Verofax
Powering automated enterprises

ABSENCE OF FIRST PARTY DATA AND SILOED SYSTEMS UNDERMINE REGIONAL ECONOMY

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

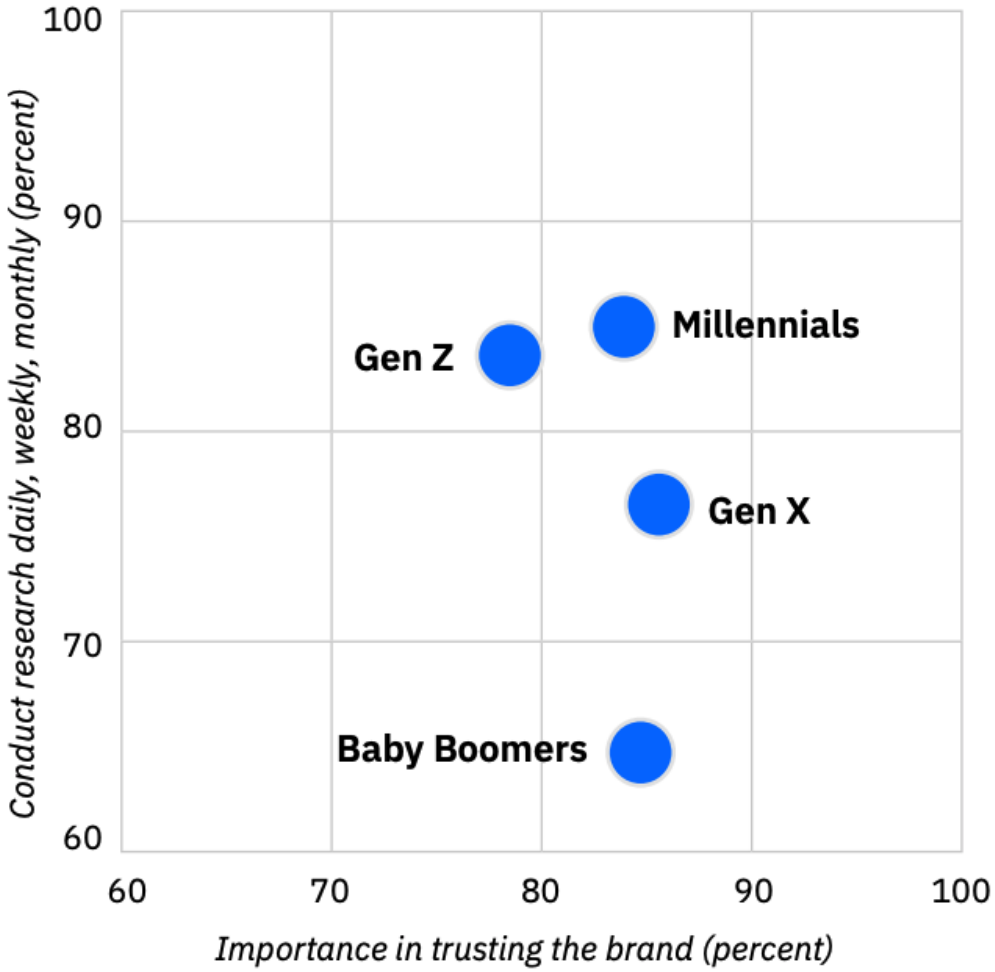
Data sharing isn’t part of the company culture

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.



Source: IBV

VEROFAX = CUSTOMS & TAX OPTIMIZATION

CONSUMER EMPOWERMENT

UP TO
+60% SALES

OPERATIONAL AUTOMATION

UP TO
-%30 COST

INVENTORY INTELLIGENCE

UP TO
-40% RETURN

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DIGITAL PRODUCT INTERFACE

USE YOUR SMARTPHONE FOR

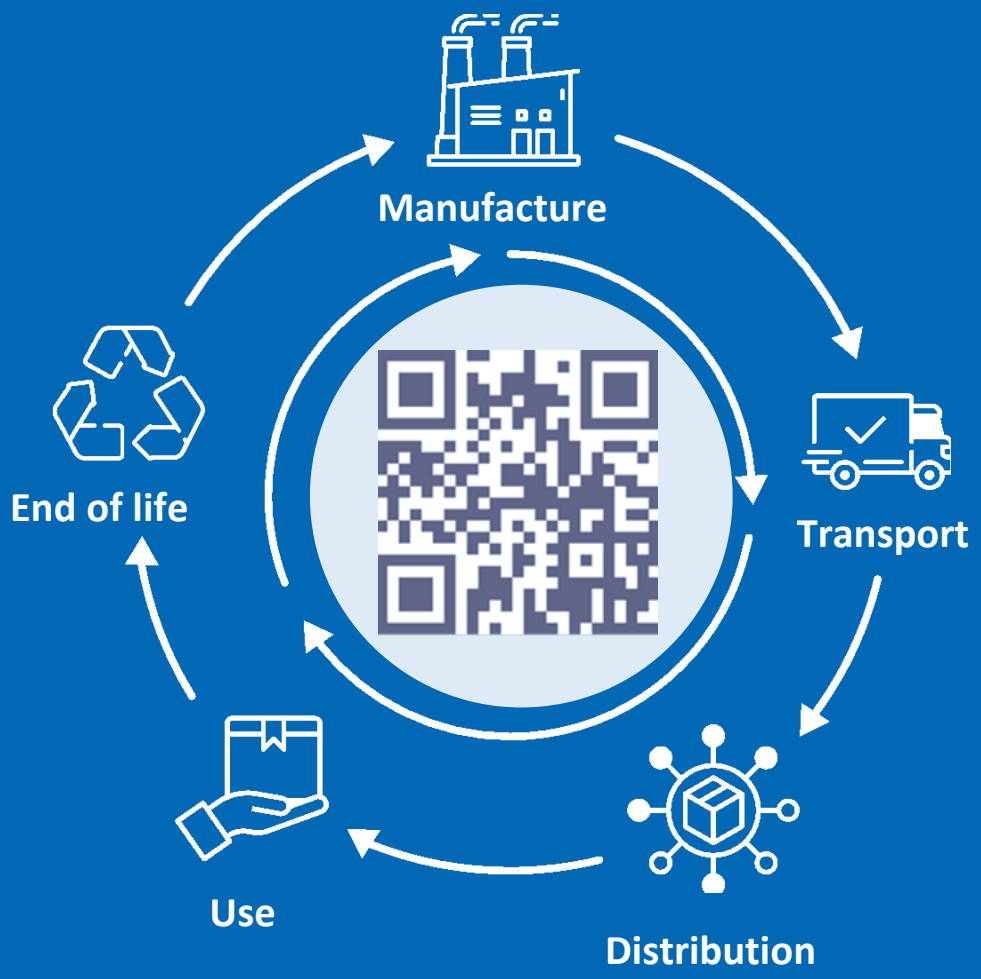
Verify - Learn
Feedback - Chat

SCAN & CHECK

UNIQUE ITEM ID

Source: IBV

LIFECYCLE TRACEABILITY



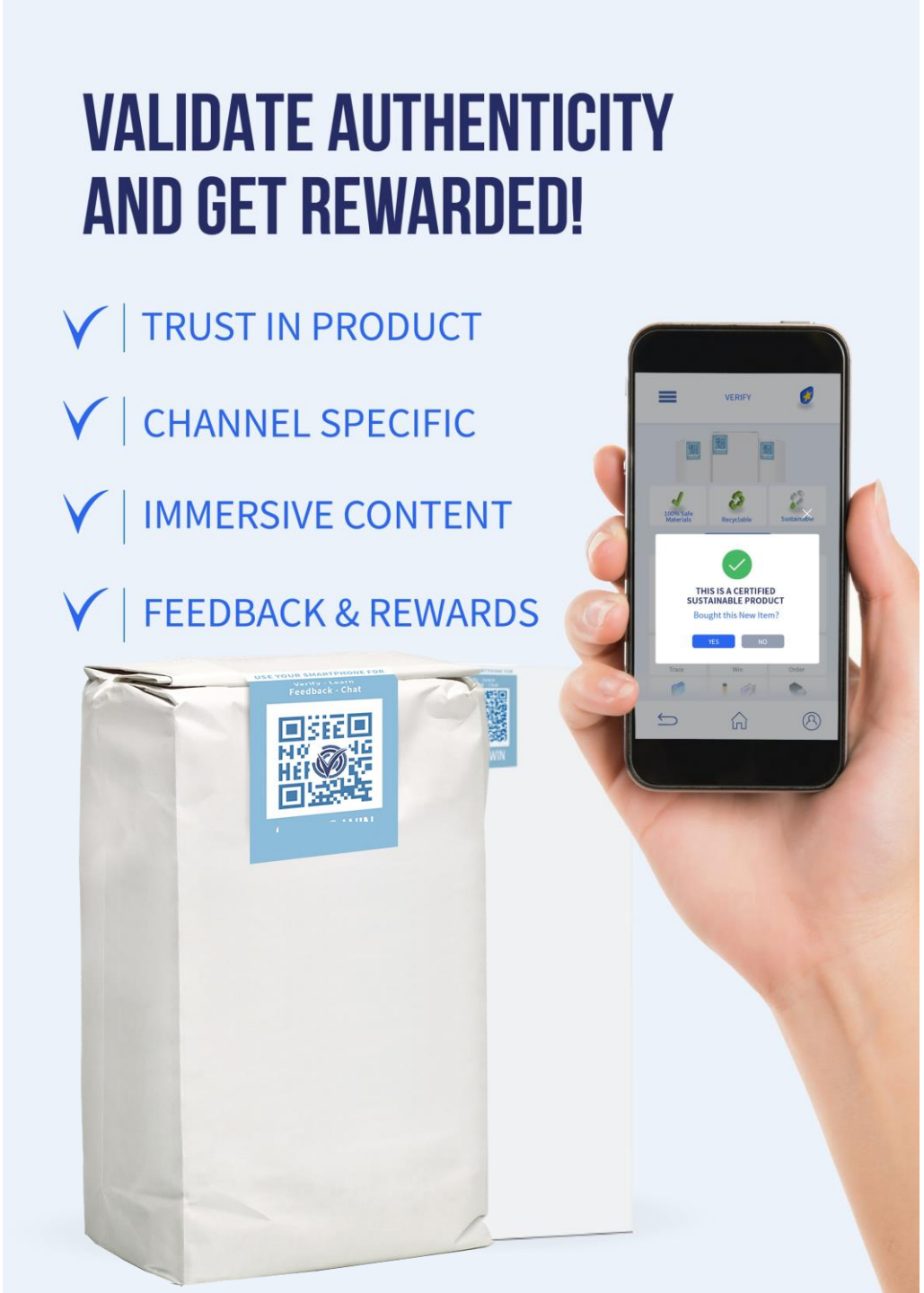
DIRECT TO CONSUMER

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

CONSUMER INSIGHTS

- CONSUMER PROFILING
- CHANNEL SPECIFIC
- BRAND METRICS

DIRECT MARKETING & FEEDBACK



STREAMLINED IDENTIFIERS

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

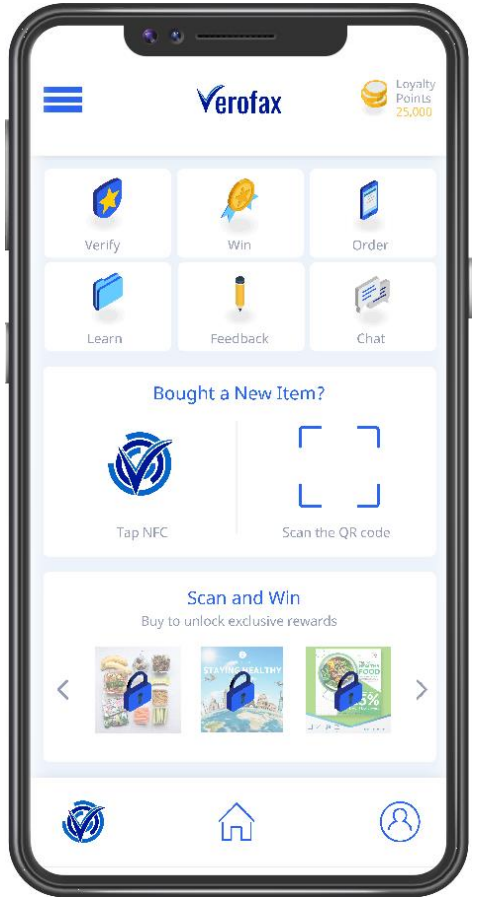
PRODUCT CODE

CARTON CODE

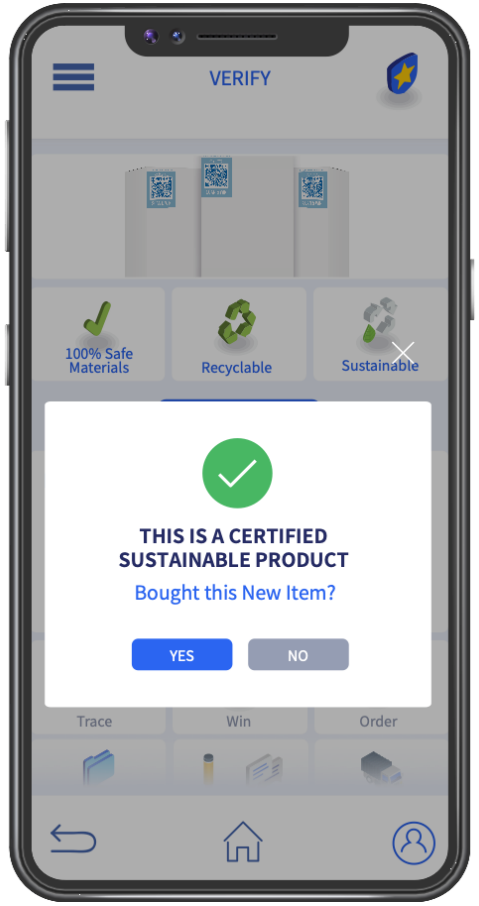
PALETT CODE

CONSUMER INTERFACE

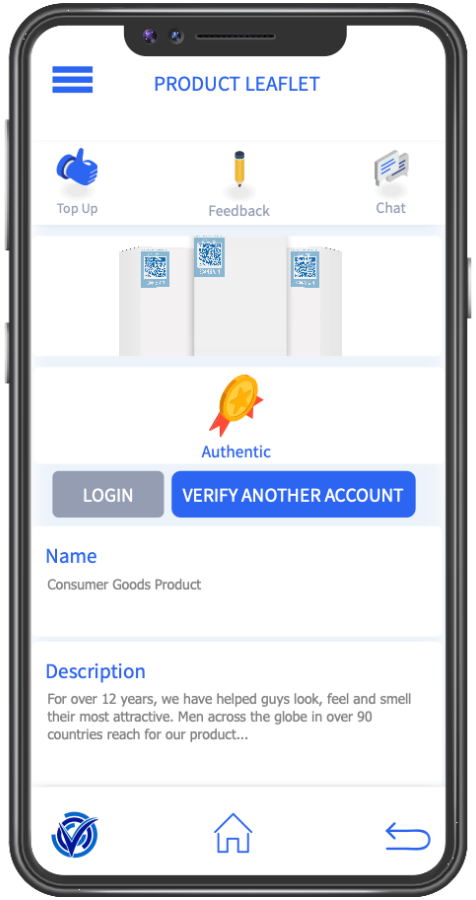
Increase Sales



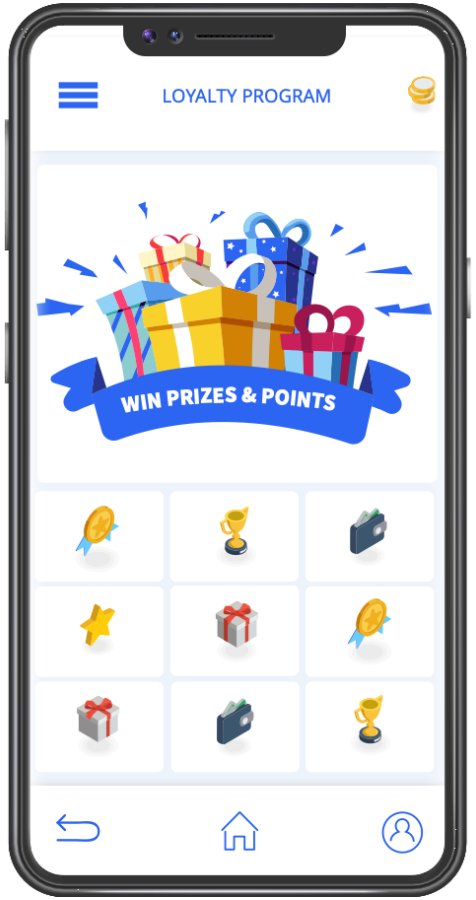
More Trust



Direct Engagement

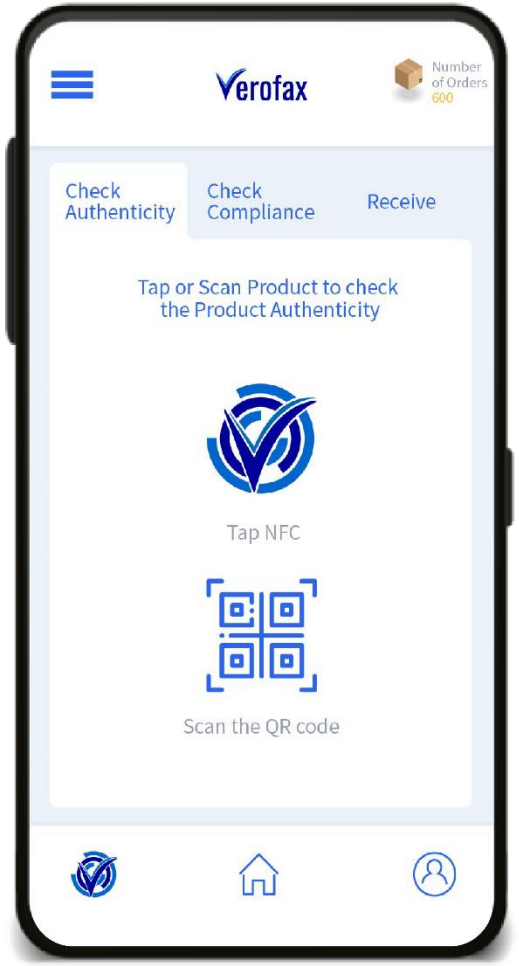


Direct Marketing

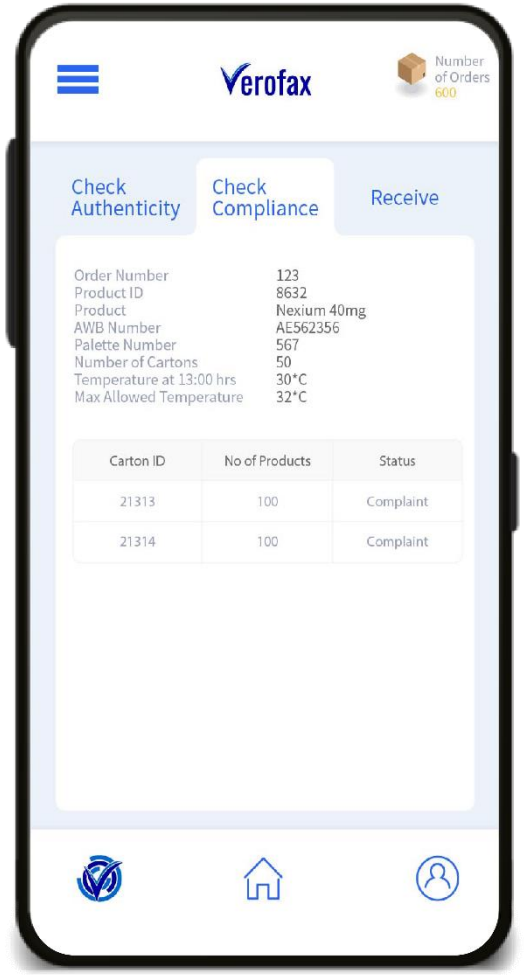


LOGISTICS INTERFACE

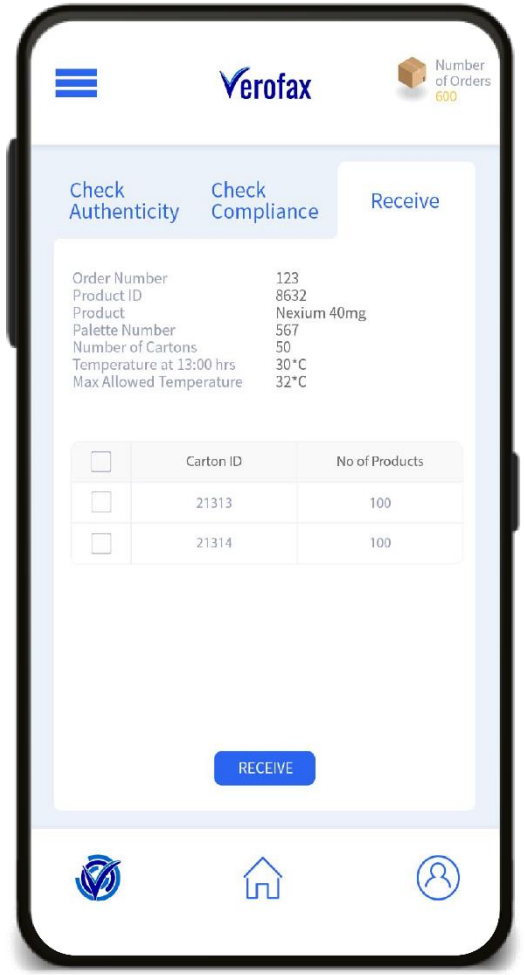
Check Authenticity



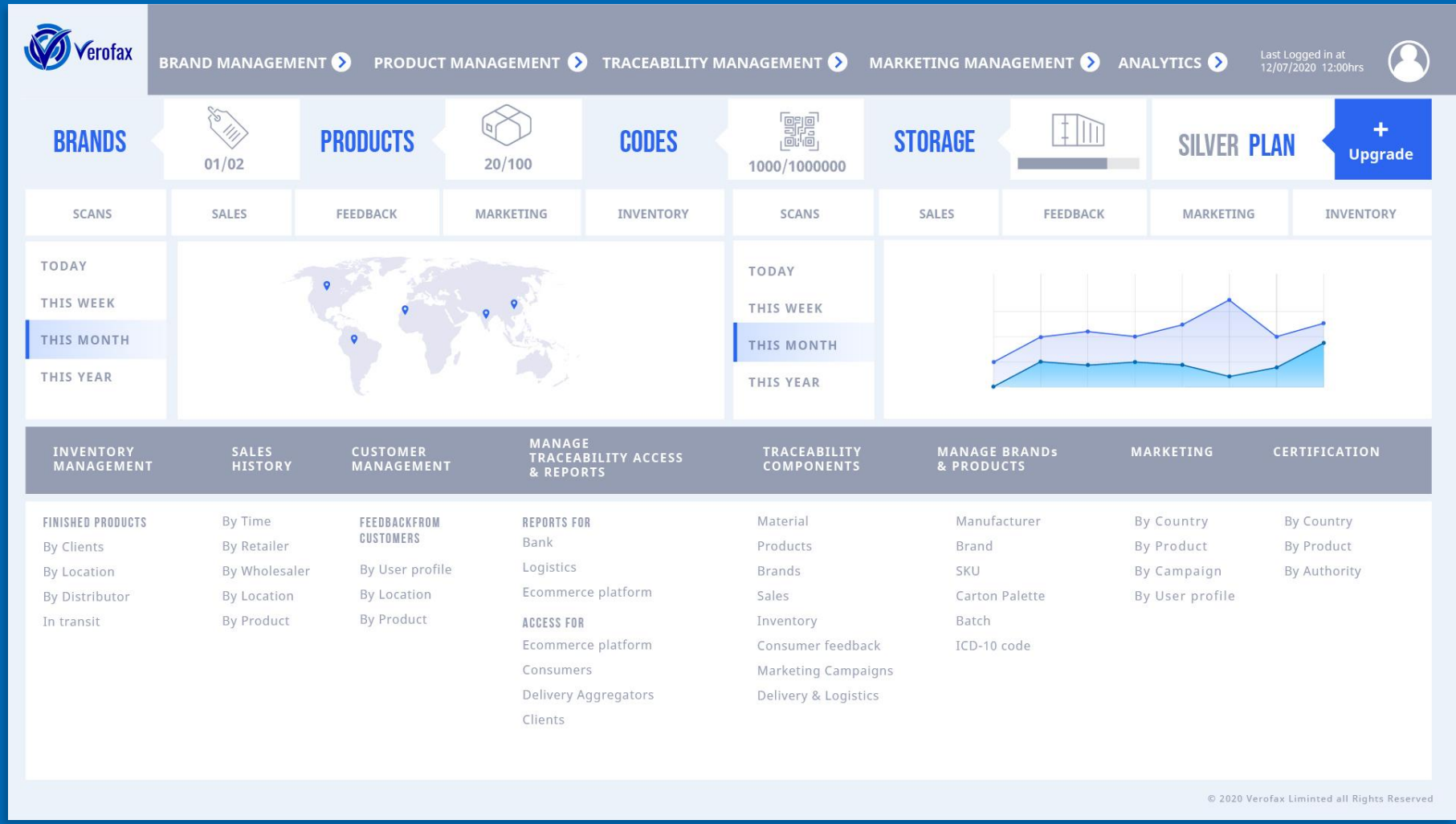
Check Compliance



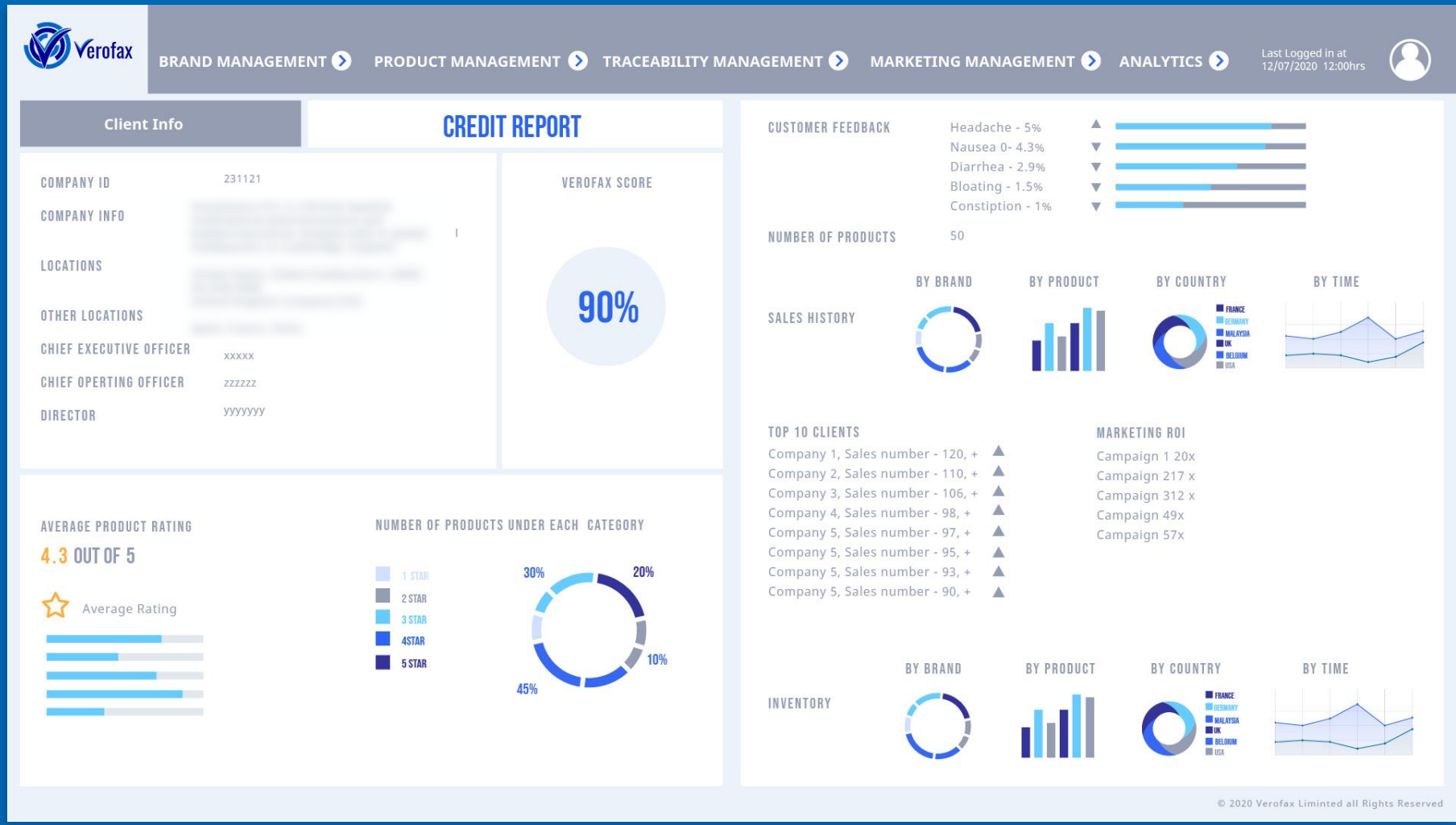
Confirm Inventory Receipts



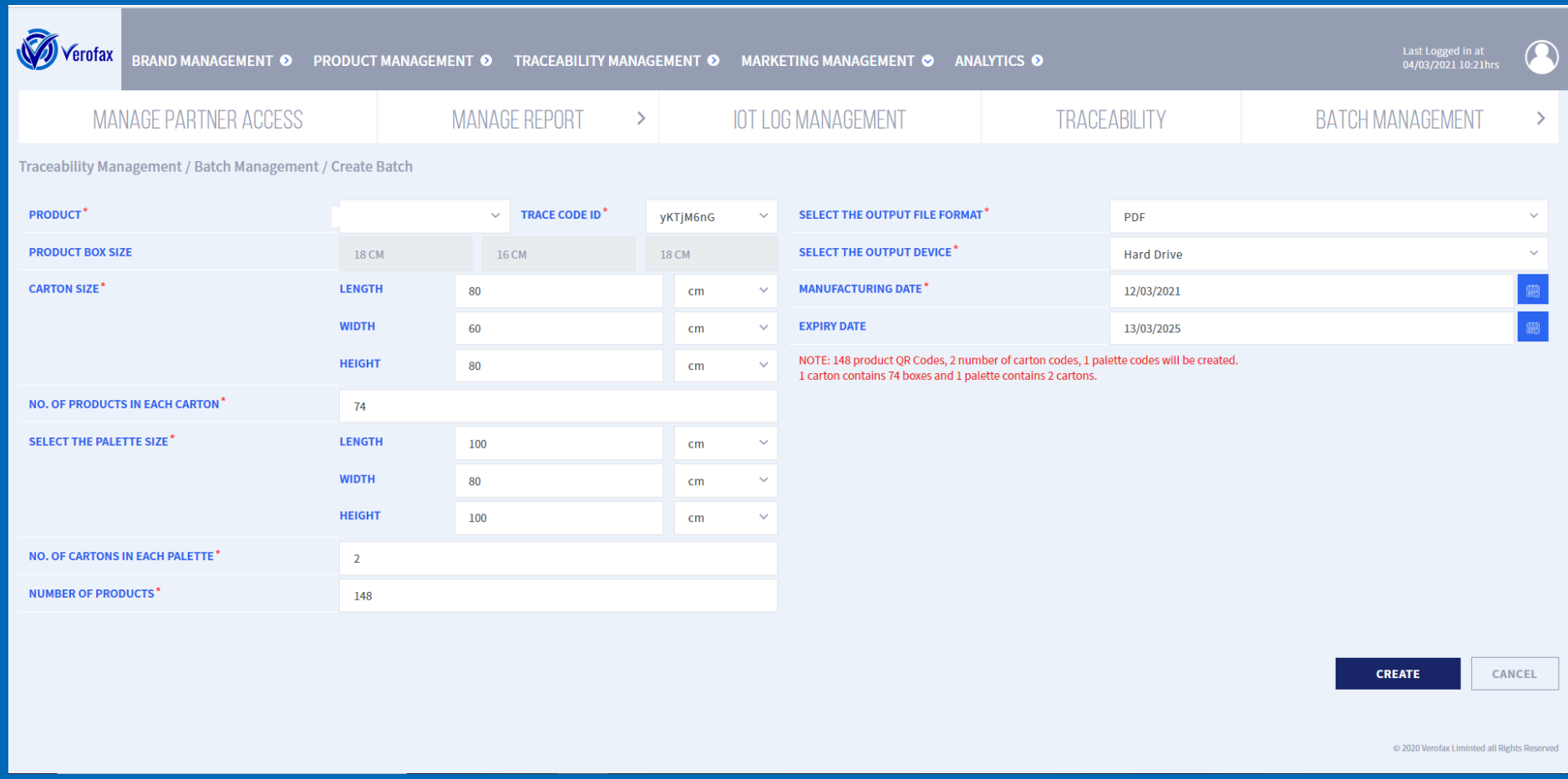
INTEGRATED & INTUITIVE PLATFORM



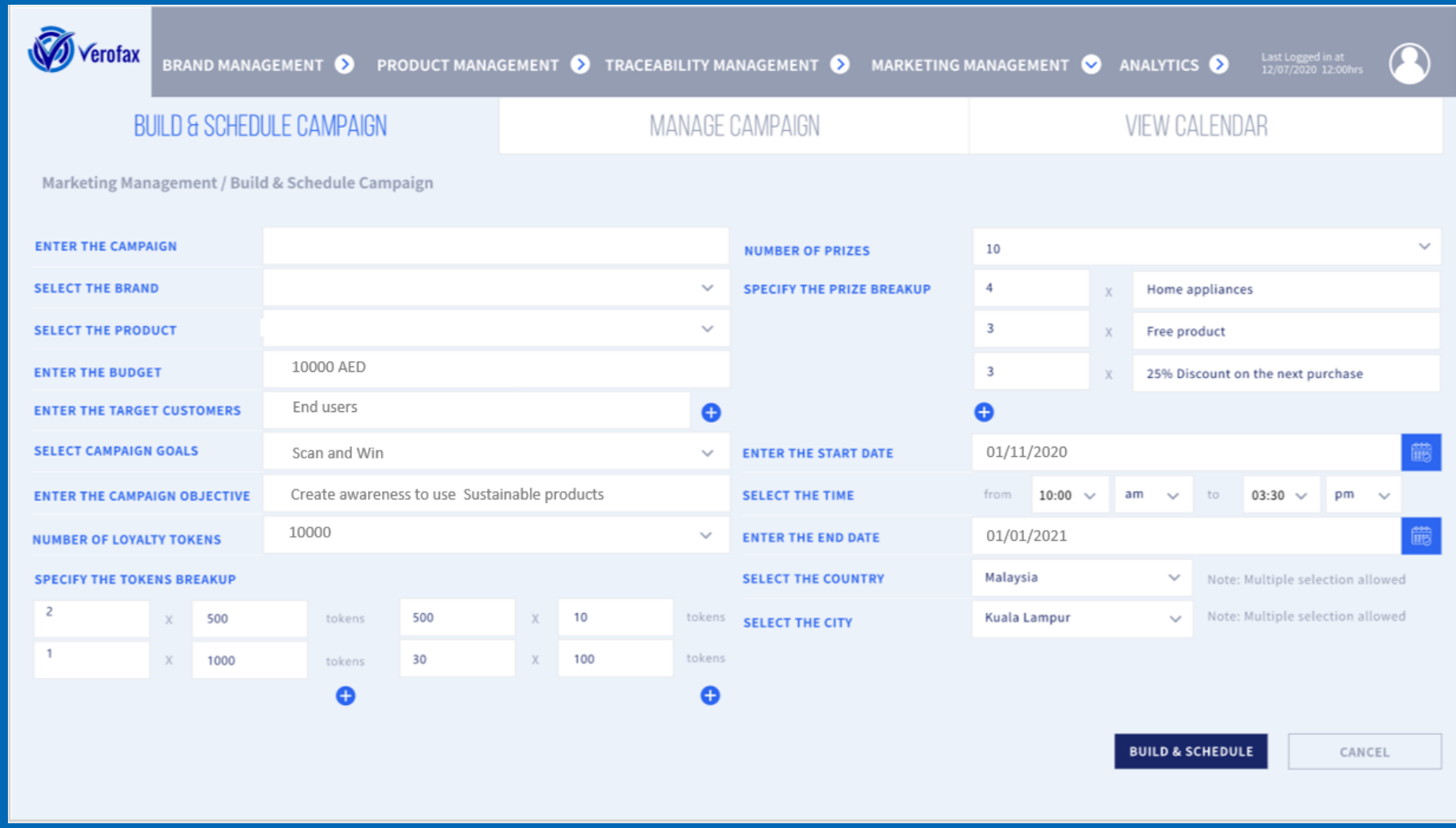
CONSUMER INSIGHTS DASHBOARD

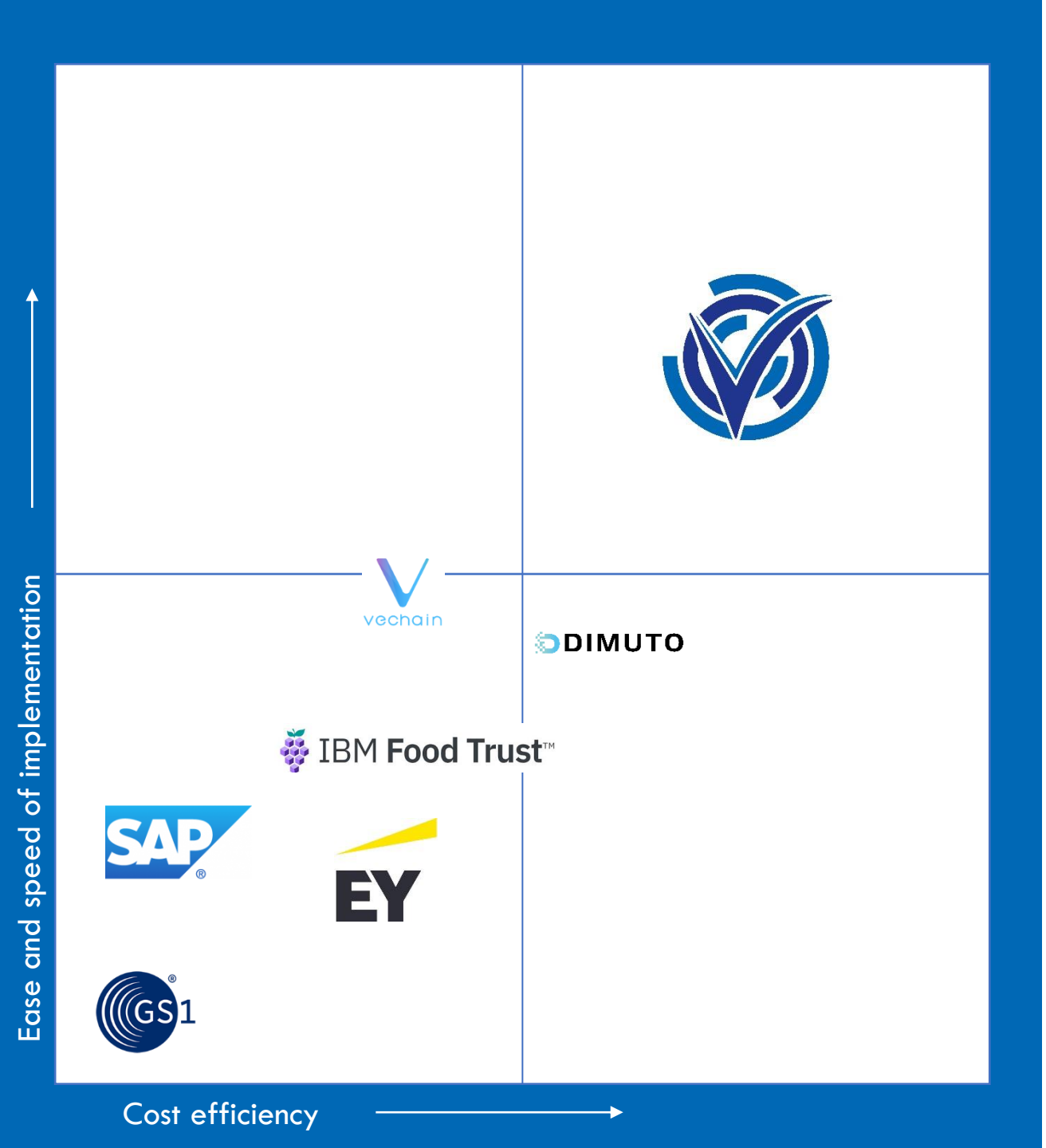


ONBOARD & INTEGRATE RETAILERS



CAMPAIGN MANAGER





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

ecovadis
Business Sustainability Ratings

TEAM MEMBERS

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

Koh Chen Tien
EXEC CHAIRMAN
Serial investor, entrepreneur and business adviser across MENA and ASEAN

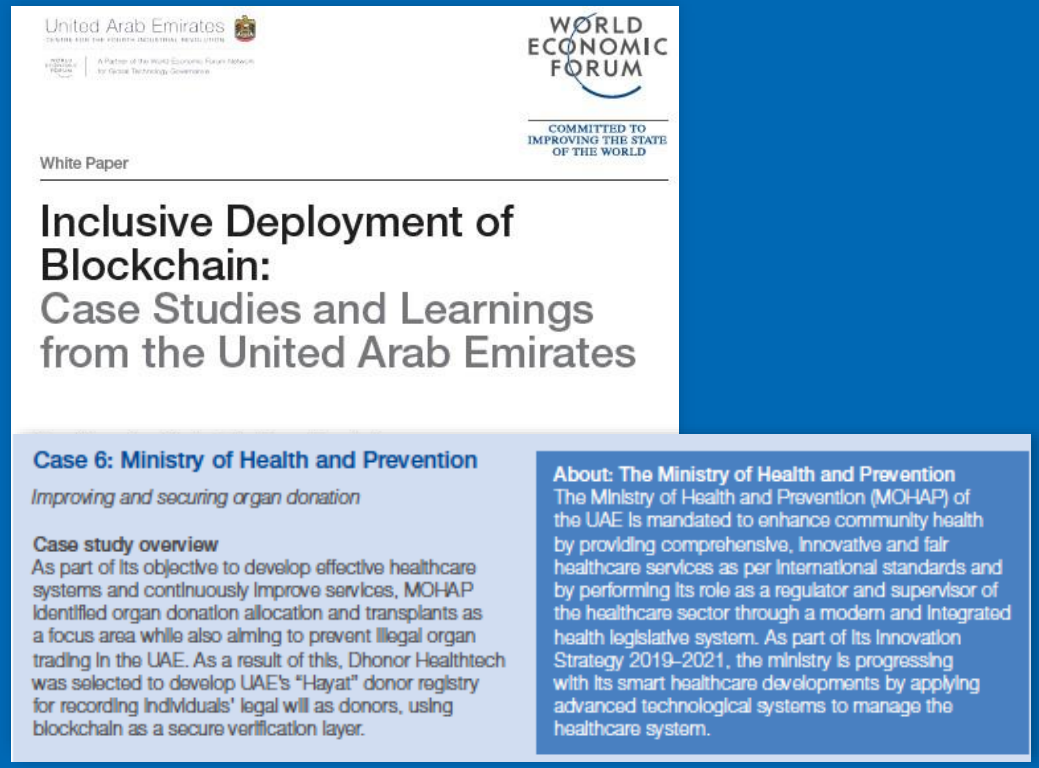
Wassim Merheby
CEO
Experienced serial entrepreneur across various startups and multinationals

Jamil Zablah
COO
Senior leader with experience across the service industries

Abdallah Adada
CGO
Sales and marketing specialist with experience across a wide range of industries

Seadon Francis Pinto
CTO
Eleven years experience in developing SaaS and automation solutions

AWARDS AND RECOGNITION



United Arab Emirates

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.

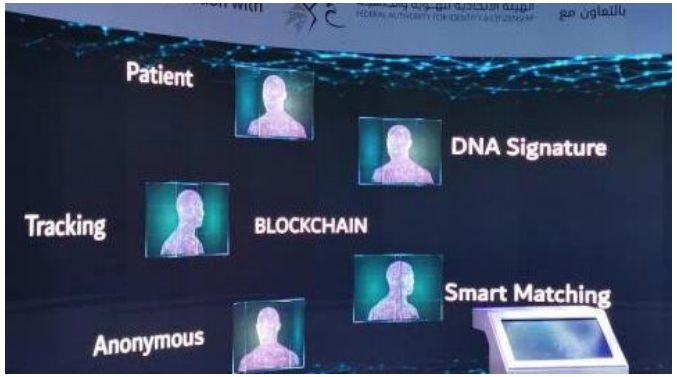
About: The Ministry of Health and Prevention
The Ministry of Health and Prevention (MOHAP) of the UAE is mandated to enhance community health by providing comprehensive, innovative and fair healthcare services as per international standards and by performing its role as a regulator and supervisor of 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

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

Verofax

TRANSFORM, TRACE, TRUST

ASIA, MENA

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