

You already lead on age verification



- Ecigone shows responsibility by partnering with An age verification provider.
- That proves commitment to youth protection.
- The next step: make every check faster, avoid cart abandonment, and make it regulatory-provable.

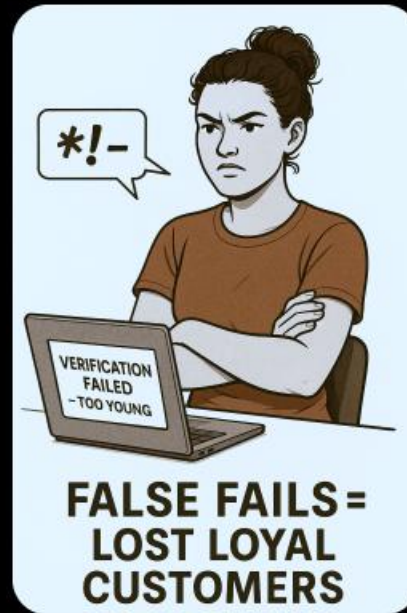
*“Regulators won’t just ask “Do you have AV?” — they’ll ask “**Can you prove it?**”*

Why current AV hurt customers



Lost sales

20–30% cart abandonment when customers are forced to upload ID or download an app.



False fails

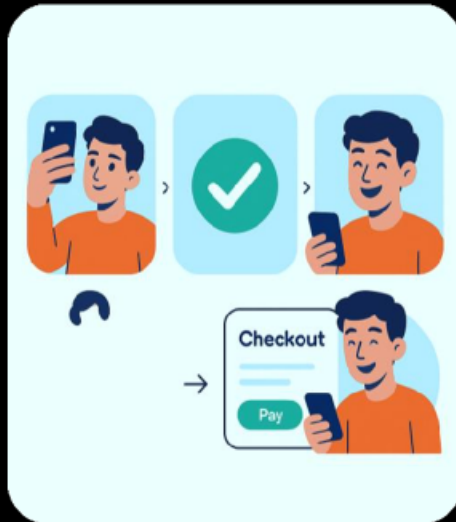
Young-looking 25+ customers wrongly blocked → complaints + churn.



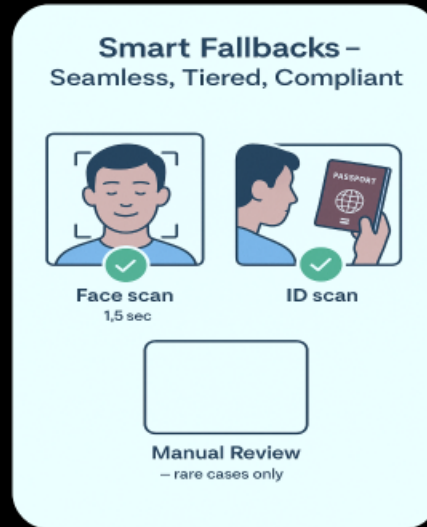
Low pass rates

Database checks miss students, migrants, or people with thin credit files.

Protect sales without losing customers



Frictionless default
2-second selfie age estimation, no app, no ID unless needed.



Smart fallbacks
Seamless step-ups: ID scan, data source, manual only as last resort.



No dependency on credit files or electoral roll, so students, migrants, and tourists aren't unfairly rejected.

“Supports Challenge 25 and stops proxy purchasing risk online.”

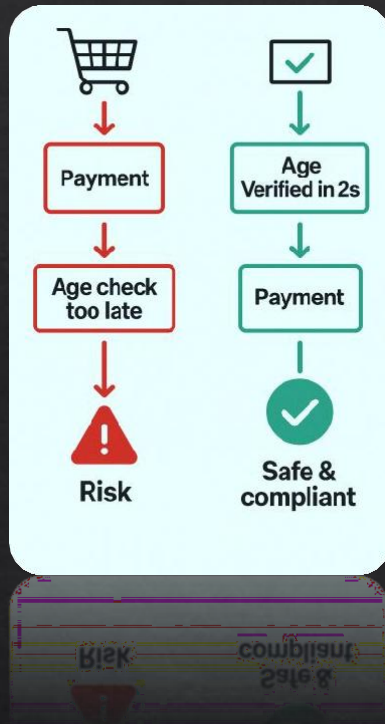
“Audit-Proof Protection for You”



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

- Regulators don’t just ask “Do you check?” — they ask **“Show us the proof.”**
- Blocknetica logs every check in a **tamper-proof ledger**.
- With **1-click evidence packs (CSV/PDF)**, Trading Standards get answers instantly.

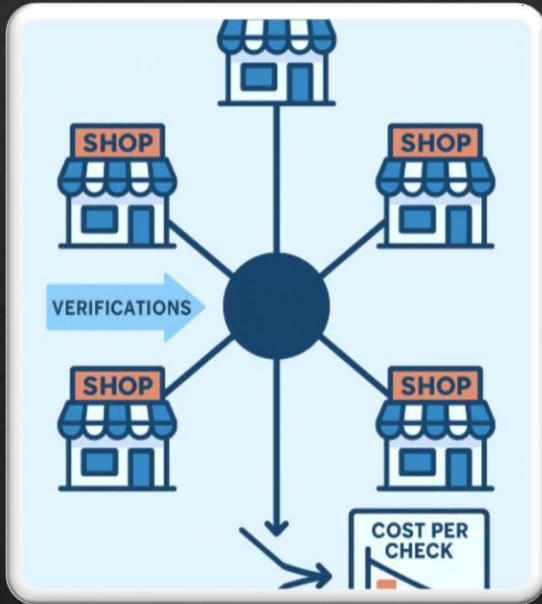
Late or missing AV is a ticking time bomb



- If checks trigger **after payment** (or not at all), authorities will view that as **non-compliance**.
- Trade guidance: maintain robust online AV — not mere declarations. Penalties and test-purchases are real.

👉 *Blocknetica puts the check at the right point, fast.*

Pooled economics = lower cost, less noise



Why pay for exceptions alone?

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

- Traditional AV pricing punishes merchants with **minimums** and **manual fallbacks**.
- We **pool verification volume** across merchants → **lower per-check cost** and fewer fallbacks to handle.

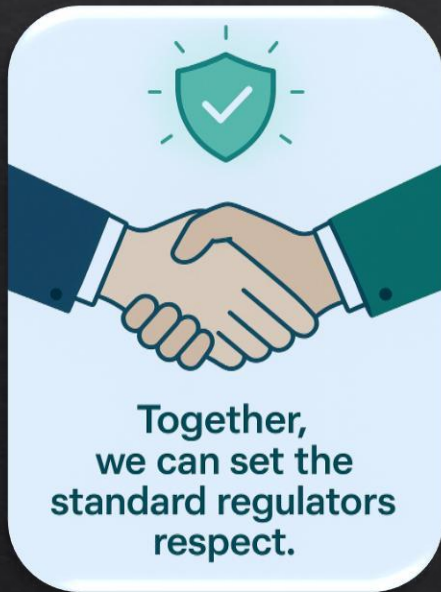
Lead with Confidence & Trust



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

- By being an early adopter of full regulatory compliance and proof, you stay ahead of policy changes.
- You brand not just as “we follow the law,” but “we raised the bar.”

Together We Go Beyond AV Statements



- Not asking you to throw away what works today.
- Asking you to strengthen it: faster UX, proof backing, cost efficiency.
- Be the retailer others point to as best practice.

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