

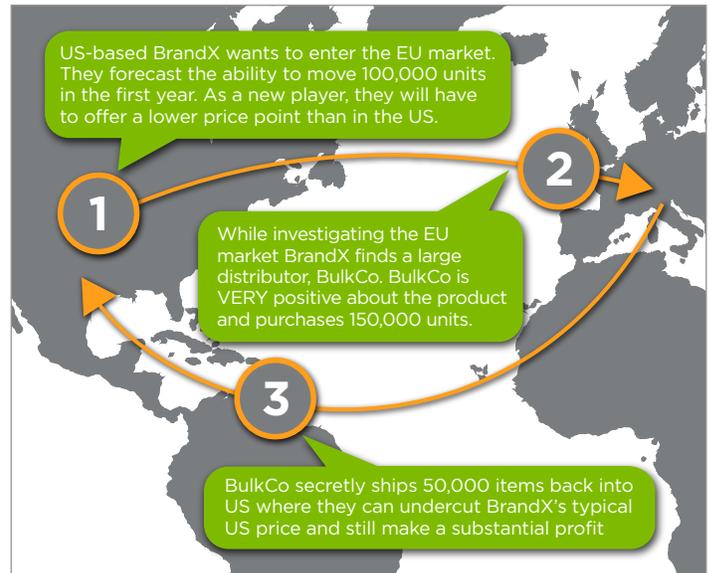
End Product Diversion with Comprehensive Supply Chain Insight



Companies lose billions of dollars in annual global revenue due to product diversion. Diversion occurs when the manufacturer's product is sold through or by an unauthorized seller or channel. Once a product leaves the controlled supply chain, quality is often compromised due to improper handling (e.g. a break in the cold chain). When an authentic product is discovered in an unauthorized channel it erodes brand loyalty and jeopardizes consumer safety.

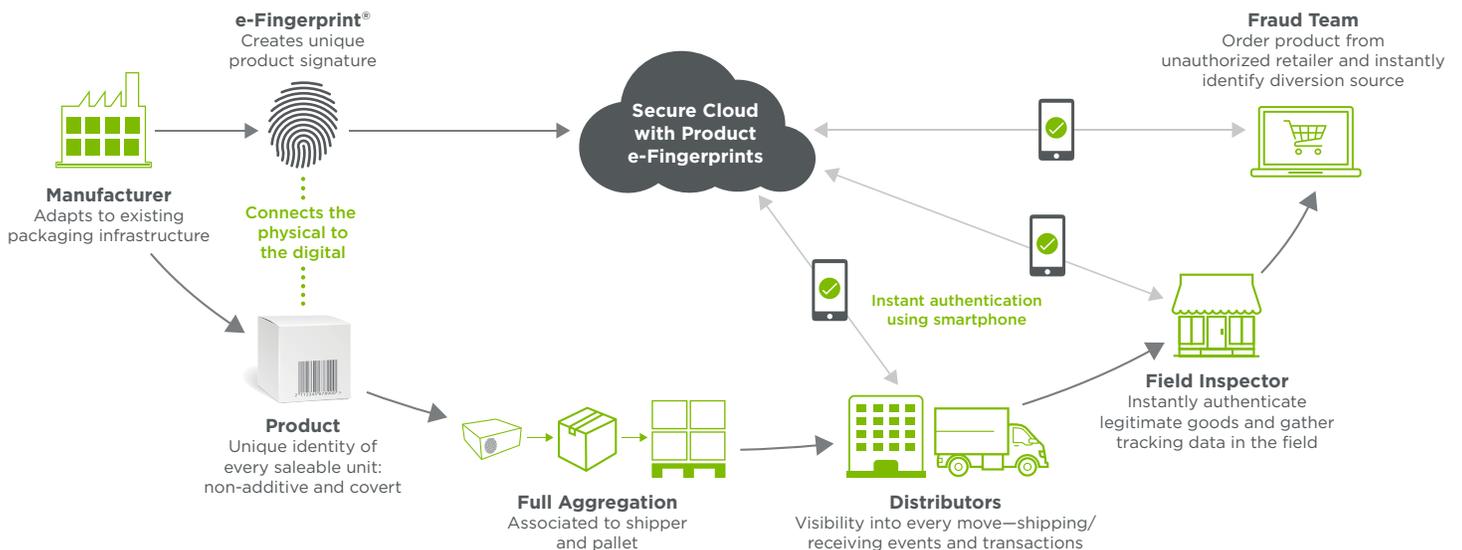
The question is, what can you do about it? Fighting back begins with rooting out illicit sellers in the supply chain. It's all about comprehensive visibility—but achieving this is no small task.

Today, the process is cumbersome and slow. It involves field inspectors, third-party web policing, channel-specific packaging, customs collaboration, contracts enforcement, etc. You gather intelligence from many sources, your field teams look for misdirected product and you search for unlicensed retailers online. There's been no simple remedy for diversion, until now.



The opportunity for diversion often springs from *tiered pricing*, in which one product may be sold at different price levels in different markets.

System empowers brands to immediately identify diversion—without changing their existing package. Our non-additive solution provides real-time access to robust item details such as purchase order, intended destination, recipient and more. We deliver the end-to-end supply chain insight needed to quickly pinpoint offending diversion sources and stop them with documented proof.



Diversion Solved: End-to-End Product Authentication and Traceability with Real-Time Insight

The ability to uniquely identify each product in the field using smartphone technology brings game-changing value to the fight against diversion. Our solution allows brand owners to hyper-accelerate the process with complete, real-time visibility into supply chain activity.

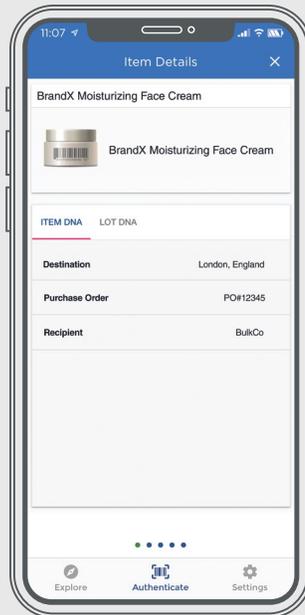
Now, field inspectors can check products right from the shelves of retailers (authorized or not) and see immediately **where, when and to who** you originally shipped those units. It even works with online retailers when you do test buys. And nothing new needs to be added to your package or label—no costly holograms, special inks, DNA splices, etc.

- **Non-Additive:** Turn existing barcode into a unique digital identifier—impossible to reverse-engineer or duplicate
- **Covert:** Gain advanced insight secretly—diverters have no idea a technology is being deployed to fight them
- **Real-time:** Access and exchange comprehensive item data to immediately determine if a product is being distributed as intended
- **Simple:** Authenticate product using a smartphone app anywhere in the field for quicker reaction time

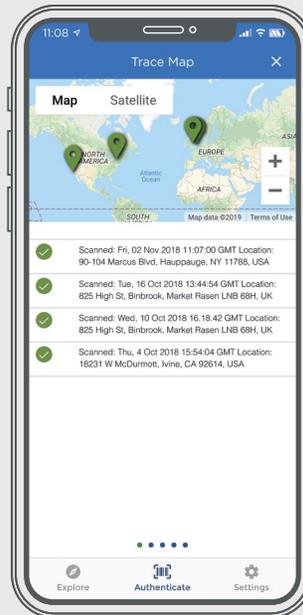
An easy, non-additive way to quickly identify and stop your product diversion sources.

Real-Time Diversion Detection

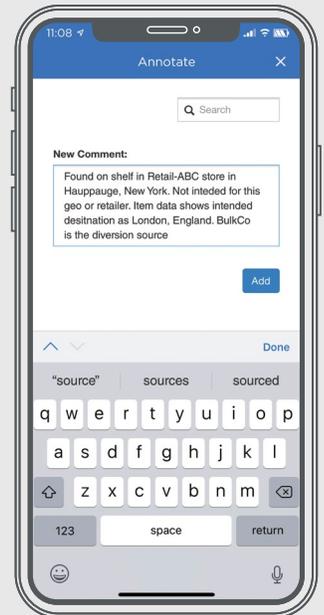
1. Scan product to authenticate.
2. Review item details: purchase order, intended destination, recipient, etc.
3. Check traceability map to see authenticated supply chain activity
4. Modify status of item to note diversion, unauthorized location
5. Add free-form text comments to share with brand owner in real time



Review item details



Check activity log to find diversion point



Modify item status and add comments to share with brand owner in real time

System is revolutionizing brand protection. For over 30 years, global brands have relied on us to combat counterfeiting, prevent product diversion and meet regulatory compliance. Innovation is deeply ingrained in our DNA—from our start-up roots in advanced machine vision to pioneering pharmaceutical serialization and transforming traceability and non-additive authentication. Our software solutions keep products authentic, safe and connected across the supply chain—from manufacturing to the consumer's hands.



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