



Empowering Global Brands  
with **Authenticity**,  
**Transparency**,  
and **Engagement**

SMARTKOOD  
SMARTKOOD

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# INTRODUCTION

In today's interconnected world, counterfeiting and supply chain complexities pose significant challenges to businesses everywhere.



**SmartKood** is a leading provider of dynamic QR code solutions,

Dedicated to helping companies worldwide

- ✓ **protect their brands,**
- ✓ **ensure product authenticity,**
- ✓ **and engage consumers** in meaningful ways.

With **years** of industry experience,

we have become a trusted partner for businesses aiming to **enhance trust** and **transparency** on a global scale.



# PRODUCT IDENTITY EVOLUTION



**Barcode**



**QR Code**



**SmartKood**



# WHAT MAKES SMARTKOOD UNIQUE

## DYNAMIC QR CODES FOR UNMATCHED PRODUCT AUTHENTICITY

SmartKood's dynamic and unique QR codes are virtually impossible to replicate. Instant product verification can be done easily with a simple scan, ensuring security and loyalty across international markets.

## REAL-TIME SUPPLY CHAIN TRANSPARENCY

SmartKood can integrate with your existing systems seamlessly, providing real-time visibility into every stage of your supply chain — from production to consumers in different countries.





# CRAFTING EXPERIENCES THAT ENGAGE CONSUMER

Engage your consumers' interaction with each product into a personalized experience. Our platform allows you to deliver customized contents, promotions, and product information based on regional preferences and consumer behavior.



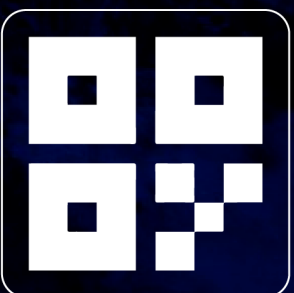
# REGULATORY COMPLIANCE AND TRACEABILITY

Navigate international regulations with ease using SmartKood. Our comprehensive traceability solution ensures compliance with global standards, minimizing the risk of recalls and legal penalties.



# OUR GLOBAL IMPACT

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**600 Million+**

**QR Codes Generated**

Safeguarding products and enhancing consumer trust worldwide.



**500,000+**

**Consumer Scans in**

**30+**

**Countries**

Reflecting our extensive global reach and consumer engagement.



**250+**

**Companies Trust SmartKood**

Safeguarding products and enhancing consumer trust worldwide.



**85%**

**Customer Satisfaction Rate**

Demonstrating our commitment to excellence and client success across diverse industries.



# WHO **BENEFITS** FROM **SMARTKOOD?**

SmartKood caters to a diverse range of industries and organizations seeking to **enhance product security** and **consumer engagement**:



## Pharmaceutical Companies

Ensuring medication safety and authenticity across global markets.



## Luxury Brands

Protecting high-value goods from counterfeiting internationally.



## Food and Beverage Enterprises

Meeting stringent safety regulations and enhancing transparency worldwide.



## Electronics Manufacturers

Securing devices and components against counterfeit threats globally.



## Retail and FMCG Businesses

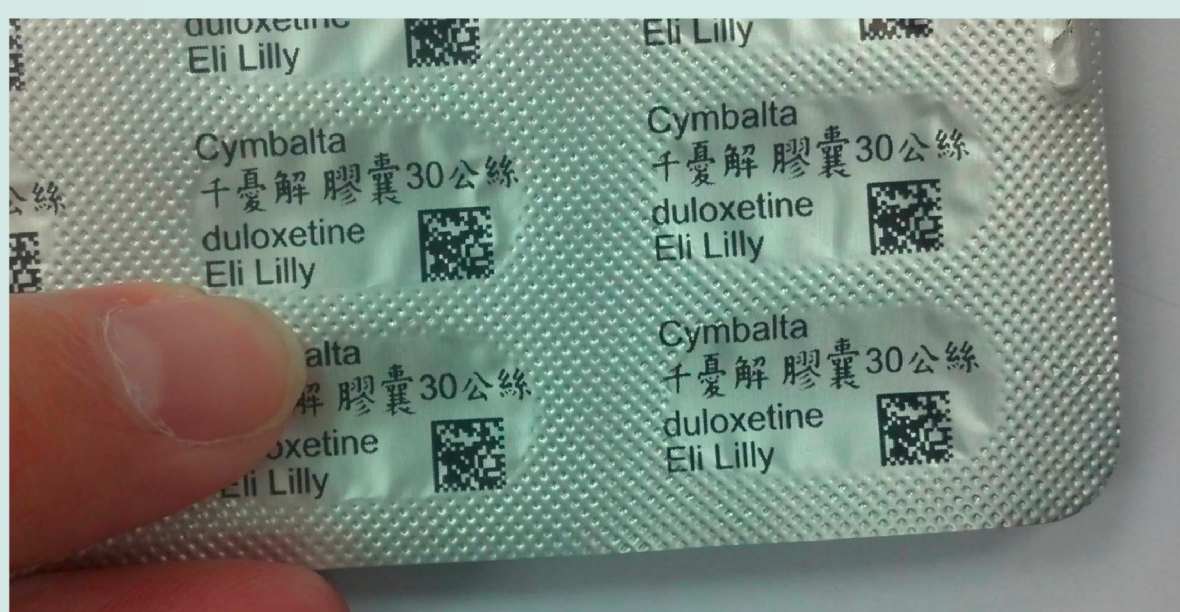
Engaging consumers with interactive experiences across different regions.



# REAL-WORLD SUCCESS STORIES

## PHARMACEUTICAL GROWTH

Confronted with counterfeit medications affecting patient safety, a prominent pharmaceutical company in Thailand implemented SmartKood's dynamic QR codes across one of their top-selling cough medication.



Pharmacists and consumers within their market presence could verify authenticity instantly, leading to a

**20%** reduction in counterfeit incidents

and significantly boosting global trust in their brand.

At the same time, SmartKood's additional brand protection services have helped Grand Pharma Co., Ltd. in the takedown of their phishing sites, heightening the security measures for consumers when performing product authentication processes.

# REAL-WORLD SUCCESS STORIES

## COSMETIC INDUSTRY GROWTH

A renowned Malaysia cosmetics company integrated SmartKood to offer personalized beauty advice and exclusive promotions through QR codes on their product's packaging.



This initiative resulted in

**30% + 15%**

increase in  
customer  
engagement

rise in  
repeat  
purchases

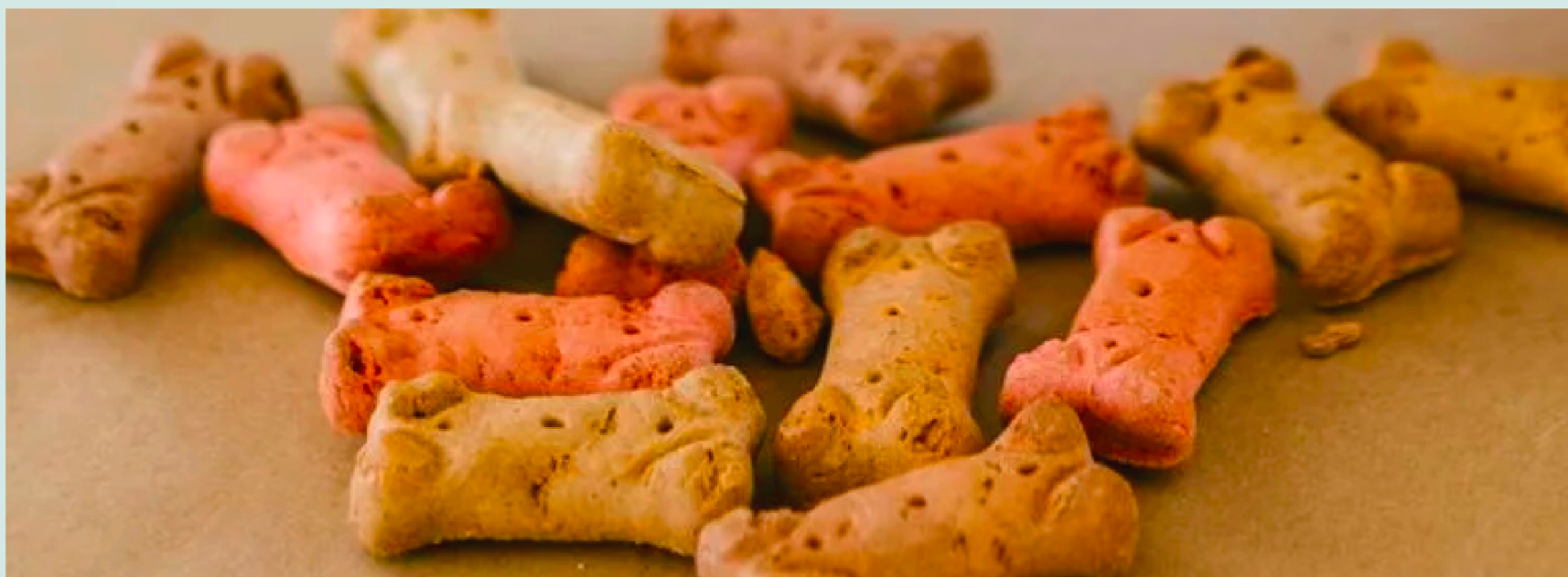
across multiple countries,  
strengthening their market  
presence and getting them ready to  
open up to international market.



# REAL-WORLD SUCCESS STORIES

## FOOD SAFETY IN PET FOOD INDUSTRY •

A Malaysian pet food manufacturer uses SmartKood's traceability solution to ensure the authenticity and safety of its products.



With the technology in place, the company can track every batch from production to delivery, resulting in

**25%** reduction in  
contaminated or  
misrepresented  
pet food

boosting consumer trust and ensuring pet well-being.



# REAL-WORLD SUCCESS STORIES

## ELECTRONIC MANUFACTURERS

Daikin and Philips leveraged on SmartKood's dealer management system to track performance and reward dealers with loyalty points.



Since implementation, Daikin has seen

**36% + 25%**  
increase in dealer satisfaction      improvement in dealer performance

and a significant drop in price dumping within the industry.

# REAL-WORLD SUCCESS STORIES

## TRACEABILITY FOR POWER

The Philippine's government utilizes SmartKood's document authentication and traceability solution to protect critical documents, leading to a

**40%** reduction in document fraud

and reinforcing public trust in government-issued certificates.





# REAL-WORLD SUCCESS STORIES

## AUTOMOTIVE INDUSTRY

A major automotive lubricant manufacturer has relied on SmartKood's data analytics platform for strategic business growth plannings.



By collecting and analyzing consumer data, they achieved a

**15% + 10%**  
increase in repeat purchases      improvement in customer satisfaction

showcasing how SmartKood fosters stronger customer loyalty.



Join the  **SmartKood** movement.

Take the  
**NEXT STEP**



Elevate  
your brand



Secure your  
supply chain



and Connect  
with consumers  
around the  
world



Visit **SmartKood.com** to discover how  
we can revolutionize your business,  
or contact us to schedule a  
personalized demo.

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