

Let your customers
digitally interact
with your
physical products

MARKETING IOT PLATFORM
FOR B2C COMMUNICATION

VERISIUM+

A POWERFUL NEW COMMUNICATIONS CHANNEL

OUR CLIENTS

AYTΛO



CLOUDBURST

3M

PANGAIA



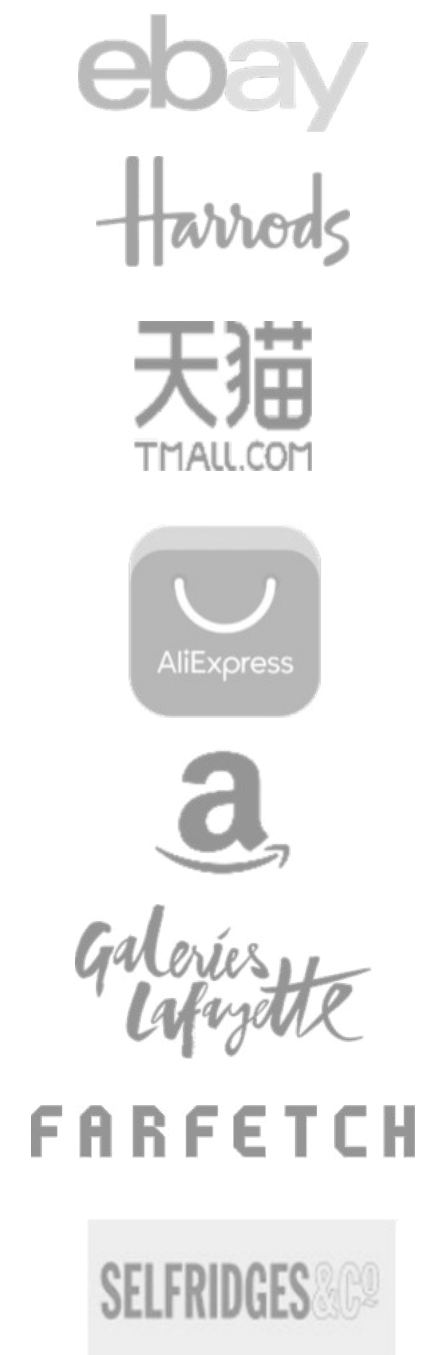
MONCLER

CODERED

THEBE MAGUGU



CUSTOMERS



Operating via resellers brands are losing the connection with customers and their loyalty

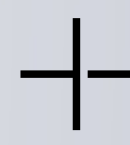


BRANDS

We connect brands
DIRECTLY
with their customers
through products



VERISIUM+



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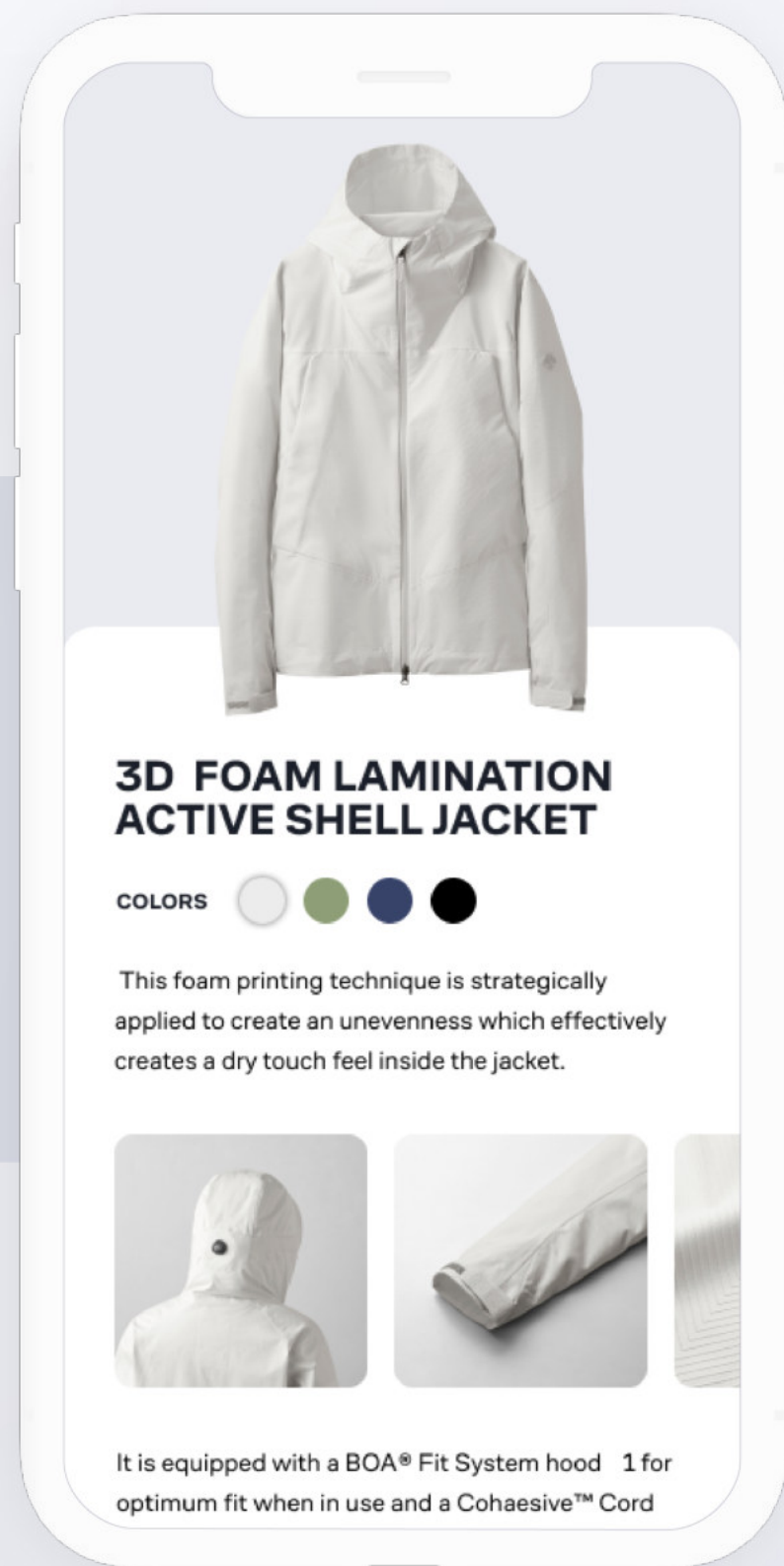
01

BRAND embeds NFC chip into products



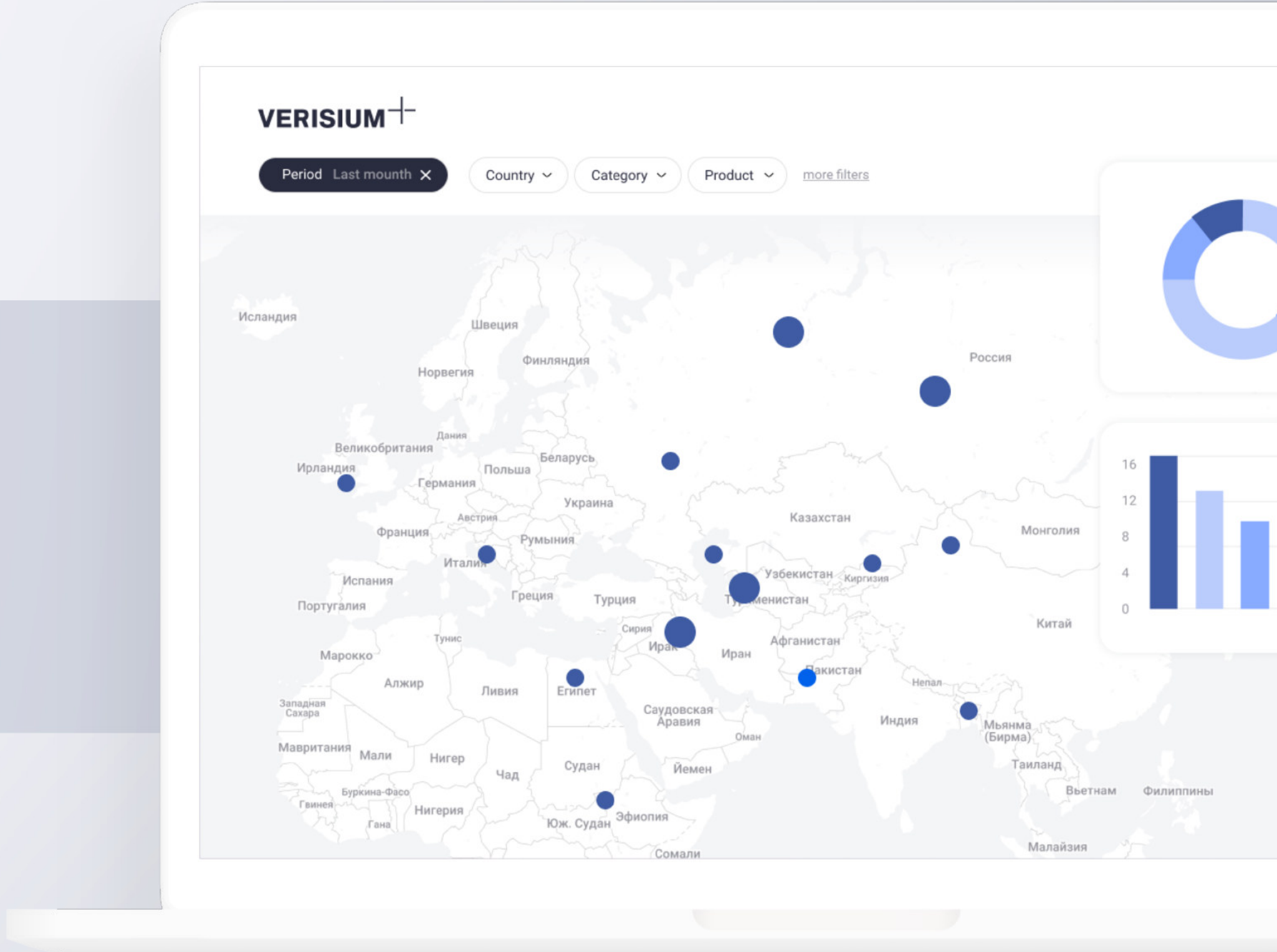
02

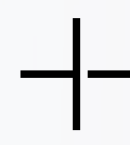
CUSTOMER scans the chip with the app before the purchase + gets loyalty points/statuses for registrations



03

BRAND gets customer data and new communication channel

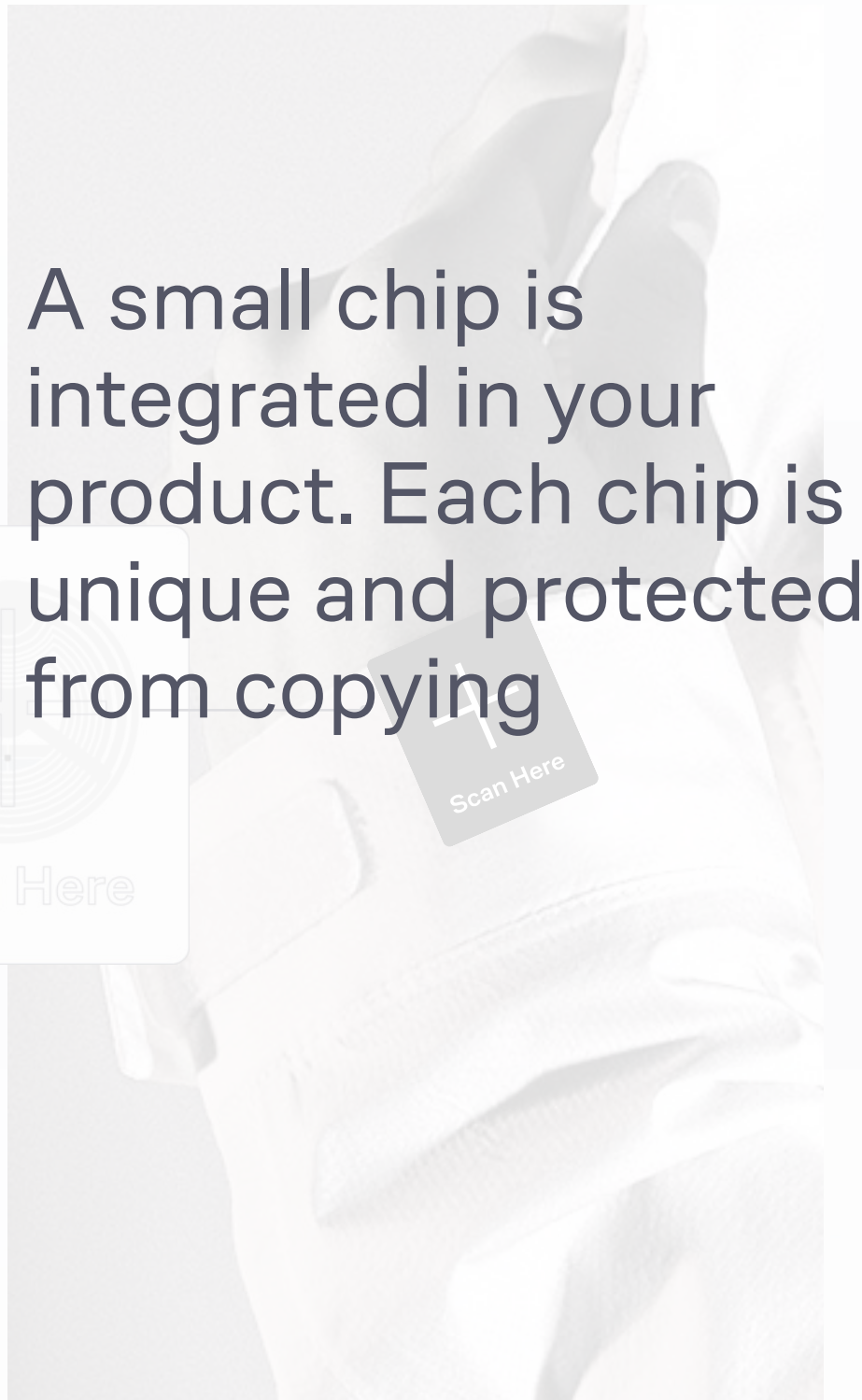




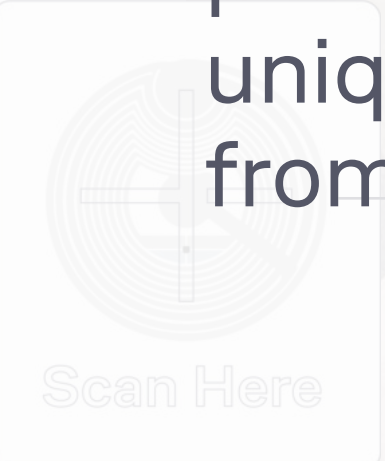
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01

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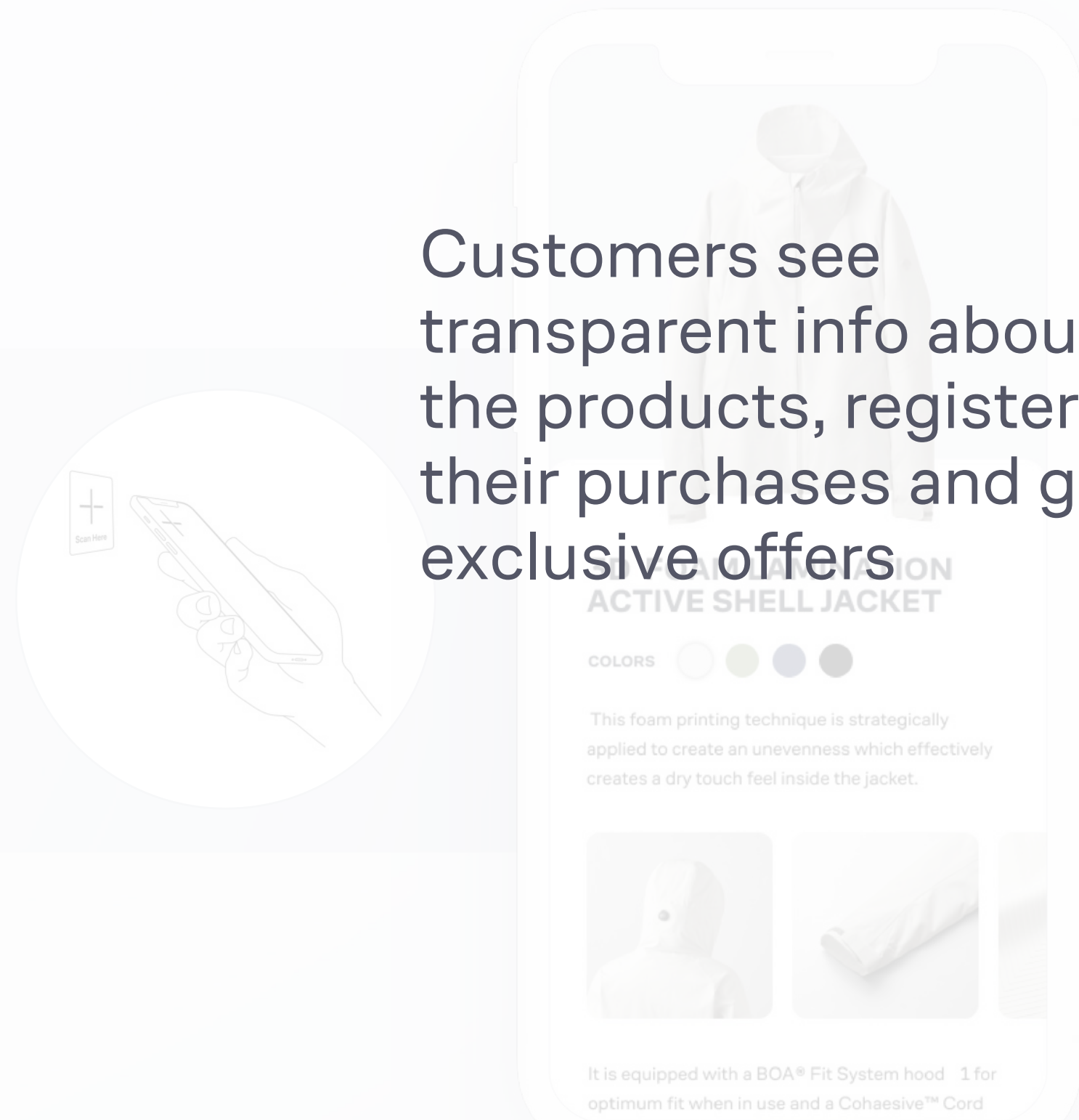


A small chip is integrated in your product. Each chip is unique and protected from copying



02

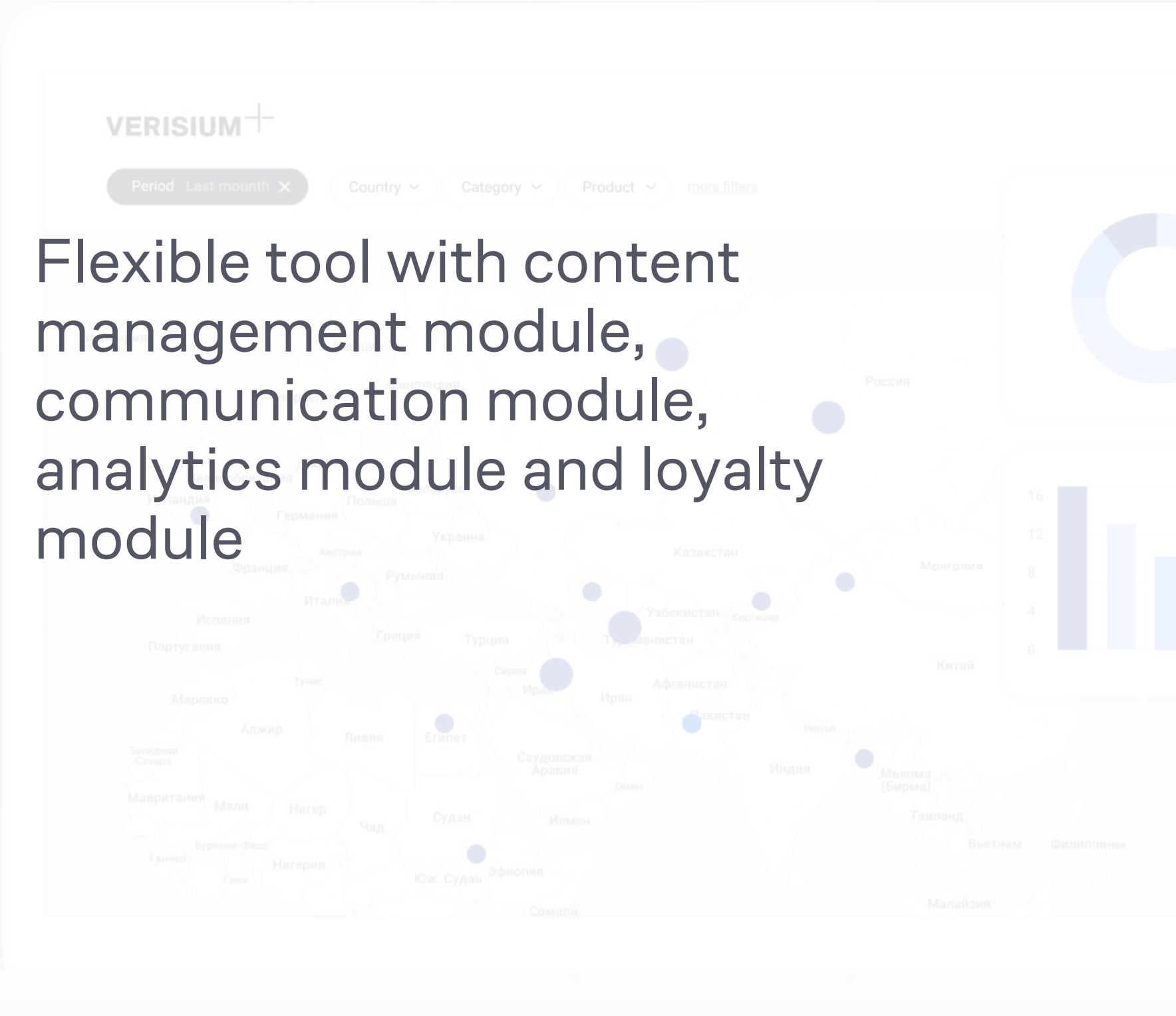
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Customers see transparent info about the products, register their purchases and get exclusive offers

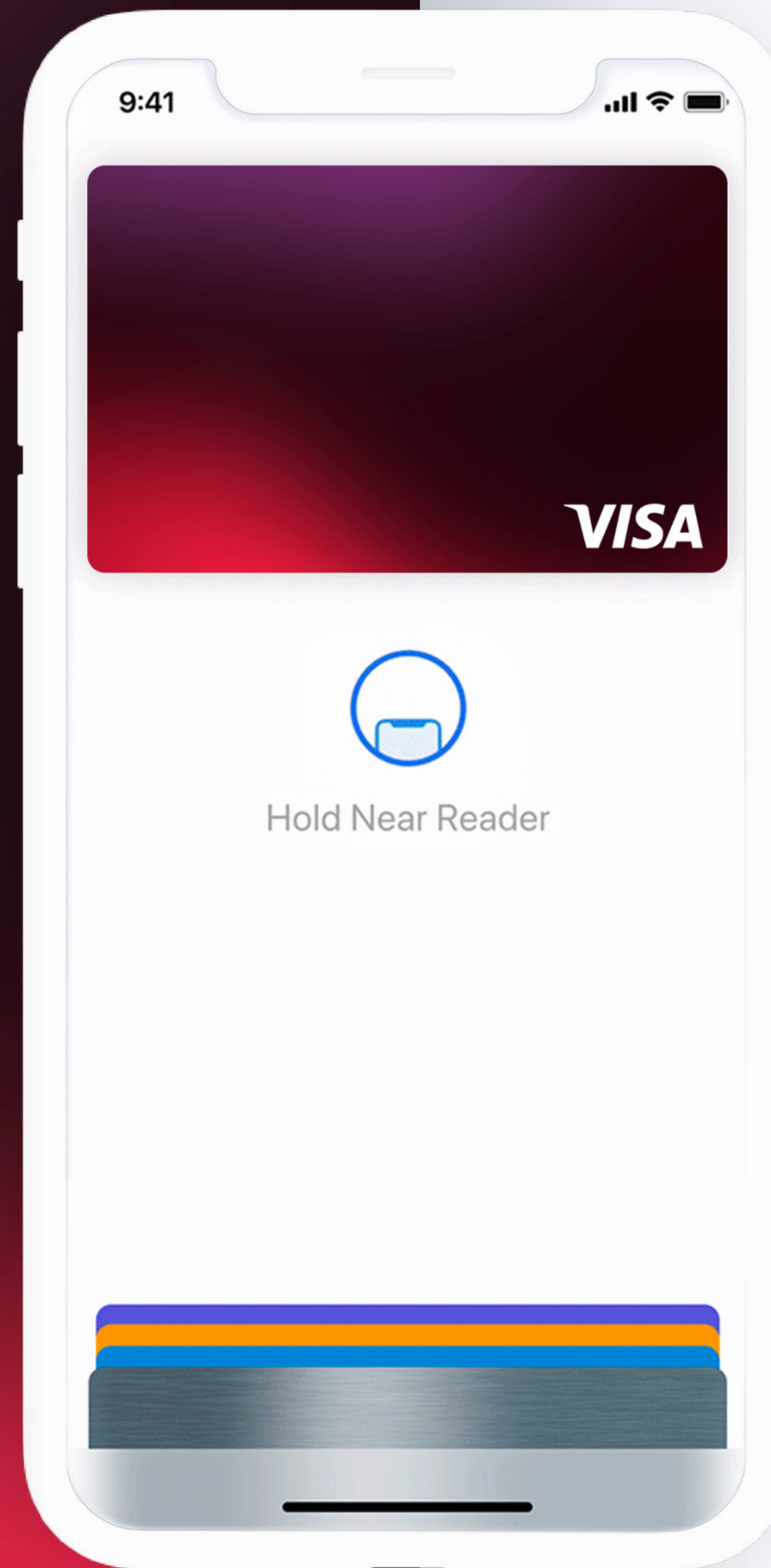
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BRAND gets customer data and new communication channel



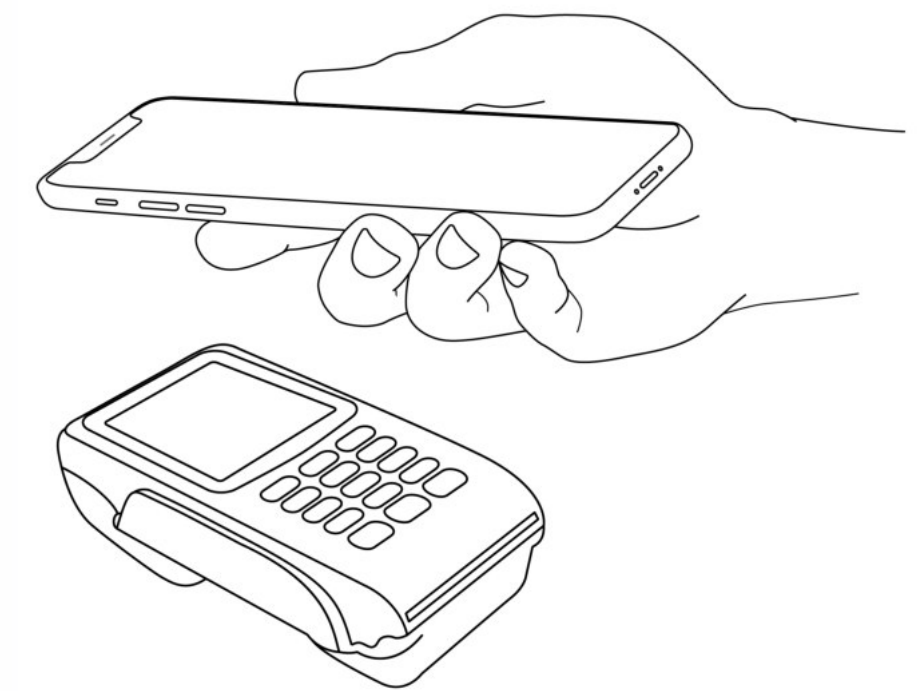
Flexible tool with content management module, communication module, analytics module and loyalty module

More than 80% of smartphones have NFC module

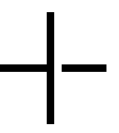
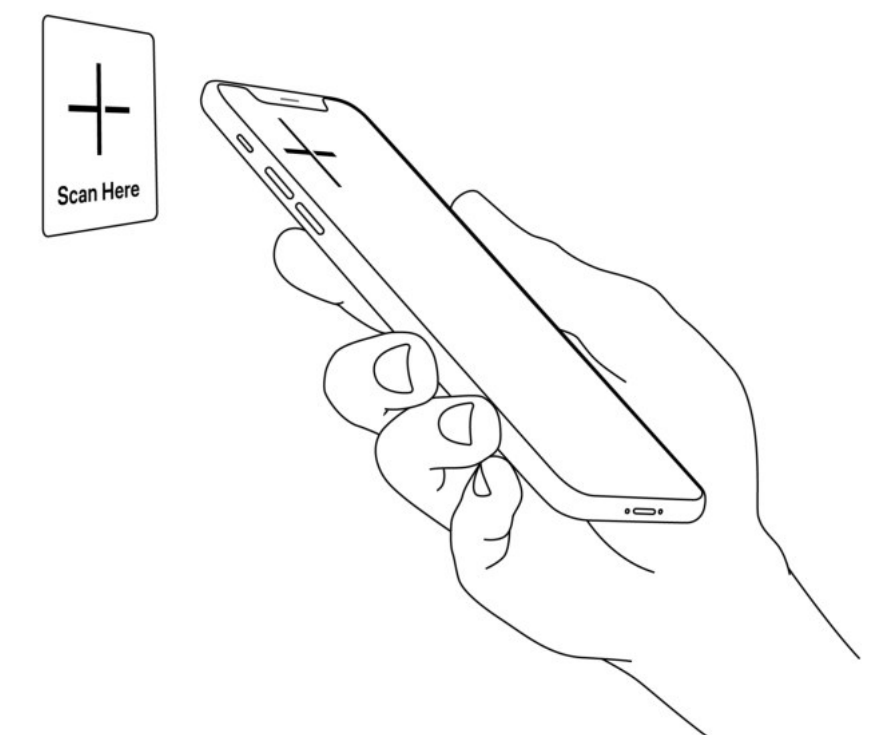


NFC module enables:

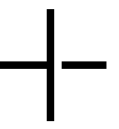
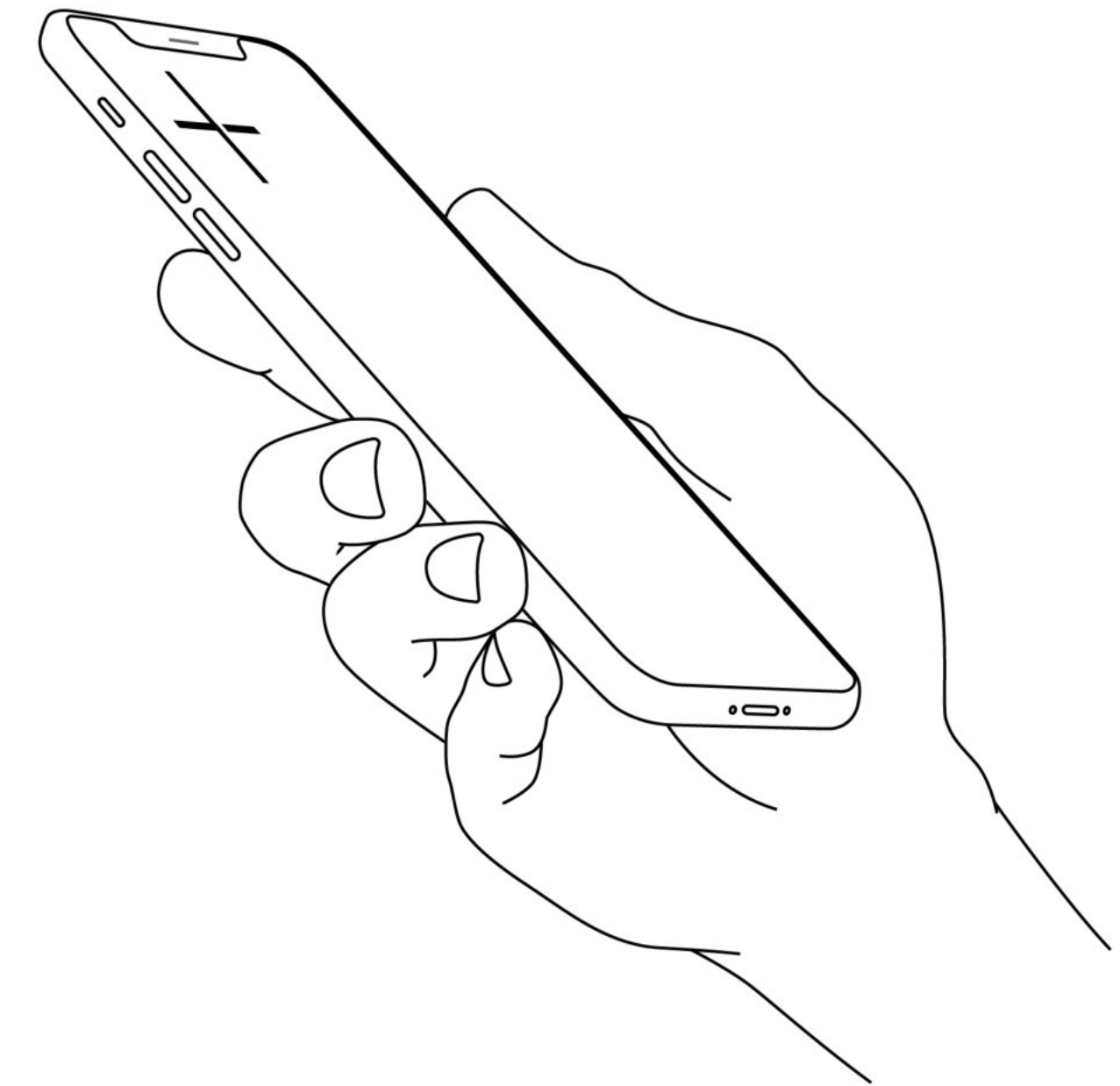
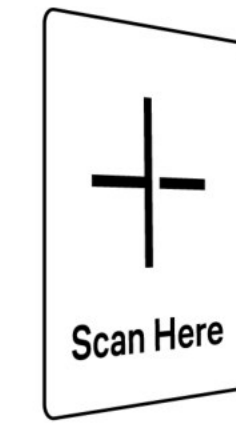
- + To pay with just a smartphone touch (Apple Pay and Google Pay)



- + To scan NFC chips by just one tap



Clients scan the NFC chip with a simple tap of their smartphone – and get the information which brand would like to share



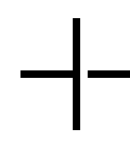
+ Information about product materials and proof that they meet customers' highest ethical, environmental and social standards;

+ Inspiration and idea of collections and products

+ Full supply chain transparency visualization

+ Stories, images, video reviews, audio guides, instructions and more

+ Authenticity check



Brands incentivize their customers to register the purchases via loyalty programs and special offers

Customer earn loyalty **STATUSES** to gain

Customer collect loyalty **POINTS** to gain



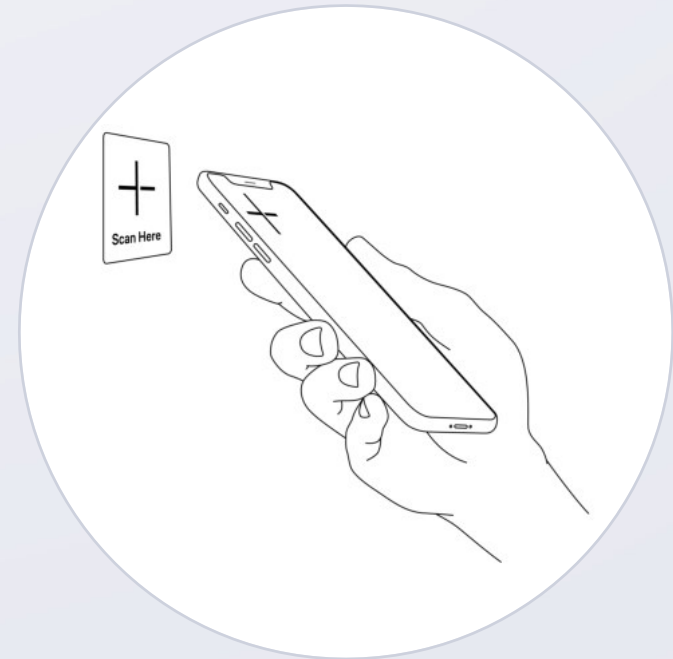
+ Exclusive content + Exclusive invitations + Services presents + Prizes

Purchases registration does not require any software integration with retailers and works via application*

** Customer registers the ownership of the product by re-scanning the NFC chip in a location different from the place of the first scan after a certain period of time*

Omnichannel loyalty program combined with direct communication channel brings simple tools for sales growth

▶ Scanning/Registration

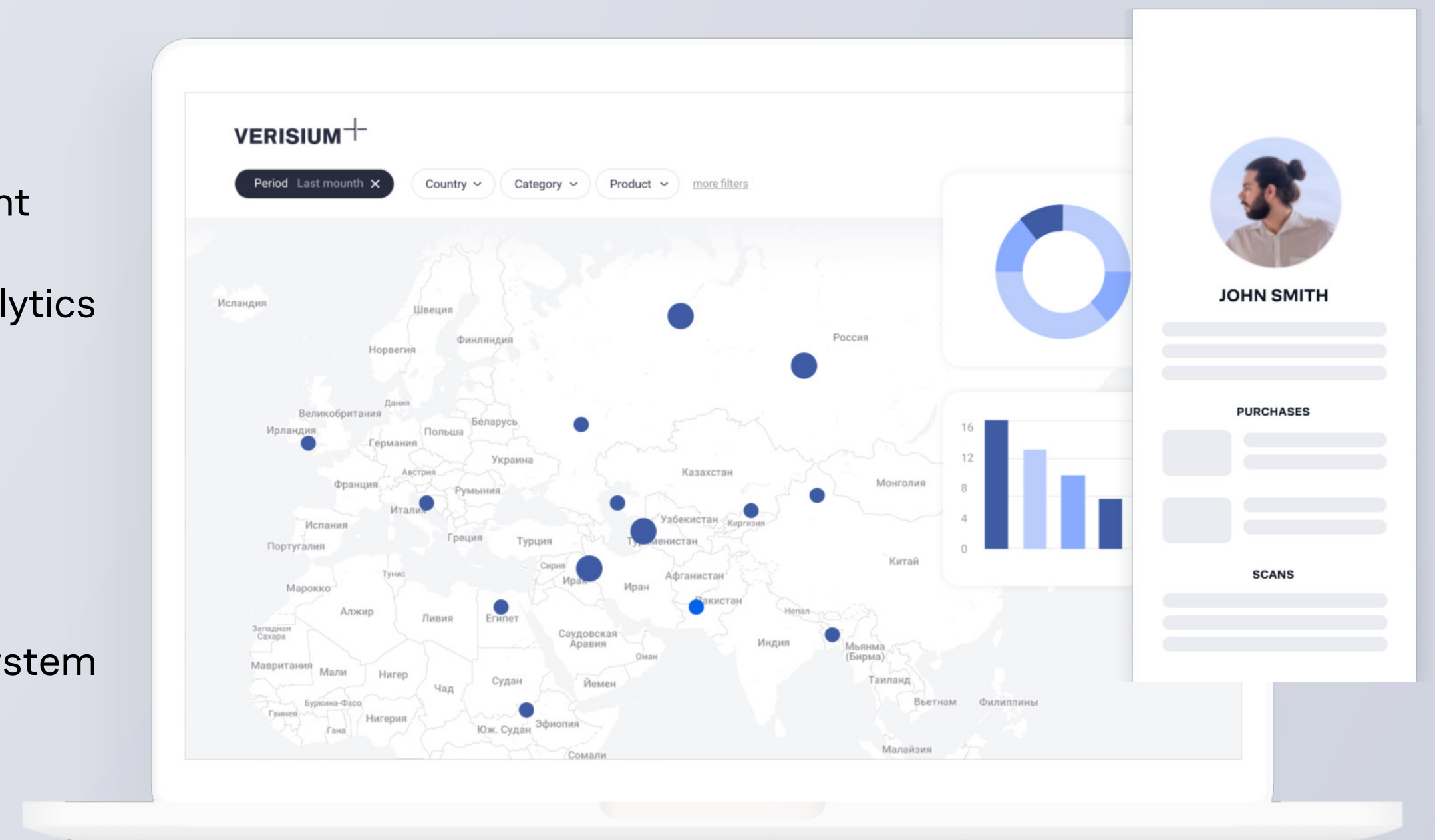


▶ Derivable Data

1. Customer Info (e-mail, Name, Last Name, Social Networks IDs)
2. Purchase date/time
3. Product SKU
4. Product Unique ID
5. Geolocation of purchase
6. IP address
7. OS version
8. Device ID

▶ How to use this data

- + Clients database
- + Content management
- + Product interest analytics
- + Loyalty system with personalized offers
- + Predictive analytics
- + Recommendation system based on customer preferences





We helped 3M to increase the ROI of their loyalty program by 2 times

- GOALS**
- + Increase the number of registered customers in the loyalty program and the number of registered purchases
 - + Enhance loyalty program ROI

- WHAT 3M HAD**
- Offline selling only via distributors
 - A small part of selling via own e-commerce web-site
 - Loyalty system based on unique codes under the scratch layer pasted on the products
 - Gift shop with loyalty points

WHAT IS DONE

0.5M

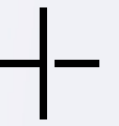
goods equipped with NFC chips/QR codes under scratch stickers

MOBILE APPLICATION

for purchases registration is developed



AUTO CHEMICALS



3M PROJECT RESULTS

BEFORE

NOW

Tool for customers

Unique codes under the scratch layer, Registration via web-site

NFC chips + Unique QR codes under the scratch layer, Registration via app

Registered purchases

1x

4.3x

Active customers

1x

3x

ROI

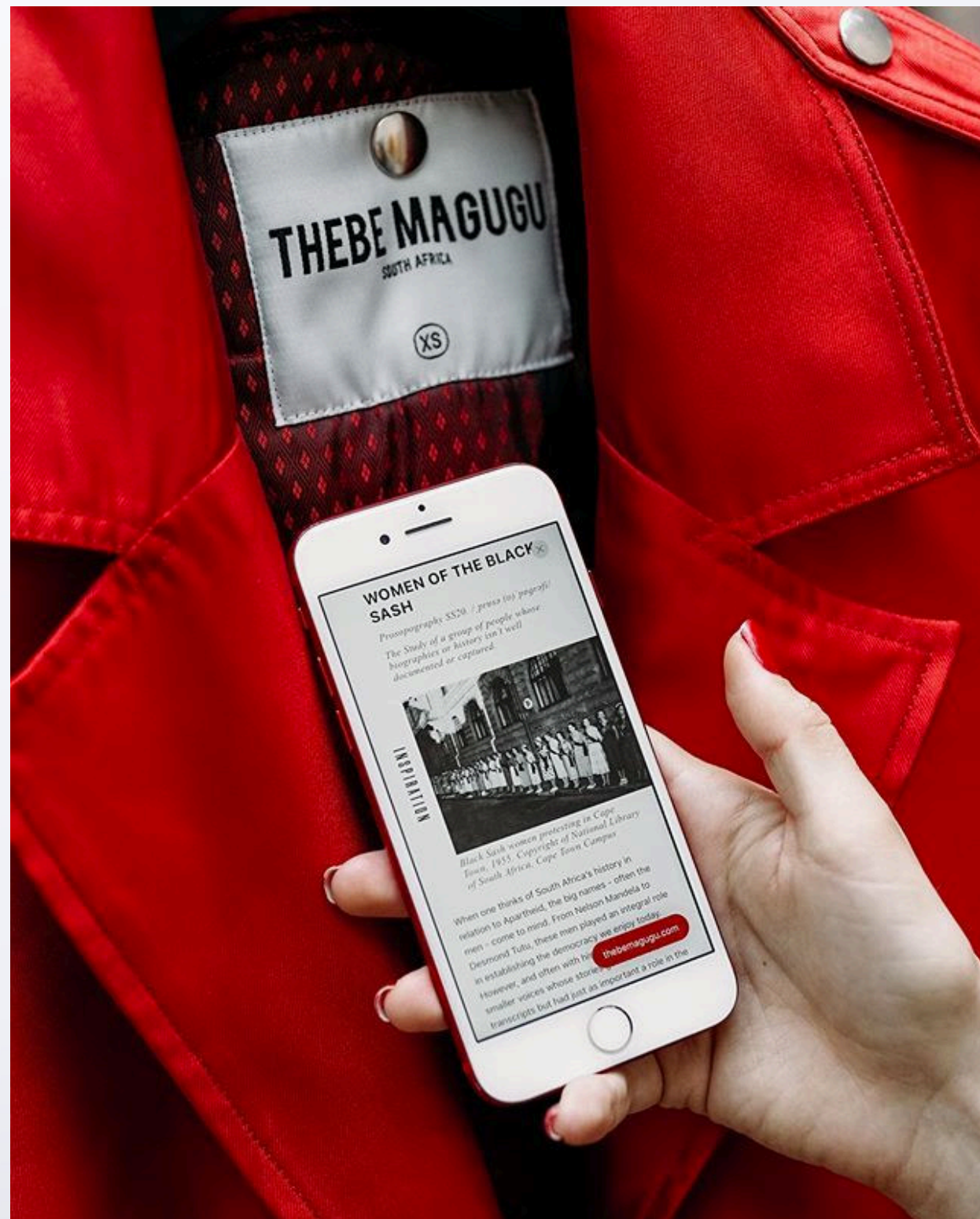
0,97

2,17

3M Auto Chemicals Department forecast:
10% revenue growth in 2020



Advocating for transparency and sustainability



ZEBRA MUD BLOUSE

The Zebra Mud Blouse is created in a chiffon bubble crepe, fully twin-attached, with slitted raglan sleeves that billow into a zig-zag pleated hem. Buttons are covered. Seams are French seamed. The pigmentation from this garment is created from mud from a witchdoctor in Lesotho.

FABRICATION

CLOTH BUBBLE CHIFFON CREPE
COMPOSITION 100% POLYESTER
COLOR TOMATO AND WHITE
SUPPLIER MOOSA'S NATIONAL FABRICS
 20 BONANZA STREET SELBY, EX-10 JOHANNESBURG, SOUTH AFRICA 2092
CONTACT INFO@MSR.CO.ZA
 WWW.MSR.CO.ZA

HANDS INVOLVED IN THIS GARMENT

This garment was fully produced in South Africa.

Blessing Cheseu
 Blessing is a machinist based in Gauteng, South Africa. Originally from Malawi, Blessing's hands have sewn this garment from start to finish.

All Trims sourced from Fashion District Wholesalers
 Ground Floor Johannesburg Sewing Centre

WOMEN OF THE BLACK SASH

Photography SS20 / press (n) pgraf/!
The Study of a group of people whose biographies or history isn't well documented or captured.

Black Sash women protesting in Cape Town, 1955. Copyright of National Library of South Africa, Cape Town Campus

When one thinks of South Africa's history in relation to Apartheid, the big names - often the men - come to mind. From Nelson Mandela to Desmond Tutu, these men played an integral role in establishing the democracy we enjoy today. However, and often with history, there are the smaller voices whose stories get lost in the transcripts but had just as important a role in the fight towards freedom. In this case, it is the

THEBE MAGUGU FASHION DESIGNER

LVMH PRIZE WINNER

Verisium technology helped Thebe to win super prestigious design award

VERISIUM PR EFFECT

Verisium was mentioned in Vogue, Business of Fashion

VOGUE BOF



The entire story is all in there. Every six months for example, it can send a notification, thus engaging with the consumer

Waight Keller
Givenchy artistic director



Fighting fraud with Moncler

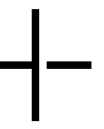


GOAL Reduce volume of fake products sold

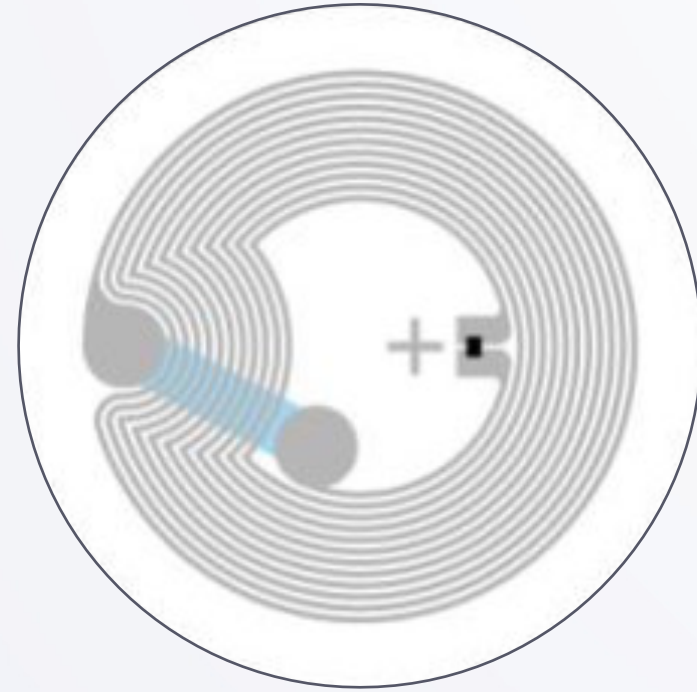
87400
Fake products seized

\$4M
Saved

STAY CONNECTED
WITH YOUR
CUSTOMERS
AND LEVEL-UP
THEIR LOYALTY



NFC CHIP



NFC CHIP IS A QR 2.0



QR CODE

PROTECTION
APPEARANCE
DURABILITY
PURCHASE
EXPERIENCE

Protected from copying:
used in bank cards (PayPass)

Can be scanned
with a simple touch without camera

Washable and resistant
to high temperatures

Allows to link a product purchase
to a particular customer

Digital warranty of remote
personalized communication

Not protected from copying

Affects the product design

Can be worn off depending
on the type of marking

Cannot provide precise data
about customer purchases

Unable to build a product-based
personalized communication