

Enn  venture™

# Securing Brands:

No CAPEX, No Process Change, Invisible Solution

▶ Rob Saland





# Counterfeiting

impacts nearly every global industry



Can you spot the counterfeit?



Counterfeit products cost the global economy an estimated

# \$2.3 Trillion each year<sup>1</sup>



**4.2 to  
5.4M**

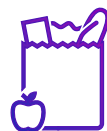
projected job losses due to counterfeiting by 2022<sup>2</sup>



**\$12B**

lost in the automotive parts industry<sup>3</sup>

**\$3B** in the US alone<sup>6</sup>



**\$49B**

generated by the counterfeit food industry each year<sup>3</sup>



**50%**

of medications sold online are fake according to the WHO<sup>7</sup>

**\$30.5B**

spent on substandard and falsified medicines globally<sup>8</sup>



**3.3%**

of global trade is lost, as estimated by the OECD<sup>4</sup>

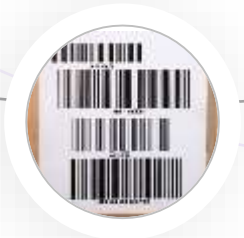


**USD  
30.3B**

Losses incurred by luxury brands due to counterfeit goods sales on the internet<sup>5</sup>

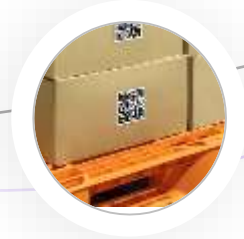


# Moving beyond legacy solutions



## Barcode

Not secure  
Easily imitated and duplicated



## QR Code

Disrupts processes  
Can be copied



## RFID

Extremely expensive  
Not scalable



## Hologram

High cost  
Easily mimicked



## Serial number

Limited usability  
Loop is unclosed

Ennoventure offers a  
**secure digital solution**

leveraging the latest advancements in cryptography and AI

# Ennventure™

Cryptography-based  
brand protection SaaS solution built for  
enterprise



**10 Billion**

Packages on the market carry our  
invisible signatures



**100 Million**

Global households reached by our clients'  
brands



Ennteract by  
**Enn**  **venture**™

Full-scale protection with fewer limitations than  
legacy solutions



**Invisible**

Completely imperceptible  
to counterfeiters



**Impenetrable**

Undetectable, nearly  
impossible to crack



**Seamless**

Maintain existing  
production process



**Cost-Neutral**

Low-cost—no added capital  
expenditure



**Scalable**

Simple to deploy, use,  
and scale.



**Smartphone-  
Scannable**

Easily verified with a  
smartphone



# Total SaaS platform

Empowering customers with a dual approach

## 1 Brand Protection



### Anti-counterfeiting

Authentication for all stakeholders



### Real-time Tracking

Track where original or fake products are being sold



### Parallel Trade Alerts

Global location-based notifications whenever unauthorized products are sold



## 2 Customer Engagement



### Accessible Packaging

Make packaging inclusive for the visually impaired



### Smart Packaging

Converts traditional packaging to digital solutions



### Personalized Campaigns

Based on location/device type



### Eco-Friendly

Digital leaflets reduce carbon footprint



# Seamless integration, easy adoption

	Customers new to anti-counterfeiting	Existing customers of legacy solutions
Enhanced protection	✓	✓
Zero friction	✓	✓
Instant implementation	✓	✓
Globally scalable	✓	✓
Real-time scan alerts	✓	✓
No changes to existing processes		✓
Save costs on labor and manpower		✓
Zero cost to switch		✓





# Zero changes to production, end-to-end verification, total trust

48 Hours



to deploy



**Upload**  
brand artwork



**Download** encrypted  
artwork,  
share with printers



**Validate**  
Pre-press files



**Print** encrypted  
artwork



**Validate** using  
any smartphone

1

2

3

4

5

Legacy



Product  
Design Team



Packaging Artwork  
Design Team



Artwork printing



Production Line



Legacy  
anti-counterfeiting  
labeling machines



Warehouse



Retail



End Customer



Brand owners need special  
scanners to authenticate



UPLOAD

1

DOWNLOAD

2

VALIDATE

3

PRINT

4

Adding the

# Invisible Code

requires zero changes to printing and production process



Original Artwork

Invisible Code added

Encrypted Artwork printed on packaging

Authenticity confirmed with any smartphone



# Fully-customized branded solutions

Robust, flexible, seamless integration



**API:** Your platform or app can add our authentication



**Mobile App:** Our VYU app customized with your branding



**Webpage:** End-users authenticate through a unique webpage



**Mobile SDK:** Enables deep integration with your app or platform

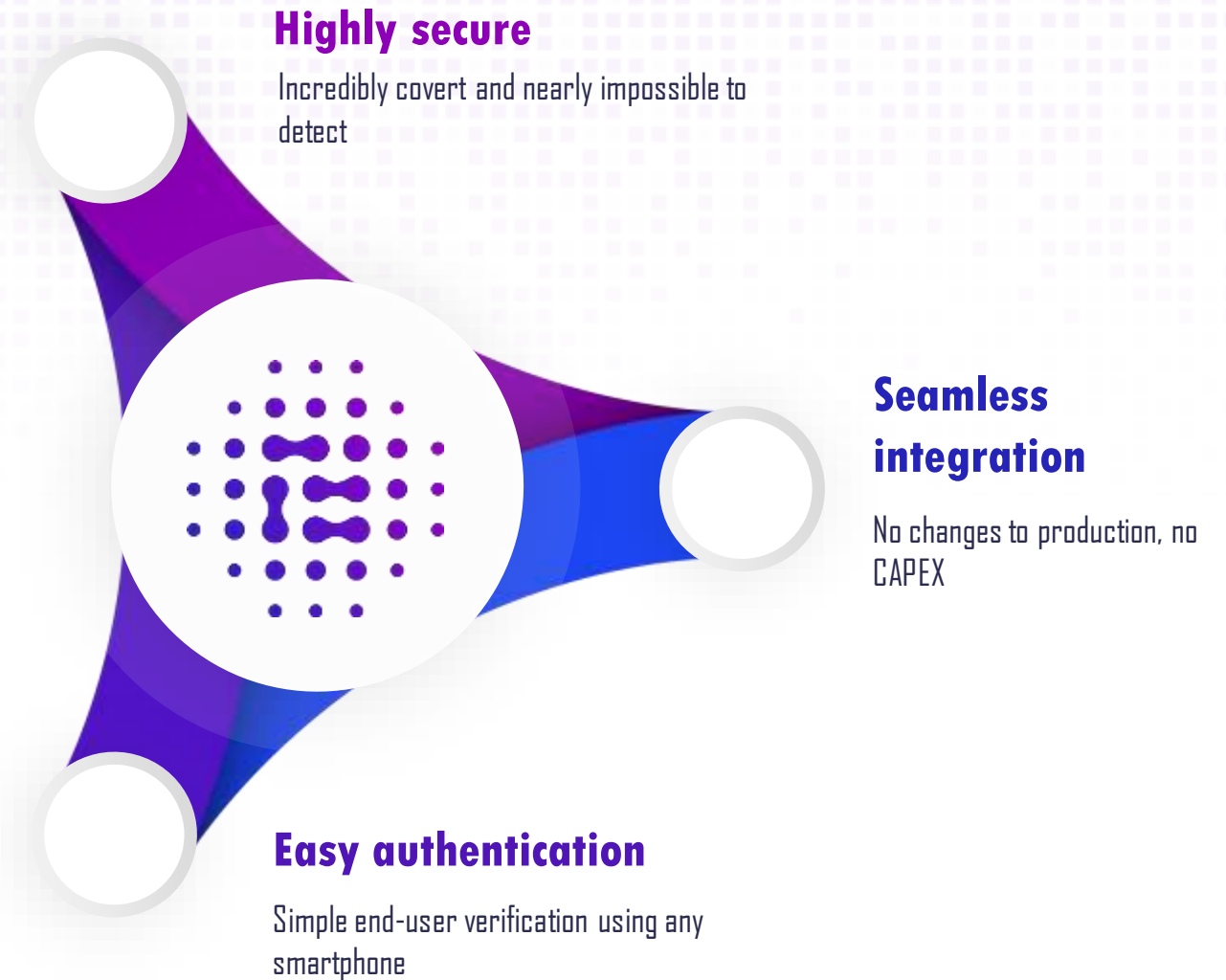
# Customer Dashboard





# Solving the anti-counterfeiting trinity

with Ennteract—our disruptive anti-counterfeiting platform

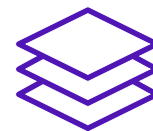


# Total brand protection



## Complete SaaS Platform

Disruptive anti-counterfeiting SaaS application



## Comprehensive Approach

Fraud, brand protection, and Engagement



## Unparalleled Protection

Multiple patents—no other platform does what we do

Enn  venture™



# Thank you

Safeguard your brand's legacy with a proven partner in trust

**Enn**  **venture**<sup>™</sup>

An Invisible Signature of Trust



# Appendix





# References

## Awards—slide 3

<sup>1</sup>EMEA Security Conference and Exhibition, *2021*

<sup>2</sup>EMEA Security Conference and Exhibition, *2022*

<sup>3</sup>Industry View Magazine, *2023*

## Key stats—slide 5

<sup>1</sup>U.S. Patent and Trademark Office, U.S. Department of Commerce, *2020*

<sup>2</sup>International Chamber of Commerce, *2017*

<sup>3</sup>Tugba Sabanoglu - Statista, *2022*

<sup>4</sup>OECD, *2019*

<sup>5</sup>Global Brand Counterfeiting Report, 2018- Research and Markets

<sup>6</sup>US Federal Trade Commission,

<sup>7</sup>National Library of Medicine, National Center for Biotechnology Information, *2011*