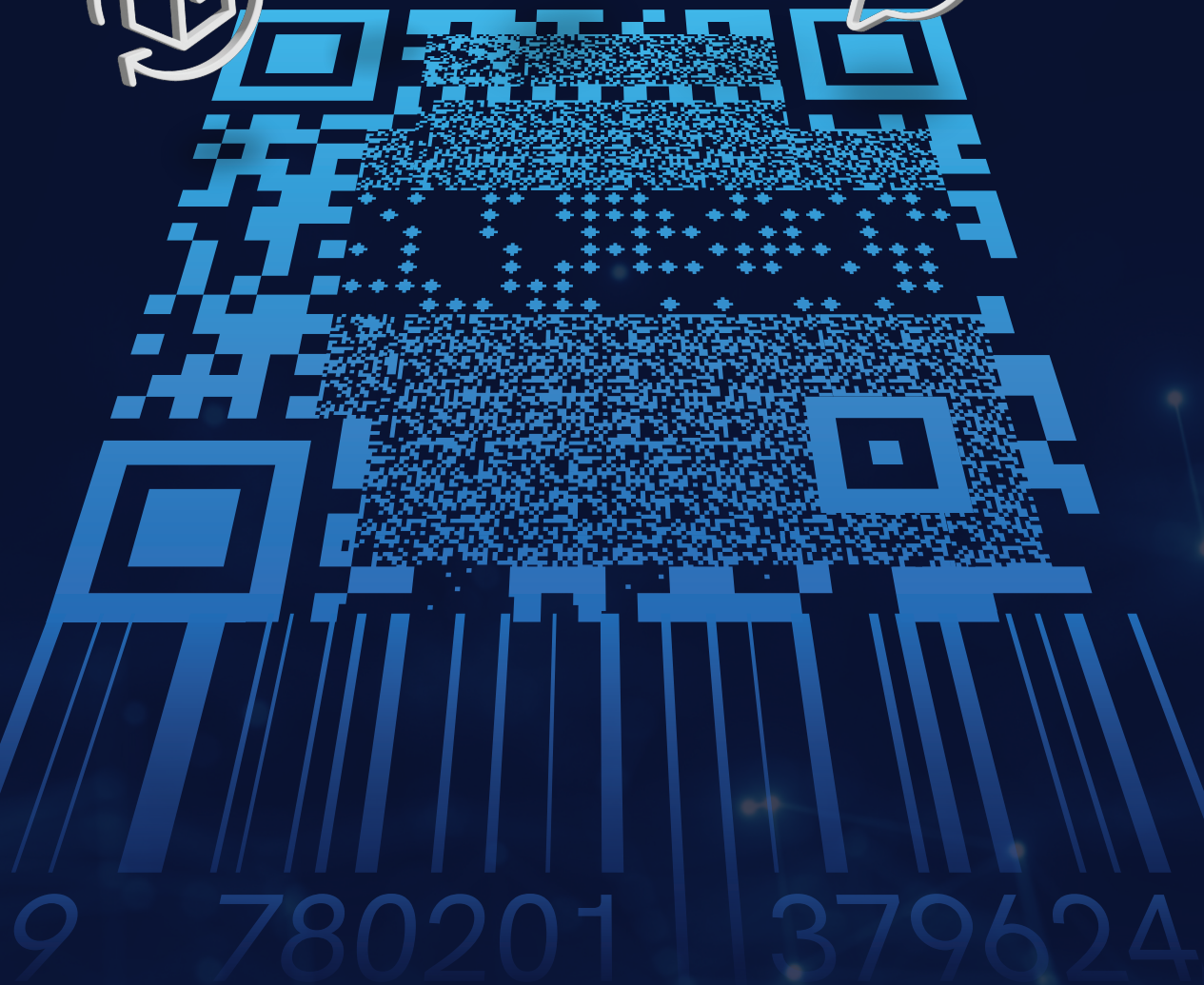


# GS1 Digital Link

Powered by **ACCESSREAL**



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## Protecting Brands. Enhancing Businesses.

Combining the globally recognised GS1 standard code with AccessReal's patented technology, we enable brands to deter counterfeit and combat grey market activities.

### Covert and Overt Security

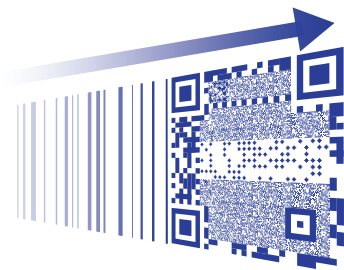
Our patented code features a dual-layer system that verifies authenticity and facilitates consumer engagement.

### Supply Chain Provenance

Knowing the source of a product is important, but so is safety, quality, and trust in supply chain.

### CRM and Data Analytics

Access both Customer Relationship Management (CRM) programs and data analytics seamlessly on our platform.



## Benefits

### Deter Counterfeiters

Our patented clone-proof code effectively reduce counterfeiting issues, ensuring product authenticity.

### Grey Market Tracking

Easily identify and reduce unauthorised or unofficial sales.

### Enhanced Engagement

Leverage and integrate business intelligence tools with loyalty programs to improve marketing efforts.

## Key Features



### GS1 Standard Code:

Incorporates the globally recognised GS1 digital link standard.



### Patented Clone-Proof Technology:

The secured feature prevents duplication of codes to increase brand reliability.



### Track and Trace:

Monitor where codes are scanned to prevent grey market activities, improve supply chain visibility, and streamline product recalls.



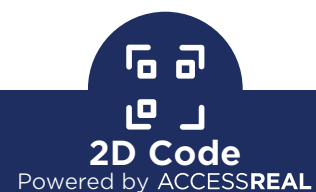
### Real-Time Data and Analytics:

Access geographical and business intelligence data organised in a comprehensive dashboard, providing valuable consumer insights.



### Consumer Engagement:

Streamline personalised marketing messages, integrate loyalty programs, and enhance post-purchase care.



Yes	<b>GS1 Standard</b>	Yes
No	<b>Clone-Proof Technology</b>	Yes
Limited	<b>Supply Chain Visibility</b> Provenance and streamlined product recall	Advanced
<b>Single Layer</b> Limited	<b>Information Storage</b>	<b>Dual Layer</b> Unlimited
Limited	<b>Data and Analytics Dashboard</b>	Comprehensive
Limited	<b>Grey Market Prevention</b>	Advanced
Limited	<b>Consumer Engagement</b>	Enhanced with Loyalty Functions