

Every underage sale exposed in the press damages the whole industry



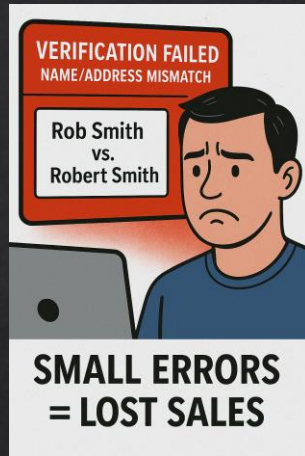
“For brands like Ecigwizard, it’s not just your stores — it’s every reseller carrying your products. One sting, and it’s your name in the headline.”

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

Why Ecigwizd Customers Drop Off — Friction in Today's Age Verification



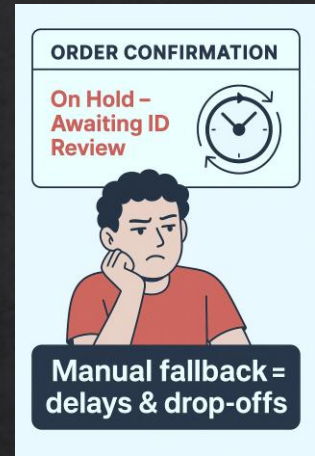
Customers hit Experian, 1Account, or VerifyMyAge; if one fails, they're pushed into another.



Small differences (nickname vs full name, old vs new address) cause auto-check failures.



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



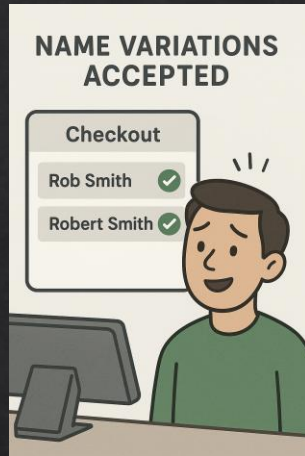
Customers asked to upload ID + selfie manually; orders held or cancelled.

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

How Ecigwizard UK could make Age Verification easy for Customers



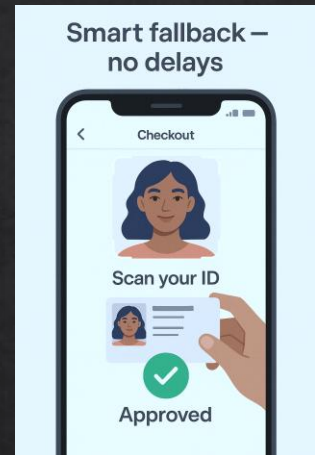
Cuts reliance on Experian/1Account ; clears most customers instantly.



Normalizes data (Rob = Robert, old address = new) so genuine customers pass.



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



If selfie fails, integrated in-checkout ID scan—not via email

“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 Ecigwizard 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**.
- ***Export evidence pack (CSV + PDF) in one click.***

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

Pooling economics across the sector

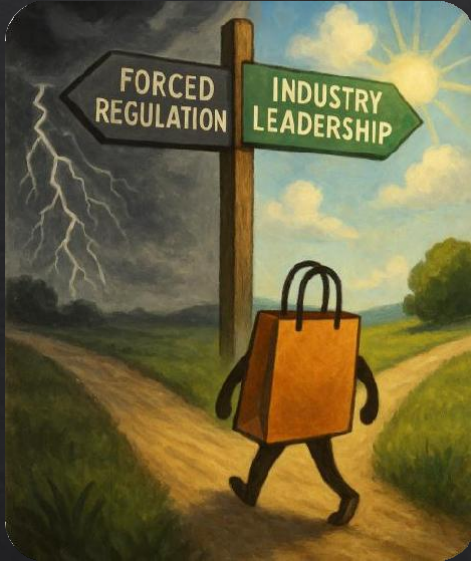


Why pay for exceptions alone?

“Instead of paying alone, Ecigwizard 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.

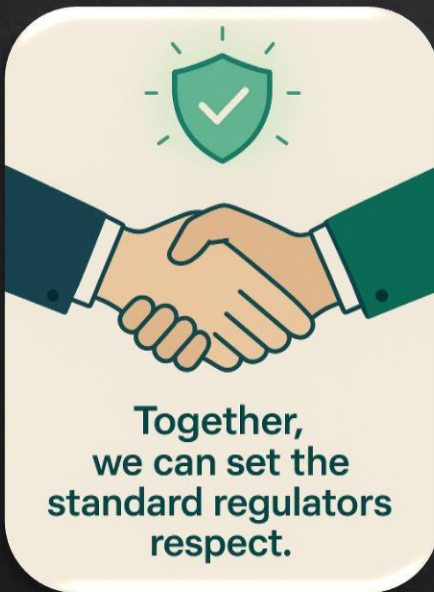
Act early and save



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

- If *Ecigwizard* 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 Ecigwizard sets the standard.



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