

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



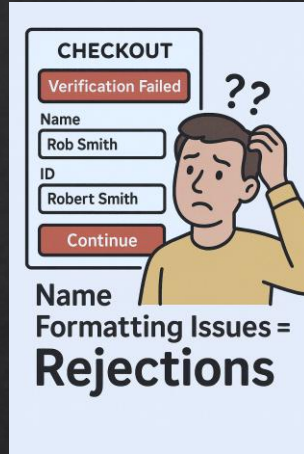
*“Even with AV in place, one missed check — or one proxy purchase — risks putting myCigara in the headlines for the wrong reason.”*

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

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



Auto checks fail when billing doesn't match credit card or government records



“Rob” vs “Robert,” spacing, or typos trigger manual review or rejection.



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



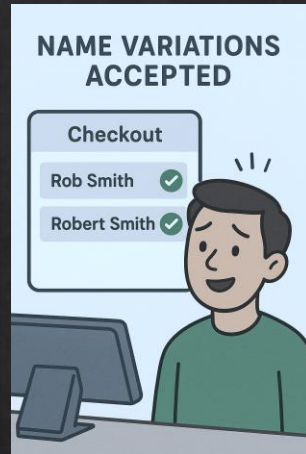
Payment taken → verification fails → order cancelled → refunds → customer frustration.

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

# How MyCigara could make Age Verification easy for Customers



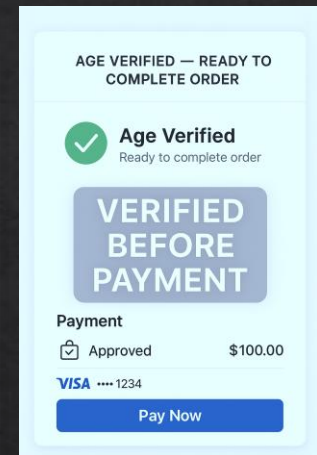
Accurately estimates age instantly, avoiding many address/name mismatches.



Built-in tolerance for nicknames, spaces, and formatting — fewer false fails.



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



Customers verified before they pay → no cancellations or refund hassle.

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



# “Audit-Proof Protection for You”



*“Every myCigara 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



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

- We handle technical complexity → simple plug-in for you.
- An exclusive free pilot program for responsible retailers

# Act early and save

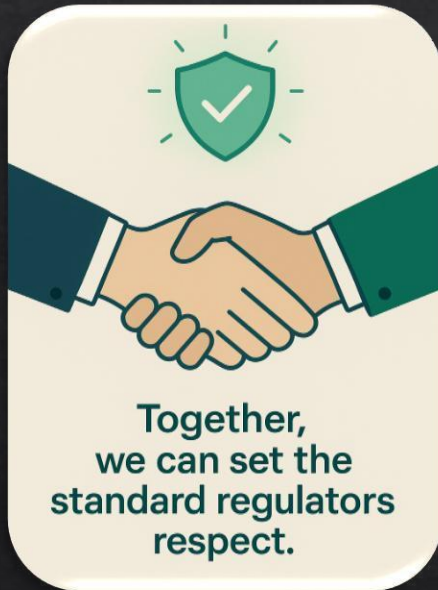


*“If myCigara acts now, you define the standard regulators respect. If you wait, rules will be forced on you. This is the window for leadership.”*

- Early adoption = free pilot, no minimum check mandatory, guaranteed compliance + reputation boost.
- *“This isn’t about replacing your AV — it’s about strengthening it with pooled economics and auditable proof.”*



# *“Not Replacement — Advancement”*



You’ve already shown leadership by choosing an AV.  
This isn’t about ripping out what works.  
It’s about **going beyond**:

- **Pooled economics** → lower cost per check across your whole network.
- **Frictionless UX** → sub-2 second checks, fewer lost baskets.
- **Regulator-proof audit logs** → instant evidence packs, protecting both you and your retail partners.

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