





WHO WE ARE

Genuine Way is a Swiss service provider that specializes in developing & distributing **blockchain-integrated applications** for the retail industry.

Operating across the food, wine, cosmetics, fashion and design industries, our solutions allow connectivity between consumers and physical products for the sake of **authenticity verification** and **production chain certification**.

THE TEAM

Genuine Way's specialized team operates between **Lugano** (Switzerland) and **Milan** (Italy), guaranteeing expertise in software development and retail communication.

A great part of its success depends on gathering an extensive knowledge of both its client's productions and target customers.



WALFREDO
DELLA GHERARDESCA
**CHIEF
EXECUTIVE OFFICER**



LUCA
NARDELLI
**CHIEF
TECHNOLOGY OFFICER**



ALTEA



MARIO



SIMONE



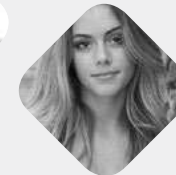
AMELIE



GIORGIO



JASON



HANNAH

VEROTAG

AUTHENTIC PRODUCTS



VERO-TAG

CERTIFYING THE AUTHENTICITY OF YOUR PRODUCT

VERO-tag is a **product authentication tool** that enables consumers to verify the authenticity of a physical product with the use of their **smartphones**.

When connecting with the disruptive **AR-CODE antiforgery technology**, VERO-tag verifies the authenticity and provenance of the product with a single scan.





THE PROBLEM OF PRODUCT COUNTERFEITING WORLD-WIDE

Over the last 5 years the problem of **fake or counterfeit products** in the retail industry has grown exponentially. The phenomenon is world-spread, but particularly intense for European or US products distributed within the Asian markets.

This issue is significantly affecting the every-day habits of the consumers, attracted by **quality & safety**, therefore uncertain about their shopping decisions.

SOME DATA FROM 2018

Counterfeiting is the largest criminal enterprise in the world, worth 1,7 trillion USD a year

Source: Forbes

The yearly growth of the counterfeit market is currently of 3,6%

Source: ICE Report

61% of all counterfeit brands in the world are manufactured in China

Source: OECD Observatory

THE CONSUMER TRENDS

In Asia, 7 consumers out of 10 would appreciate to verify authenticity and provenance of their imported goods shopping items

Source: ICC Interviews 2018

In store product interaction through QR-code has reached 1,3 billion consumer scans in 2017 and is projected to reach 5,3 billion scans in 2022

Source: Juniper Research

All the smartphone models produced by Apple after 2016 have a camera integrated qr-code reader. It is estimated that by 2020 this integration will exist in 95% of all new smartphones on the market.

Source: Global Web Index



AR-CODE:

OUR ANTIFORGERY TECHNOLOGY

WHAT IS AN AR-CODE?

AR-Codes (Access Real*) are a special type of **copy-proof QR-codes** developed to enable consumers to authenticate physical products or recognize fake labels.



**** Access Real** is a patented technology of i-Sprint Innovations Ltd. Genuine Way SA is the exclusive distributor of Access Real technology within the European Union.



NORMAL QR-code



AR-code



Unique ID

Product DNA

Digital Watermark

Distribution Information

HOW DOES THE AR-CODE TECHNOLOGY WORK?

AR-codes operate through a **high-precision reading technology** included in the VEROtag application.



Each AR-code includes
a **microscopic detail**
(Watermark System) that cannot be
materially reproduced in its integrity



The physical code,
printed in high-definition from
a corresponding **digital file**, is recognized
as authentic by the VERO-tag
scan reading system



If **photocopied or materially reproduced**
in any way, the AR-code loses part of
its **watermark detail** and is recognized
as a copy version in real-time.

TECHNICAL DETAILS



ZOOM DETAIL
COPY VERSION



ZOOM DETAIL
ORIGINAL VERSION

Printing:

600 dpi or more resolution - digital printing,
laser printing or inkjet printing

Code Size:

5x5mm, 10x10mm and 20x20mm

Image:

PNG Format - high-contrast background -
Not to be resized

Supported Smartphones:

iPhone 8/8 Plus/X/XR/XS/XS Max/XI/XI PRO
Samsung S8/S8+/S9/C9
Pro S9+/S10/S10+/A20
Nokia 7 Plus/X7/8/8.1/9
Huawei P30/P30pro/Y9



PRODUCT AUTHENTICATION IN TWO SCANS

- 1 The consumer reads the AR-code with the camera of his smartphone
- 2 By accessing an authentication interface, he scans for verification
- 3 The web-app certifies the authenticity of the product in real-time
- 4 If the product is verified as authentic, the consumer goes on to browse specific product data



THE VERO-TAG PLATFORM

The VERO-tag service includes access to a b2b platform to be used to order AR-codes, as well as to monitor real-time scanning data from the consumer.



Access your Catalogue



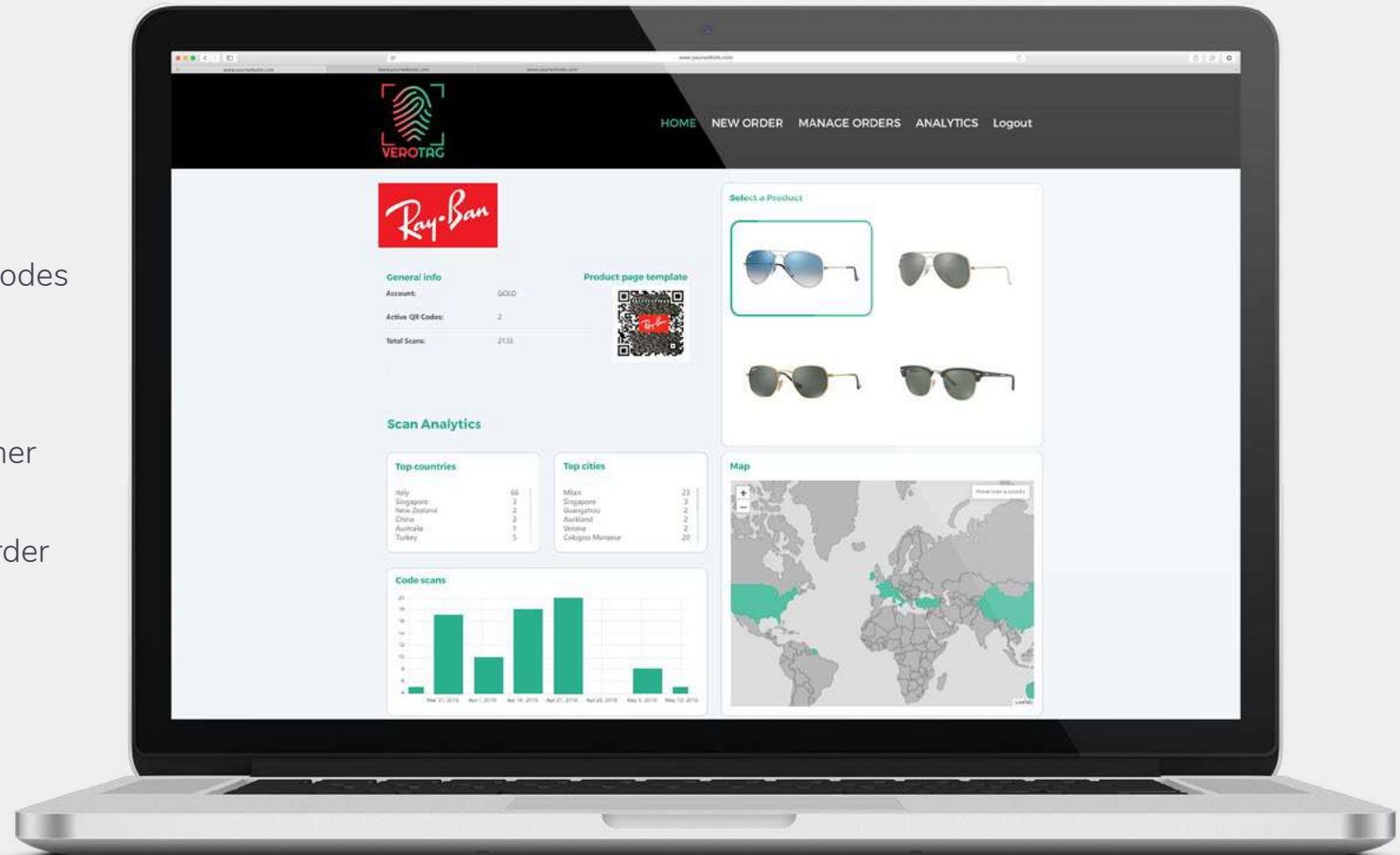
Generated a batch of ar-codes for the selected product



Include specific product batch data for the consumer



Download the codes or order stickers directly from the platform

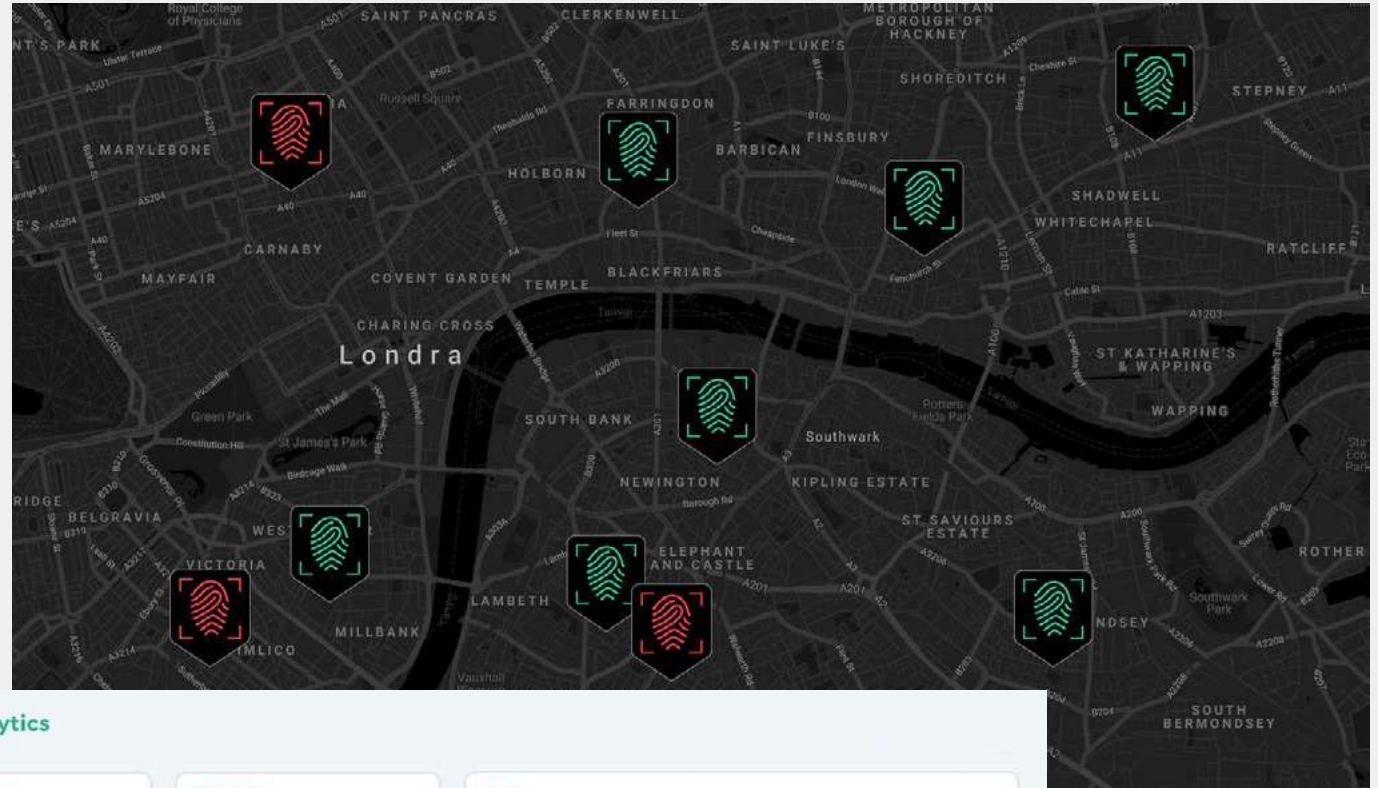


DASHBOARD ANALYTICS

WITH REAL-TIME SCANNING DATA

The Platform includes an analytics dashboard that allows the user to access **real-time data from the physical products**.

This tool enables the brand to learn when and where the consumers **authenticate the original products** or **detect fakes on the market**.



Scan Analytics

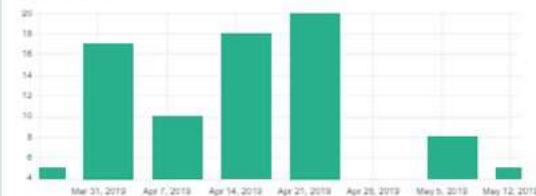
Top countries

Italy	66
Singapore	3
New Zealand	2
China	2
Australia	1
Turkey	5

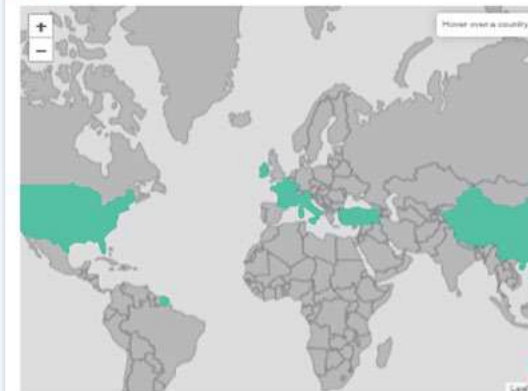
Top cities

Milan	23
Singapore	3
Guangzhou	2
Auckland	2
Verona	2
Cologno Monzese	20

Code scans



Map



VALUE PROPOSITION

THE CONSUMER

**Verifies the authenticity of a product
in a few seconds**

**Browses exciting content before
and after the purchase**

No more health & safety hazards

**Interacts directly with the brand
to access special promotions**

THE BRAND

Guarantees its product's authenticity

**Directly interacts with the consumer
(direct marketing)**

**Achieves an on-shelf competitive advantage
towards competitors and counterfeiters**

**Sources big data from
its distribution chain**



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