

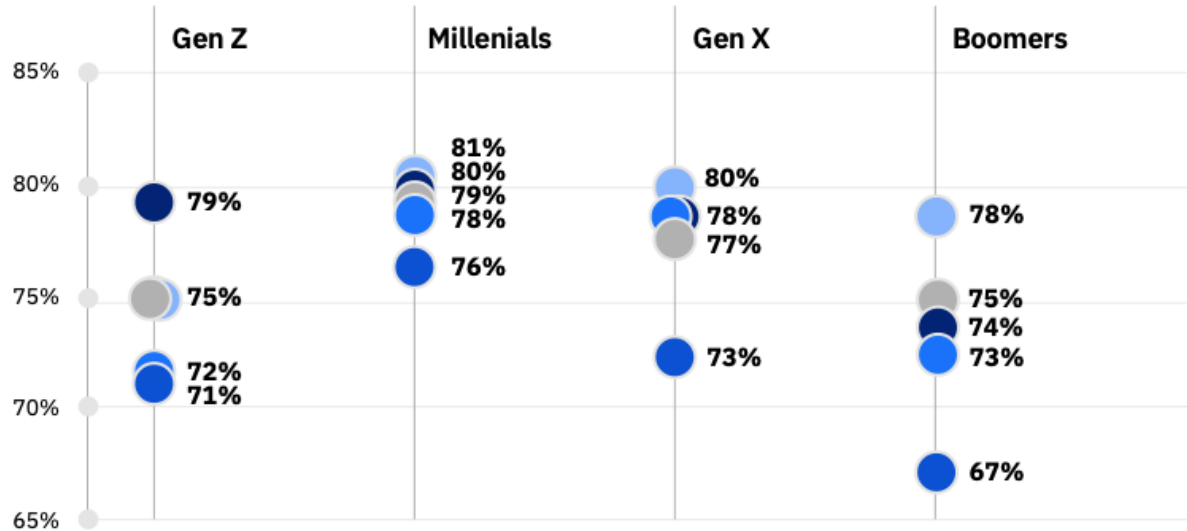


51B
TONS
of Greenhouse gases

0
Greenhouse gases

POWERING SUSTAINABLE LIFESTYLE CHANGE

CONSUMERS LACK THE TOOLS TO CHECK AND VOTE GREEN



70% of consumers would pay up to 35% more for validated sustainable products range

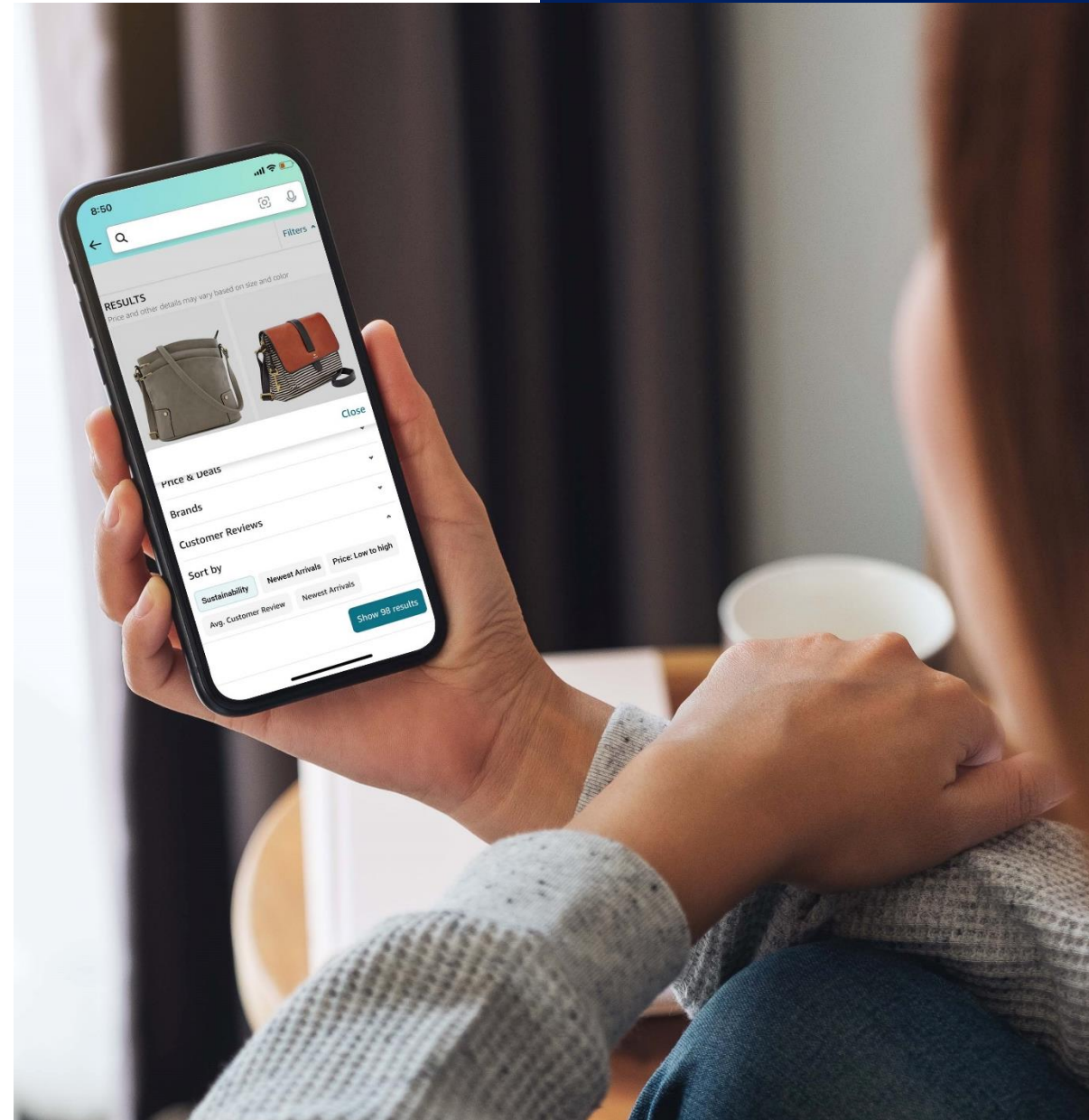
"Clean" products

Sustainable/environmentally responsible

Health and wellness benefits

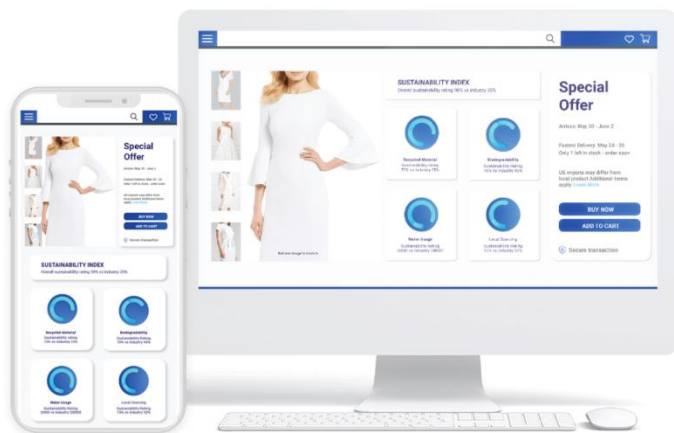
Support recycling

Natural/organic ingredients



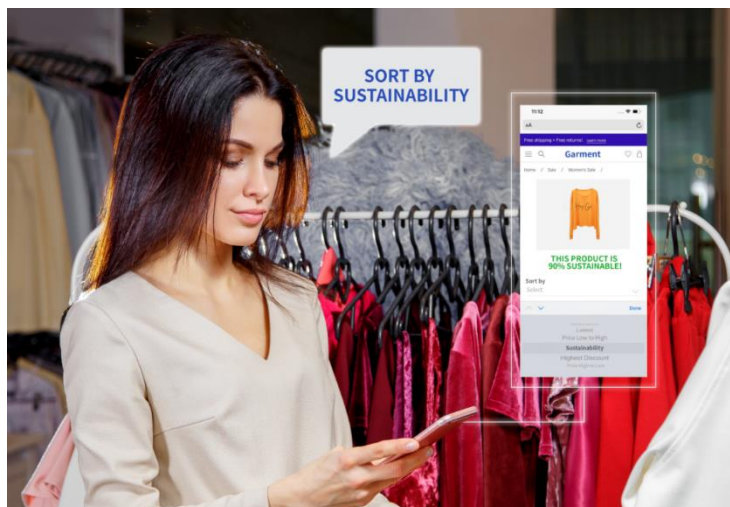
VEROFAX IS WORLD'S FIRST INTEROPERABLE APP FOR SUSTAINABLE TRACEABILITY & ENGAGEMENT

Promote Greener Brands



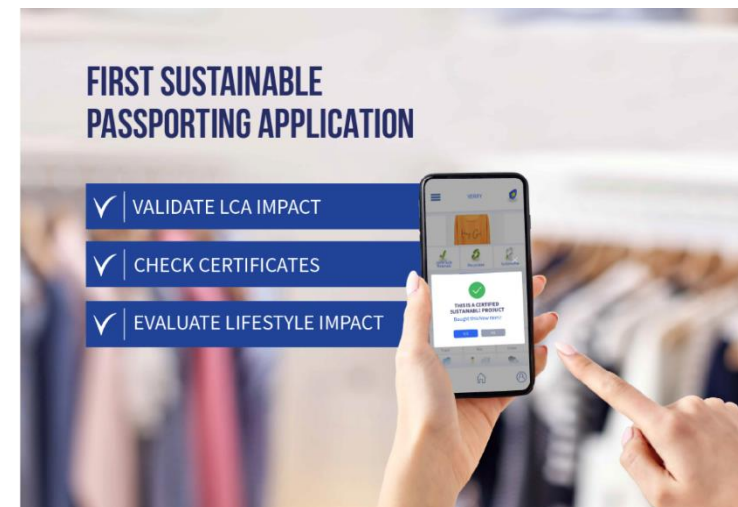
- Equip Products with Interoperable Digital ID
- Upsell your products at a premium
- Certification according to global standards
- Indexing vs Industry average
- Interoperable traceability platform

Power Sorting in Retail



- Screen suppliers on sustainable range
- Power greener product recommendation
- Allow shoppers to validate green credentials
- Turn shoppers to sales channels & ambassadors
- Promote greener choices and get credits

Empower Consumer Validation



- Access validated greener products
- Calculate impact savings
- Promote sustainable brands socially
- Set your preferences to green
- Offset your footprint with credits

THEORY OF CHANGE

- Promote exports of ESG compliant product range from the Arab World
- Adopt global standards for sustainability
- Educate small manufacturers & traders on sustainability certification for inclusiveness
- Reduce 1B Metric Ton per annum of green house gases by shifting consumer demand

The screenshot displays the Higg MSI dashboard interface. At the top, there is a navigation bar with the Higg logo and menu items: FEM, FSLM, BRM, PRODUCT TOOLS (selected), SUPPLY IMPACTS, and MY TEAM. Below this is a secondary navigation bar with tabs: Higg MSI, MSI Dashboard, Example Materials, Company Custom Materials, Acquired Materials, Trims & Components, and Packaging. The main content area shows a search bar and a list of 94 materials. The materials are categorized on the left sidebar: Textiles (23), Plastics (17), Metals (14), Rubbers/Elastomers (14), Coatings and Laminations (6), Leather (6), Foam (5), Insulation Material (4), Wood-based Materials (4), and Synthetic Leather (1). The main table displays the following data:

Select	Name	Impact	MSI Score	Global Warming	Eutrophication	Water Scarcity	Resource Depletion, Fossil Fuels	Chemistry	
<input type="checkbox"/>	TEXTILES Acetate, Triacetate fabric	🌱	18.1	18.1	12.9	18.0	20.3	10.3	+
<input type="checkbox"/>	TEXTILES Acrylic fabric	🌱	14.3	14.3	6.32	1.36	17.3	9.44	+
<input type="checkbox"/>	TEXTILES Alpaca Fabric	🌱	77.8	77.8	222	1.24	9.22	9.29	+
<input type="checkbox"/>	TEXTILES Aramid fabric	🌱	9.76	9.76	2.46	0.605	13.0	7.13	+
<input type="checkbox"/>	TEXTILES Carbon fiber fabric	🌱	18.7	18.7	16.6	2.06	23.1	4.04	+
<input type="checkbox"/>	TEXTILES Cotton fabric	🌱	8.80	8.80	17.6	57.1	6.69	10.9	+
<input type="checkbox"/>	TEXTILES Elastane/Spandex fabric	🌱	8.63	8.63	6.72	5.57	9.22	4.94	+
<input type="checkbox"/>	TEXTILES Flax fiber fabric	🌱	13.6	13.6	52.3	3.43	12.0	11.1	+
<input type="checkbox"/>	TEXTILES Glass fiber fabric	🌱	4.34	4.34	1.56	0.403	3.81	2.92	+
<input type="checkbox"/>	TEXTILES Hemp fiber fabric	🌱	14.0	14.0	59.8	4.23	12.2	9.77	+

At the bottom of the table, there is a pagination control showing '1 - 10 of 94 items'.

GROW GREEN EXPORTS

- Support suppliers access to ESG markets with green transformation loans
- Promote adoption of sustainable certification services by validated labs and auditors across the region (TUV, Intertec,...)
- Educate suppliers on benefit of adopting sustainable standards for upselling product range and access to green economy

The screenshot shows the TÜV SÜD website's sustainability services page. The header includes the TÜV SÜD logo, navigation links for 'INDUSTRIES & SERVICES' and 'RESOURCES', and a search bar. The main banner features a green background with icons for a leaf, a globe, a corn cob, and a flame, with the text 'SUSTAINABILITY EXPERTISE AND SERVICES' and the tagline 'Sustainability is an opportunity we can tackle together'. Below the banner are links for 'INFO.MY@TUVSUD.COM', 'SUBSCRIBE', and 'CONTACT US'. The main content area contains three paragraphs of text and a 'CONTACT US' button.

INDUSTRIES & SERVICES RESOURCES

ABOUT CAREERS PRESS AND MEDIA SELECT YOUR LOCATION

LOCATIONS CONTACT US

HOME SERVICES SUSTAINAB...

SUSTAINABILITY EXPERTISE AND SERVICES

Sustainability is an opportunity we can tackle together

INFO.MY@TUVSUD.COM SUBSCRIBE CONTACT US

There are many ways to enhance the sustainability of your products and services. Implementing new corporate social and environmental responsibility practices requires innovative thinking and partners that help assess the actual effect of the measures.

TÜV SÜD will be your partner of choice in these situations. Since 1866, TÜV SÜD's mission has stayed true to our founding principle of creating safer and more sustainable development for people, the environment and business.

We provide you with qualified sustainability experts who know how to apply sustainability concepts to your business, provide reliable advice on environmental standards in your country and customers' jurisdictions, and offer innovative and cost-effective methods for developing a sustainable design.

Explore our service areas below to find out more about our services related to sustainability and to get in touch with our experts.

If you cannot find the service you are looking for, please do not hesitate to contact us directly to get assistance by clicking [here](#).

WE HELP VALIDATED BRANDS UPSELL RANGE

- Validated as per Higg industry average index
- Certified on recycled materials, biodegradable chemicals, eutrophication and transport footprint.
- Ratings calculated based on certificates from reputed auditors (TUV).

The screenshot shows a product page for a white dress on a retail website. The page features a central image of the dress with a 'Roll over image to zoom in' prompt. To the right of the image is a 'SUSTAINABILITY INDEX' section with an overall rating of 90% VS INDUSTRY 35%. Below this are four circular progress indicators representing different sustainability metrics:

- RECYCLED MATERIAL**: SUSTAINABILITY RATING 75% VS INDUSTRY 25%
- BIODEGRADABILITY**: SUSTAINABILITY RATING 70% VS INDUSTRY 45%
- WATER USAGE**: SUSTAINABILITY RATING 2000L VS INDUSTRY 20000L
- COLLECTION OF PLASTIC PACKAGING**: SUSTAINABILITY RATING 15% VS INDUSTRY 53%

On the right side of the page, there is a price tag for AED 137.16, shipping information, and delivery dates. The page also includes a navigation bar at the top with various categories and a search bar.

Collaborations to set industry sustainability measures:

BUSINESS MODEL

- **Subscription:** frictionless and affordable with freemium access for MSME
- **Product:** global sustainable validation, interoperable platform with ease & speed
- **Training:** access to knowledge center content for fast transformation
- **Access:** integrated with global market places & financial institutions

AFFORDABLE PLANS

CHOOSE YOUR PLAN	STARTER FREE	SILVER \$279/MONTH	GOLD \$529/MONTH	PLATINUM \$849/MONTH	CORPORATE CUSTOMER
Monthly <input checked="" type="radio"/> Yearly <input type="radio"/>	Subscribe	Subscribe	Subscribe	Subscribe	Subscribe
Onboarding	Free	\$500	\$1,500	\$3,500	\$50 - \$250K
SKU's	20	100	500	1000	1000
QR Codes	10,000	100,000	300,000	650,000	1 Million
Storage Space	50MB	1TB	3TB	6TB	100TB
Unique Product Page	✓	✓	✓	✓	✓
Data	Service	Analytics	Analytics	Analytics	Analytics
Trade Finance Access	-	✓	✓	✓	✓
Marketing Services	-	✓	✓	✓	✓

EASY CUSTOMER ONBOARDING JOURNEY

Buys Plan

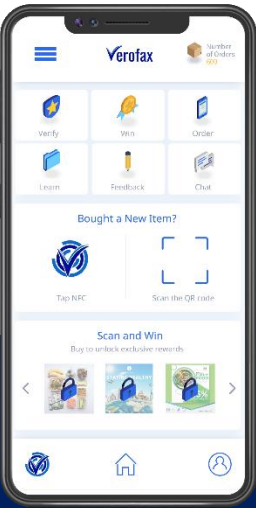
CHOOSE YOUR PLAN	STARTER FREE	SILVER \$279/MONTH	GOLD \$529/MONTH	PLATINUM \$849/MONTH
Onboarding	Free	\$300	\$1,500	\$3,500
SKUs	20	100	500	1000
QR Codes	10,000	100,000	300,000	650,000
Storage Space	50MB	1TB	3TB	6TB
Unique Product Page	✓	✓	✓	✓
Data	Service	Analytics	Analytics	Analytics
Trade Finance Access	-	✓	✓	✓
Marketing Services	-	✓	✓	✓

Upload content

Print QR Codes per item

Track and trace codes

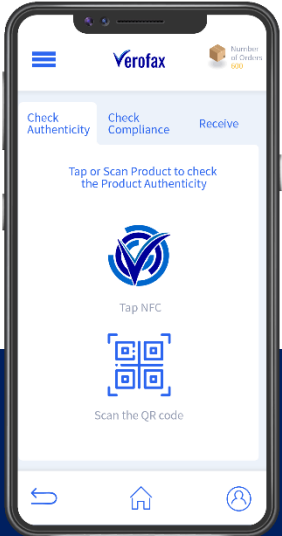
Enable Stakeholders interaction



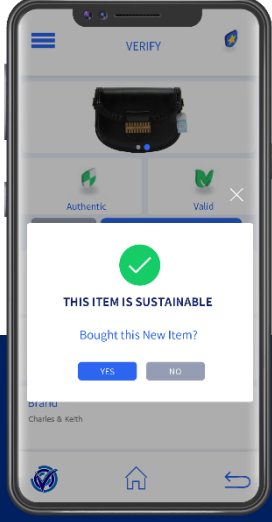
Inventory Management



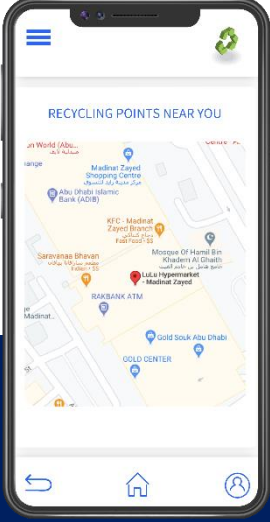
Validation at retail/Ecommerce



Engaging clients directly



Guide on recycling item



CO-SELLING ON LEADING TECH MARKET PLACES

- Onboarding on leading tech marketplaces.
- Interoperable green rating and sorting service.
- Service offered for sellers to promote sustainable range across marketplaces.

The screenshot displays the Microsoft Azure Marketplace interface for the Verofax Limited product. The header includes the Microsoft logo, 'Azure Marketplace', 'Apps', a search bar, and a 'Sign in' button. The breadcrumb trail shows 'Products > Retail automation and shopper experience solutions'. The product card features the Verofax logo, a 'Contact Me' button, and links for 'Categories', 'Support', and 'Legal'. The main content area is titled 'Retail automation and shopper experience solutions' and includes a star rating, 'Overview', 'Plans', and 'Reviews' tabs. The 'Overview' tab is active, showing the product name 'Omni channel retail Automation', a brief description, and a list of features. A large image shows a woman and child in a grocery store, with a Verofax logo and tagline 'Automate Productivity' overlaid. Below this are several smaller thumbnail images and a 'Learn more' link.

Microsoft | Azure Marketplace Apps | Search Marketplace | More | Sign in

Products > Retail automation and shopper experience solutions

Verofax Limited
★★★★★ (0) Write a review
Overview Plans Reviews

Contact Me

Categories
Analytics

Support
Support Help

Legal
Under Microsoft Standard Contract Privacy Policy

Retail automation and shopper experience solutions

Omni channel retail Automation

Verofax helps retailers to boost instore traffic, increase shopper satisfaction and reduce OPEX.

Our retail solutions on Azure Cloud enable In-App Checkout, personalized shopper experience, Smart inventory tools, and augmented staff productivity.




Experience powerful, omni-channel and insights driven shopper experiences to achieve competitive edge.

Verofax integrates to Dynamics ERP with ease & speed for improved productivity.

Our packages are modular to meet your objectives.

- Shopper profiling and insights
- Integrated shoppers experience
- Checkout automation
- Inventory intelligence

Learn more



VALIDATION TAM

Verofax is focused on Sustainable Tracing & consumer engagement, a niche segment of Traceability industry,

worth **\$55 Billion** in 5Y

Verofax revenue projections of **\$150M** over 5Y with high confidence



PHARMA

\$10B



LOGISTICS

\$13B



FOOD

\$23B



CLOTHING

\$8B

Ease and speed of implementation ↑



Cost efficiency →

COMPETITIVE ADVANTAGE

- Cost of adoption
- Time to market
- Interoperable validation
- Consumer engagement

TRACTION

- 4 corporate paid pilots under way
- 3 distributors & 3 resellers
- Co-selling agreement with 6 global marketplaces
- Supported by commodity trading authority in UAE

PAID PILOTS - 4



PARTNERS - 9



MEMBERSHIPS - 3





PARTNER: AURI RETAIL

“VEROFAX SHARE OUR VALUES”

“Shoppers’ preferences are shifting towards brands that adopt values such as sustainability, community engagement and are environmentally friendly. Auri and Verofax share these core values and have teamed up to provide consumers with a seamless application to validate brand claims and increase direct engagement.”

Kristy Yong,
CEO Auri



VEROFAX WINS DMCC SOCIAL IMPACT CHALLENGE

- Offer DMCC traders sustainable validation
- Promote traders' access to ESG market
- Promote traders' access to ESG finance

DMCC

C3 | Powered by HSBC

CERTIFICATE OF ACHIEVEMENT

presented to

VEROFAX

Congratulations for being awarded a 2-year DMCC business licence for your outstanding performance in the **2021 edition of the C3 Social Impact Accelerator Program - powered by HSBC**

1 July 2021



Sanjeev Dutta
Executive Director
Commodities and Financial Services
DMCC

OTHER AWARDS & RECOGNITION



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



[Abu Dhabi Healthcare Quality Summit](#)

United Arab Emirates
 FEDERAL GOVERNMENT
 A Partner of the World Economic Forum Network for Digital Technology Governance

WORLD ECONOMIC FORUM
 COMMITTED TO IMPROVING THE STATE OF THE WORLD

White Paper

Inclusive Deployment of Blockchain: Case Studies and Learnings from the United Arab Emirates

Case 6: Ministry of Health and Prevention
Improving and securing organ donation

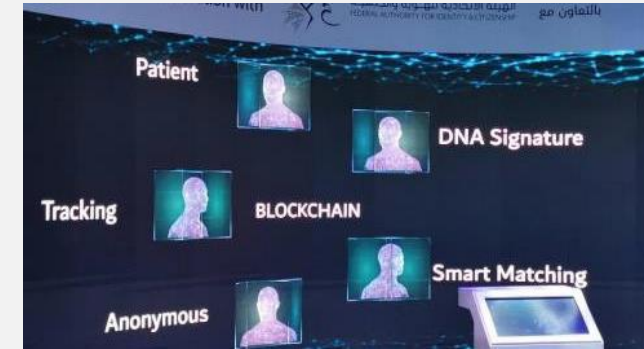
Case study overview
 As part of its objective to develop effective healthcare systems and continuously improve services, MOHAP identified organ donation allocation and transplants as a focus area while also aiming to prevent illegal organ trading in the UAE. As a result of this, Dhonor Healthtech was 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](#)



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



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



[Verofax Wins BISB Innovation Challenge for financial inclusion](#)



[Verofax Announced a winner in the C3 Social Impact Accelerator Challenge](#)

LEADERSHIP PROFILE

Operations in UAE, UK & Asia with strong business and technical expertise

FOUNDERS



 **Wassim Merheby**
CEO-FOUNDER

Experienced serial entrepreneur across various startups and multinationals



 **Jamil Zablah**
COO-FOUNDER


Senior leader with experience across the service industries

ADVISORY BOARD



 **Suhail Al-Ansari**
BDM ADVISOR



 **Prof Ger Graus OBE**
EDUCATIONAL ADVISOR



 **Sleem Hasan**
FINANCIAL ADVISOR



 **Kokila Al Agh**
LEGAL ADVISOR



 **Dr Marwan Alzarouni**
TECH ADVISOR



 **Emmanuelle Mace-Drisk**
SUSTAINABILITY ADVISOR

TEAM MEMBERS



 **Koh Chen Tien**
JV CO-FOUNDER



 **Abdallah Adada**
CGO



 **Seadon Pinto**
CTO



 **Bindu Sherring**
CFO

CHANGING BEHAVIOR ONE CONSUMER AT A TIME



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