



PRÜF.io

PRÜF THAT IT'S GENUINE. PRÜF THAT IT'S YOURS.



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Key technical features

- Privacy-first provenance platform
- Instant verification of ownership, authenticity, and provenance
- The permanence of blockchain, with the flexibility of IPFS
- Distributed infrastructure - censorship resistant and tamper-proof

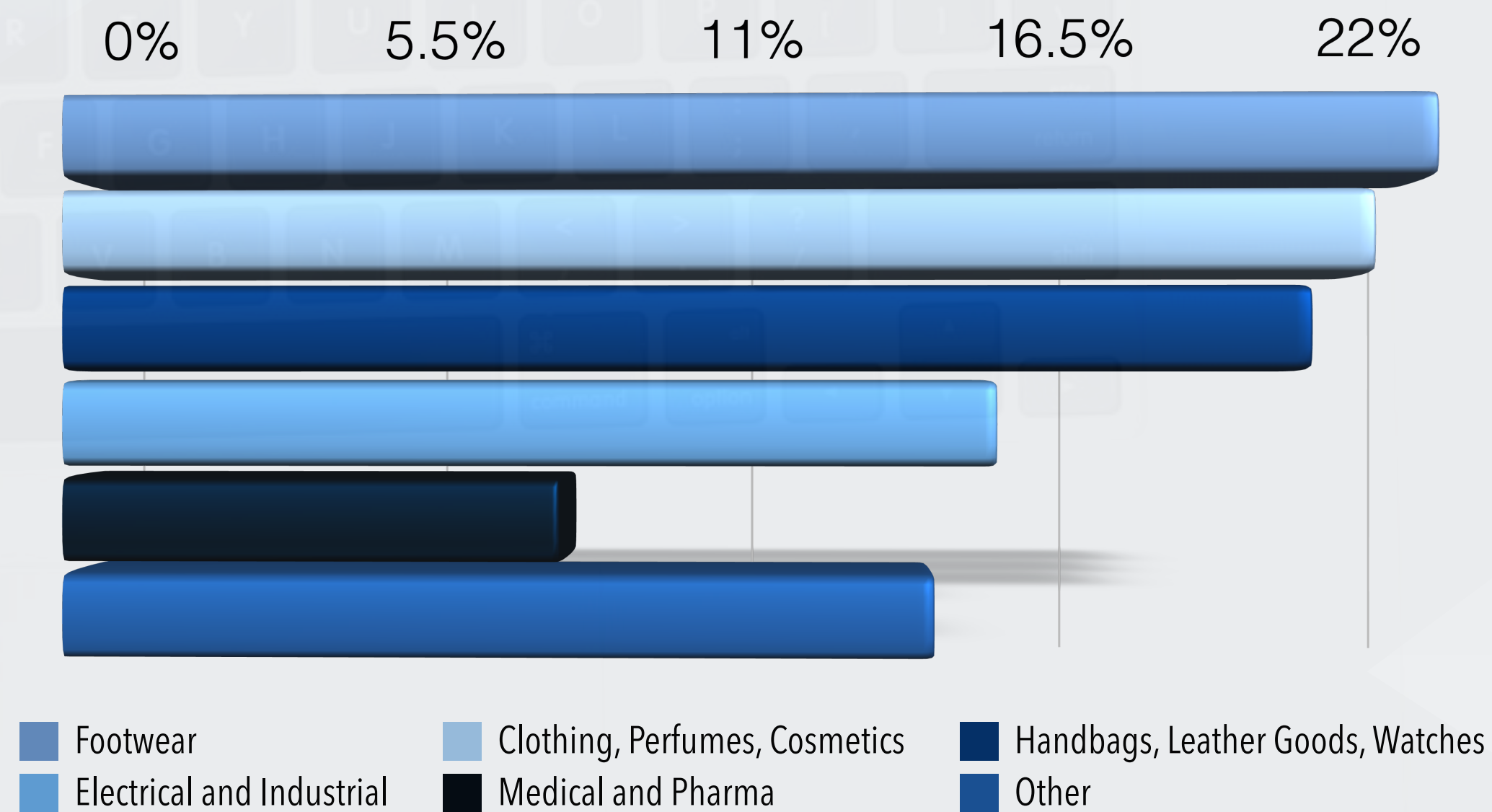


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Brand piracy and counterfeit goods cost economies billions in lost revenue.

- Sales directly lost to counterfeit products.
- Inferior quality of copies damages customer confidence.
- Concerns about quality or authenticity erode brand value and image.
- Lost opportunities for revenue-producing customer interactions can further reduce profitability.
- Brand value creates a perverse incentive for counterfeiters, stifling growth and limiting the value trajectory of innovative products.

Counterfeit goods by industry - 2016



Based on customs seizures only. Does not include domestically produced counterfeit products.

- Total value of global trade in fake goods was \$878 Billion by 2018, and is expected to exceed \$1T by 2022.
- Fakes are only getting more sophisticated and more difficult to detect.
- Impact extends to critical industrial components in all segments of the supply chain.

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Turnkey Solutions for manufacturers and resellers

- Authenticity and provenance guaranteed on the blockchain.
- Instantly verifiable with any smartphone prior to purchase.
- Items can be privately registered by the buyer, leading to brand education, up-sells, or additional purchases.
- PRÜF enabled assets can be securely transferred and bring customers back to your brand portal with every change in ownership or status.



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PRÜF makes product authentication free, instant, accessible, and private.

- Accessible to individuals and businesses from any internet connected device.
- Nominal marginal cost to manufacturers, based on blockchain and IPFS.
- Verification and registration give brands additional customer engagement opportunities, leading to additional value-producing actions.
- Personal registration with PRÜF is private and secure. PRÜF stores no personally identifiable information, and allows only owners to prove ownership.
- PRÜF can also handle asset transfers, payments, escrows, etc. on-chain and is extensible to accommodate any type of asset management business logic.



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PRÜF produces value with every interaction.

- Customers authenticate and register their purchases through your brand portal, improving brand visibility and distinguishing your product.
- Portal visits are high value interactions, creating opportunities for brand education, accessory sales, and additional customer engagement.
- Future owners and potential buyers will also be brought back to your portal for transfer or authentication, creating secondary brand engagement opportunities.



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PRÜF secures private commerce and ownership, adding even more value for your customers.

- With PRÜF, ownership and authenticity are easily provable, reducing risks in private commerce.
- Lost or stolen items can be marked in PRÜF to facilitate return through bounties.
- Buyers or resellers can instantly check the provenance and status of items, making stolen items harder to sell.
- Free, easy checks are part of due diligence before buying. PRÜF reduces incentives for theft.
- Every online verification, status change, or transfer is additional brand exposure.
- Customizable business logic allows escrows, collateralized transactions, trade-in contracts, and more.
- Registration with PRÜF is secure and private. Only the owner of a PRÜF enabled asset can prove ownership.
- Unlike traditional product registration, PRÜF does not expose your organization to data protection liabilities, yet drives return traffic and next-owner interactions.

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Additional exposure, prestige, and protection for your brand.

- Verifiable provenance positions your brand as a top-tier, prestigious mark.
- Pre-and-post sale customer contact increases brand exposure and provides numerous additional opportunities for value producing customer actions on your website or app.
- PRÜF enabled assets deliver the full value of the PRÜF ecosystem to your customers, through your branded portal.
- PRÜF provides an easily integrated white-box solution for brand protection that brings customers in contact with the brand both before and after the sale.

Thank you for learning about what PRÜF can do for you!

For more information, contact your rep or email us at partner@pruf.io