

# Every underage sale exposed in the press damages the whole industry



*“For brands like Vape UK, it’s not just your stores — it’s every reseller carrying your products. One sting, and it’s your name in the headline.”*

*“Even with AV in place, Trading Standards will test your resilience — one missed check could undo your effort.”*

# Why Vape UK Customers Drop Off — Friction in Today's Age Verification



Customers fail age checks when billing address  $\neq$  home address.



If auto-check fails, customers must upload ID + selfie by email.



Migrants, tourists, students with no credit file / electoral roll record often fail instantly.



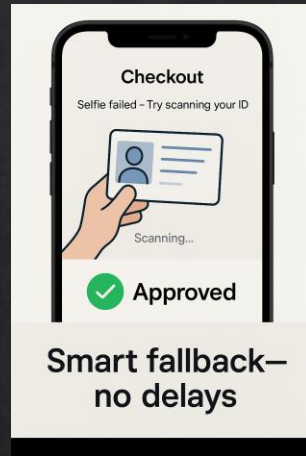
Age check appears suddenly *after* order placed causing abandon checkout due to unexpected step up.

**“Most failures are not underage buyers — they are genuine 18+ customers blocked by fragile verification.”**

# How Vape UK could make Age Verification easy for Customers



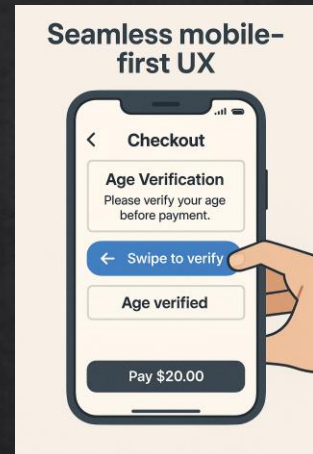
Accurately estimates age instantly, avoiding many address/name mismatches.



In-browser ID check if selfie fails. No delays, no emailing documents



No reliance on credit file or electoral roll. Fast ID fallback only if needed



Integrated directly into checkout flow. No surprise pop-ups, smooth experience across devices.

**“Fewer cancellations, fewer complaints, happier customers — without weakening compliance.”**



# Current providers miss the bigger picture



*“Age Verifications isn’t enough on its own. Regulators want evidence. Current providers don’t deliver tamper-proof audit logs or exportable proof packs.”*

# “Audit-Proof Protection for You”



*“Every Vape UK check is logged in a secure ledger: time, result, action taken. When Trading Standards ask, you can prove compliance instantly.”*

- Every check is automatically recorded in a **secure, tamper-proof ledger**.
- Simple evidence trail → **time, result, action taken**.
- No admin overhead → the system does it **in the background**.

👉 When Trading Standards ask: *“Show us your checks,”* you can **prove it instantly**.

# We pool merchants. You save more



*Why pay alone?*

*“Instead of paying alone, Vape UK shares verification volume across a pooled network — lowering costs and future-proofing compliance.”*

- We handle technical complexity → simple plug-in for you.
- Shared compliance strengthens the whole sector.



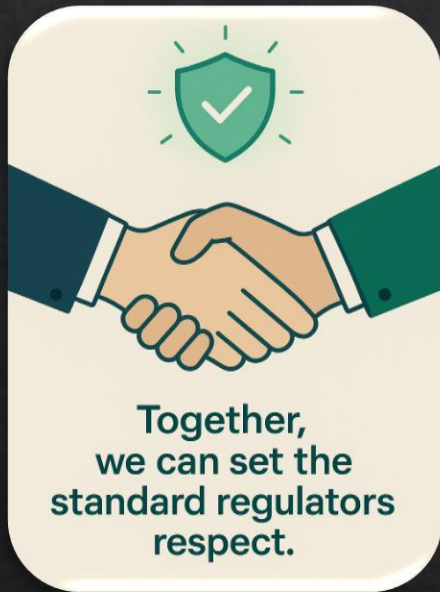
# Act early and save



*“If Vape UK acts now, you define the standard regulators respect. If you wait, rules will be forced on you. This is the window for leadership.”*

- If Vape UK acts now → you define the standard.
- If you wait → regulators will define it for you.
- Early adoption = reputation insurance + leadership position.

# “Not Replacement — Advancement”



We're not asking you to abandon your AV partner.

This is an **advancement**:

- Build on what works.
- Strengthen what's missing.
- Show regulators and customers that Vape UK sets the standard.



*Together, we can build on what you already have — and make Vape UK the standard that regulators respect.*