



**Turning Products Into Brands'
Best Marketing Solution**

60% Of Consumer Are Undecided At Store Shelves

Confused Customers In-Store



Consumers purchase based on **primary packaging**

83% consumers want better experience

Marketing Challenges



<1% promotional conversion & High CAC

ZERO access to real time data



360° Marketing For Loyalty Building

Verofax offers an integrated MarTech solution to help you acquire, engage & retain

Acquire

Interactive Products



- Lower cost of customer acquisition by 20X
- Up to 60% in conversion rates
- Harness real-time consumption data
- Up to 6X retention rate

Engage

Mixed Reality Experiences



- Gamified event environments
- Drive social virality
- Strategic product placement
- Associate brand with virtual ambassadors

Retain

Tokenized Rewards



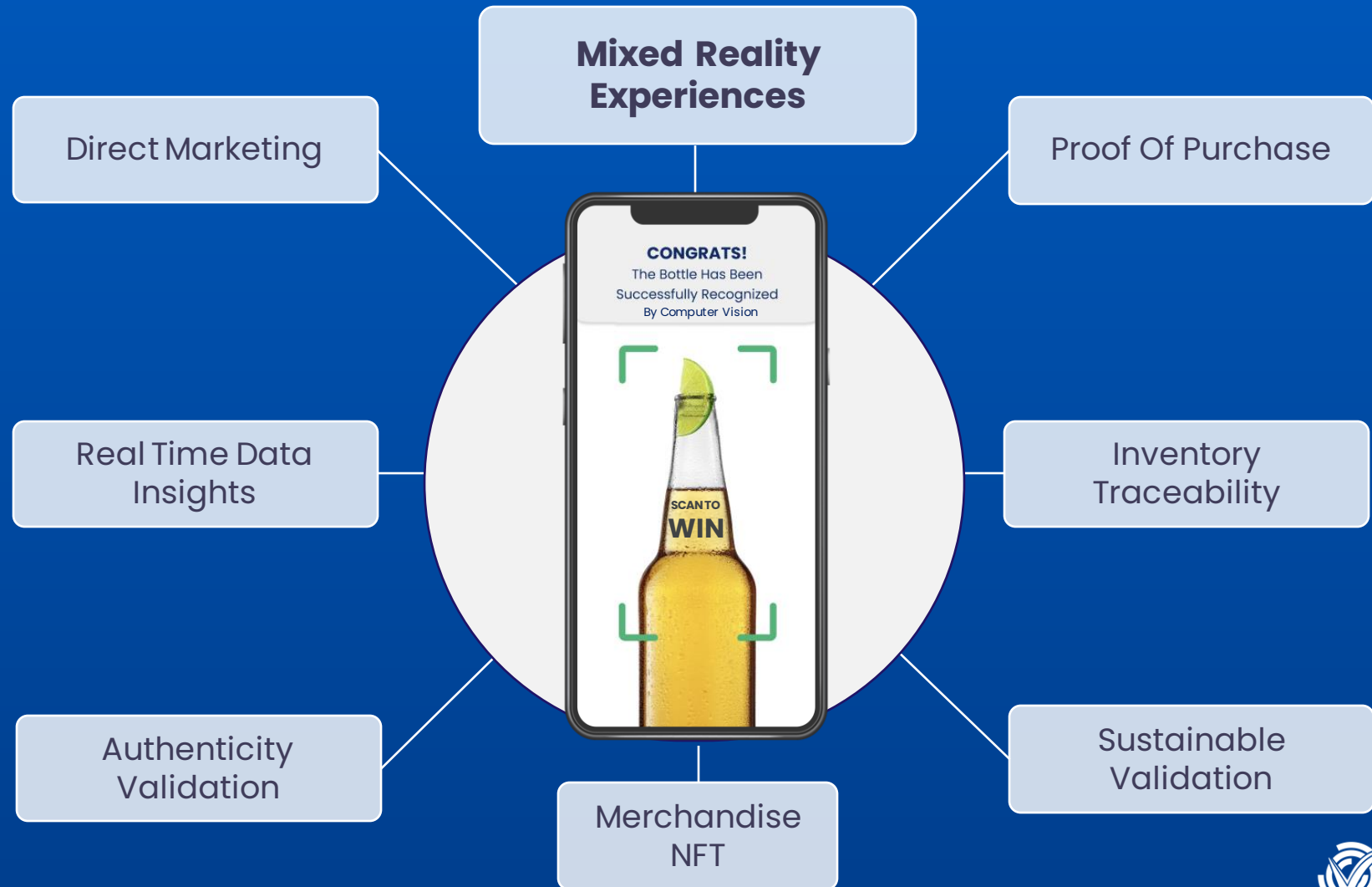
- Offer status rewards
- Engage to earn wallet
- Create a brand community
- Turn merchandise collectible



Engaging Consumers In Real Time By Marrying Microsite Per Item To Promotional Plan

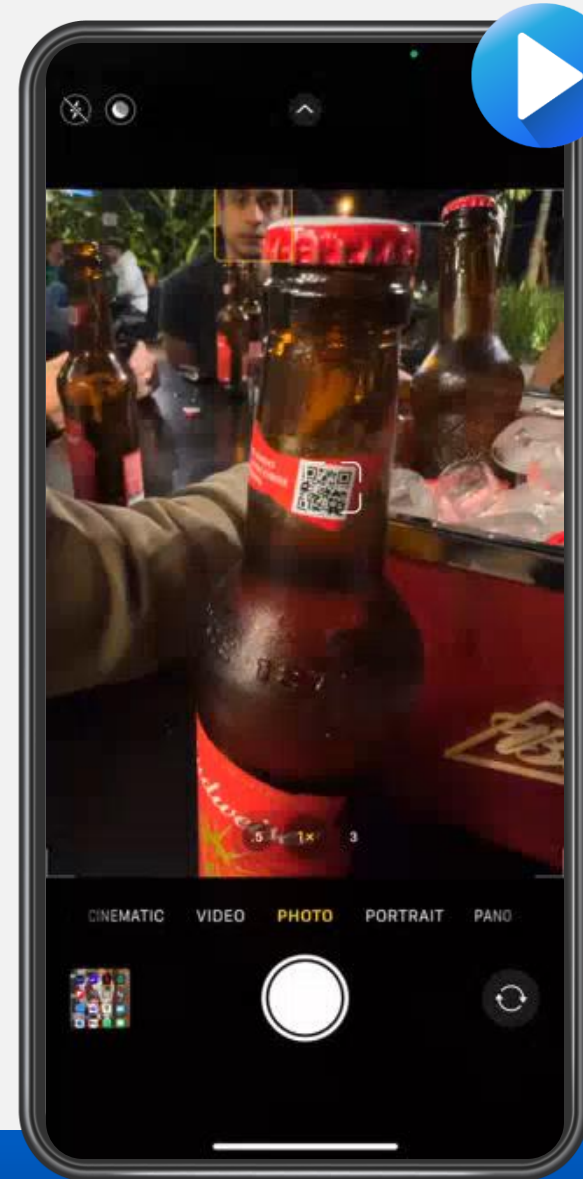


- Unique Product Weblink
- Computer Vision For Validated Consumption
- Data Analytics Dashboard
- DTC Ecommerce Bridge



Turning Products Interactive With Smart Packaging

- Computer vision for frictionless product experiences and validated consumption data
- Unique microsite per item for access to real time first party data
- Grow revenue with personalized promotions based on consumer data analytics
- Upsell, cross-sell or bulk sell for increased consumption & acquisition
- Increase purchase with In-App rewards & incentives



Budweiser Promotion For FIFA World Cup 22

Customer Success Story

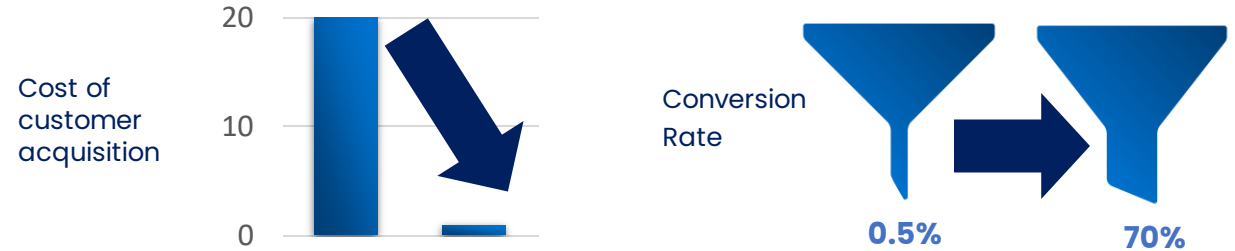


Creative Marketer
of the Year 2023

ABInBev

To a Future With More Cheers

Customer Acquisition



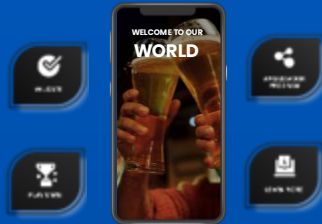
Consumer Retention



Real-time Insights



Augmented Reality Experiences to Drive Virality



GAMIFIED EXPERIENCES

Boost conversion with tokenized rewards for AR Challenges



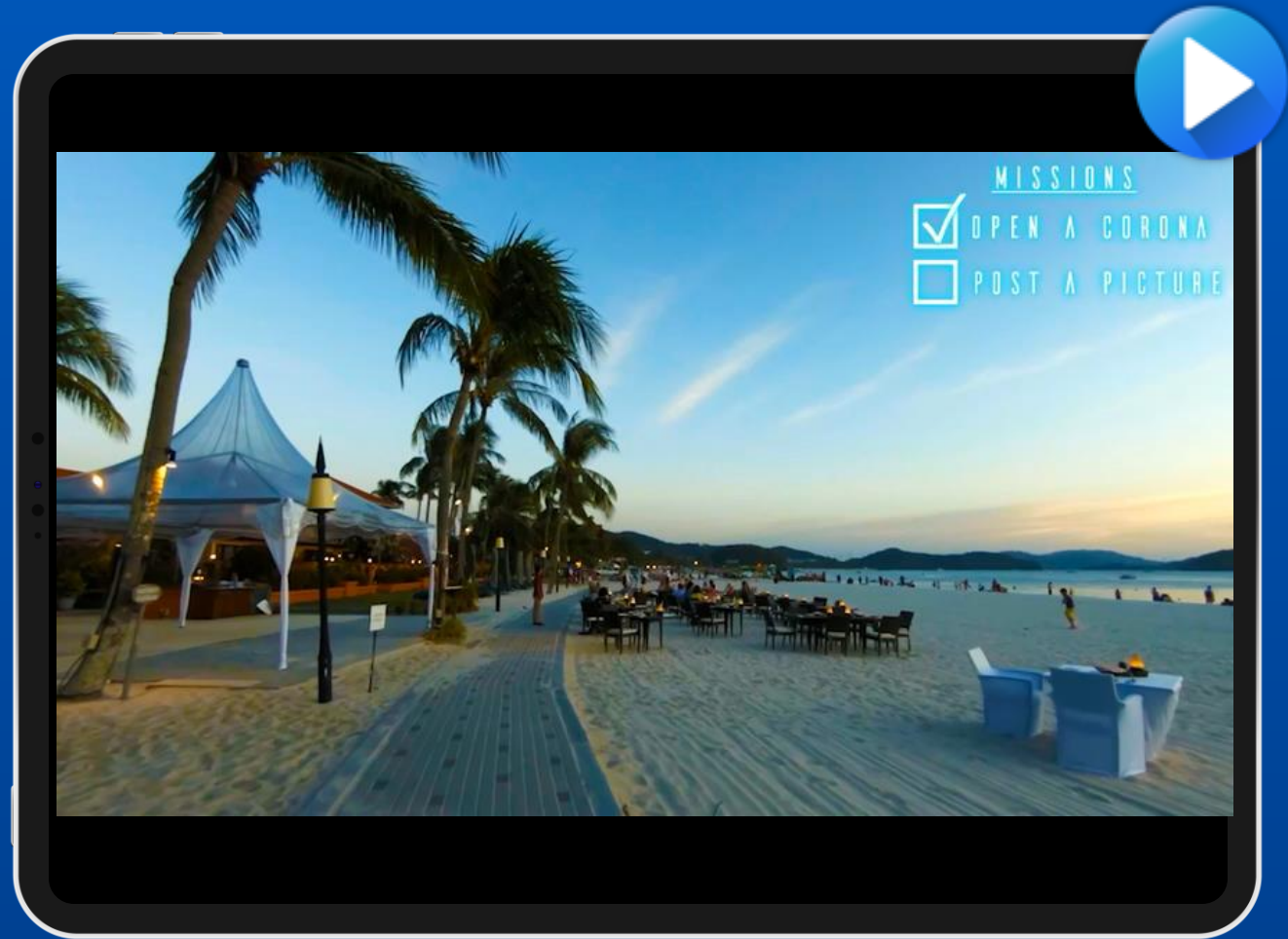
MIXED REALITY EXPERIENCES

Augment experiences at events



VIRAL CONTENT CREATION

Geo-locked content posting on socials with viral handles



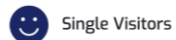
Build Loyalty With Collectible & Tradeable NFTs

- Turn limited edition merchandise into collectible and tradeable NFTs
- Digital NFT authentication certificate link to physical assets
- Create a loyalty program that links year-round marketing calendar
- Personalized promotions and exclusive access to events based on customer profiling



Turning Operations Data Driven With Real-Time Analytics

Campaign Performance



Single Visitors

405,333

Target: 1,000,000



Registered Users

605,333

Target: 1,122,444



Products Sold

105,333

Target: 500,000

Web App Performance



Bounce Rate

22.0%

Target: 20%



Registration Rate

69.5%

Target: 29%



Submission Per Participant

6.2

Target: 3.1



Submission Rate

20.1%

Target: 4.3%



Return Visit Rate

22%

Target: 35%



4 patents on cognitive AI vision and blockchain

Short time to benefit – within 90/120 days

Integrates with over 130 ERPs

100% data security with Azure Cloud Services

Zero knowledge protocol – GDPR compliance



Easy Product Labeling For Seamless Traceability

DIRECT INTEGRATION



MANUFACTURING LINE

Integrate the unique ID directly into the manufacturing line



THIRD PARTY PRINTER

Integrate directly into 3rd party printing lines

DIRECT SUPPLY



SUPPLY PRINTED LABELS

Supply unique QR codes or NFC tags that can be manually pasted or tagged on the products



Verofax is a member of the Zebra® PartnerConnect (leading printing brand) for easy integration with current processes



Results Validated With Fortune 100 Brands & Industry Leaders

Live Engagements

Q3 & Q4



Immersive omnichannel
commerce & merchandise
NFTs



Digital product experience for
global promotions

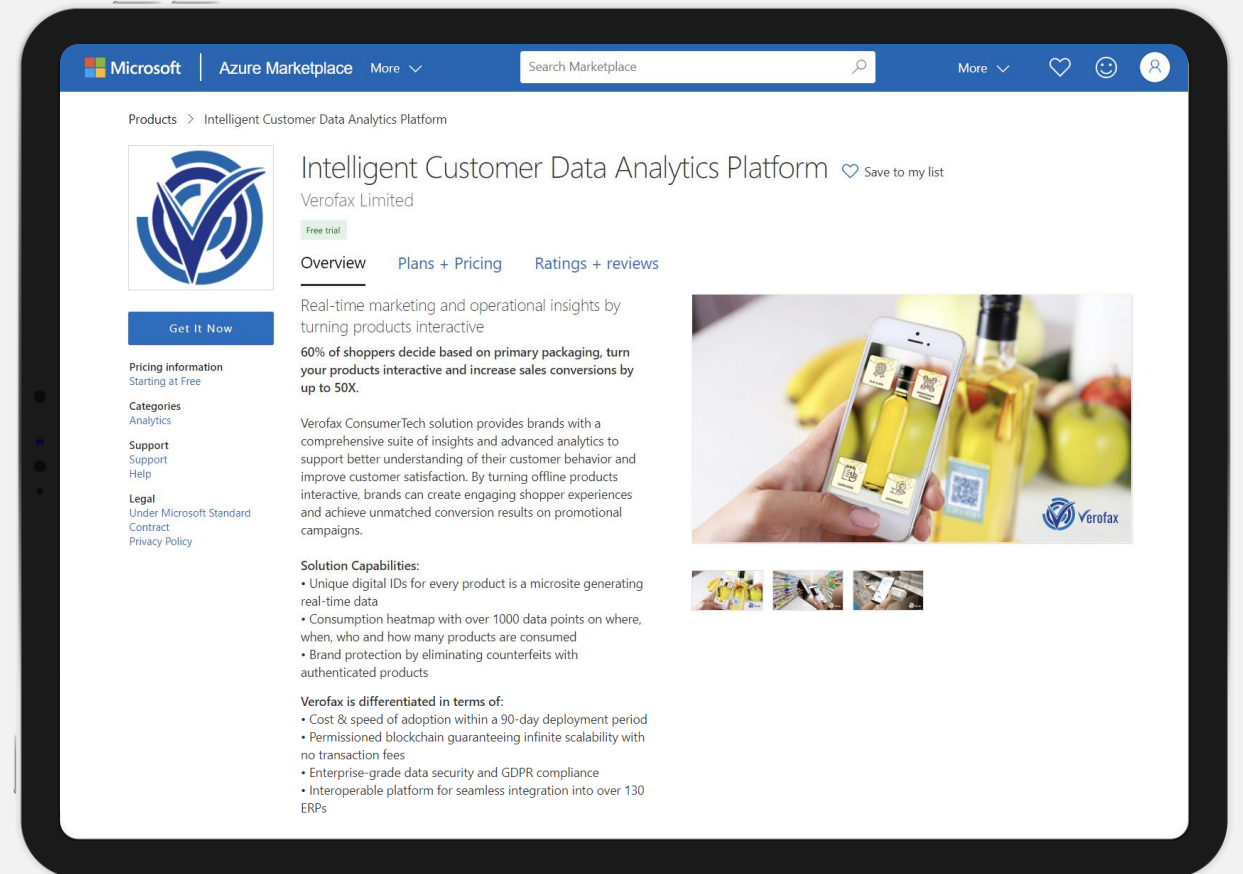


Winner of LEAP 2023 Best Artificial Intelligence Award



Co-Selling with Leading Hyperscalers

TECHNOLOGY PARTNERS:



QUALITY ASSURANCE & CONSULTING PARTNERS:





Info@Verofax.com

EUROPE

Devonshire House, 60 Goswell Road,
London, EC1M 7AD,
United Kingdom

ASIA

V Square @ PJ Centre, Block 6-09-01 Jalan Utara
46200 Petaling Jaya Selangor, Malaysia.

MIDDLE EAST

P.O. BOX 35665, 34, Makam Tower,
Global Market Square, Al Maryah Island,
Abu Dhabi, United Arab Emirates.

AFRICA

Dubai Internet City,
In5 Tech Hub,
Suite 34B

CANADA

33 Gerrard street west,
Toronto, M5G 1Z4,
Ontario, Canada

UNITED STATES

651 N Broad St, Suite 206, Middletown,
New Castle, 19709,
Delaware, United States