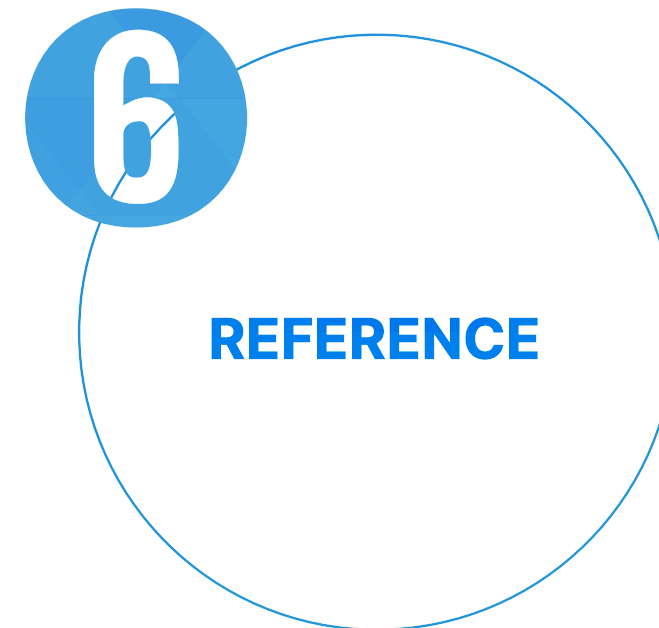HIDDENTAG® FOR YOUR BRAND

HiddenTag®

BRAND MONITORING SYSTEM

- INDEX

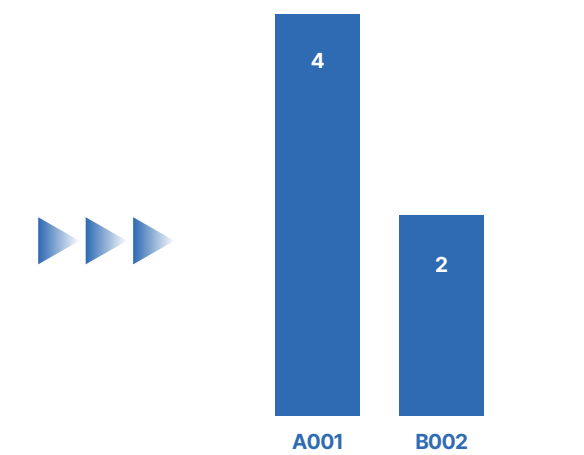# RETAINING SKILLS COMPETITIVENESS ❶

POSSESS UNRIVALED TECHNOLOGICAL CAPABILITIES IN THE FIELD OF GENUINE PRODUCT AUTHENTICATION

Incomparable product authentication technology

Division	Hologram	Special materials	QR code	RFID/NFC	HiddenTag
Authentication method	analog	analog	digital	digital	digital
Image					
Main features	Vulnerable to forgery and duplication China is the largest fake hologram manufacturer Low efficiency	Verification Purpose susceptible to individual error Requires training and previous experience	Open source technology Easily counterfeited. Overly Accessible technology Vulnerable to hacking Hard to trace	high cost High error rate for liquid/metals Dedicated terminal required.	Specialized encryption technology. No forgery or alteration of data. Replicas can be traced Decrypt data only with dedicated app.
security	very low	high	very low	very high	very high
convenience	normal	low	high	low	high
productivity	high	normal	high	low	very high

Example of genuine/counterfeit product distinction

① **Normal label or normal distribution (non-duplicate unique number)**

HUID A001 — 2020.09.01 2:00 PM Beijing
HUID B002 — 2020.09.01 2:20 PM Guangzhou

A001	B002
4	2

Check monitoring results

② **Detection of illegally copied labels or abnormal distribution**

HUID A001 — 2020.09.01 2:00 PM Beijing
HUID A001 — 2020.09.01 2:20 PM Guangzhou

A001	A001
70	?

China	Russia	Australia	USA
			x
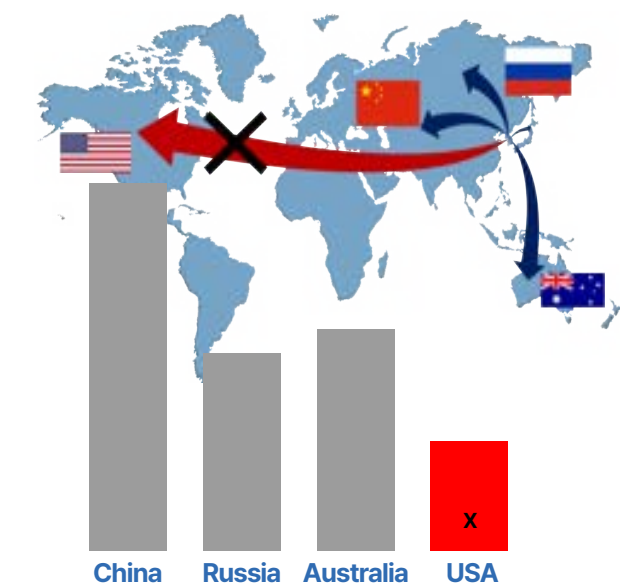
RETAINING SKILLS COMPETITIVENESS ❷

DIGITAL + ANALOG FUSION PRODUCT AUTHENTICATION SECURITY LABEL WITH A UNIQUE ID FOR EACH LABEL

Individual data given to the same design

How to Make?

Base Material	Data Code	Main Image	Protect Cover

HiddenTag authentication security label that cannot be distinguished with your eyes
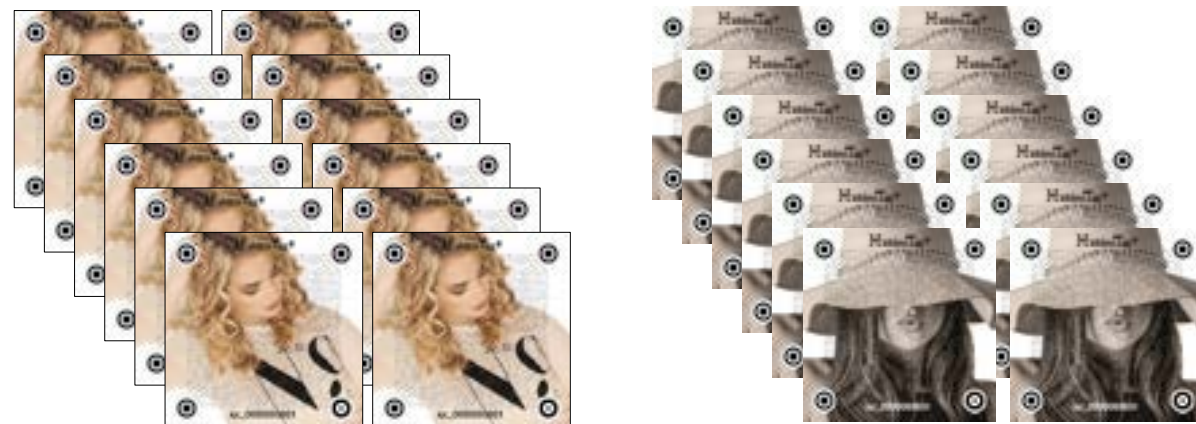
Only one identity in the world

Hundreds of millions of individual data granted to just one brand image!

Information is inserted and extracted in a way that cannot be identified by humans.
Even though they all appear to be the same image, different information can be inserted into each image.

BRAND MONITORING CONTROL SYSTEM

① HiddenTag utilizes individual data collected from around the world through product authentication.

② Monitor when, where, and how much your product is scanned using hidden tag data collected in real time.

③ Based on this, we provide a brand monitoring control system that allows you to check at a glance your brand's sales volume by country, sales trend by period, and the status of counterfeit products.

BRAND CONTROL SYSTEM PROVISION FORMAT

HiddenTag®

CK&B — CONTENTS KEEPER & BEYOND

Period : 2024-01-01 ~ 2025-02-28 Report [97 credit] LOGOUT

days | 1 Year | 6 Months | 3 Months | All
2020-01-01 ~ 2024-03-08
Degree | All batches | Search

General Trend

Authentic Cnt Fake Cnt Total Cnt

Authentic 597 **Total** 597 **Counterfeit** 0

Tot Country Ranking Expand
China / Taiwan / Hong Kong / United States / Japan / ETC

Rank	Country	Scan Cnt	Share
1	China	130	21.78%
2	Taiwan	97	16.25%
3	Hong Kong	92	15.41%
4	United States	85	14.24%
5	Japan	40	6.70%
6	ETC	153	25.63%

Trend Per Country | **Trend Per Batch** | Expand
China / Taiwan / Hong Kong / United States / Japan

Genuine Country Rankings | **Cntrf Country Rankings** | Expand

Rank	Country	Scan Cnt	Share		Rank	Country	Scan Cnt	Share
1	China	130	21.78%		1	Hong Kong	0	NaN%
2	Taiwan	97	16.25%		2	United A…	0	NaN%
3	Hong Kong	92	15.41%		3	Spain	0	NaN%
4	United S…	85	14.24%		4	Malaysia	0	NaN%
5	Japan	40	6.70%		5	Denmark	0	NaN%
6	ETC	153	25.63%		6	ETC	0	NaN%

Init Cntrf | **Cntrf Status** | Expand
Authentic Status | Expand

Number	Detection Date	Country	IQR Num	Batch
1	2022-07-03 00:04:07	China	389161965	1次
2	2022-07-02 22:43:58	China	389123090	1次
3	2022-07-02 18:26:03	China	389163981	1次
4	2022-06-18 16:27:41	China	389123145	1次
5	2022-03-16 17:08:16	China	389087703	1次
6	2022-03-15 18:37:53	China	389105774	1次

Issue IQR	Batch	Country	City	Recent Date
606505061	5次	China	Guang…	2024-03-08 12:01:05
538322962	4次	United…	Califor…	2024-03-08 11:10:39
390009895	1次	Japan	Iwate	2024-03-08 10:50:05
502933992	3次	United…	New Je…	2024-03-08 10:47:29
606128148	5次	United…	New Je…	2024-03-08 10:47:06
450421779	2次	Hong K…	Hong K…	2024-03-08 10:13:41

OS Share | **Manufacturer Share** | Expand
iOS / Android
APPLE / SAMSUNG / XIAOMI / GOOGLE / ETC

Cntrf Reporting Status | Expand

Report Date	Product name	Reporter	Shop
No data.			
No data.			
No data.			
No data.			
No data.			

Unconf Country | **Distrib Country** | Expand

Number	Detection Date	Country	IQR Num	Batch
2	2024-03-08 11:10:39	United Sta…	389025984	1次
3	2024-03-08 10:13:41	Hong Kong	389128072	1次
4	2024-03-08 05:49:46	Russia	389027153	1次
5	2024-03-08 04:23:39	Denmark	389459754	1次
6	2024-03-08 02:04:47	Singapore	389017895	1次

Device Detection Ranking | Expand

Rank	Device Info	OS	IQR	Detections	Country	Main City
1	1236C33B-…	iOS	389823717刊 103期	473	China	광둥 성
2	21DE4A34-…	iOS	450052803刊 265期	283	Russia	Moskva
3	78534908-…	iOS	389327484刊 274期	280	China	Guang Don…
4	280FC8E8-…	iOS	450159353刊 180期	197	Russia	Moskva
5	27779SAE4-…	iOS	538691337刊 13期	185	China	광둥 성
6	c06caceda…	Android	389087703刊 12期	180	China	Guang Don…

Leaflet | © OpenStreetMap

※ This is a staged screen. It may differ from the actual configuration.

BRAND CONTROL SYSTEM CONFIGURATION ❶

① Observe the real-time status of my product on a global basis

② Check data on sales of genuine products and occurrence of counterfeit products

③ Identify the area where counterfeit products first occurred and the route of spread of counterfeit products

REAL-TIME STATUS OBSERVATION
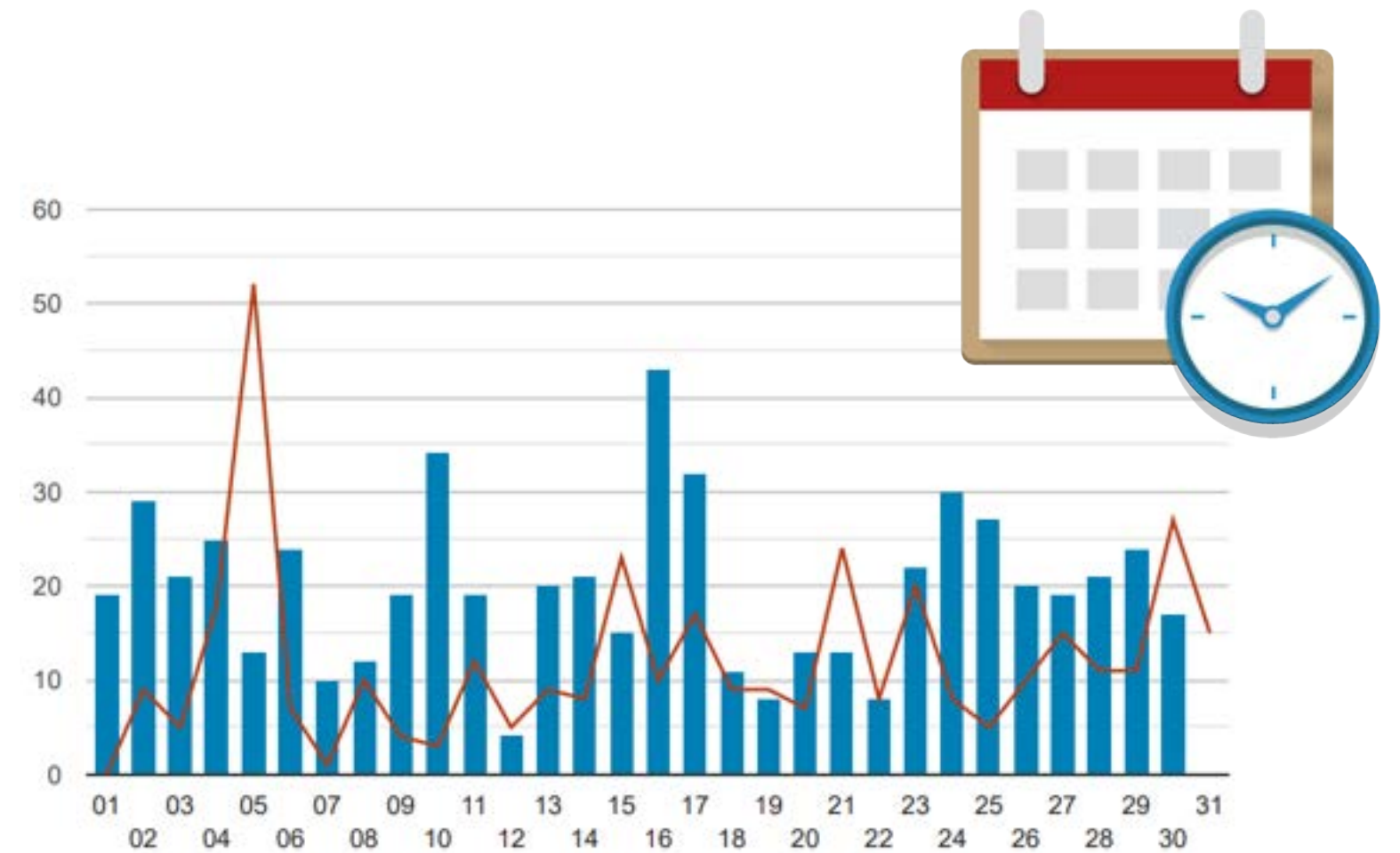
① Check comprehensive detection trend by period

② Comparative analysis of market sales peak and off-peak seasons

③ Identify changes in sales market trends

COMPARISON OF CHANGE TRENDS BY PERIOD

BRAND CONTROL SYSTEM CONFIGURATION ❷

17.8%

35.6%

7.2%

10%

27.7%
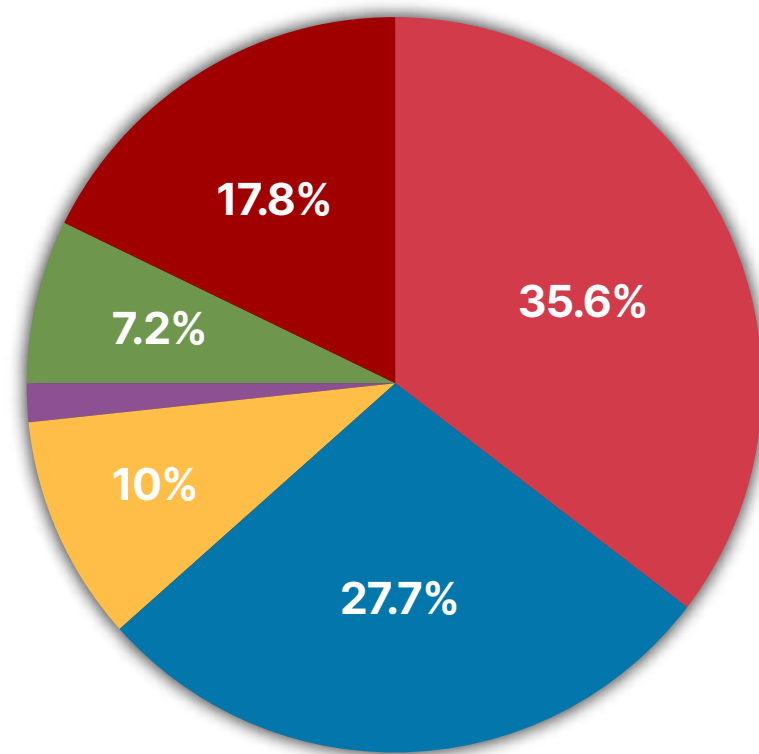
1st CN

2nd VN

3rd RU

① Comparison of comprehensive detection rankings by country

② Utilize the main sales market strategy

③ Identify risk areas through counterfeit product ranking

FIND OUT COUNTRY RANKING

① Check the status of detection data in non-sold countries

② Identify customer needs in new markets

③ Establish a new market development strategy
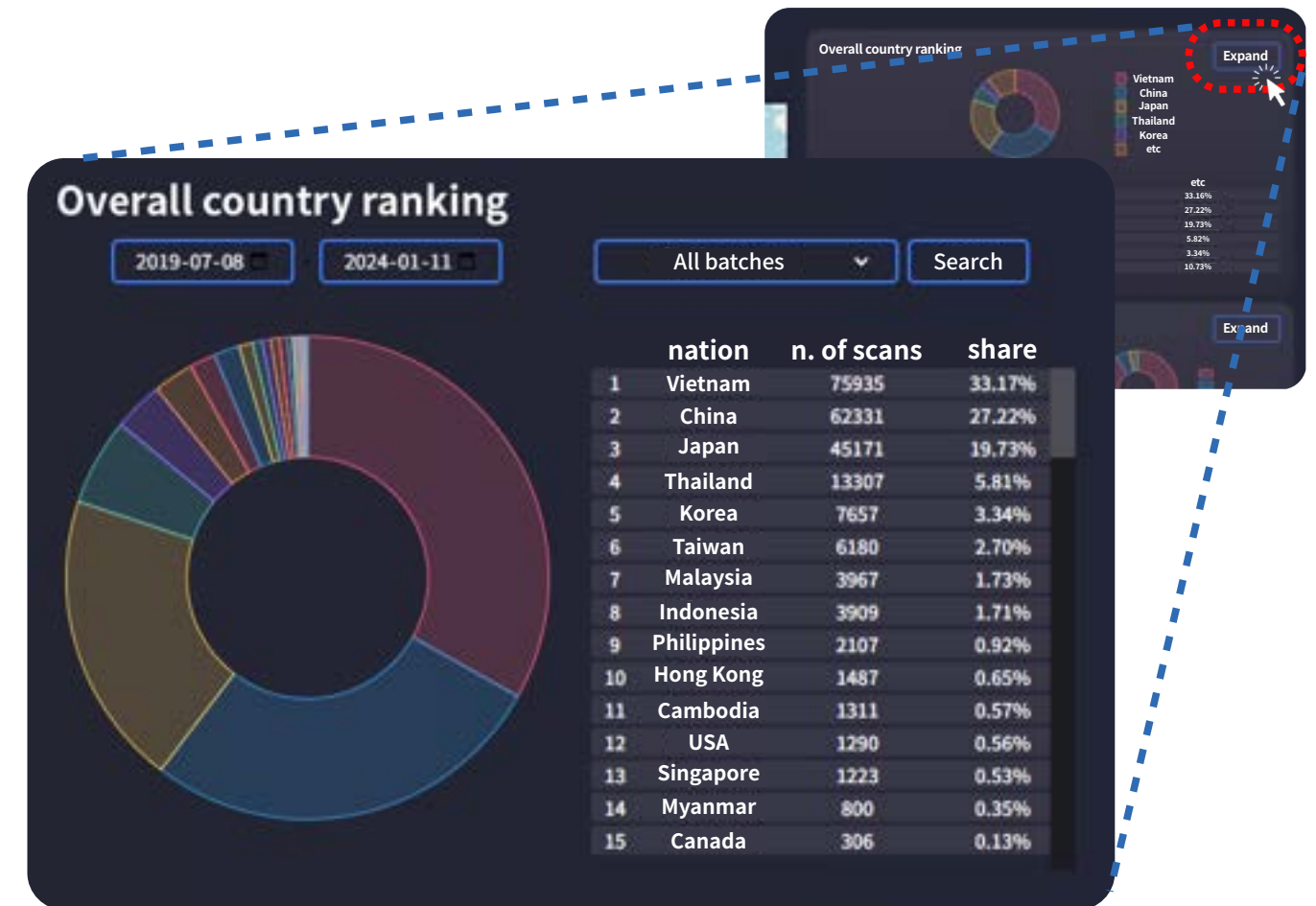
CHECK THE STATUS OF COUNTRIES WHERE IT IS NOT DISTRIBUTED

BRAND CONTROL SYSTEM CONFIGURATION ❸

OS
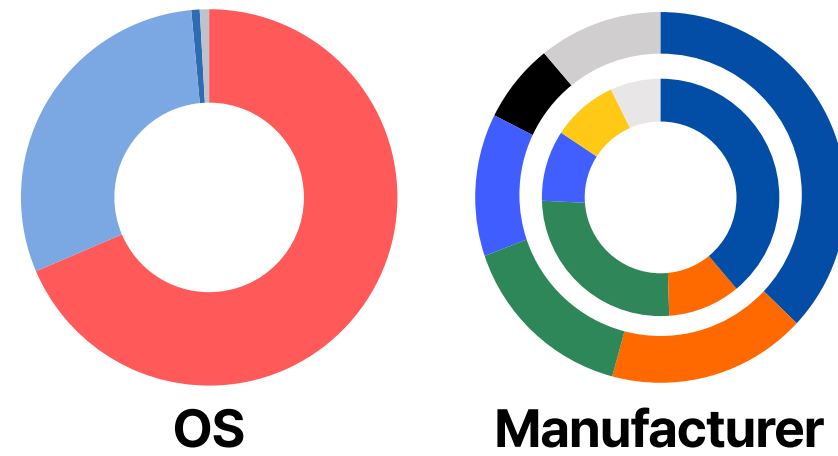
Manufacturer

n.	Device	OS	Manufacturer	IQR	number of detections
1	a37428afdf39	Android	samsung	3425425 and 341 other cases	342
2	a37428afdf39	ios	apple	3425425 and 341 other cases	234
3	a37428afdf39	Android	samsung	3425425 and 341 other cases	112
4	a37428afdf39	ios	apple	3425425 and 341 other cases	83
5	a37428afdf39	Android	samsung	3425425 and 341 other cases	53
6	a37428afdf39	ios	apple	3425425 and 341 other cases	34
7	a37428afdf39	ios	apple	3425425 and 341 other cases	10

Overall country ranking

2019-07-08   2024-01-11   All batches ⌄   Search

	nation	n. of scans	share
1	Vietnam	75935	33.17%
2	China	62331	27.22%
3	Japan	45171	19.73%
4	Thailand	13307	5.81%
5	Korea	7657	3.34%
6	Taiwan	6180	2.70%
7	Malaysia	3967	1.73%
8	Indonesia	3909	1.71%
9	Philippines	2107	0.92%
10	Hong Kong	1487	0.65%
11	Cambodia	1311	0.57%
12	USA	1290	0.56%
13	Singapore	1223	0.53%
14	Myanmar	800	0.35%
15	Canada	306	0.13%

① Collection of real-time data on brand customers

② Identify customer base share and device ranking

③ Starting with brand loyal customers, identify suspected counterfeit products

④ Use when building a marketing strategy

① Expand view function for each zone table

② Click to check more detailed data

③ Collect a wide range of information, not only high-level data but also lowest-level data

CHECK CUSTOMER SHARE AND DETECTIONDEVICE RANKING

EXPAND VIEW FUNCTION

BRAND CONTROL SYSTEM CONFIGURATION ❹

① Output monitoring report data based on data derived from the control system

② Used as physical data during internal marketing, sales, and policy strategy meetings

③ Easy management by storing printed data by period

GENERATE COMPREHENSIVE REPORT DATA

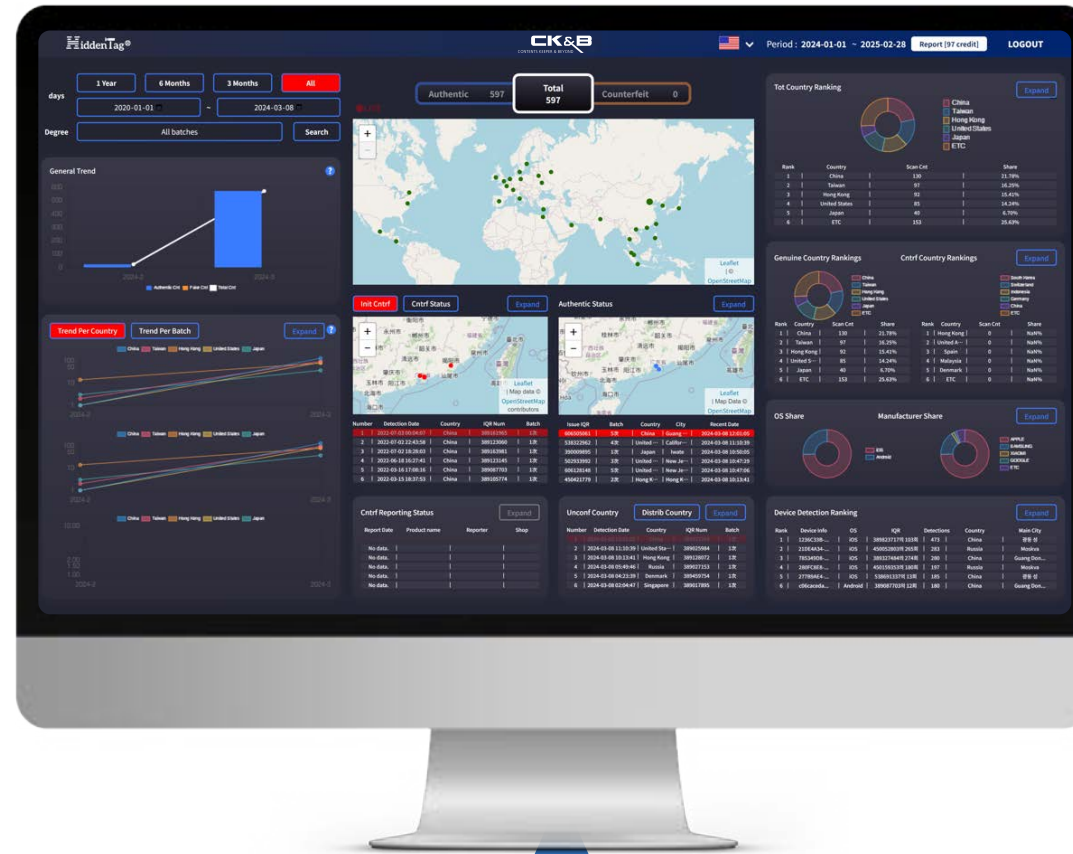# BRAND CONTROL
SYSTEM CONFIGURATION ❺

You don't need to watch the monitor 24 hours a day!

LIVE @

If a counterfeit product occurs in real time,
a notification email will be sent to the email address
you have set in advance in real time!

REAL-TIME COUNTERFEIT PRODUCT NOTIFICATION SERVICE

EFFECT ON INTRODUCTION

① The best monitoring system that allows you to directly check the status of brands with HiddenTag.

② Real-time check of distribution status of genuine and counterfeit products

③ The most effective way to collect national and regional sales information

④ Build an aggressive sales strategy by reducing the risk of counterfeits and tracking distribution

⑤ Collect new regional information or consumer information and use it as new marketing material

CERTIFICATION AND CUSTOMERS

IN INDUSTRY RELIABILITY

HiddenTag has been selected as an official authentication markby public institutions and associations,boasting the highest reliability in the industry.

FASHION STYLE	KITA.NET Korea International Trade Association	kotra		삼당 한국육계협회 KOREA BROILER COUNCIL
Korea Fashion & Culture Development Agency	Korea international Trade Association **K+ mark certification**	Korea Trade-Investment Promotion Agency	China Trade Association for Anti - counterfeiting	Korea Broiler Council

Holds the largest number of references in each field

1000

1,000 brands are using HiddenTag worldwide

REFERENCE ①

Beauty field

Wow Ventures, CSA Cosmic, JJ Korea, Ash7, Nanda, Raon Cosmetics, LG Household & Health Care, M.O.I Cosmetics, COSRX, Viva Korea, Espaco, The Cosmedium **and many others**

Fashion field

F&F (MLB), Brand Lab, Acme La Vie, Chance World, Chapter Eleven, Walbee Trading (EVISU), Ed Hardy, Martial Arts, Royal B&B (Louis Quatorze), Lucella, Rookie Bird, Jessie Steel **and many others**

Medical field

Huons, Dr.Num, Dongseo Meditech, Migagyo Station, CNK Medicos, Chaga Korea, Beauty Well Farm, Exoco Bio, BioIndist, Medical Lab, Minerva, Anguk Bio Diagnostics, MediHub **and many others**

Electronic field

NUC Electronics, Hurom, JAGUAR, Asterasis, Harual Age, Phaino, Prime Tech, MM Korea, Bloud, Soundcat, Mango's Lab, Liquid Korea, Prabio **and many others**

REFERENCE ❷

Miscellaneous goods

Zao, Rooty, SUICOI'E, Airat, Ssangbangwool, Bikit, Gamgamtex, Limetex, Flink Korea, iCody, Alice Marsha, Playnomore, Mizline, Almost Blue and many others

Hairdressing, fashion accessories

Miss Course (Tangle Angel), BS Korea, More Three, Infinite Enterprise, Hansol International, Pink Age, Home Store, J&K Alliance, East Skin, i-Angel, Marheng J, Awesome, PS Korea and many others

Accessories
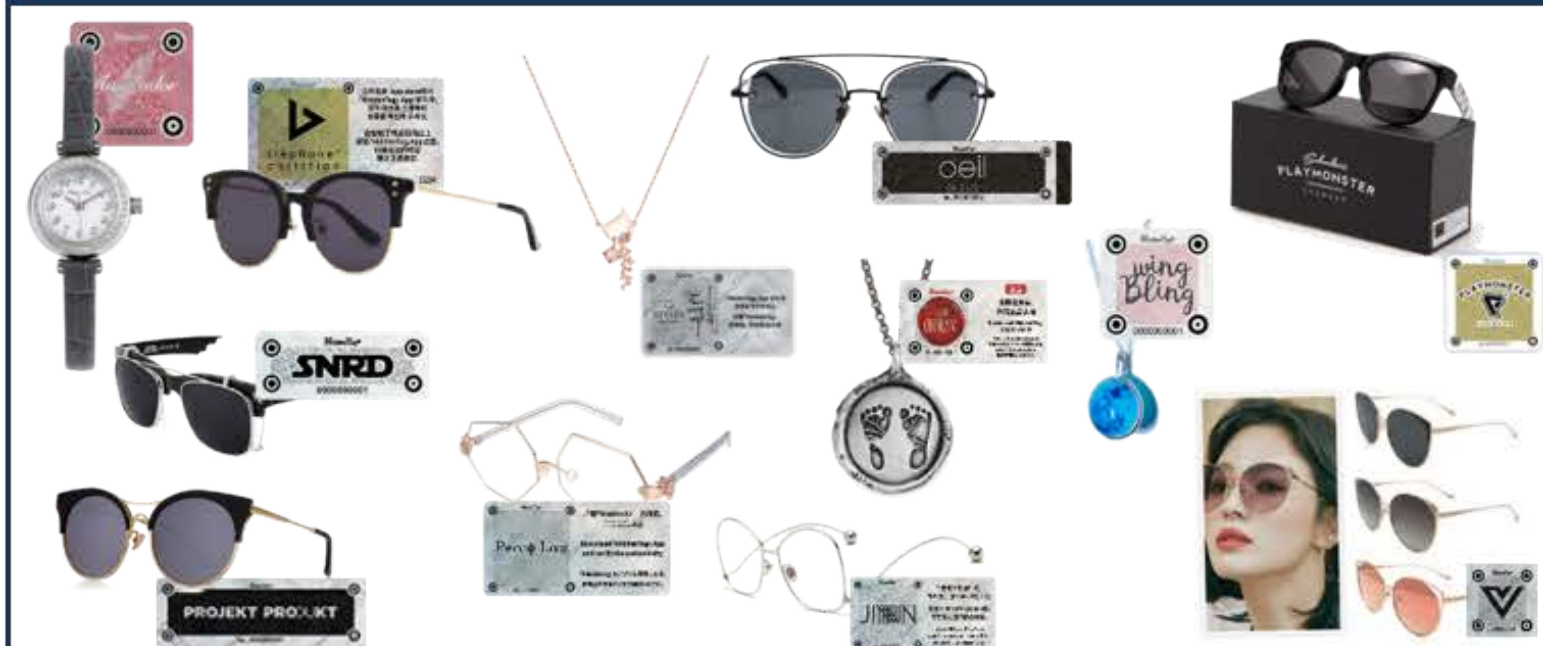
Liu K, JNK International, Play Monster, Second Round, Stylis, Grand Company, PROJECT PRODUKT, Percy Lau, Eau de Blanc, Udon Trading, Wing Bling, Bedivero and many others

Etc

Gavin, LJK, VPH, Korea Broiler Association, Unit Dose, Shinwoo Korea, Phoenix Leisure Sports, Rebuild, Korea International Trade Association, LG Chem, HYUNDAI Xteer, Eve Shop, KOKIRI and many others

CERTIFICATION AND CUSTOMERS

CK&B
CONTENTS KEEPER & BEYOND

409-412 Ho, A Dong, SK V1 TOWER, 5, Seongsuil-ro 8-gil, Seongdong-gu, Seoul, Republic of Korea

Approximately 4 minutes from Ttukseom Station Exit 4

Approximately 6 minutes from Seongsu Station Exit 1

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@hiddentag_world

LINE
@hiddentag

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HiddenTag Homepage : http://hiddentag.com

HiddenTag BIZ Homepage : http://hiddentag.biz

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THANK YOU!