OPTEL™
Traceability technologies for a better world

Certified B Corporation

OPTEL IdentifAI™ Solution for Brand Protection
Traceability and authentication solution
AgGateway Education and Action Week, June 2021

30+ YEARS
OF PROVEN EXPERTISE
IN DEVELOPING AND
DEPLOYING TRACEABILITY AND
VISION SYSTEMS

500+
EMPLOYEES WORLDWIDE

PRESENCE in **30+** COUNTRIES

4 MANUFACTURING SITES
(NA, EMEA, APAC, LATAM)

4 R&D CENTERS
(CANADA, INDIA, USA, BRAZIL)

Intelligent Supply Chain platform

- Raw Materials
- Production
- Distribution
- Consumption
- Waste and Recycling

Life Sciences

Food and Beverages

Agrochemicals

Environment

Natural Resources

MAIN PAIN POINTS

- Counterfeiting of pesticides: brand protection and sales losses (growth of illicit trading)

- Refilling is a huge issue

- Supply chain anomalies: active ingredient regulations vs. market diversion

WHAT IS THE OPTEL IdentifAI™ SOLUTION?

OPTEL IdentifAI™ is a **brand protection** solution that allows users to **investigate** or consumers to **authenticate** a product by scanning its unique identifier via a web app or chatbot.

COMBINATION OF

- Digital traceability technology

- Supply chain visibility and mapping tools

- Multiple levels of authentication options

- Signature matching technology — Surface Feature Authentication (SFA)

- Powered by artificial intelligence and machine-learning capabilities

OBJECTIVES

- Reduce and stop counterfeiting/refilling

- Demotivate counterfeiters/refillers

- Gain supply chain visibility and mitigate market diversion

- Help consumers authenticate products

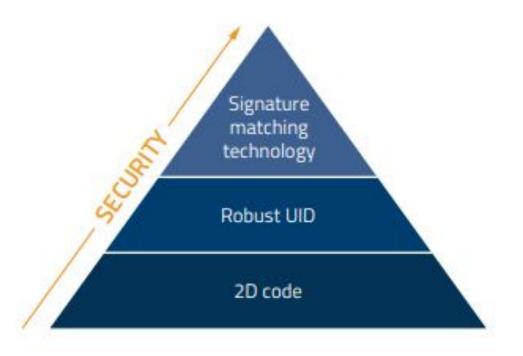- Identify products and follow their journey along the supply chain

WHAT IS THE OPTEL IdentifAI™ SOLUTION?

Proven traceability technologies combined with powerful AI

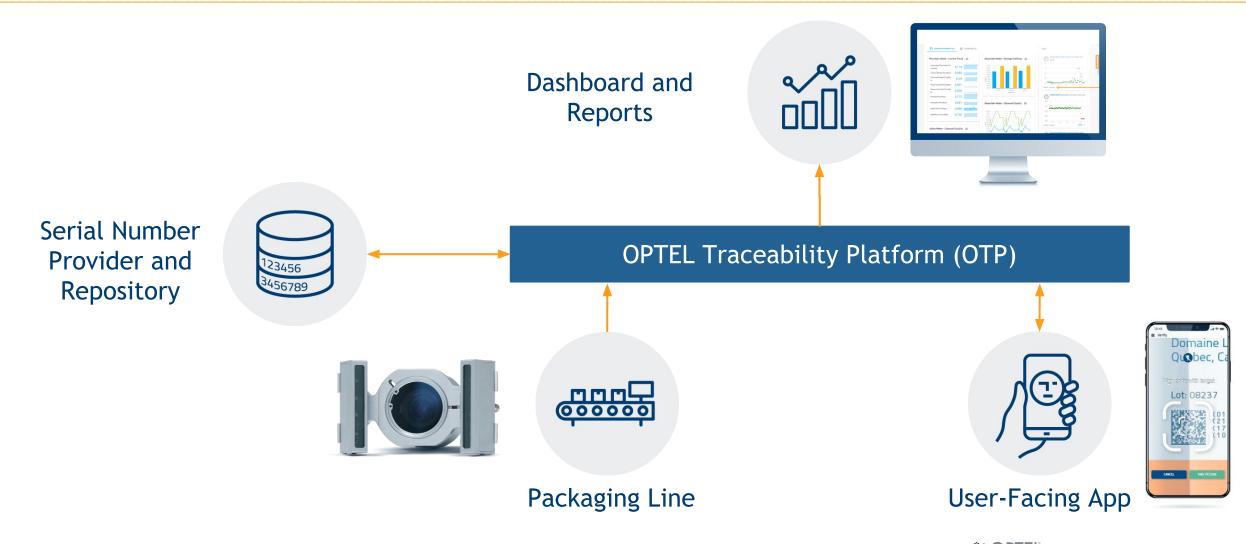OPTEL offers a choice of three security layers based on your needs and challenges.

WHAT ISSUES CAN OPTEL IdentifAI™ SOLVE?

- Product counterfeiting

- Product refilling issues

- Market diversion

- Identification of damaged/fraudulent labels

SECURITY

Signature matching technology

Robust UID

2D code

HOW DOES IT WORK?

Dashboard and Reports

Serial Number Provider and Repository

123456
3456789

OPTEL Traceability Platform (OTP)

Packaging Line

User-Facing App

TECHNOLOGY STACK

FOR MANUFACTURERS (PACKAGING)

Cameras are installed on manufacturing lines to digitize item/lot numbers with a unique identifier; data is stored in a private cloud platform and empowered by our software.

FOR MANUFACTURERS (WEB INFRASTRUCTURE)

Share production data per region and persona for the end user to consult.

SIGNATURE MATCHING TECHNOLOGY (SURFACE FEATURE AUTHENTICATION)

Through a simple scan, the signature matching technology digitizes the unique product/labeling pattern.

This information is then stored in OPTEL's cloud-based software and database, to be recognized later by an authorized user's mobile application.

FOR THE END USER

The end user scans the 2D code, using the camera on a smartphone or computer, to access the information. **The interaction can be launched directly from the camera, via a chatbot or a dedicated app.**

SOLUTION OPTIONS

SECURITY LAYER	BENEFITS AND ADDED VALUE	ISSUES SOLVED
2D CODE Identifles all products with a Data Matrix or digital-link QR Code. The product UID (preprinted or printed on-line) is linked to the cloud database for instant validation.	▪ Native application provides stronger identification ▪ Ideal for low-margin products ▪ Scannable with standard mobile device ▪ Market insights from the consumer	Counterfeiting + Product identification
ROBUST UID Identifies the product using holograms, tamper evidence and/or double labeling.	▪ Includes Level 1 benefits ▪ Stronger authentication marker/Harder to falsify ▪ Scannable with standard mobile device	Counterfeiting + Product identification
SIGNATURE MATCHING Digitizes the unique product signature as an identifier. AI algorithms match the signature to a profile in the database. Associates the tamper-evidence feature with the labels on the same product.	▪ Strongest anti-counterfeiting, impossible-to-copy authentication solution on the market ▪ Scannable with standard mobile device ▪ Ideal for strategic/premium products ▪ Can be used for product identification related to labeling issues ▪ Signature matching on both the label and a tamper-evidence feature to counter refilling issues ▪ Analytics and market insights	Counterfeiting + Refilling + Product Authentication + Product identification

STRONG ----- STRONGER ----- STRONGEST

KEY DIFFERENTIATORS

WHY CHOOSE OPTEL IdentifAI™?

- Various levels of authentication available

- **Powerful AI algorithms and machine-learning capabilities**

- Successful scanning capabilities in all environments (dirt on the product, different angles, variable lighting)

- Low cost of implementation

- Real-time alerts

- Highest data security standards

- Customizable supply chain anomaly-detection features

- Mobile-readable

- Offline capabilities

- Flexible interface and customizable app for investigators

- Engagement program options

- Optional aggregation

- Easily scalable to OPTEL'S other Intelligent Supply Chain modules

SOLUTION BENEFITS

MAIN BENEFITS FOR MANUFACTURERS

- Detection of illegal production, diversion, refilling issues and counterfeiting

- Brand protection and consumer trust

- Real-time data for instant authentication and visibility

- Strong market analytics and consumer insights

- Minimum disruption of manufacturing lines during solution installation

- Customizable to your needs

- Mobile-friendly (mobile-readable)
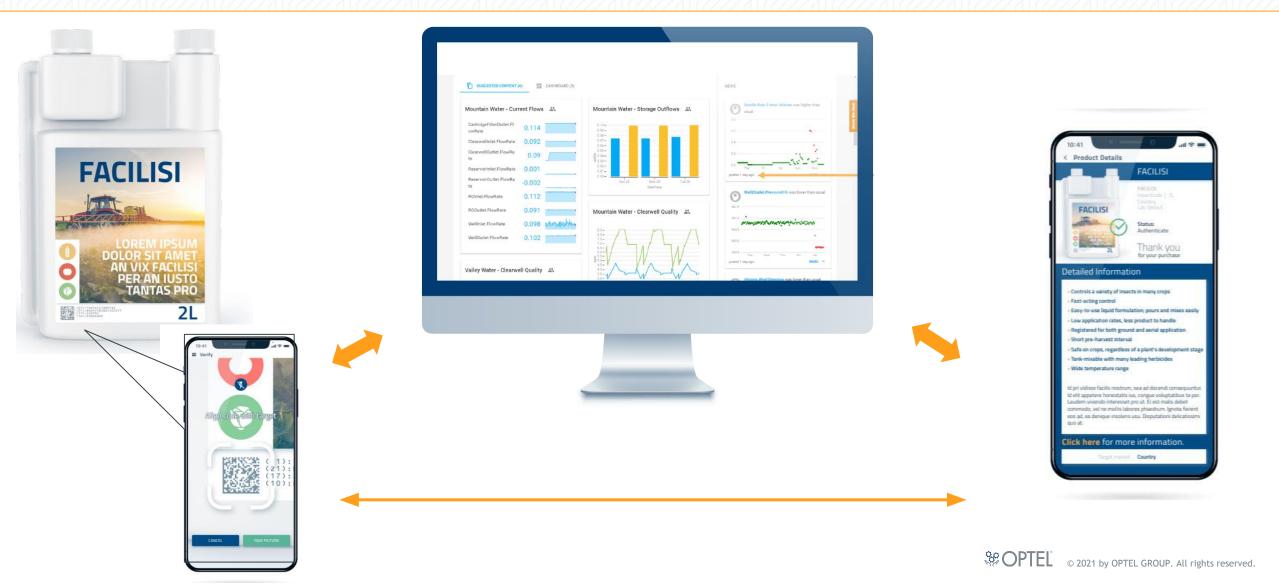
- No need for additional codes on product packaging*

- Meets regulatory requirements

depending on customization level chosen

MAIN BENEFITS FOR CONSUMERS

- Product authentication

- Brand trust

- Product integrity, transparency, safety and pedigree

- Mobile-friendly (mobile-readable)

- Valuable insights for marketing programs

EXAMPLE — AUTHENTICATION

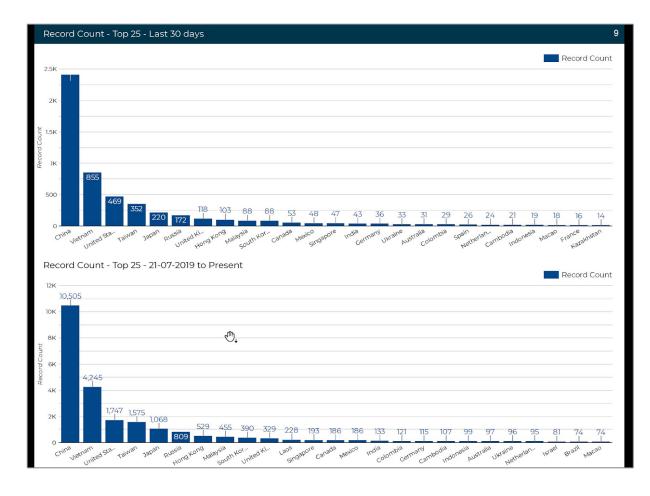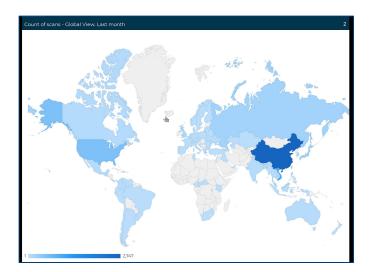# EXAMPLE — INVESTIGATION

ADVANCED SOLUTION OPTIONS
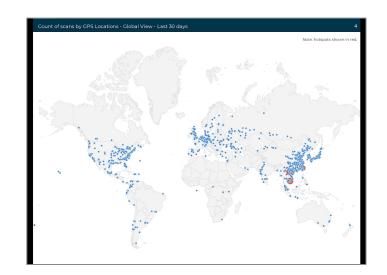## MARKETING PROGRAMS AND ENGAGEMENT

- The product marker can be scanned with a regular mobile phone.

- Link to the database will be made instantly.

- The brand owner can use the database for marketing programs and engagement.

- Brands can create a direct communication channel with the consumer.
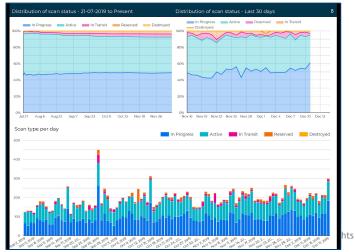
- The solution provides valuable market insights.

ADVANCED SOLUTION OPTIONS
MARKET DIVERSION AND SUPPLY CHAIN ANOMALIES

- Aggregation is optional, depending on your needs.

- Protection against market diversion requires aggregation from the unit up to the pallet.

- Anti-counterfeiting requires serialization at all levels.

- Complete channel visibility enables precise recalls and real-time inventory management:

    - Aggregation is not required at all levels, but serialization at all levels facilitates the association of the item/case to the lot number.

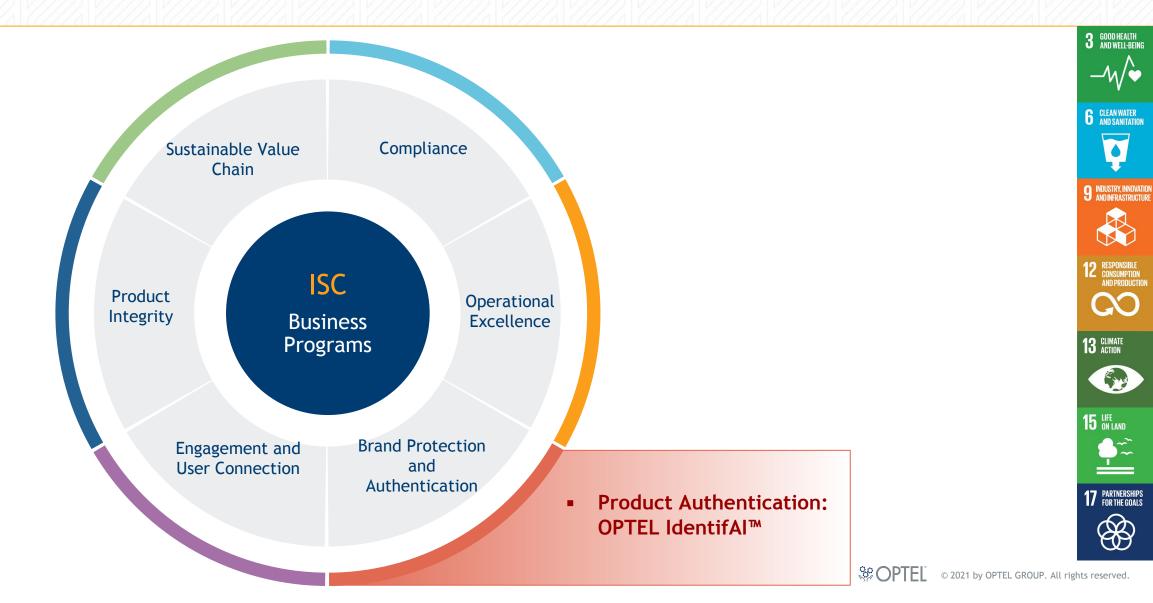   - In most cases, detection of stolen shipments requires aggregation down to the unit level.

OPTEL's Intelligent Supply Chain platform

- **Product Authentication: OPTEL IdentifAI™**

THANK YOU FOR YOUR INTEREST!

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