



oriGIn 2023 Biennial Meeting

October 5th 2023

oriGIn

Organization for an International
Geographical Indications Network

01. The **Challenge**

What is the Problem?

Value of GI infringing products in the EU

4.3 bio

Infringement of GI¹

Economic consequences for producers, farmers, and business owners

Loss of reputation

Reduced consumer welfare: unjustly premium price paid by consumers in the belief that they're buying a genuine GI product

Unfair competition

(misleading information about the origin of non-GI products)

THE CHALLENGE

Ways to fight against the problem

Results:

Brand Protection will reinforce the GI protection by providing more information to consumers

- Showing Quality & Reputation while reducing asymmetric information

Labelling Requirements

Certifications schemes, Protection of IP rights
(e.g., AOI and GI logos)

Track & Trace

Implementing T&T and authentication solutions

02. About **INEXTO**

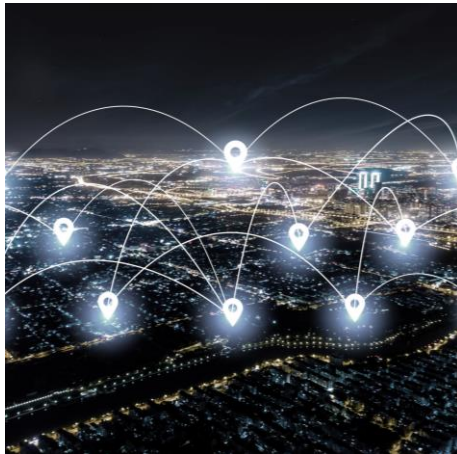
ABOUT INEXTO

In a nutshell

TRANSPARENCY, TRUST, ETHICS.



SINCE 2016



INEXTO is a leading provider of software and services for **authentication, secure serialization** and **traceability**.

ISO 9001, ISO 27001 and ISAE 3000 certified

ABOUT INEXO

Sectors of activity

Automotive

Luxury products

Food and beverages

Public sectors

Pharmaceuticals

Tobacco



EVERYWHERE AND FOR EVERYONE

Our solutions are successfully deployed in a wide range of applications, from fast-moving consumer goods to luxury goods and other high-value products.



INEXTO Worldwide



10 offices

120+ employees

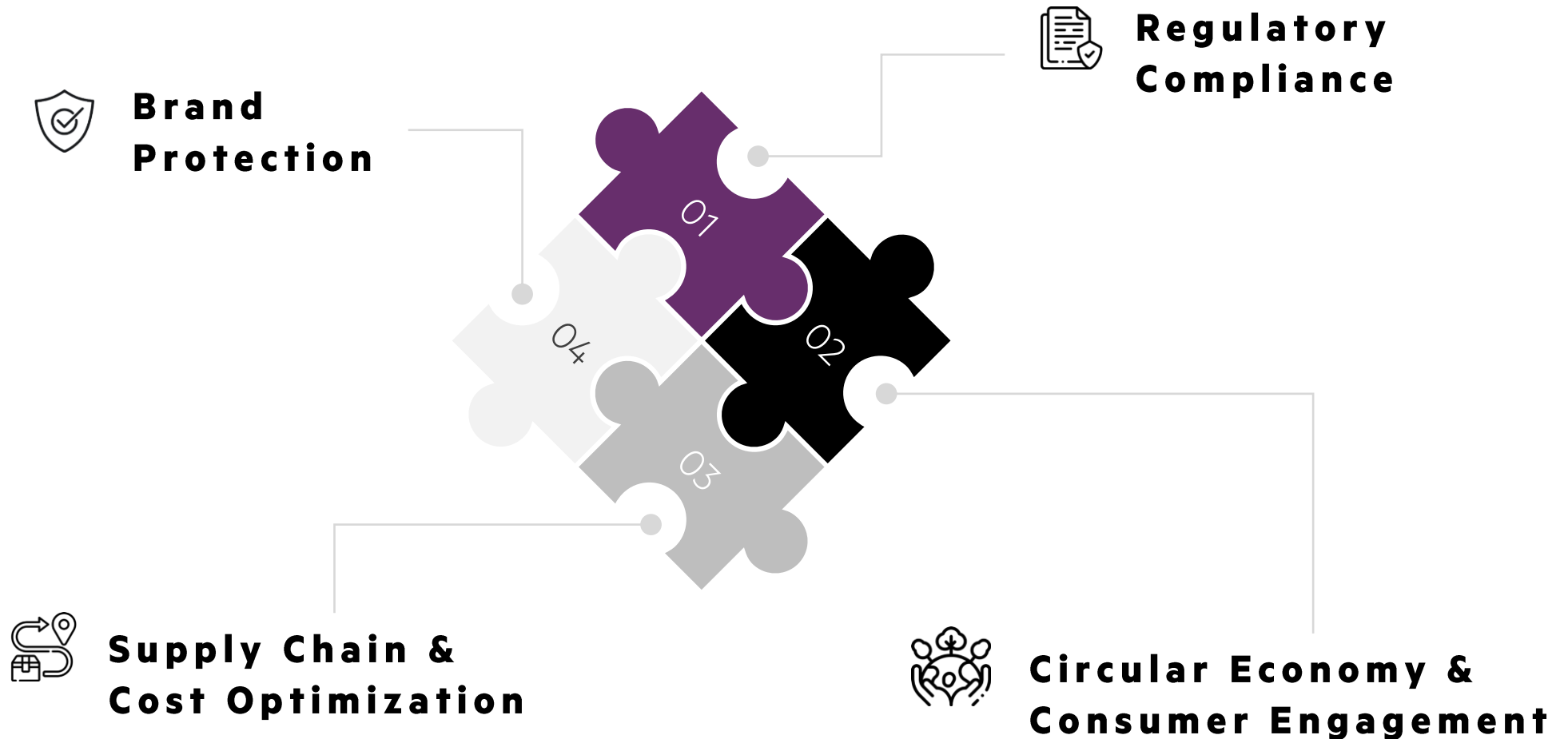
100+ countries using our solutions

100+ billion traced products every year

1700+ production lines equipped by INEXTO for traceability

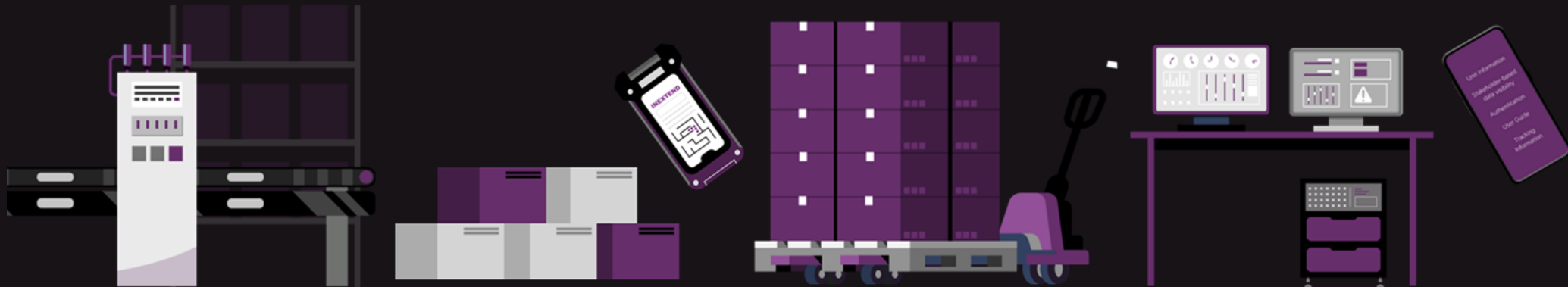
2500+ locations using our technology to trace their products

INEXTO Value Proposition





3. INEXTO Solutions






EXTRA
VIRGIN
Olive
Oil

500 ML


Serialization

A unique product's identity card known as the most proven secure Serialization solution on the market.



Result for olive oil use case

Each pack, bundle, master case and pallets are marked with a unique serialized code – in order to get a full overview of the supply chain and fight illicit trade and counterfeiting.



Serialization + Activation..

A unique product's identity card renowned as the most proven secure Serialization solution on the market.

High speed and automatic

Manual

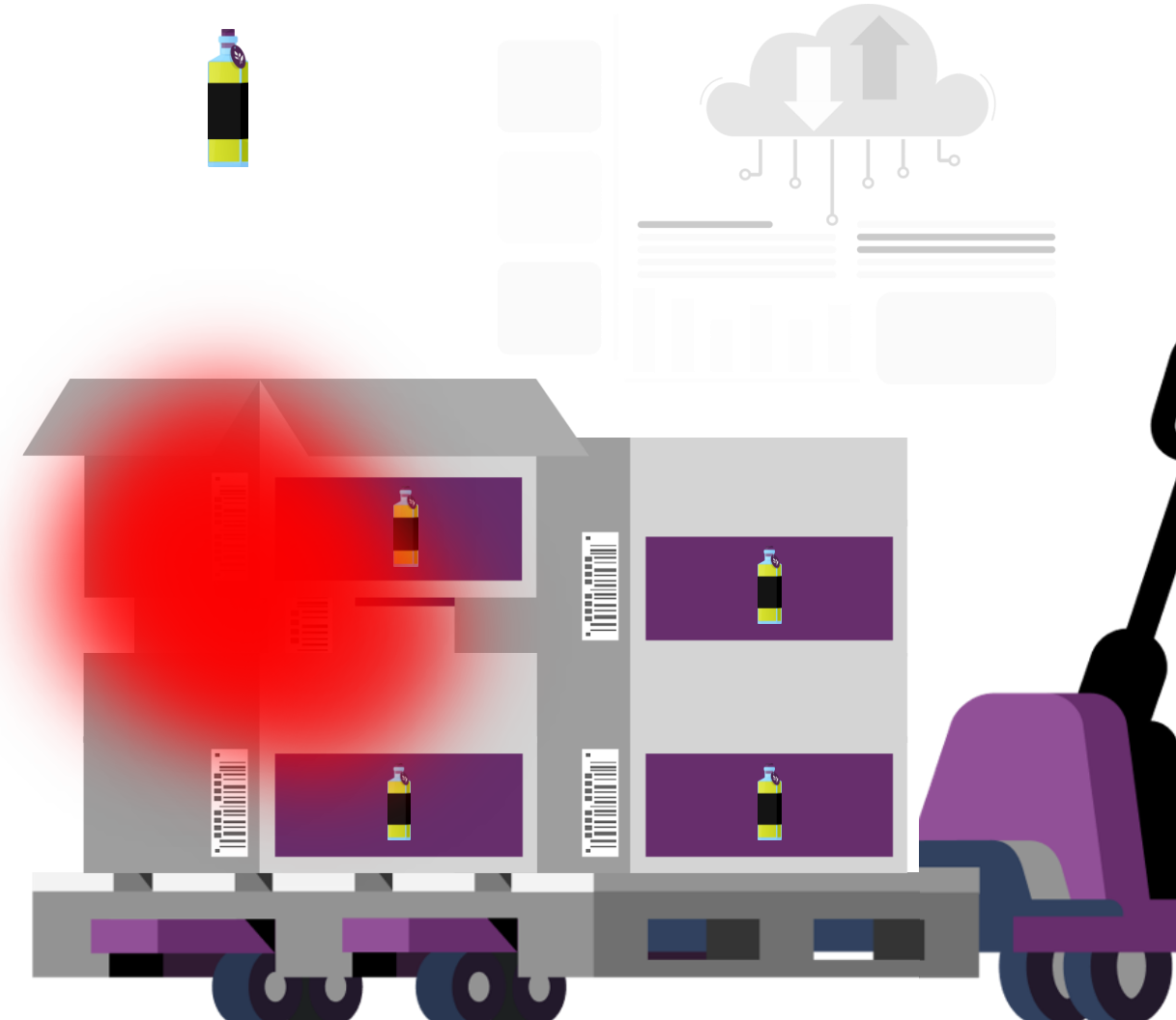


Aggregation

Reliable, automated and secured on-line data Aggregation solution.

✓ **Result for olive oil use case**

All individual products are read and linked to the next packaging level.



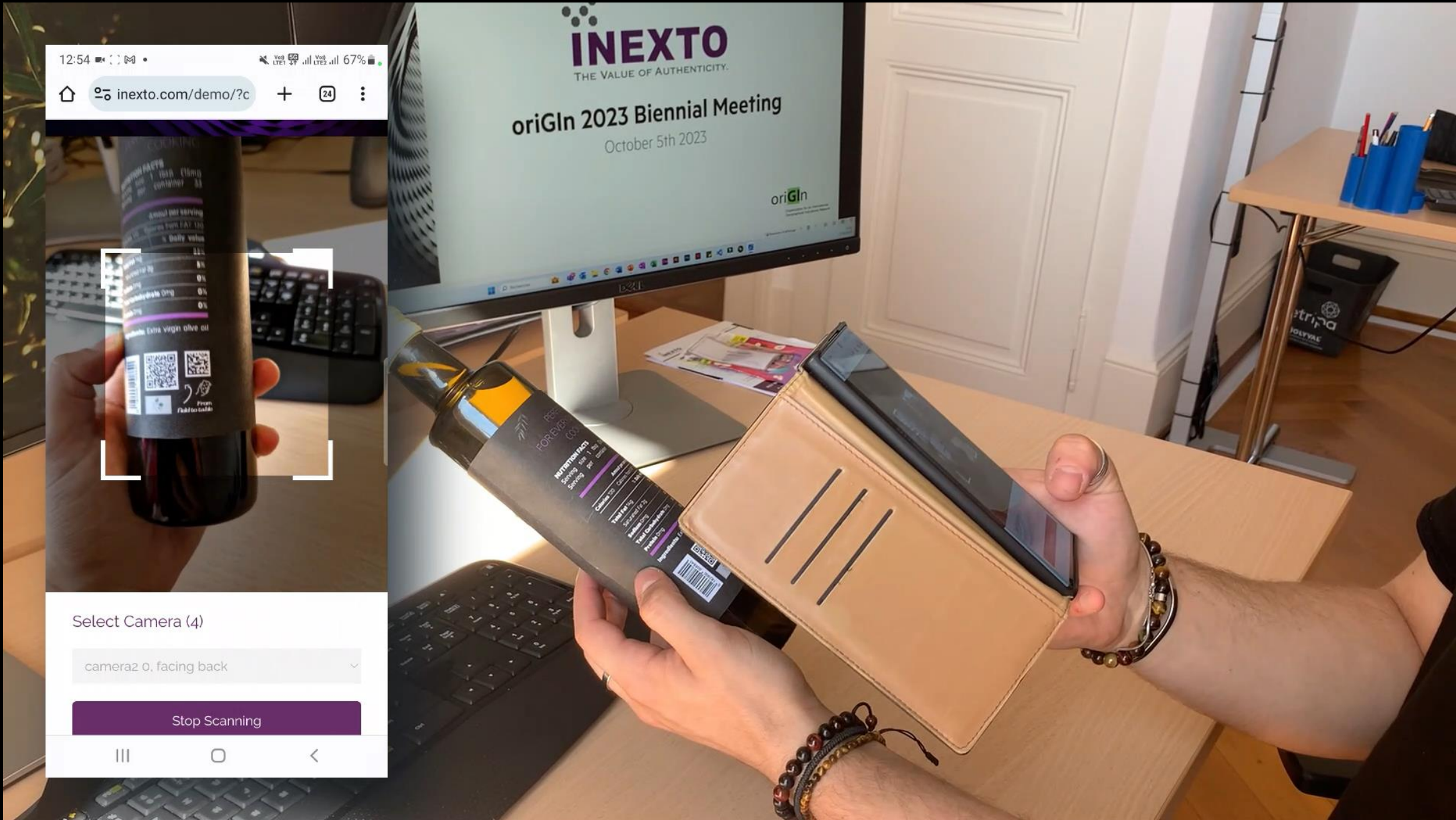
ABOUT INEXTO

Packaging Product Authentication

INEXTRUST is a **full digital security feature** that can be verified with a **smartphone**. Brand owners, law enforcement and consumers can instantly **verify the authenticity** and product information.



- ✓ Smartphone authentication
- ✓ Verifiable offline and with a photo
- ✓ Easy to integrate into existing design & packaging
- ✓ No chemicals
- ✓ No additional printing costs

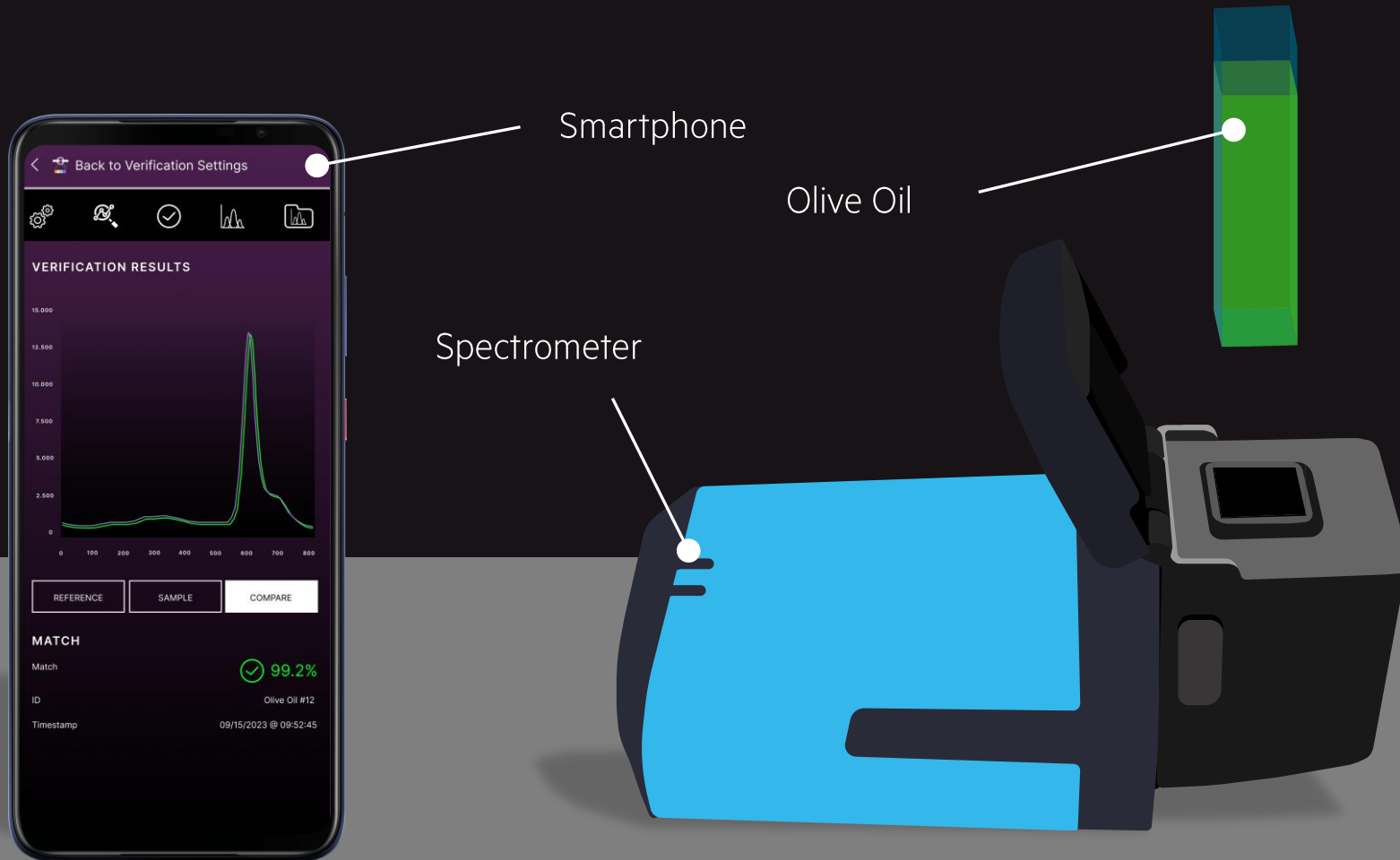


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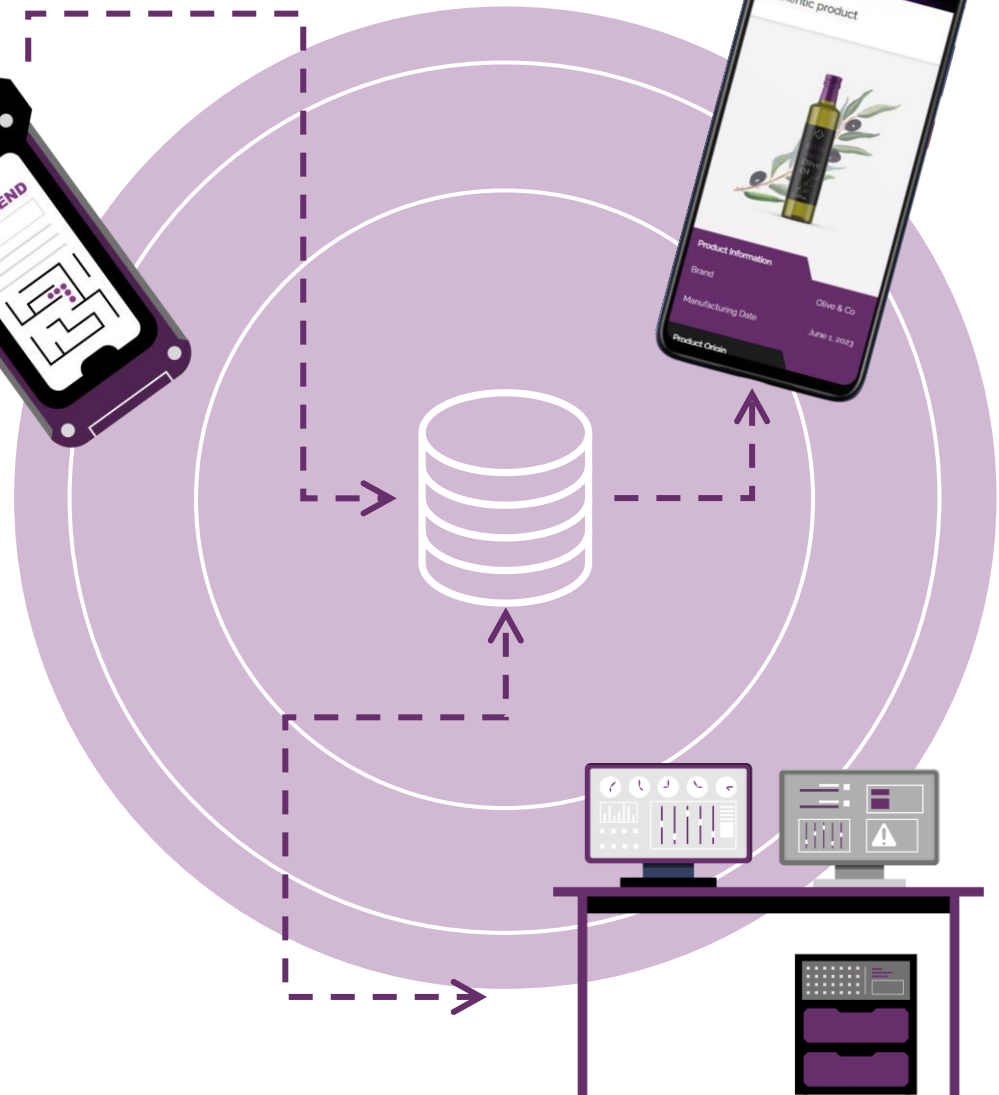
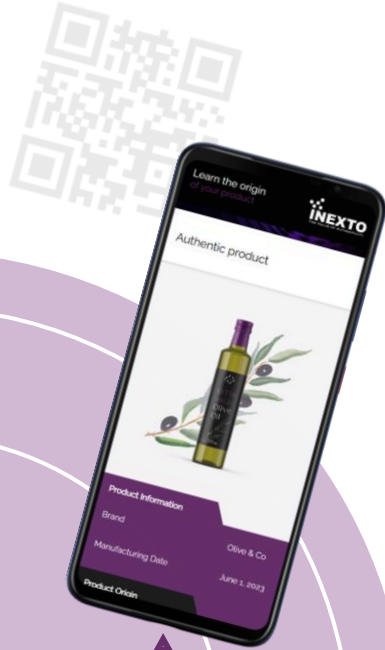
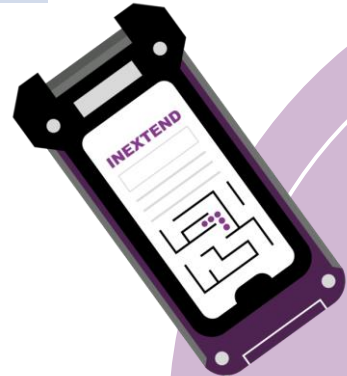
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Product Content Authentication



- ✓ Portable / With a smartphone
- ✓ Fully cloud-based solution
- ✓ Easy-to-use
- ✓ Cost effective

Cloud Based Track & Trace



Smart Tracking.

The smart track and trace solution for managing the storage and shipment of goods throughout any supply chain.

Mobile Tracking.

Instant access to Authentication, product and Tracing information.

Central Tracking.

The Central Cloud Based Tracking Repository for robust Supply Chain Tracking.

TO FINISH

Our Value Proposition



Full Modular & Customizable

Full modular & customizable Serialization, T&T and Authentication Solutions



Cloud Based

Flexibility and Robustness through Digital & Cloud Solutions

Thank you



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