

**secureTap**

Authentication-Engagement-Traceability



**The Future of  
Product  
Authentication**

**Consumer  
Engagement**

**Digital Product  
Passport (DPP)**

# Why SecureTap Exists



**\$2T** Counterfeiting is a \$2 trillion annual problem

Lack of consumer engagement and insights at POS & post purchase

Lack of supply chain traceability affecting consumer trust

# How SecureTap Solves It



Advanced proprietary NFC/RFID technology for instant product authentication and product tracking



Zero Fee Blockchain transactions for immutable security and records



Real-time consumer engagement with data-driven insights with instant feedback

# SecureTap Technology Overview

## Proprietary API

Connects tags, blockchain, consumer engagement, and supply chain data



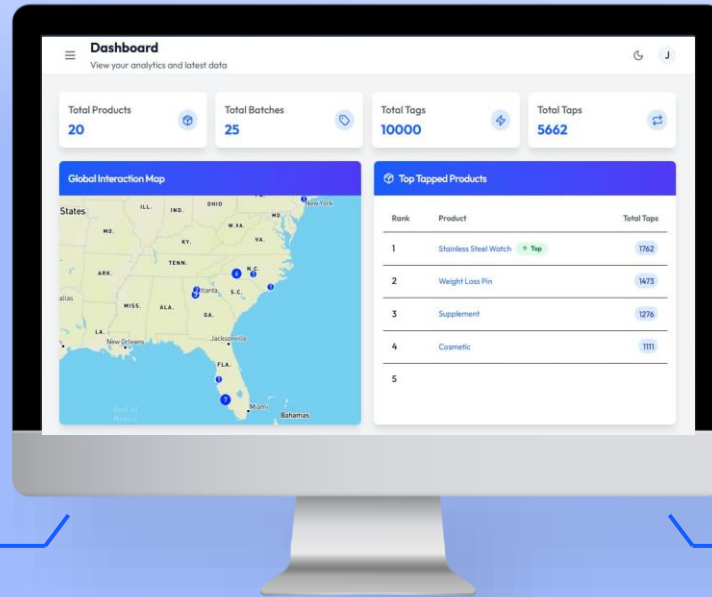
## GPS Location Tracking

Seamless Data collection upon each tag tap giving you real-time product tracking and supply chain visibility.



## Counterfeit Proof Products

The proprietary combination of our API Blockchain, NFC encryption technology make your products impossible to counterfeit.



## NFC & RFID Tags

Tags are encoded in the United States or remotely through a secure connection to our servers to guarantee security of your products.



## AWS-Powered Cloud

99.99% uptime with enterprise grade security

## Total Package

Authentication, Engagement, and Traceability. Near Field Communication (NFC) with AES 128 encryption, RFID, a no fee blockchain, and our advanced application programming interface (API), complete the total package for your total brand protection.



# Who Needs SecureTap?



## Luxury & Fashion

- Authentication
- Digital experiences



## Cannabis & Pharmaceuticals

- Regulatory compliance
- Supply chain tracking



## Electronics & Auto Parts

- Warranty tracking
- Counterfeit prevention

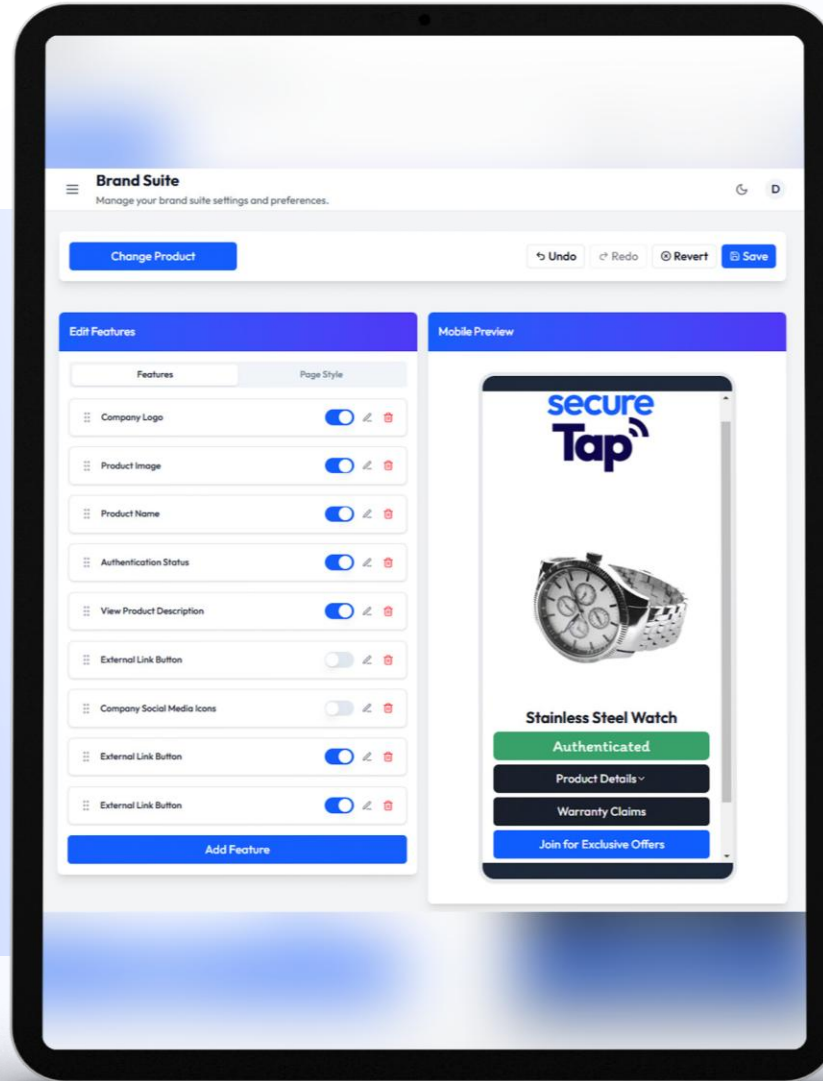


## Cosmetics & Wine

- Brand Protection
- Engagement
- Brand loyalty

# Brand Suite Advantages

Offering Product Information & Consumer Engagement



## Enhanced Customer Trust



- Providing instant authentication and detailed product descriptions reassures consumers they are buying genuine products.
- Transparency builds trust, leading to stronger brand loyalty.



## Reduced Product Returns & Customer Support Costs

- Educating consumers at the point of sale with videos, images, and detailed descriptions reduces confusion and mismatched expectations.
- Clear warranty registration processes minimize disputes and fraud.



## Seamless Warranty Activation & Customer Retention

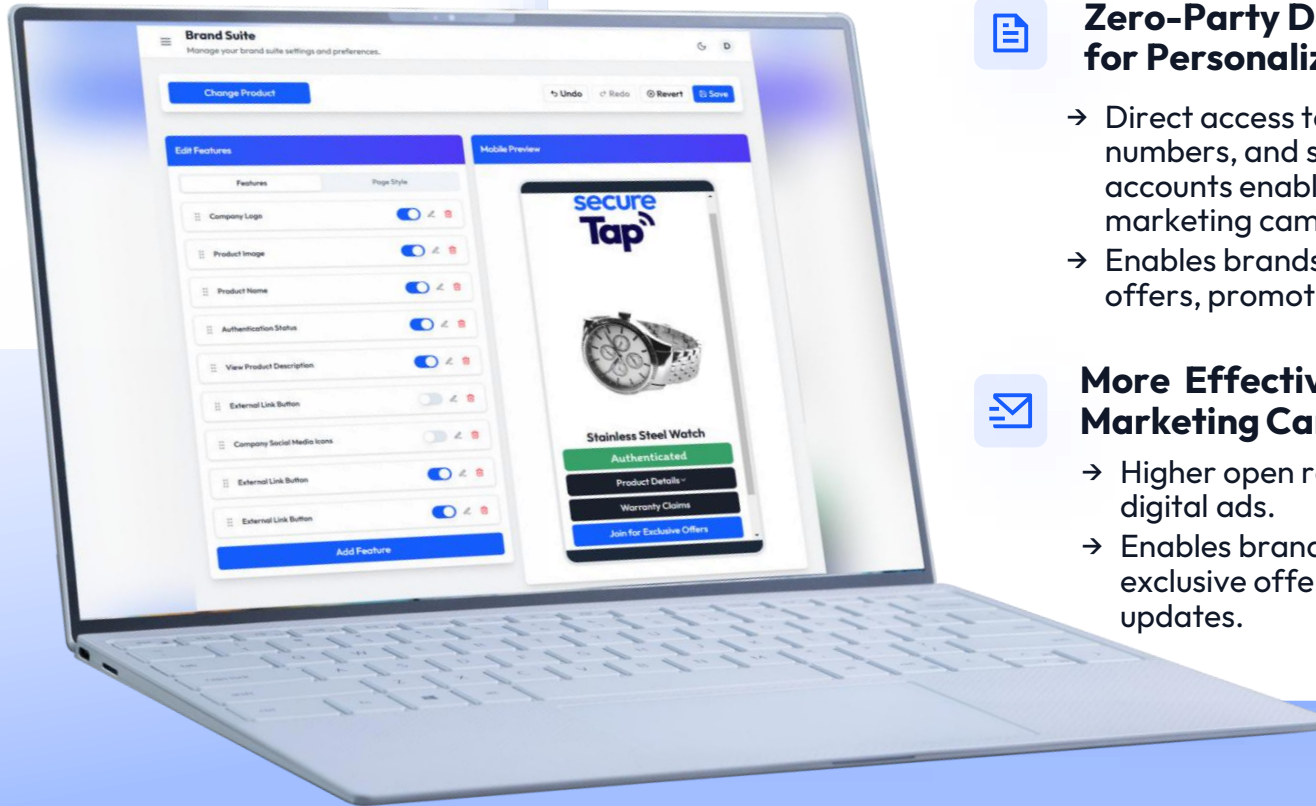
- Encouraging warranty registration strengthens the brand's connection with customers.
- Makes follow-ups and service reminders easy, boosting customer retention.



## Increased Consumer Engagement & Upsell Opportunities

- Brands can push related product recommendations, accessories, and exclusive offers post-sale.
- Customers are more likely to engage with brands offering useful and interactive content.

# Brand Suite Consumer Data



## Zero-Party Data Collection for Personalized Marketing

- Direct access to emails, phone numbers, and social media accounts enables targeted marketing campaigns.
- Enables brands to personalize offers, promotions, and content.



## More Effective SMS & Email Marketing Campaigns

- Higher open rates than traditional digital ads.
- Enables brands to send reminders, exclusive offers, and product updates.



## Social Media Retargeting & Community Growth

- Collected social media handles allow brands to engage consumers on platforms they use daily.
- Increases follower base and organic brand exposure.



## Improved Post-Sale Customer Service & Support

- Brands can follow up on customer satisfaction, provide troubleshooting support, and reduce negative reviews.
- Creates opportunities for customer feedback and product improvement.

Providing rich product information and collecting consumer data at the point of sale and post-sale isn't just about engagement—**it's about long-term customer relationships, data-driven decision-making, and higher revenue opportunities.** Brands that integrate this approach gain a **sustainable competitive edge while improving consumer trust, marketing effectiveness, and product lifecycle value.**

# Digital Product Passport (DPP)

## Key Requirements of the Digital Product Passport

- **Comprehensive Product Information:** DPPs must detail a product's origin, composition, environmental impact, and guidelines for repair, recycling, and disposal.
- **Data Accessibility:** Information should be electronically accessible via data carriers like QR codes or RFID tags, ensuring availability to consumers, businesses, and regulatory authorities.
- **Standardization:** Uniform data formats are required to facilitate seamless information exchange across the supply chain.



### SecureTap's Technology meets all DPP Requirements

SecureTap's technology is the solution for your company to comply with DPP mandates:

- **Digital Identity Assignment:** By integrating NFC/RFID tags, SecureTap provides each product with a unique digital identity, enabling the storage and retrieval of essential data such as origin, composition, and environmental impact.
- **Data Carrier Integration:** SecureTap's use of NFC/RFID technology aligns with DPP's requirement for electronic data carriers, facilitating easy access to product information via smartphones or specialized readers.
- **Supply Chain Transparency:** SecureTap's solutions enable detailed tracking of a product's lifecycle, from manufacturing to end-of-life, supporting the DPP's goal of enhanced transparency and sustainability.





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**API & Data Services**  
Subscription-based, enterprise integrations

**NFC & RFID Tag Sales**  
B2B pricing models

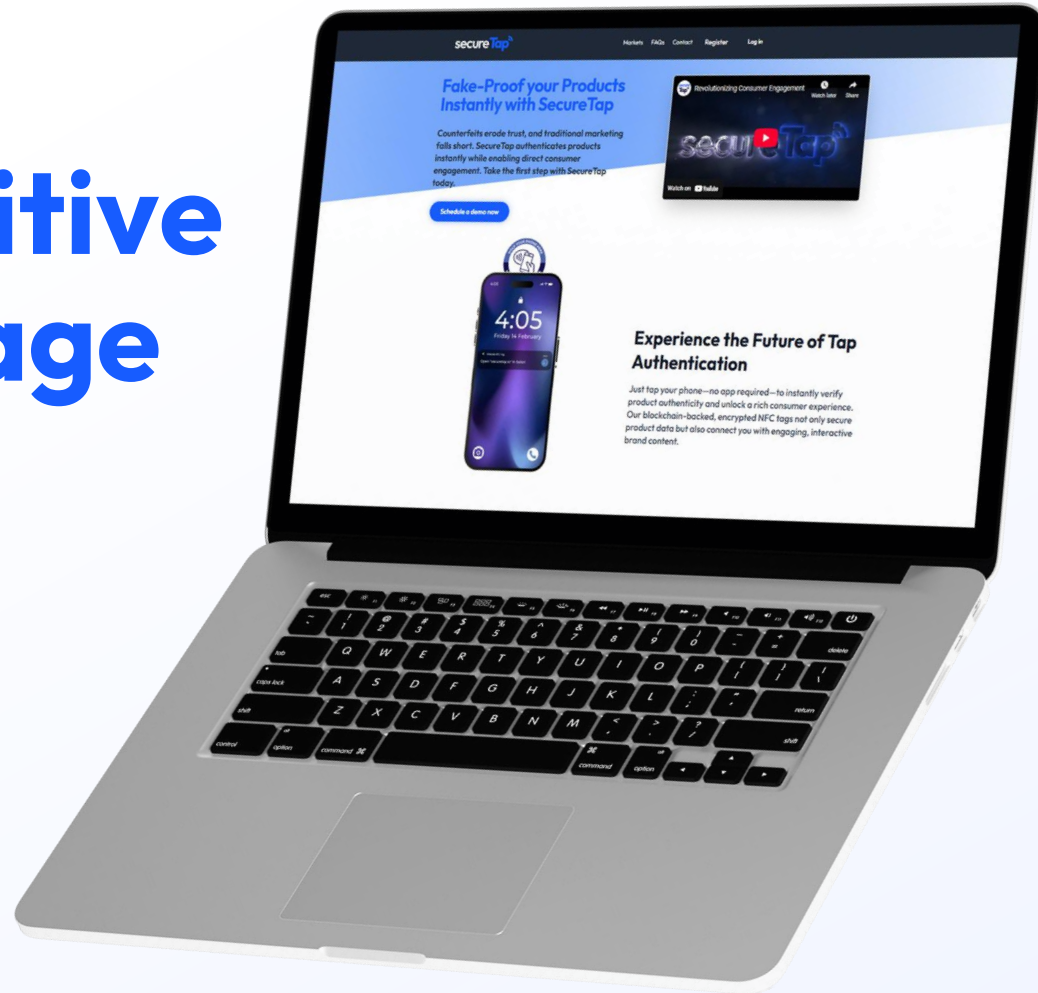


**Consumer Data Insights**  
Actionable intelligence for brands



# Business Model & Revenue Streams

# Competitive Advantage



## Multi-layered security

NFC encryption, API, immutable blockchain



## Scalable & seamless integration

API-first approach



## Proven impact

On authentication, engagement, and revenue



## Regulatory compliance

GDPR, DPP, & CCPA



# Let's Talk – Contact SecureTap Today!



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