



Powering automated enterprises

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# ABSENCE OF FIRST PARTY DATA AND SILOED SYSTEMS UNDERMINE REGIONAL ECONOMY



\$427B



-46%

COUNTERFIET

SILOED SYSTEMS

\* ANT GROUP, MAGENTO, ALI BABA

\*\* OLIVER WYMAN, KOFAX

\*\*\* Estimated return over time from integrating with marketing, banking, and other services utilizing company data sets

# CONSUMERS INSIGHTS HELD BY CHANNEL



**They don't have the right technology**



**Data sharing management isn't enterprise wide**



**Data sharing isn't part of the company culture**



**Data sharing comes with legitimate privacy concerns**

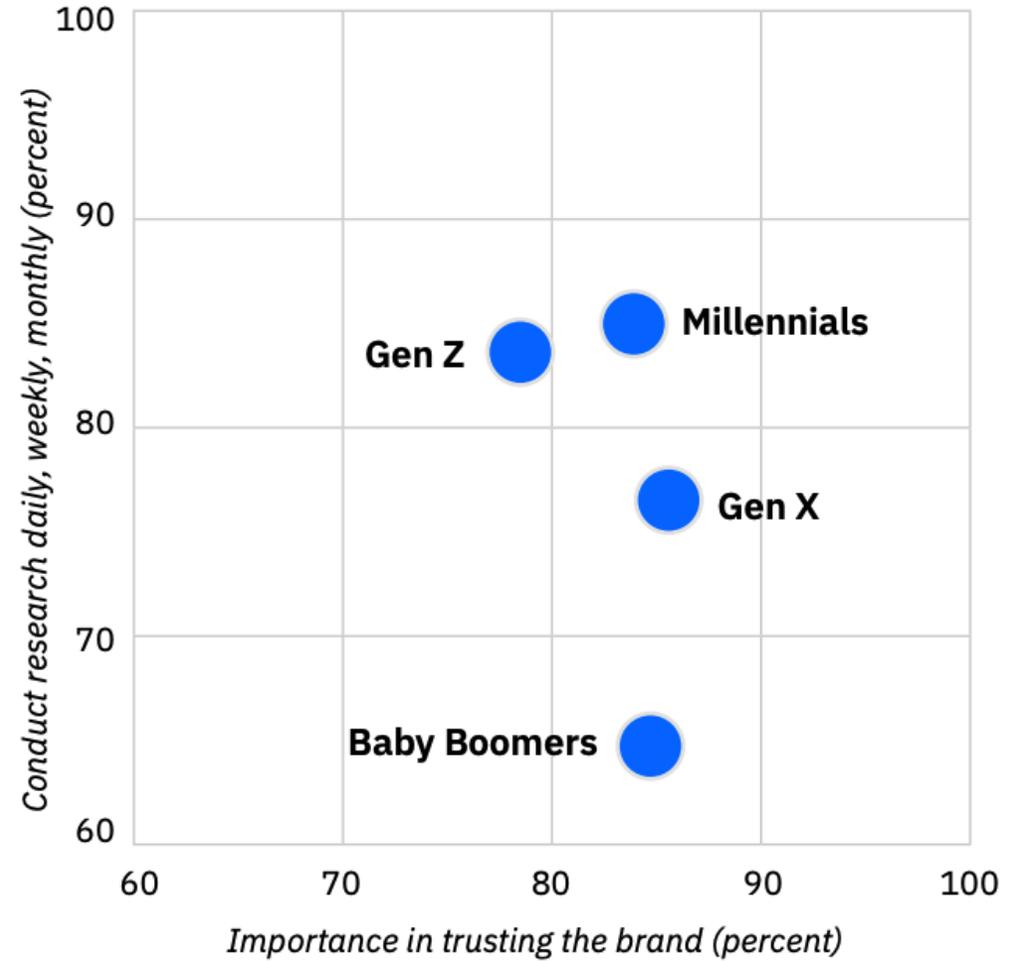


**Some view data sharing as a profit opportunity**



# CONSUMERS REWARD VALIDATION OF CREDENTIALS

Regardless of how much they trust a brand, consumers across all age groups will conduct extensive research prior to making their purchases.



# VEROFAX = CUSTOMS & TAX OPTIMIZATION

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CONSUMER EMPOWERMENT

UP TO

**+60%**

**SALES**



OPERATIONAL AUTOMATION

UP TO

**-%30**

**COST**



INVENTORY INTELLIGENCE

UP TO

**-40% RETURN**

\* ANT GROUP, [MAGENTO](#), [ALI BABA](#)

\*\* [OLIVER WYMAN](#), [KOFAX](#)

\*\*\* Estimated return over time from integrating with marketing, banking, and other services utilizing company data sets

# DIGITAL PRODUCT INTERFACE



USE YOUR SMARTPHONE FOR

Verify - Learn  
Feedback - Chat

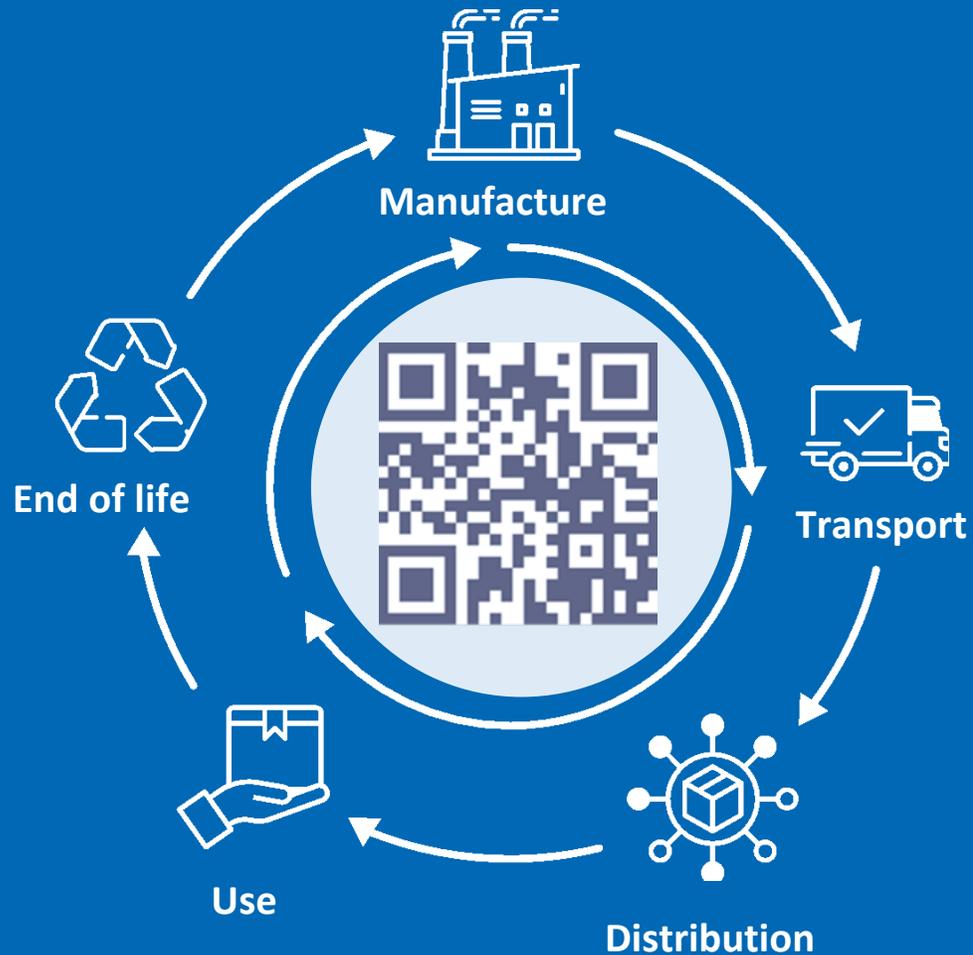


SCAN & CHECK

UNIQUE ITEM ID



# LIFECYCLE TRACEABILITY



# DIRECT TO CONSUMER

- DIRECT CONSUMER INSIGHTS
- CONSUMER ENGAGEMENT
- DIRECT CONSUMER FEEDBACK
- CHANNEL INTEGRATION



# CONSUMER INSIGHTS

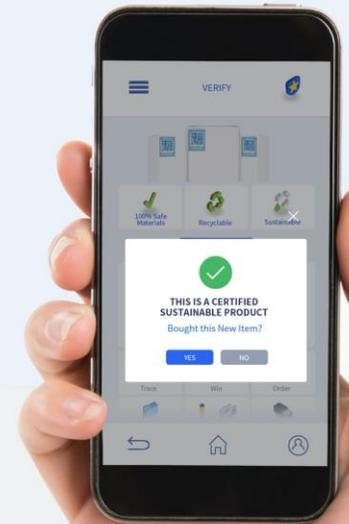
- CONSUMER PROFILING
- CHANNEL SPECIFIC
- BRAND METRICS



# DIRECT MARKETING & FEEDBACK

## VALIDATE AUTHENTICITY AND GET REWARDED!

- ✓ | TRUST IN PRODUCT
- ✓ | CHANNEL SPECIFIC
- ✓ | IMMERSIVE CONTENT
- ✓ | FEEDBACK & REWARDS



# STREAMLINED IDENTIFIERS

Inspection results, first-haul information, and customs declaration and inspection information are recorded in carton or pallet codes

PRODUCT CODE



CARTON CODE

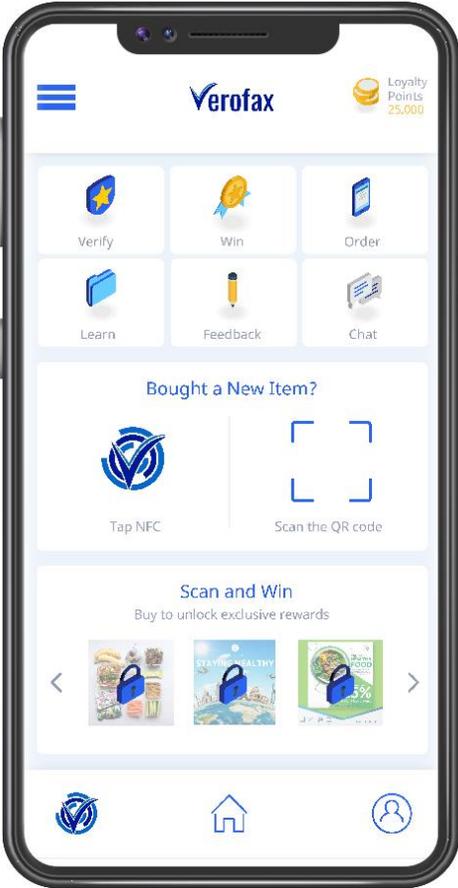


PALETT CODE

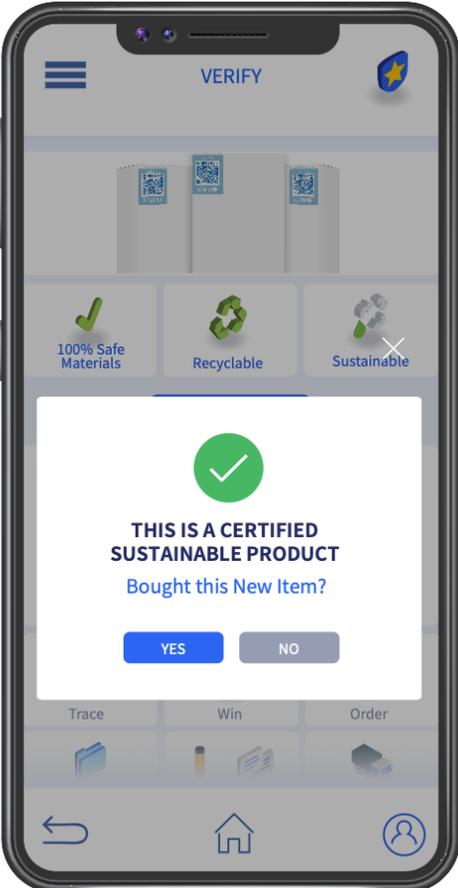


# CONSUMER INTERFACE

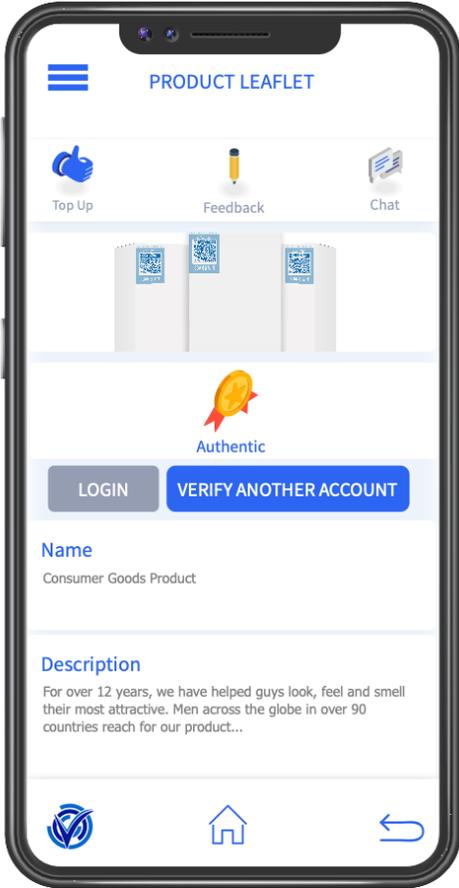
Increase Sales



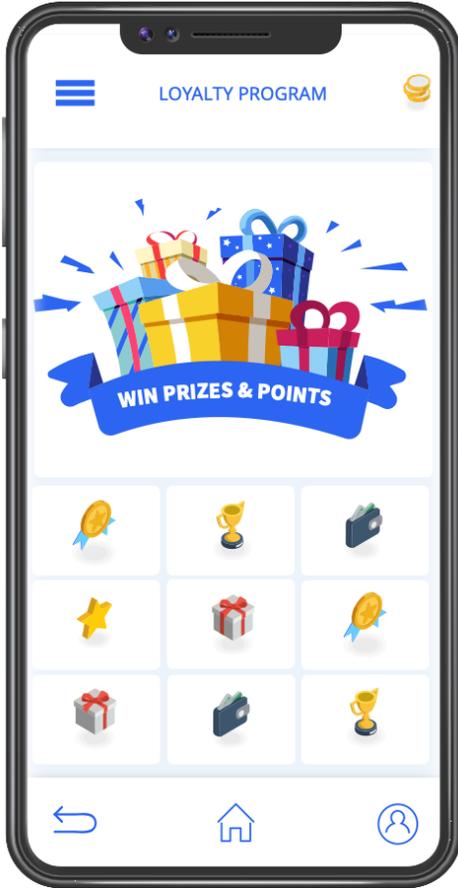
More Trust



Direct Engagement

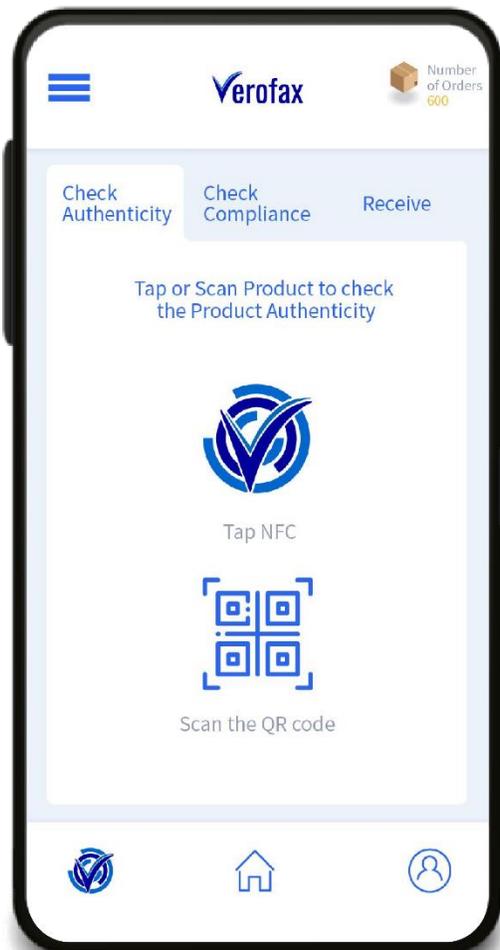


Direct Marketing

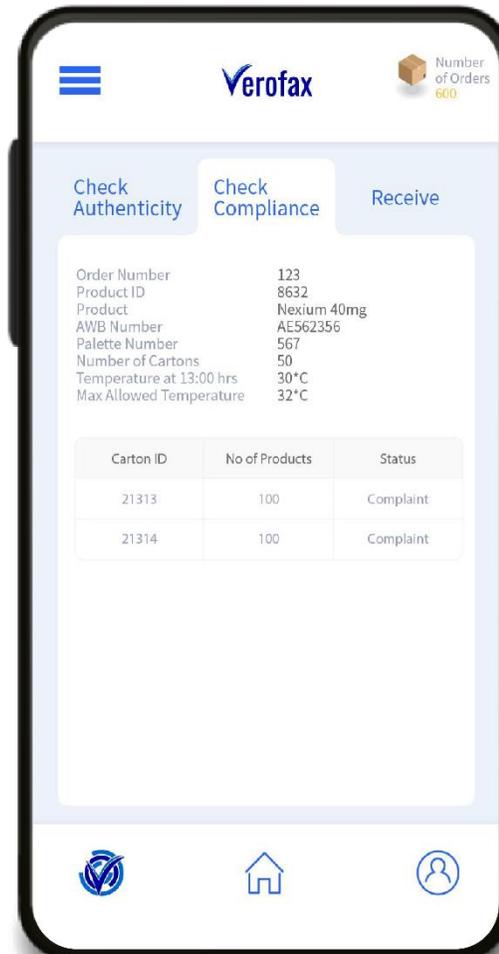


# LOGISTICS INTERFACE

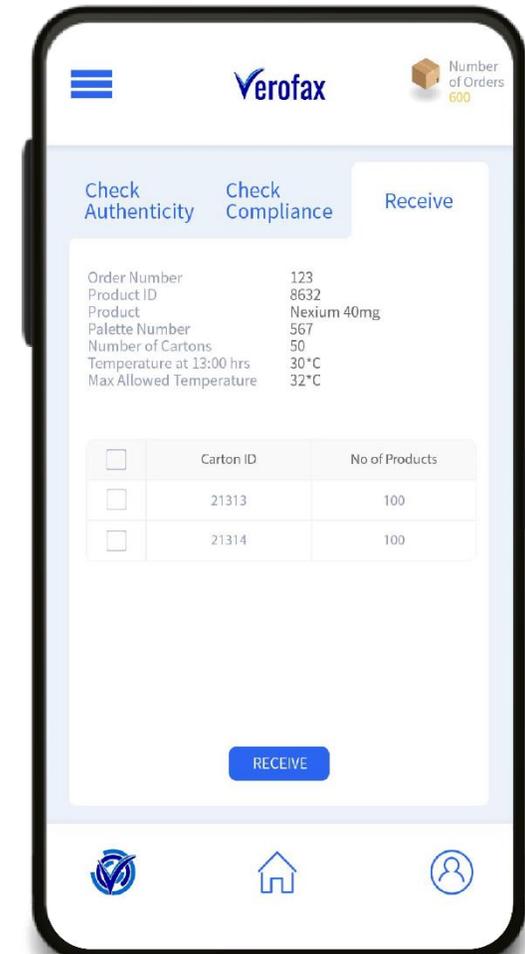
Check Authenticity



Check Compliance



Confirm Inventory Receipts



# INTEGRATED & INTUITIVE PLATFORM

**Verofax** BRAND MANAGEMENT > PRODUCT MANAGEMENT > TRACEABILITY MANAGEMENT > MARKETING MANAGEMENT > ANALYTICS > Last Logged in at 12/07/2020 12:00hrs

**BRANDS** 01/02 **PRODUCTS** 20/100 **CODES** 1000/1000000 **STORAGE** **SILVER PLAN** + Upgrade

SCANS SALES FEEDBACK MARKETING INVENTORY SCANS SALES FEEDBACK MARKETING INVENTORY

TODAY  
THIS WEEK  
**THIS MONTH**  
THIS YEAR

TODAY  
THIS WEEK  
**THIS MONTH**  
THIS YEAR

INVENTORY MANAGEMENT	SALES HISTORY	CUSTOMER MANAGEMENT	MANAGE TRACEABILITY ACCESS & REPORTS	TRACEABILITY COMPONENTS	MANAGE BRANDS & PRODUCTS	MARKETING	CERTIFICATION
<b>FINISHED PRODUCTS</b>	By Time	<b>FEEDBACK FROM CUSTOMERS</b>	<b>REPORTS FOR</b>	Material	Manufacturer	By Country	By Country
By Clients	By Retailer		Bank	Products	Brand	By Product	By Product
By Location	By Wholesaler	By User profile	Logistics	Brands	SKU	By Campaign	By Authority
By Distributor	By Location	By Location	Ecommerce platform	Sales	Carton Palette	By User profile	
In transit	By Product	By Product	<b>ACCESS FOR</b>	Inventory	Batch		
			Ecommerce platform	Consumer feedback	ICD-10 code		
			Consumers	Marketing Campaigns			
			Delivery Aggregators	Delivery & Logistics			
			Clients				

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# CONSUMER INSIGHTS DASHBOARD



BRAND MANAGEMENT >

PRODUCT MANAGEMENT >

TRACEABILITY MANAGEMENT >

MARKETING MANAGEMENT >

ANALYTICS >

Last Logged in at 12/07/2020 12:00hrs



### Client Info

COMPANY ID: 231121

COMPANY INFO: [REDACTED]

LOCATIONS: [REDACTED]

OTHER LOCATIONS: [REDACTED]

CHIEF EXECUTIVE OFFICER: xxxxx

CHIEF OPERTING OFFICER: zzzzzz

DIRECTOR: yyyyyy

### CREDIT REPORT

VEROFAX SCORE

90%

#### AVERAGE PRODUCT RATING

**4.3 OUT OF 5**

★ Average Rating

#### NUMBER OF PRODUCTS UNDER EACH CATEGORY

- 1 STAR
- 2 STAR
- 3 STAR
- 4 STAR
- 5 STAR

#### CUSTOMER FEEDBACK

- Headache - 5%
- Nausea 0- 4.3%
- Diarrhea - 2.9%
- Bloating - 1.5%
- Constipation - 1%

#### NUMBER OF PRODUCTS

50

#### SALES HISTORY

BY BRAND

#### BY PRODUCT

#### BY COUNTRY

#### BY TIME

#### TOP 10 CLIENTS

- Company 1, Sales number - 120, +
- Company 2, Sales number - 110, +
- Company 3, Sales number - 106, +
- Company 4, Sales number - 98, +
- Company 5, Sales number - 97, +
- Company 5, Sales number - 95, +
- Company 5, Sales number - 93, +
- Company 5, Sales number - 90, +

#### MARKETING ROI

- Campaign 1 20x
- Campaign 217 x
- Campaign 312 x
- Campaign 49x
- Campaign 57x

#### INVENTORY

BY BRAND

#### BY PRODUCT

#### BY COUNTRY

#### BY TIME

# ONBOARD & INTEGRATE RETAILERS

BRAND MANAGEMENT ▶ PRODUCT MANAGEMENT ▶ TRACEABILITY MANAGEMENT ▶ MARKETING MANAGEMENT ▼ ANALYTICS ▶Last Logged in at 04/03/2021 10:21hrs 

MANAGE PARTNER ACCESS MANAGE REPORT > IOT LOG MANAGEMENT TRACEABILITY BATCH MANAGEMENT >

Traceability Management / Batch Management / Create Batch

PRODUCT*	<input type="text"/>	TRACE CODE ID*	yKTJM6nG	SELECT THE OUTPUT FILE FORMAT*	PDF
PRODUCT BOX SIZE	<input type="radio"/> 18 CM	<input type="radio"/> 16 CM	<input type="radio"/> 18 CM	SELECT THE OUTPUT DEVICE*	Hard Drive
CARTON SIZE*	LENGTH	<input type="text" value="80"/>	<input type="text" value="cm"/>	MANUFACTURING DATE*	12/03/2021 
	WIDTH	<input type="text" value="60"/>	<input type="text" value="cm"/>	EXPIRY DATE	13/03/2025 
	HEIGHT	<input type="text" value="80"/>	<input type="text" value="cm"/>	<small>NOTE: 148 product QR Codes, 2 number of carton codes, 1 palette codes will be created. 1 carton contains 74 boxes and 1 palette contains 2 cartons.</small>	
NO. OF PRODUCTS IN EACH CARTON*	<input type="text" value="74"/>				
SELECT THE PALETTE SIZE*	LENGTH	<input type="text" value="100"/>	<input type="text" value="cm"/>		
	WIDTH	<input type="text" value="80"/>	<input type="text" value="cm"/>		
	HEIGHT	<input type="text" value="100"/>	<input type="text" value="cm"/>		
NO. OF CARTONS IN EACH PALETTE*	<input type="text" value="2"/>				
NUMBER OF PRODUCTS*	<input type="text" value="148"/>				

CREATE CANCEL

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# CAMPAIGN MANAGER

BRAND MANAGEMENT > PRODUCT MANAGEMENT > TRACEABILITY MANAGEMENT > MARKETING MANAGEMENT > ANALYTICS >Last Logged in at 12/07/2020 12:00hrs 

BUILD & SCHEDULE CAMPAIGN MANAGE CAMPAIGN VIEW CALENDAR

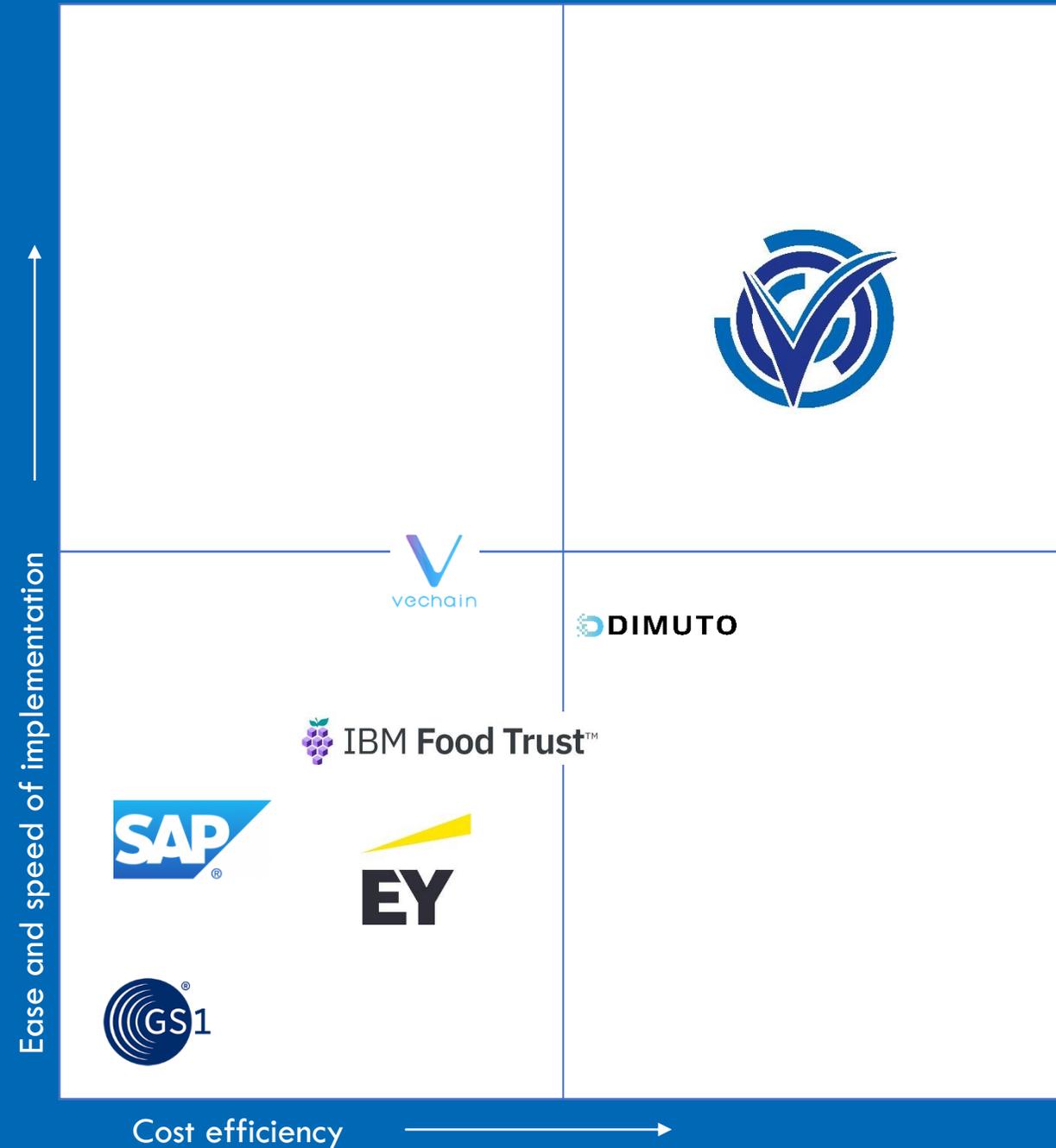
Marketing Management / Build & Schedule Campaign

ENTER THE CAMPAIGN	<input type="text"/>	NUMBER OF PRIZES	<input type="text" value="10"/>												
SELECT THE BRAND	<input type="text"/>	SPECIFY THE PRIZE BREAKUP	<table><tr><td><input type="text" value="4"/></td><td>X</td><td>Home appliances</td></tr><tr><td><input type="text" value="3"/></td><td>X</td><td>Free product</td></tr><tr><td><input type="text" value="3"/></td><td>X</td><td>25% Discount on the next purchase</td></tr></table>	<input type="text" value="4"/>	X	Home appliances	<input type="text" value="3"/>	X	Free product	<input type="text" value="3"/>	X	25% Discount on the next purchase			
<input type="text" value="4"/>	X	Home appliances													
<input type="text" value="3"/>	X	Free product													
<input type="text" value="3"/>	X	25% Discount on the next purchase													
SELECT THE PRODUCT	<input type="text"/>														
ENTER THE BUDGET	<input type="text" value="10000 AED"/>														
ENTER THE TARGET CUSTOMERS	<input type="text" value="End users"/>														
SELECT CAMPAIGN GOALS	<input type="text" value="Scan and Win"/>	ENTER THE START DATE	<input type="text" value="01/11/2020"/>												
ENTER THE CAMPAIGN OBJECTIVE	<input type="text" value="Create awareness to use Sustainable products"/>	SELECT THE TIME	from <input type="text" value="10:00"/> <input type="text" value="am"/> to <input type="text" value="03:30"/> <input type="text" value="pm"/>												
NUMBER OF LOYALTY TOKENS	<input type="text" value="10000"/>	ENTER THE END DATE	<input type="text" value="01/01/2021"/>												
SPECIFY THE TOKENS BREAKUP	<table><tr><td><input type="text" value="2"/></td><td>X</td><td><input type="text" value="500"/> tokens</td><td><input type="text" value="500"/></td><td>X</td><td><input type="text" value="10"/> tokens</td></tr><tr><td><input type="text" value="1"/></td><td>X</td><td><input type="text" value="1000"/> tokens</td><td><input type="text" value="30"/></td><td>X</td><td><input type="text" value="100"/> tokens</td></tr></table>	<input type="text" value="2"/>	X	<input type="text" value="500"/> tokens	<input type="text" value="500"/>	X	<input type="text" value="10"/> tokens	<input type="text" value="1"/>	X	<input type="text" value="1000"/> tokens	<input type="text" value="30"/>	X	<input type="text" value="100"/> tokens	SELECT THE COUNTRY	<input type="text" value="Malaysia"/> <small>Note: Multiple selection allowed</small>
<input type="text" value="2"/>	X	<input type="text" value="500"/> tokens	<input type="text" value="500"/>	X	<input type="text" value="10"/> tokens										
<input type="text" value="1"/>	X	<input type="text" value="1000"/> tokens	<input type="text" value="30"/>	X	<input type="text" value="100"/> tokens										
		SELECT THE CITY	<input type="text" value="Kuala Lumpur"/> <small>Note: Multiple selection allowed</small>												

BUILD & SCHEDULE CANCEL

# COMPETITIVE ADVANTAGE

- COST OF ADOPTION
- TIME TO MARKET
- CONSUMER ENGAGEMENT
- SERVICES INTEGRATION



# SERVICE DATA PRIVACY & GDPR COMPLIANCE



ART 27 GDPR  
and Art 27 of  
the UK-GDPR

ESG compliance



# TEAM MEMBERS

Operations in Asia, Africa and ME  
with strong business and technical expertise



<b>Koh Chen Tien</b>	<b>Wassim Merheby</b>	<b>Jamil Zablah</b>	<b>Abdallah Adada</b>	<b>Seadon Francis Pinto</b>
EXEC CHAIRMAN	CEO	COO	CGO	CTO
Serial investor, entrepreneur and business adviser across MENA and ASEAN	Experienced serial entrepreneur across various startups and multinationals	Senior leader with experience across the service industries	Sales and marketing specialist with experience across a wide range of industries	Eleven years experience in developing SaaS and automation solutions



# AWARDS AND RECOGNITION



## Case 6: Ministry of Health and Prevention

*Improving and securing organ donation*

### Case study overview

As part of its objective to develop effective healthcare systems and continuously improve services, MOHAP identified organ donation allocation and transplants as a focus area while also aiming to prevent illegal organ trading in the UAE. As a result of this, Dhonor Healthtech was selected to develop UAE's "Hayat" donor registry for recording individuals' legal will as donors, using blockchain as a secure verification layer.

### About: The Ministry of Health and Prevention

The Ministry of Health and Prevention (MOHAP) of the UAE is mandated to enhance community health by providing comprehensive, innovative and fair healthcare services as per international standards and by performing its role as a regulator and supervisor of the healthcare sector through a modern and integrated health legislative system. As part of its Innovation Strategy 2019-2021, the ministry is progressing with its smart healthcare developments by applying advanced technological systems to manage the healthcare system.

Featured in World Economic Forum White Paper published in Jan 2020



[Invited UNSDG Health Conference on Pharma traceability for Africa](#)



[Abu Dhabi Healthcare Quality Summit](#)



[Winner AIM Startup 2019 - early pre-launch category](#)



[\\$140,000 Grant from Pfizer](#)





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TRANSFORM, TRACE, TRUST

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