

**SPROXIL®**

# SPROXIL DEFENDER™

## Counterfeit Protection for Brands and Consumers

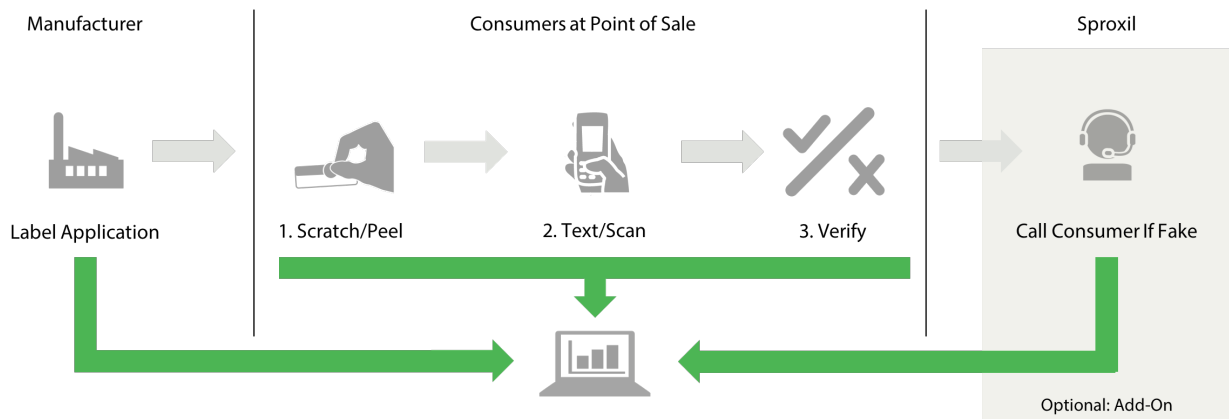
Counterfeit products can harm consumers, damage brand reputation, and lead to lost revenue. Sproxil Defender, a point-of-sale product verification solution, empowers consumers to use their own mobile phone to instantly identify genuine products in the marketplace and grow the trust they have in their favorite brands.

### HOW SPROXIL DEFENDER WORKS

Sproxil provides globally-unique codes for each product unit made by the manufacturer. Codes can be delivered as labels. Each code is covered with a tamper-evident layer for additional security. Coded products are shipped through the distribution network to the point of sale.



To verify if a product is genuine, a consumer at the point of sale scratches or peels off a tamper-evident layer to reveal the unique code. The consumer sends the unique code to Sproxil using one of several options: an easy text message, Sproxil's versatile mobile apps, the Sproxil.com website or Sproxil's local call center service. A verification response is immediately sent to the consumer, empowering the consumer to purchase with confidence or alert Sproxil if a suspicious product has been located.



The verification transaction is also logged in Sproxil's online portal, allowing brands to monitor genuine purchases and flag suspicious activity patterns in real time.

### SPROXIL DEFENDER TOP BENEFITS

- Grow sales by recovering market share lost to counterfeiters and competitors.
- Strengthen brand reputation by protecting consumers from counterfeit products.

### CONTACT US

Email Sproxil at [team@sproxil.com](mailto:team@sproxil.com), or download our product information kit at [sproxil.com/defender](http://sproxil.com/defender).

# SPROXIL DEFENDER: PRODUCT MENU

		Included	Bespoke
Unique Codes & Labels	Receive unique code files or printed labels with unique codes	✓	
Anti-Counterfeiting Application	Connect directly with consumers to locate suspicious products	✓	
	Integrate with World Customs Organization		✓
	Customize verification response to find stolen products		✓
Equipment Consulting Services	Receive label applicator purchasing advice		✓
Communication	<b>Secure Transaction Channels for Product Verification</b>		
	Use our app for smartphones	✓	
	Verify by text message: local short code where present	✓	
	Verify by text message: global number usable in over 100 countries		✓
	Verify by voice in local language using call center	✓	
	Verify through our website	✓	
	Verify with our missed call service		✓
	Verify with our Interactive Voice Response (IVR) or Unstructured Supplementary Service Data (USSD) service		✓
	<b>Flexible Call Center</b>		
	Receive calls in multiple languages	✓	
	Make outbound calls to consumers		✓
	Forward calls from consumers to your experts		✓
	<b>Fast Online Portals</b>		
	Visualize data	✓	
	Receive unique codes securely	✓	
	View call center activity	✓	
	Activate unique codes before products arrive at retailer	✓	
	<b>Other</b>		
	Broadcast alerts via text message and mobile app		✓
	Receive periodic email reports with verification activity		✓
Client Support Services	Receive expert training for your staff and representatives	✓	
	<b>Marketing Services</b>		
	Receive checklist for successful marketing launch campaign		✓