



TrueMed[®]

SACG

Anti-counterfeit technologies,
megatrends and learnings from the pandemic

November 2021

Agenda

1. TrueMed in brief
2. Anti-counterfeit technology landscape
3. Megatrends and future developments
4. Learnings from the pandemic
5. Good sources to follow

Demo video

TrueMed® in brief

100% non-additive solution for instant optical detection of counterfeit products



Instant identification

Detect counterfeits at any part of the supply chain.



Safe and secure

Detect even through plastic without compromising the safety of the user.



Fast, efficient and portable

On-demand service in every mobile phone with a decent camera bringing worldwide scale.



Comprehensive data analytics

Trace sources and routes of counterfeits, compare them to similar seen before anywhere in the world.



Rapid deployment

AI trained with a few images of the authentic target or just existing production print files (digital).



Universal coverage

New products but also already shipped products – the accessible market is everything out there.

TrueMed® Platform



TrueMed® Scanner

Detect with existing smartphones and/or desktop scanners

Turns every mobile phone to be a powerful counterfeit scanner.
Scales globally without market limits.



TrueMed® Manager

Analyze results, roots and sources

Ability to version and group the seen counterfeits, condition of the targets, gray import analysis – detailed view how individual (counterfeit) versions move on the market.



TrueMed® AI Studio

Train authentic target items to the AI

Accessible market is both new and legacy products. Any old or new product can be protected at any point of time.

TrueMed® AI Core

Brain of the entire platform. Hosted in AWS.

TrueMed® AI Core with the latest technology and intelligence. Customizable algorithms per identifiable item categories
No need to re-tool the production, no special equipment's required. Empowers enforcement globally. GDPR compliant

API

Smarter With Every Scan - TrueMed® AI Core Platform

Protecting all the product components, layer by layer. Tailor-made algorithms for each indefinable item. Smarter with every scan.

PACKAGES



BLISTER PACKS



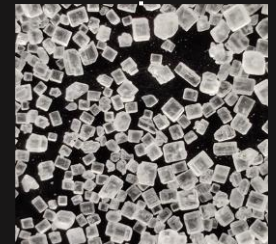
VIALS & BOTTLES



PILLS & CAPSULES

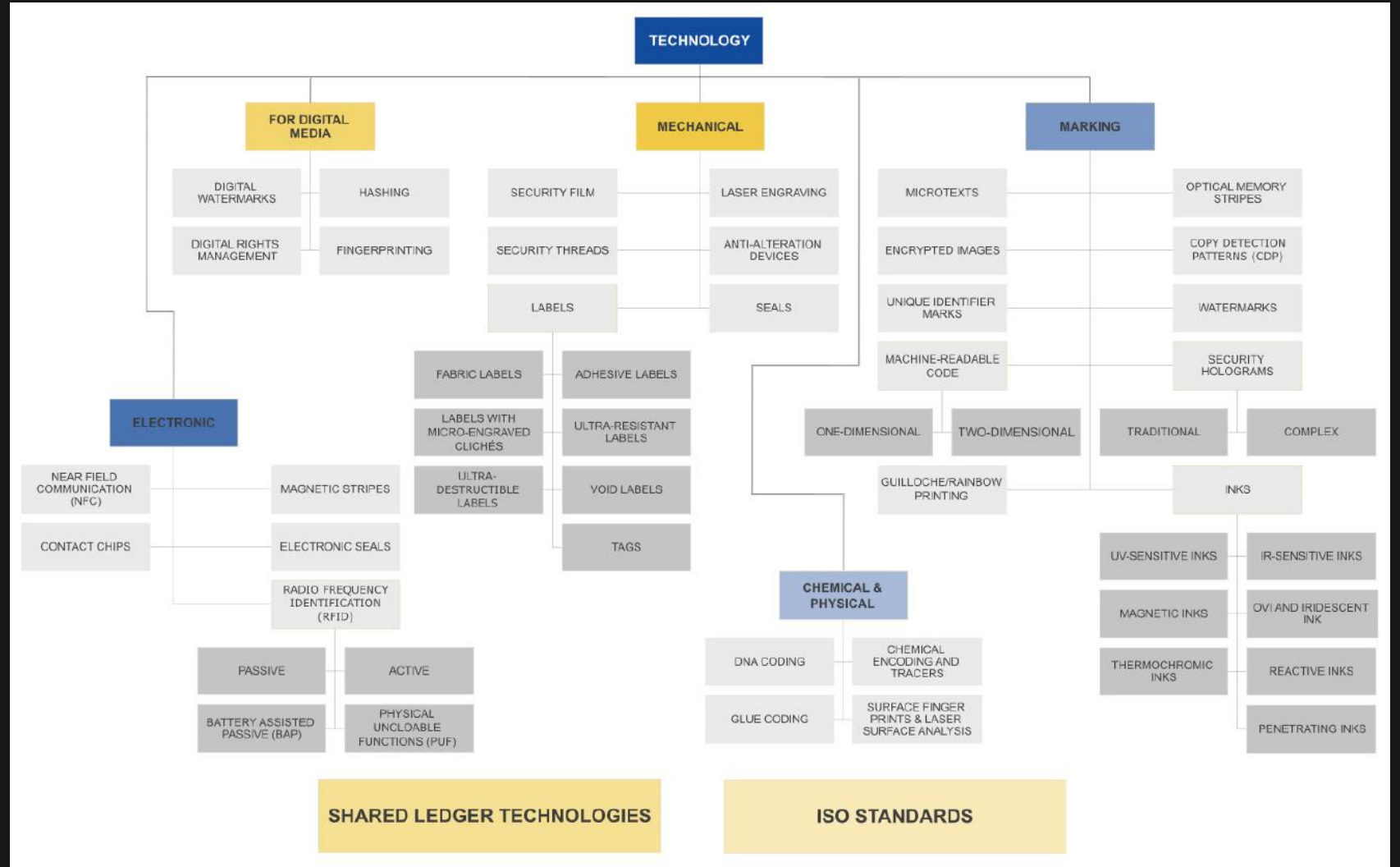


GRANULATES & POWDERS



TrueMed® AI Core™ Platform

Landscape



Megatrends and future developments

- E-commerce keeps growing rapidly. Thanks to that many anti-counterfeit efforts go to online space.
- Nonetheless consumers buy and consume physical products.
- This has created a last mile problem: less control (personal, physical, visual...) at end of supply chains. Fortunately governments, authorities and brand owners have noticed this rising problem.
- In the near future a consumer (and all other stakeholders in supply chain) should be able to check product origins and authenticity, effortlessly. Tools mainly provided by brand owners and resellers.
- Some consumers are more interested in authenticity than others. Some buy counterfeits consciously. More consumer motivation is needed (*"Your fake clothes, toys & medicines fund mafia and dictators."*)

Megatrends and future developments

- Already now counterfeiting is a Top20 largest economy by GDP in the world. More resources to be put to track & trace counterfeits (versus a whack-a-mole game). This requires both private and public actors (e.g. INTERPOL).
- Brand protection space becomes more visible and formalized (e.g. ISO standards). Please note that counterfeit manufacturing is also a global environmental issue.
- Up-to-date master data of authentic products is a key resource and enabler for all traceability efforts!
- Cat and mouse competition with counterfeiters will continue as long as there is supply and demand of counterfeit products.

Learnings from the pandemic

- Counterfeit seizures during the pandemic have shown once again that counterfeiters are:
 - Not brand loyal nor product category loyal (e.g. fake covid vaccines, PPEs, sportswear in the same warehouse)
 - Swift opportunists who adapt quickly:
 - Step back to local domestic manufacturing (vs. containers full of finalized products from China)
 - Counterfeit stocks kept low (smaller risk and penalty if get caught)
 - Fast logistics and moving (night-time) manufacturing operations (to stay ahead of surveillance)
 - Political turmoils a perfect seedbed for counterfeiters (Venezuela, Syria, Iraq, Ukraine...)
 - From offline sales to online sales
- Modus operandi: Direct-to-consumers in social media, messaging apps and live streaming events.
- ***Silver lining: Thanks to the pandemic more public awareness, more private-public partnerships/platforms and more real action against counterfeits and illicit trade around the world.***

Good sources to follow

- EUIPO
- Europol
- INTERPOL
- DHS HSI ICE
- IACC
- GACG
- INTA
- SecuringIndustry.com
- OECD Illicit Trade
- ICAIE
- TRACIT
- Pharmaceutical Security Institute
- RX-360
- GS1



Thank you!
Any questions?

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