

DATADOT TECHNOLOGY LTD

Warranty Fraud and your Business



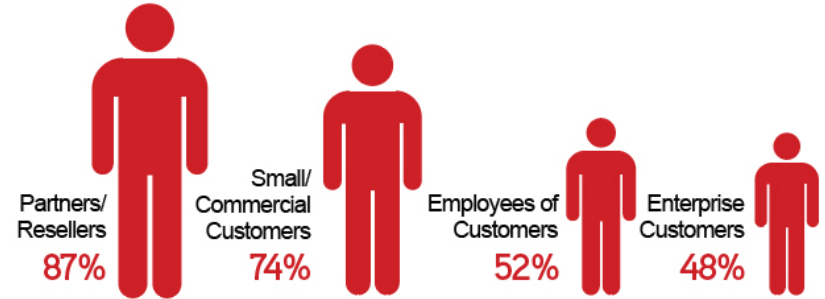
DataTraceid
AUTHENTICATION SOLUTIONS



ELIMINATING FRAUDULENT WARRANTY CLAIMS CREATES SAVINGS

- Warranty fraud occurs when a product manufacturer pays an illegitimate warranty claim because, for example, they are unable to prove that the faulty product is not theirs.
- Eliminating fraudulent warranty claims can save 3-5% of revenue and enhance brand equity.
- 65% of companies do not have an effective program to guard against warranty fraud.

Who commits warranty fraud?



HIGH RISK SECTORS INCLUDE QUALITY AND BRAND LEADERS

High risk sectors include:

- quality and brand leaders
- providers of best in class product warranties
- producers of critical components and systems, and
- producers of mission critical bulk materials such as:
 - paints and coatings
 - adhesives
 - polymers
 - and more...

Victims of warranty fraud underwrite the failure of substandard competitors and suffer a range of consequences



Traditional Warranty Fraud protections can be inconclusive and expensive

Traditional Warranty Fraud Prevention



1. Claims Investigation



2. Predictive Analytics



3. Legal Action



4. Laboratory Testing

Weaknesses:

1. Inconclusive
2. Time and cost intensive
3. Limited deterrent effect

THE DATATRACEID FRAUDULENT WARRANTY CLAIM SOLUTION

- DataTraceID warranty assurance system is a fast and simple means to determine whether or not a warranty claim is genuine
- By simply positioning the DataTraceID Reader system onto the target product and pushing a button, one can determine whether the examined object or material is genuine in around thirty seconds or less
- The DataTraceID Reader system responds to DataTraceID ceramic Tracers that have been previously incorporated into your production at concentrations as low as 50ppm
- For most production systems DataTraceID can provide an input material that is compatible with your existing production methods

The DataTraceID Warranty Assurance Solution is Conclusive and Cost-effective



Simple
Easy to
integrate



Cost Effective
Cost per application
is minimal



Fast

Takes as little as 30
seconds to validate



Conclusive
Authenticates
every application



Appendix

DATATRACE – THE ULTIMATE IN COVERT MARKING

- Patented, best in class, forensic level assurance covert marking solution – in field detection in seconds
- Highly flexible – can be added to inks, paints, polymers and other bulk materials
- More than 20 unique codes available; readers can be configured to support code hierarchies, where some readers are only capable of reading a subset of codes for extra assurance
- Now with a data aggregation and reporting service



- Forensic level assurance in the field in seconds – no lab work or specialist technicians
- The ultimate in covert marking and anti-counterfeit solutions
- Secure the supply chain and use multiple codes to identify grey market activity and supply chain weakness
- Eliminate false product liability claims

Stable & Secure

We are listed on the Australian Stock Exchange. Our headquarters are in Sydney, Australia.

Agile

From CEO down, we are an agile team; our focus is to deliver customer benefit as efficiently as possible.

Industry Applications

Pharmaceuticals, Food and Beverage, Automotive, FMCG, Government, National Security & Defence, Gaming, Industrial Assets, Bulk Materials.

Global Reach

We have offices in Australia, USA and UK. Our distribution network spans Europe, Africa, The Americas and Asia.



DataDot
TECHNOLOGY LTD

Experienced

We have been providing customised authentication solutions for over 10 years.

Leading IP

Our patented DATATRACE Forensic marking system is “Best-in-Class”. We also deploy a number of partner technologies.

Major Brands

The brands we work with include:



Associations

ISO Certified, Crime Stoppers, Institute of Packaging Professionals, Interpol, National Insurance Crime Bureau, International Association of Auto Theft Investigators.

WE HELP COMPANIES TO SOLVE THEIR TRUST CHALLENGES AND OPPORTUNITIES TO BUILD TRUST BASED BRAND EQUITY

More than ever Trust is a key driver of performance:

- Lots of companies build Trust, by making their products as good as they can be
- Some companies also take steps to reduce the risk of counterfeit damaging Trust in their brand
- A few companies take steps to increase their brand equity based on higher levels of Trust

We help companies to:

- Understand their Trust challenges and opportunities
- Design solutions to reduce counterfeit and provide the consumer with tangible reasons to Trust
- Simply implement and measure the benefit of a Trust solution

To deliver real business benefits:

- Higher relative Trust
- Increased loyalty and retention
- Better business performance
- Less counterfeit

For example:



Covert marking to identify and reduce incidences of counterfeit



App based authentication to assure consumer that product is authentic & drive engagement



Tamper evident solution to assure consumer that product has not been re-filled



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