

Company Profile

Verify Brand provides comprehensive, flexible and turnkey solutions that provide manufacturers and governments with software and services to increase supply chain, distribution and consumption security, transparency and management. Verify Brand provides its system of data management, hosted, Web, client and mobile device software applications and support services through a Software-as-a-Service (SaaS) model with multiple levels of service bundles.

Verify Brand software can seamlessly integrate at multiple levels with existing processes and technology regardless of location or technology. Verify Brand is a Six Sigma company with CFR 21 Part 11 and Part 820 consistent operations. Our data management platform and software have been rigorously tested, validated and has successfully completed third party and customer security, software and systems audits. The Verify Brand solution is deployed for major brands in multiple industries and governments in over 20 countries and 15 languages.

Verify Brand was born from substantive secure serialization experience for a major software manufacturer and is solely focused on “unique identification life cycle management”.

Solution Overview

Verify Brand’s US patented “Authentication and Tracking System” provides the following key components:

1. Central software hosting and secure data management
2. Component, end-product and document serialization
3. Web, client, mobile software applications.
4. Third party software integration
5. Global system deployment and support

The Verify Brand business model and various solutions are based on the following capabilities or principles:

- ✓ **Data Formation and Management** – Through a central and secure data center, enable the formation of a database that starts with the creation of unique identifiers (“UID’s”), then input and associate any type or amount of related object data and follow on UID management, tracking and authentication data.
- ✓ **Unique Item Identification** – Creating, applying and inspecting randomly generated alphanumeric or numeric UID’s in text, bar code or RFID, for any level of product, packaging, container or document and at any print or production location.
- ✓ **Accessible and Easy to Use** – Enable the submission of UID’s from any location, by anyone designated by the

customer, using any device via the Internet or broadband network in real time or off line.

- ✓ **Real Time Visibility and Feedback** – Real time tracking, management and authentication of UID’s and related data, customer and system-driven alerts and reporting in including violations of system or user privileges, processes or business rules.
- ✓ **Comprehensive, Configurable and Scalable** – Key to the Verify Brand approach is designing, deploying and supporting turnkey solutions that will meet customer’s current and future requirements.
- ✓ **Neutral** – Remain open and responsive to customer requirements for location, technology, partner or process.
- ✓ **Measurable** – Evaluating the solution on a continual basis against service level agreements and financial measures to support a continual positive and long term return on investment.

VB Enterprise Software Suite

Verify Brand designs, develops and supports a suite of Web-based and client-installed software applications for secure serialization (UID’s) and the management, tracking, authentication and tracing of UID’s whatever they exist on, at any level of packaging and at any location on a global basis. The VB Enterprise 4.0 suite contains the following primary Web, client and smart phone applications:

- **Administration**
 - Software configuration and management
- **UID Management**
 - UID Procurement
 - Order Management
 - Message Management Service
- **UID Authentication**
 - Web Portals
 - Smart Phone Applications
 - SMS Text and email
- **UID Tracking**
 - Ship, Receive, Track Workflows
- **Reports**
 - Full system usage and alerts
- **Global and Multilingual Support**

Core Technology

The Verify Brand solution is innovative, not only for its distinctive approach to uniquely identifying products, but for its ability to capture product authentication events, detect problems and respond in real or near real time, as well as measure, modify and justify the solution itself. Unlike any other form of product security, Verify Brand enables brand owners to know at any time how well the product authentication is working, who is using it (or not) and how the solution should be modified.

Central Software Hosting and Secure Data Management

Verify Brand provides complete, globally accessible and secure software hosting data management through an infinitely scalable, fully-redundant hardware and software platform with disaster recovery hosted by an IBM Premier, Microsoft Gold Certified and Cisco Gold Certified Partner. Virtual Web servers provide a fully scalable architecture as bandwidth requirements grow.

Administration - A deep application enabling Verify Brand Customer Service to initially configure software at deployment and thereafter allow the customer or Verify Brand to dynamically administer every aspect software application use for users, products and locations including all customer-defined business rules. In addition separate administrative functions allow client, system and workflow administration.

UID Procurement – UID's are generated according to customer requirements with random alphanumeric preferable or using a proprietary algorithm, EPCglobal/GS1 or imported from existing sources e.g. UID's on RFID chips, and then printed or applied using text, various forms of bar UID's, proprietary formats, or electronic carriers like RFID.

Order Management – Order Management allows for the generation, workflow and approval process for requesting labels or excise stamps. The approved order is then available to the print or inventory location of labels or excise stamps for shipment to requested destination. This application also integrates with both UID Procurement and UID Management (as necessary) for tracking and managing serialized stamps, labels and products.

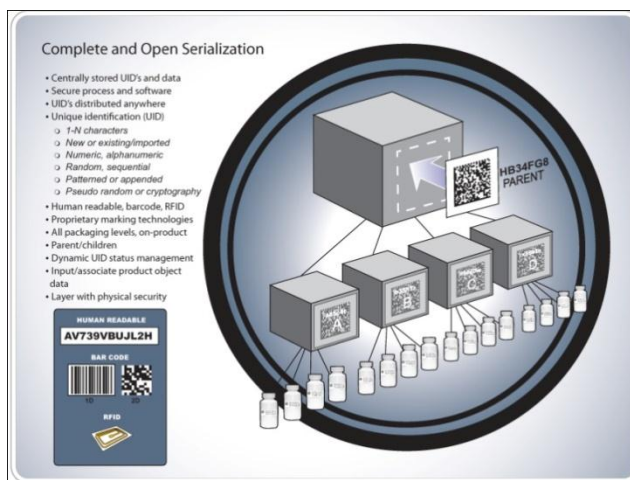
UID Management – UID Management is a Web based software application that operates either in conjunction with UID Procurement in a production environment or can be deployed separately in or downstream from production in for example a distribution center. It operates on a designed work flow management concept, which provides complete flexibility in customization to varying industry or customer operations scenarios.

UID Authentication – Brand owners, distributors, retailers and customers can scan or manually submit the product UID's, via a central or manufacturer-branded website or call center, to confirm product authenticity. Business rules defined by each brand owner dictate how the solution operates and responds to invalid UID events.

UID Tracking – Provides customized workflows using Web or client installations on workstations or mobile devices for wholesalers,

distributors, retailers, depot repair operations to receive, manage, add data, revise UID status and ship serialized components and end-products. UID Tracking can work in real time or disconnected from a local or remote and secure data repository. All activity is consolidated into various reports customized to the specific business objective.

Mobile Device Support – VB Enterprise 4.0 Mobile supports UID Management, Authentication, Tracking, Alerts and Reporting directly on intelligent handheld devices using iPhone, Android, Windows Mobile 7 and Blackberry operating systems. Other popular devices operating systems are planned for future release.



Alerts - Alerts are based on business rules configured for deployed VB Enterprise applications. Alerts are configured by the System Administrator, under the Message Administration tab. Common events that can be configured for alerts are:

- Business rules define configuration
- UID Procurement requests
- UID activation or status change
- Invalid user access
- Invalid UID
- Duplicate UID
- UID authenticated more than the allowed number
- UID is in the wrong location

Reporting – Reporting catalogues all system use from UID creation, UID marked item tracking, authentication, events and alerts. Reporting provides essential data that supports UID life cycle management, operations and return-on-investment. All reporting can be viewed via the VB Enterprise 4.0 Web Application, client or smart phone applications or reports can be delivered via scheduled email. All access to reports is through a role based system and access privileges are configurable through the VB Enterprise 4.0 Administration Application.

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