Product Traceability and Authentication

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Sales & Marketing Director
T.K.S. Technologies PCL is a leading printer and distributor of a wide range of print work using the latest, most advanced print technology to achieve international quality that complies with all relevant environment standards.

**GENERAL INFORMATION**

- **Established**: 1954
- **Paid-Up Capital**: THB 420.21 million, par value THB 1.00
- **Symbol**: TKS (listed 18 Nov, 2003)
- **Address**: 30/88, Moo 1, Jesadawitee Road, Khok Kham, Mueang Samut Sakhon, Samut Sakhon 74000
- **Phone**: 0-2784-5888
- **Website**: www.tks.co.th
Supply chain and end-users receive compromised products (lower quality, unauthorized upgrades, counterfeit, etc.) – jeopardize brand and customer trust.

Inefficient supply chain traceability

Challenge of Supply chain
Counterfeit goods caused an estimated $323 Billion in Damages to the global economy.
Consumer find difficult to verify the authentic product.
Demand for Supply Chain Traceability
Key Problems of consumers & brand owners

1. Consumer found difficulty to verify original product
2. Normal Packaging/Label may not effectively protect
3. Brand Owner couldn't or take time to know source of counterfeit
TRACEABILITY TECHNOLOGY
Why ‘traceability’ is needed...

Product identification must become increasingly robust to accommodate wider and more complicated supply and distribution channels.

Recall systems need to be adaptable to expanding distribution networks.

Enhancing visibility at each point in the supply chain and expediting recall process are at the heart of traceability and tracking strategies.
Risk happens throughout Supply Chain

- Original Equipment Manufacturing (OEM)
- Original Design Manufacturing (ODM)
- Own Brand Manufacturing (OBM)

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End-to-End Supply Chain Traceability

Supply Chain Authentication
To close the gap of counterfeit infiltration by verification of delivery workflow with Blockchain

Physical Security Printed
To close the gap of counterfeit infiltration with physical identity label

End-to-end Verification
To close the gap of counterfeit infiltration by verification solution through end users’ devices

Brand Communication
Attract end users through integration with CRM program and AR technology (seamless connection)
Physical Security Printed
To close the gap of counterfeit infiltration with physical identity label embedded with digital identification code.

End User Verification
To close the gap of counterfeit infiltration by verification solution through end user’s devices.

Supply Chain Authentication
To close the gap of counterfeit infiltration by verification of delivery workflow through integration Cloud & Blockchain

Brand Communication
Attract end users through integration with CRM program

- Physical security
- Digital security
- Visualized identity

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Physical Security Printed
To close the gap of counterfeit infiltration with physical identity label embedded with digital identification code.

End User Verification
To close the gap of counterfeit infiltration by verification solution through end user’s devices.

Supply Chain Authentication
To close the gap of counterfeit infiltration by verification of delivery workflow through integration Cloud & Blockchain

Brand Communication
Attract end users through integration with CRM program

• Secret code protects
  ○ 2-layers
  ○ Scratch ink
Physical Security Printed
To close the gap of counterfeit infiltration with physical identity label embedded with digital identification code.

End User Verification
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Supply Chain Authentication
To close the gap of counterfeit infiltration by verification of delivery workflow through integration Cloud & Blockchain

Brand Communication
Attract end users through integration with CRM program
Easy and Convenient Verification via QR Code Scanning...

QR Code verification system can help to increase customer confidence in buying products that the products is genuinely offer by the distributor or the brand owner.
QR Code Label with Authentication Platform

Scratch QR Code.

Link to Authentication Platform

Verify Product Authentication

Registration & Loyal Program

Point Management
QR Code Label with Authentication Platform

Serial Number: TBSPDB0100000099E

Believer
Body Cream & Serum

Verify Product
active...

Product has been verified.
Thank you for your kind support in using products.

13
Number of product verification
+ 0
*Point

Authenticate at 12:55 10/19/2020
Please register or login to obtain your point.

Sign Up

Login with

Sign In With Facebook
Sign In With Google
Sign In With OTP

Enter your username/email and password.

Email/Username

Password

Sign In

Forgot Password?
Data security is our top priority. The system is therefore designed to maximize data protection and security.

- Digital Signature
- Data Encryption
- Encoding
Cloud-based
enhance real-time reaching

Every data and transaction are stored on cloud to ensure ability to access data at real-time, and easy to scale the size of information.
Physical Security Printed
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Tracing Product Information

After customer scan QR code to verify the products, we can provide additional product information such as product name, model and description for customer to ensure that product match with what they purchase.
Alert triggered suspected counterfeit attempt

When QR Code has been scanned repeatedly reaching the risk level.

The system will alert to notify that product QR Code is at risk of being counterfeited.
Know Consumer Location

When the QR code is scanned, the system can collect detail of scanning transaction including products & serialization, GEO position, data & time.
Enhance Customer Relation with loyalty program

Added value by reward to customer/point collection program from simply scan QR Code

- Purchase
- Points
- Redeem
Report and Dashboard

The reports can be generated such as customer registration report, QR Code Scanning report, GEO location report, and etc.

✓ Simple to understand via dashboard
✓ Real-time data
✓ Export to Excel file
Label & Packaging Solution

- Security Label
- Commercial Label
- Paper packaging
- Flexible packaging
- Double Layer Label
# Package Model - Subscription

<table>
<thead>
<tr>
<th>Feature</th>
<th>Basic</th>
<th>Standard</th>
<th>Pro</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Authencation Only</strong></td>
<td></td>
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<td></td>
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<tr>
<td>QR Code Scan for Authentication</td>
<td>●</td>
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<tr>
<td>User Management</td>
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<td>●</td>
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<tr>
<td>Product Category &amp; Serial Management</td>
<td>●</td>
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<td>●</td>
</tr>
<tr>
<td>Dashboard</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Report</td>
<td>●</td>
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<tr>
<td>Registration</td>
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<td>Survey Management</td>
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<tr>
<td>Point-Redeem Management</td>
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<tr>
<td>Reward Management</td>
<td>●</td>
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<td>Lucky Draw Management</td>
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<td><strong>Authentication &amp; CRM</strong></td>
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<td>Legacy System API Interface</td>
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<td><strong>Full Function</strong></td>
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- Indicates included feature
Thank you

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