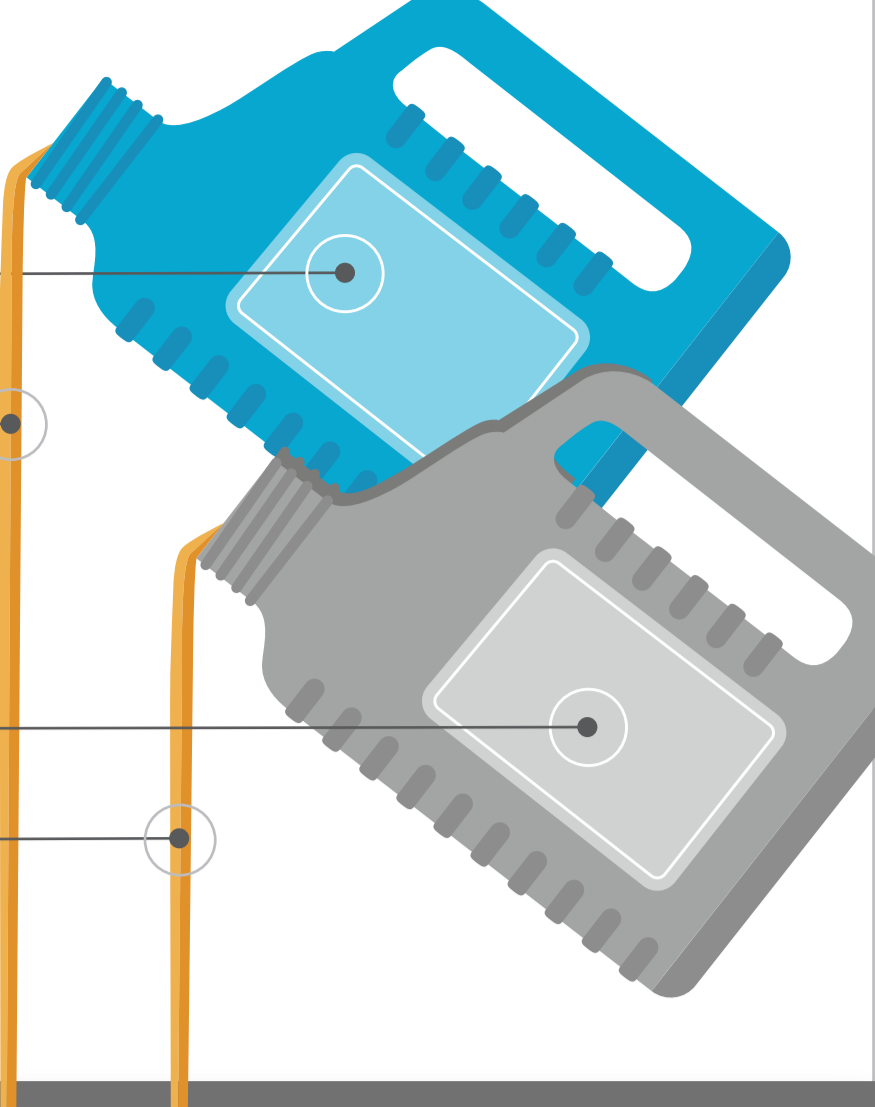


# COUNTERFEIT LUBRICANTS: SLIPPERY BUSINESS

2 ways to counterfeit lubricants

- 1 Reclaimed brand bottle  
Adulterated/low grade oil
- 2 Closely copied label  
Adulterated/low grade oil



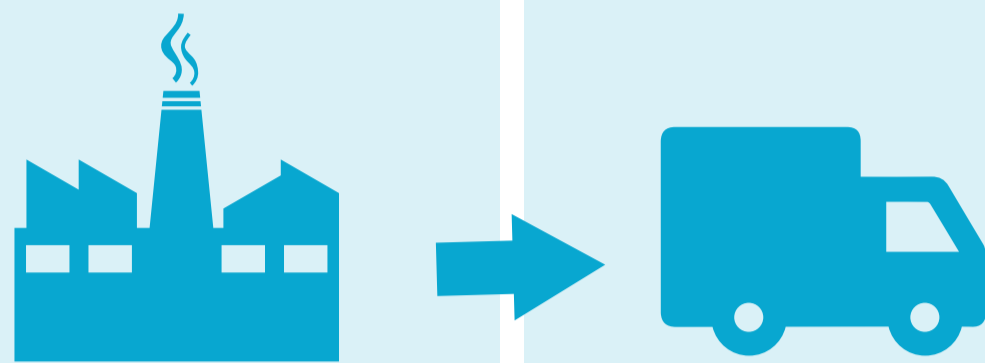
MANUFACTURER'S INVESTMENT in the market and their brand

IS SABOTAGED

by the rapid rise of counterfeit motor oil products



Counterfeit Lubricants Damage Entire Value Chain



and Your Brand



## BRAND DAMAGE

Your product does this

Your customers may think your product does this



Benefits of Genuine high quality oil



Risks of Counterfeit low grade oil

### High Performance

- LUBRICATION**  
Prevents friction between moving parts
- ENGINE COOLING**  
Carry heat away from moving parts
- CLEAN**  
Removes sludge from moving parts
- INHIBIT CORROSION**  
Extends life of your engine
- IMPROVE SEALING**  
Promotes engine performance

### Damage Engine

- ENGINE OVERHEATING**  
Lack of proper lubrication means metal parts rubbing together, creating a lot of heat.
- ENGINE SEIZING**  
As heat makes metal expand, moving parts will eventually expand so much that they can no longer move.
- ENGINE WARPING**  
Heat also warps metal, which damages its ability to function smoothly
- REDUCED PERFORMANCE**  
Reduction or even removal/omission of additives required to meet the performance requirements

## ...UNTIL NOW

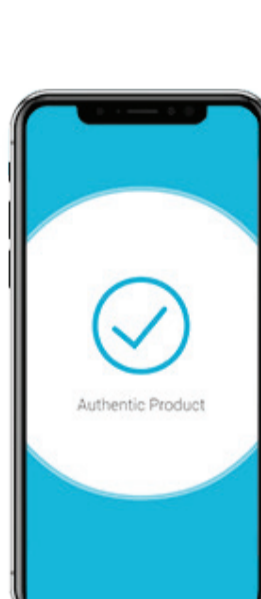
### Solutions from AUTHENTIC VISION

help consumers and specialists identify authentic products and brand owners protect their market share

SCAN PRODUCT with a simple smartphone app



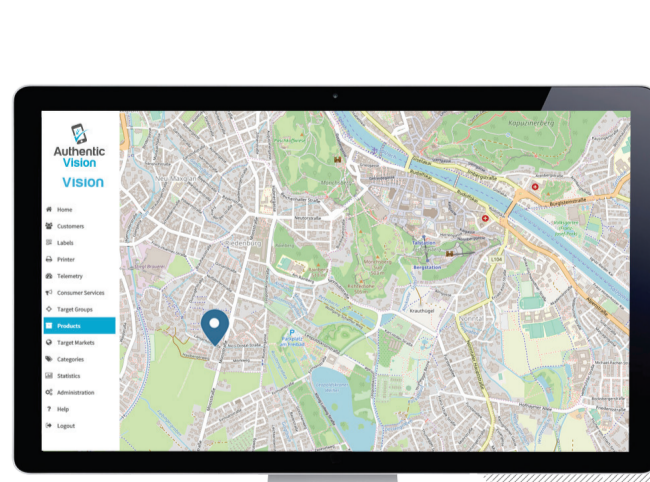
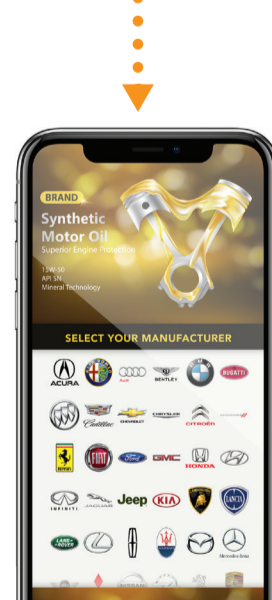
UNIQUE HOLOGRAPHIC FINGERPRINT TECHNOLOGY  
So unique, even we can't reproduce it



INSTANT AUTHENTICATION with any smartphone identifies authentic or fake products in seconds

### CUSTOMER ENGAGEMENT

- Learn about your products
- Inspire consumers with your brand
- Create engaging experiences



SMART INSIGHTS

### BUYER BEHAVIOR

- Geolocation
- Real time customer data
- Supports targeted consumer engagement

### COUNTERFEIT ACTIVITY

- Geolocation
- Real time fraud alerts
- Focusing law enforcement resources