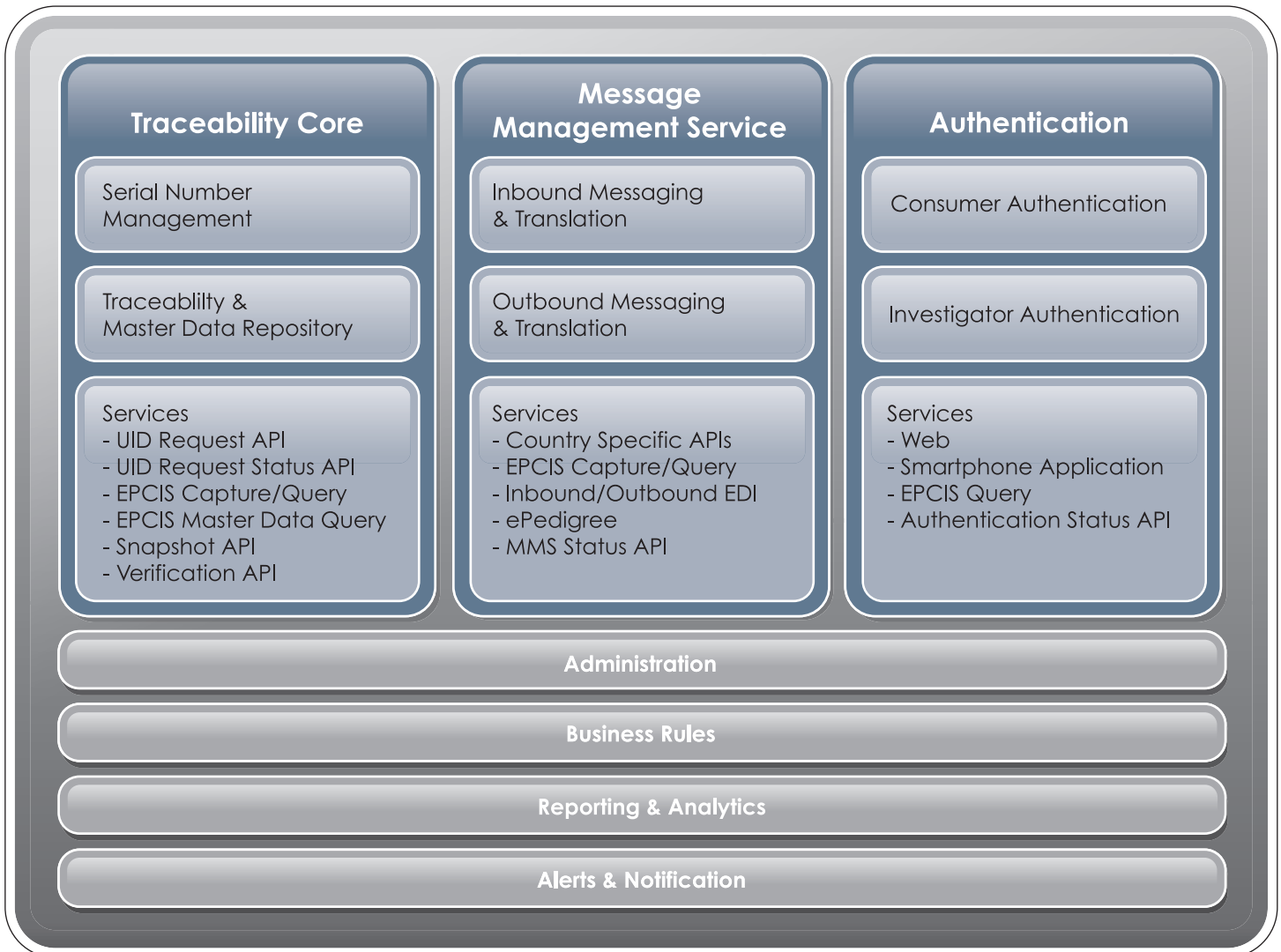


# VERIFY BRAND

Value Through Visibility

Verify Brand provides comprehensive, flexible, and turnkey software solutions to support product serialization and traceability. Verify Brand's suite of offerings enables Life Science companies to achieve serialization and traceability compliance while also providing tools to achieve real value through increased supply chain security, transparency, and management.



**Serial Number Management** is offered through the UID Procurement service. This highly configurable service handles the allocation, management, and reporting of unique identifiers. ■

**The Traceability Repository** is the centralized store for all business process event and container information captured throughout a products lifecycle. The component also offers flexible master data management and support for master data integration. ■

**The Message Management Service** is a robust message transformation and guaranteed delivery component that can be used to ensure companies meet global traceability reporting regulations (i.e. Turkey, Argentina, etc) ■

**The Authentication Service** enables internal (sales force, QA) and external resources (patients, doctors, pharmacists) to check the validity of any product using the unique identifier in barcoded or text form. ■

# VERIFY BRAND

## Value Through Visibility

Verify Brand offers its enterprise suite of serialization and traceability components via a SaaS (Software as a Service) model, which reduces a company's cost of entry and ongoing support.

- Lower Implementation Costs
- Faster Implementation Timelines
- Greater Solution Scalability

|                          |   |  |
|--------------------------|---|--|
| <b>Infrastructure</b>    | <p><b>Locally Installed Solution</b></p> <p><b>Required</b> - Locally installed solutions require companies to invest in IT infrastructure to support multiple environments and disaster recovery</p> | <p><b>Verify Brand SaaS Offerings</b></p> <p><b>Not Required</b> - All components are web based and hosted in remote, secure data centers.</p>   |
| <b>Licensing</b>         | <p><b>Required</b> - Locally installed solutions require upfront licensing agreements (usually based on hardware and/or users) that may result in additional costs when scaling for future growth</p> | <p><b>Transaction Based Service Fees</b> - On an ongoing basis, companies are only responsible to pay service fees based on the amount they actually use the services (whether that be transaction or product volume based)</p>    |
| <b>Support Resources</b> | <p><b>Required</b> - New infrastructure and applications require additional resource capacity, extensive training, and management to ensure high availability and maintenance coverage.</p>           | <p><b>Minimal</b> - Hardware and software support is included as part of the Verify Brand SaaS offerings. Internal resources can focus solely on utilizing the functionality of Verify Brand's services to the fullest extent.</p> |

Verify Brand was founded in 2004 on the principals of product security and brand protection. Through solution offerings and strategic partnerships, Verify Brand provides end-to-end product serialization and traceability solutions to customers across industries including consumer goods, electronics, agriculture, and government. Verify Brand is headquartered in Minneapolis, MN

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