

THE GROWING PROBLEM OF COUNTERFEIT AGRO-CHEMICALS



CHALLENGES

- Refilled brand bottles with substandard product
- Falsified packaging with fake product
- Unknown, unapproved and often illegal substances used
- Health risk to the farmers, consumers and the environment

UNDER-GROUND FAKES

damage the reputation of farmers and the industry

PROFITS are **UNDERCUT** by a rapid **INCLINE** in the counterfeit market

In India alone, **10.6M** tons of food were lost to ineffectual products'

15% of global agro-chemical market is illegitimate'

https://worldagrochemicalsalliance.org/industry/counterfeit-agrochemicals/ https://www.environment.org/news-and-statistics/fake-products-real-problems-addressing-counterfeit-and-counterfeit

Counterfeit agro-chemicals undermine the value chain and your brand



BRAND IMPACT

Benefits of authentic agro-chemicals



Authentic Products

- SAFE**
Meets key safety standards
- EFFECTIVE**
Delivers specified results to customers and end users
- GROW MARKETS**
Protect investments and grow industries
- BUILD CUSTOMER CONFIDENCE**
Enhance understanding of benefits and value

Risks of illicit agro-chemicals



Counterfeit Products

- UNSAFE**
May expose end-users to dangerous chemicals
- INEFFECTIVE**
Does not work as promised on the label or in promotions
- DAMAGE MARKETS**
Undermine profits of legitimate companies
- DESTROYS CUSTOMER CONFIDENCE**
Damage end-user trust in the market and solutions

Counterfeiting operations can be highly sophisticated making it very difficult to distinguish between legitimate and counterfeit products.

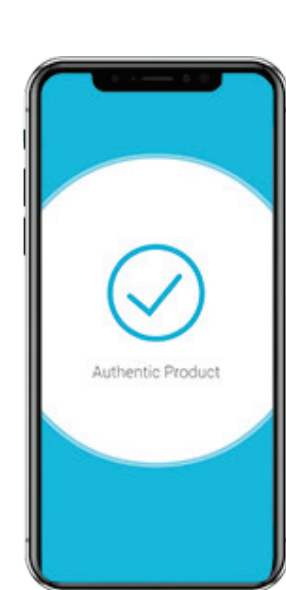
...UNTIL NOW

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



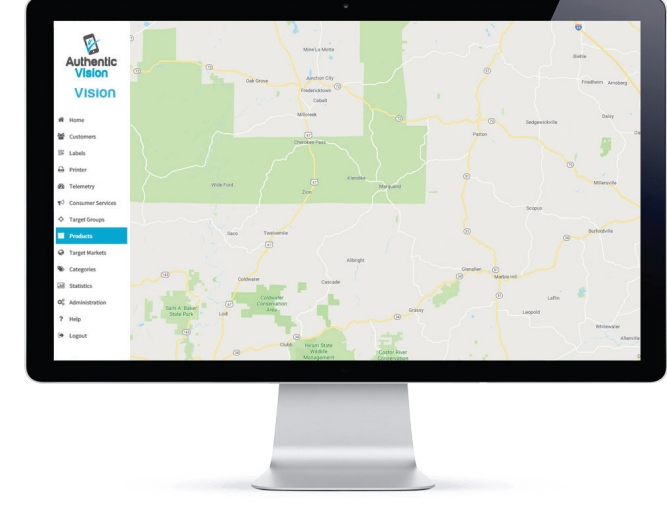
UNIQUE HOLOGRAPHIC FINGERPRINT TECHNOLOGY
So unique, even we can't reproduce it



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