



Making Counterfeiting Unprofitable®

WITH SOLUTIONS THAT PROTECT CONSUMERS AND INCREASE SALES

MISSING: US\$10,000 OF ANTIMALARIAL DRUG LONART DS

How Sproxil's Mobile Product Authentication™ Helped Law Enforcement Recover Treatment for 3,000 Patients



BACKGROUND Antimalarial drugs, which are vital in countries like Nigeria, are often targeted by thieves and counterfeiters and sold to unknowing consumers for notable profit. After Nigeria's National Agency for Food & Drug Administration and Control (NAFDAC) repeatedly intercepted fake antimalarial LONART DS drugs, manufacturer Bliss GVS Limited (India) and distributor Greenlife Pharmaceuticals (Nigeria) partnered with brand protection specialist Sproxil to secure their flagship product.

THEFT In May 2012, five cartons of LONART DS — enough medicine to treat 3,000 people — were stolen while en route from the manufacturer in India to retail stores in Nigeria. Greenlife immediately informed Sproxil of the theft.

INVESTIGATION Sproxil's Mobile Product Authentication™ (MPA™) feature developed for theft cases, Stolen Product Investigator™ (SPI™), was engaged to flag the stolen products. Consumers who received the 'stolen product' responses called Sproxil to anonymously provide leads, which accelerated the investigation.

RECOVERY The critical information was transferred to law enforcement, who successfully went up the supply chain to identify the wholesaler and pharmacies selling the stolen drugs. From there, some stolen shipment was recovered. To prevent consumers from purchasing the stolen medicine, the unrecovered products, when verified with MPA, bore a 'stolen product' response.

"Sproxil's service was instrumental in helping us identify stolen products in record time, which certainly boosted our investigative efforts. We give Sproxil much credit for helping us have better oversight on our supply chain."

- Gagan Harsh, General Manager,
Bliss GVS Limited

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LONART DS PROTECTED BY SPROXIL MPA

In 2012, Bliss GVS Limited and Greenlife Pharmaceuticals began protecting their flagship antimalarial with the MPA solution. **MPA**, endorsed by Nigeria's NAFDAC and Kenya's Pharmacy and Poisons Board, empowers consumers to actively avoid buying counterfeit or stolen products simply by using their mobile phones.

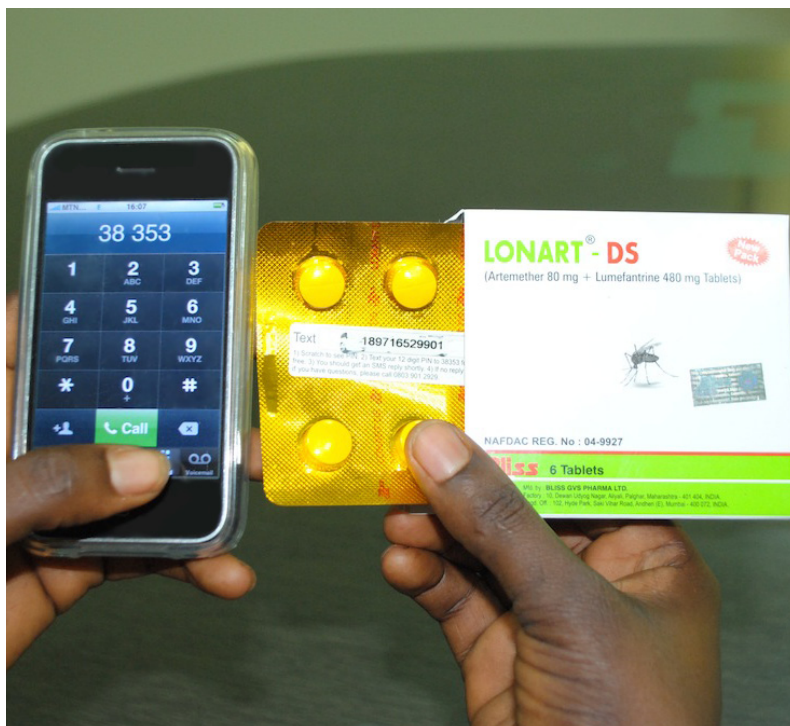
Prior to purchase, consumers scratch the product's security label to reveal a unique, one-time use PIN that is texted free of charge to Sproxil's phone number. The consumer receives an SMS (or text message) reply stating that the product is genuine, potentially fake, or stolen.

Once Bliss GVS appends Sproxil security labels to packaging, the drugs travel from India to Nigeria where a completed delivery is confirmed, accompanied by an MPA security measure called **Staged PIN Activation**. This feature allows brand owners to selectively activate the PINs on products before releasing them to retail outlets and pharmacies, granting brand owners tighter control over their supply chain. PINs must be activated in order to bear a genuine response.

LONART DS STOLEN EN ROUTE TO NIGERIA

In May 2012, the MPA solution exemplified its utility beyond its award-winning product verification capabilities. While offloading at Greenlife's Nigerian warehouse, workers noticed that five cartons of LONART DS, containing blister packs worth US\$10,000 or enough to treat 3,000 patients, were missing from the delivery from India.

Greenlife immediately alerted Sproxil and Bliss GVS of the theft and engaged Sproxil's **SPI** feature to flag the stolen products. SPI alerted consumers who used MPA that their product was stolen.



PRODUCT THEFTS ONCE DIFFICULT TO INVESTIGATE

Previously, these product thefts would have been impossible to investigate properly; consumers would unknowingly purchase and ingest stolen medicine and the trail to the thieves would quickly grow cold. For brand owners, expensive product recalls, lost consumer trust, and brand name degradation were expected to follow.

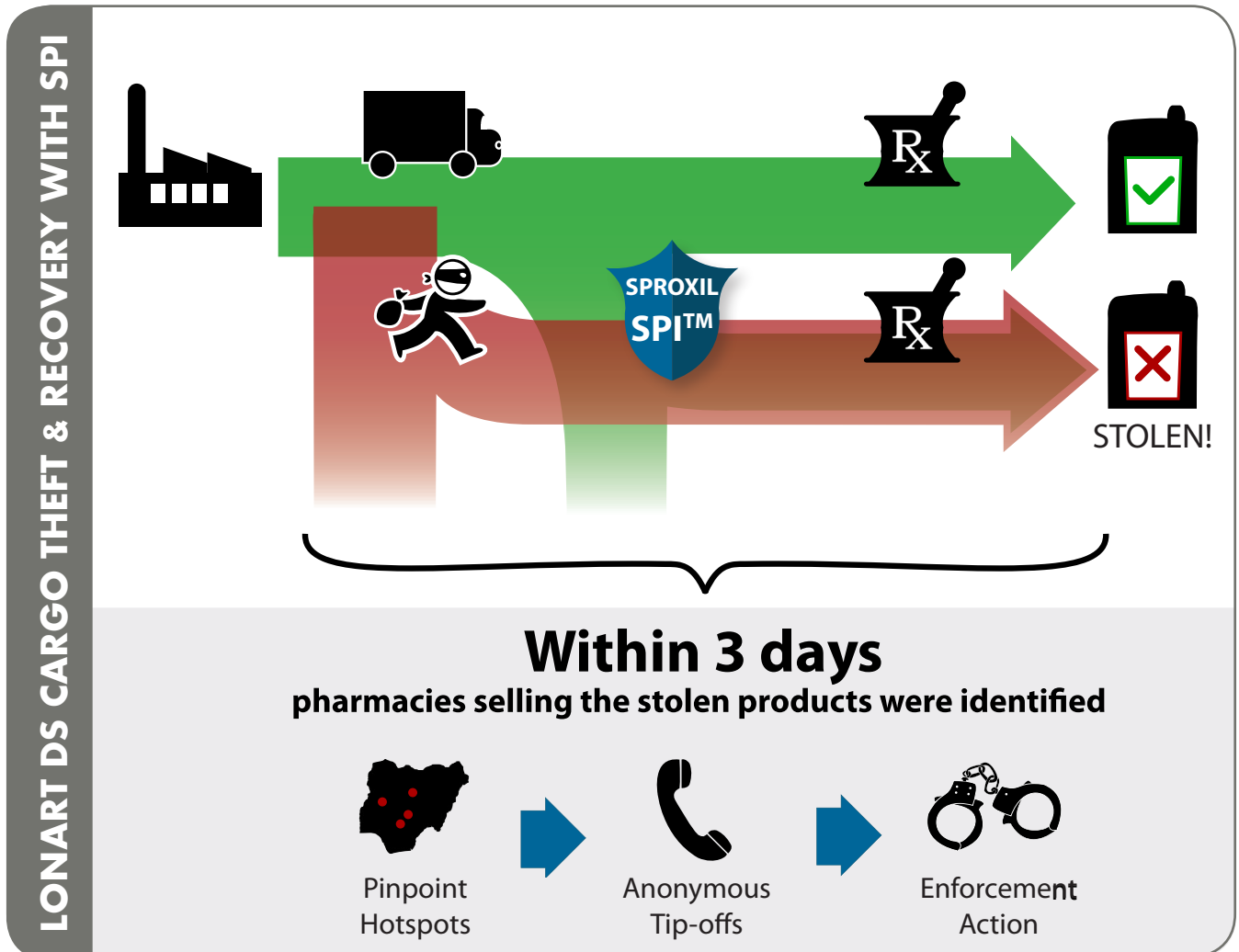
However, through the MPA solution's unique SPI feature, which flagged all stolen LONART DS, Greenlife and Sproxil began receiving valuable tip-offs from their consumers regarding the theft.

Within three days of the theft, thanks to SPI, Greenlife had enough leads to track the location of the stolen medicine in pharmacies across Nigeria. The company's internal private investigator then used the information from the consumer tip-offs to help law enforcement work upstream and ultimately recover a large amount of the stolen cargo.



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Since the implementation of SPI, no further reports of theft have been made and Greenlife and Bliss continue their efforts in educating consumers about using the Sproxil MPA service.

In light of the incidents following the theft, Greenlife's General Manager Olugbenga "Gbenga" Falabi warned that "if you are not using the MPA solution, how would you convince your customers

that they have the genuine product in their hands? With over 60% of anti-malarial drugs being fake, it is not a gamble that consumers should be taking."

Falabi further advises that it "just makes sense to protect your product while reinforcing the consumer's confidence in your brand."