury goods has grown in popularity and it presents a challenge in the form of counterfeit products. Brand protection implementations supporting buyers and sellers to validate the authenticity of the items being traded. Luxury brands offering authentication services or partnering with trusted resale platforms to maintain the value and credibility of their products.

4. EMBRACING ADVANCED TECHNOLOGIES: SMARTPHONE AUTHENTICATION AND AI-DRIVEN SOLUTIONS

To combat counterfeiting it is vital for brands to adopt innovative technologies for product authentication. Solutions such as computer vision and machine learning offer unparalleled advantages in detecting counterfeits and preventing fraud. Throughout our examination of these groundbreaking technologies, we delve into their primary advantages and the significant influence they have.



4.1 Effortless Authentication with Smartphone Cameras

As smartphone cameras continue to improve, they have become indispensable tools for quick and easy product authentication. High-resolution cameras are now capable of capturing intricate details, making them suitable for advanced fingerprinting techniques. By leveraging the power of smartphone cameras, consumers effortlessly verify the authenticity of luxury products. This streamlined process not only empowers consumers but also helps reduce the prevalence of counterfeit goods in the market.



4.2 Harnessing Computer Vision for In-Depth Product Image Analysis

Computer vision technology has emerged as a critical component in analyzing product images and identifying potential counterfeits. By employing sophisticated image recognition algorithms, luxury brands can automatically scrutinize product images for telltale signs of forgery, such as inconsistencies in logos, packaging, or product details. This meticulous level of analysis ensures that only authentic products reach consumers, thereby preserving brand reputation and customer trust.

4.3 Leveraging Machine Learning for Enhanced Counterfeit Detection and Fraud Prevention

Machine learning algorithms hold immense potential in revolutionizing counterfeit detection and fraud prevention efforts. By training these algorithms on extensive datasets, luxury brands develop models that accurately identify any subtle differences. As the algorithms continue to evolve, their ability to pinpoint counterfeits and prevent fraud improves, making them an invaluable asset in luxury brand protection strategies.

4.4 Scalability: Fingerprint Technologies for Unique Surface Identification

The technologies, algorithms and expert knowledge used to protect the luxury industry are easily scaled to protect other industries. These solutions enable the unique identification of product surfaces, ensuring accurate authentication and protection.

5. U-NICA: YOUR ANTI-COUNTERFEIT SOLUTION SPECIALIST

U-NICA, a prominent provider of digital anti-counterfeit solutions, offers a comprehensive suite of tools designed to protect luxury brands and enhance their reputation. Let's discuss the key factors that set U-NICA apart as a leading anti-counterfeit solution specialist.

5.1 In-Depth Understanding of Industry Challenges

U-NICA's team of experts possesses a deep understanding of the unique challenges faced by this industry, enabling us to develop targeted strategies addressing the specific needs of luxury brands.

5.2 Comprehensive Suite of Anti-Counterfeit Solutions

U-NICA offers a comprehensive range of anti-counterfeit solutions, encompassing both additive and non-additive methods. By integrating state-of-the-art identification and advanced authentication technologies into our offerings, we ensure a robust defense against counterfeiting. Following extensive consulting, we are specialized in creating custom solutions tailored to specific needs, reinforcing our commitment to cutting-edge anti-counterfeit strategies. Our solutions enable luxury brands to safeguard their products, labels, and packaging individually or in combination, ensuring a holistic approach to brand protection.

5.3 Commitment to Innovation

Our commitment to innovation drives us to continually explore new technologies and techniques that enhance the effectiveness of our anti-counterfeit solutions, ensuring that our clients receive the most advanced and reliable brand protection services available.

6. TAKE THE NEXT STEP IN PROTECTING YOUR PRODUCTS

Protecting luxury goods from counterfeiting is crucial for maintaining brand reputation, ensuring consumer trust, and safeguarding the industry. With U-NICA's digital anti-counterfeit solutions, brands leverage innovative technologies to secure their products and provide a seamless experience for consumers. As the industry evolves, we continue to be at the forefront of developing solutions that address the unique challenges faced by luxury brands.



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The Role of OriginAll



ORIGINAL S.A.

At OriginAll, we are dedicated to promoting responsible consumption and ensuring product integrity. Our web and mobile platforms empower consumers to make informed and safe product choices by providing them with access to reliable and comprehensive product information.

One of the key benefits of our platform is the unparalleled wealth of transactional data it generates. By aggregating as much information as possible about product features, we can provide fact-based data on consumer behaviors and trends. This data is obtained on a permission basis and can be used by brands to better understand their target audience and create tailored marketing strategies.

Our platform is a valuable resource for consumers and brands alike, promoting transparency and responsible consumption in the market. By leveraging the power of technology, we are creating a better and safer marketplace for all.

As part of our commitment to promoting responsible consumption and ensuring product integrity, we are proud to contribute our technical expertise and technology-agnostic mindset to the Luxury Transparency & Traceability Index. Through our contributions, we aim to assist the industry navigate the complex landscape of digital innovation and identify the solutions that best meet their needs. By collaborating with industry professionals and thought leaders, we believe we can drive positive change in the luxury goods industry and promote greater accountability, transparency, and sustainability.

OUR PARTNERSHIP WITH THE AfCFTA

OriginAll has partnered with the African Continental Free Trade Area (AfCFTA) to promote product integrity by empowering people to make informed and safe product choices within AfCFTA member states. Our goal is to aggregate as much information as possible about product features on our web and mobile platforms, whether they can be digitally verified or not. By providing access to reliable and comprehensive product information, our platform will incentivize consumers to make responsible purchase decisions. Our web and mobile platforms are being developed to become the go-to source for consumers to research and compare products. In doing so, we will create new opportunities for brands to engage with their target audience. Through this collaboration, we aim to promote transparency and responsible consumption on the African Continent.

While our initiative with the AfCFTA is industry agnostic, we recognize the particular importance of the healthcare industry, given the significant impact that substandard medicines and medical products can have on the health and safety of African citizens, as well as their broader economic implications. We have plans to enhance and tailor our platform's current services, through a number of mechanisms to provide unparalleled levels of accountability, auditability, and transparency to ensure that the medicines and medical products available on the market are legitimate, safe, and effective.

Our partnership with the AfCFTA will enable us to leverage their expertise and resources in promoting responsible consumption and ensuring product integrity.

IN THE WORKS

OriginAll.Market is the world's first marketplace focused exclusively on legitimate products. Our platform is dedicated to promoting responsible consumption by ensuring the authenticity, provenance, and sustainability of the products available for purchase.

OriginAll.Market will provide consumers with access to a wide range of products whose origin can be proven or that can be verified through technological solutions. Our platform will also shed light on the provenance of components and ingredients of products, in line with current consumer trends that demand a higher degree of transparency and sustainability in the products they purchase and offering consumers a curated selection of legitimate products that meet the highest standards of authenticity and sustainability. For brands, it offers a unique opportunity to showcase their commitment to responsible production and supply chain practices, while also providing valuable insights into consumer behaviors and trends.

We are excited to be at the forefront of this movement towards greater transparency and sustainability in the marketplace.

THE CORE TEAM

Hans J Schwab – Co-Founder & CEO

Hans Schwab is a seasoned entrepreneur who has co-founded and founded several successful ventures in the technology, aeronautics, and services industries. Over the past decade, he has been focused on developing innovative anticounterfeiting and ant-illicit trade platforms and applications.

Before starting his entrepreneurial journey, Hans spent a decade in various management positions with the World Economic Forum in Geneva, Switzerland, where he served as a Member of the Executive Board. He also spent seven years in senior management positions with a leading Swiss multinational company.

Hans's expertise in illicit trade is highly recognized, and he is a Member of the OECD Taskforce on Charting Illicit Trade. With his extensive knowledge and experience, he has become a trusted advisor to various governments and international organizations on issues related to trade and security.

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Margot Stuart – Co-Founder & COO

Margot Stuart brings over 16 years of experience in combating illicit trade and counterfeiting to her role as a co-founder at OriginAll. As a Member of the OECD Taskforce on Charting Illicit Trade, Margot has been at the forefront of developing innovative solutions to tackle this global challenge. She has co-developed projects in partnership with INTERPOL and WCO, and her contributions have been highly valued.

Margot is also an experienced start-up professional, with a proven track record of creating and developing successful ventures. Prior to co-founding OriginAll, she led operational activities at a MedTech start-up, where she gained valuable insights into regulatory and quality requirements. Her extensive experience in start-up development has been instrumental in driving OriginAll's growth and success.

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Ayham Gorani – Co-Founder & CTO

Ayham is a highly experienced entrepreneur with a successful track record in the digital ventures space. In 2007, he founded the first agency specializing in apps in Germany, which he later sold in 2010. Following this, Ayham founded Alpha Apps in 2011, assembling one of the finest tech teams in the UAE to build and scale digital ventures.

Since then, Ayham has been actively involved in developing and investing in digital ventures. His deep knowledge and expertise in the field have made him a sought-after advisor and mentor to many start-ups. Ayham's passion for innovation and entrepreneurship has been a driving force behind the success of OriginAll.

Patrick McGee – Managing Director – Africa

Patrick McGee is the Managing Director of Africa for OriginAll since 2021. Patrick has over 15 years of experience in forging partnerships between the public and private sector. Before joining OriginAll, he worked for the African Development Bank and the World Economic Forum.

Patrick joined the African Development Bank in August 2017 to assist in setting up the Africa Investment Forum. In this role, he helped to conceptualise and design the first two Africa Investment Forum under the leadership of the Bank's President.

Prior to joining the African Development Bank, Patrick spent a decade at the World Economic Forum, where he worked across three different teams. His last assignment at the Forum was as Senior Manager in charge of East and Southern Africa Government relations, where he was responsible for organizing and programming the World Economic Forum on Africa Summits.

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The Luxury Transparency & Traceability Index

A world first public-private partnership, led by Academia, measuring transparency and traceability initiatives across luxury sectors with a focus on technologies providing enhanced product security and product data.

THE INDEX aims to become a benchmark “Meta-Portal” for consumers and brands alike. Delivering a focused approach to the luxury industries thanks to an academic-led methodology and technology agnostic expertise.

Find out more:

<https://e4s-originall-luxury.org/>

Follow us :

<https://www.linkedin.com/showcase/originalluxury/>

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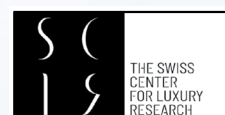


MARGOT STUART

COO - OriginAll

Over 16 years experience in traceability technologies. Seasoned entrepreneur.

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TECHNOLOGY FOR TRANSPARENCY

Our technology partners driving digital innovation in the luxury industries.

May 2023

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