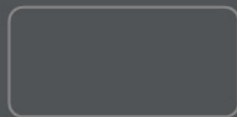




WeTrusty  
Wetrusty.com



# We Trusty

Full-range protection against counterfeiting

Cutting-edge technology with Cloud service and IoT linked.

Building a reliable connect between consumer and enterprise.

Enhance corporate brand value and consumer protection.

[wvetrusty.com](http://wvetrusty.com)

### **V&T ( Wei Ke ) Co., Ltd – An expert on banknote anti-counterfeit solution**

- Worldwide leading company for banknote detection machines. Our clients include major banks, convenient stores, large duty-free stores in Taiwan, as well as clients from Germany, Japan, Russia and other European & Asia countries.
- In 2008, V&T became the first Taiwan Company that banknote authentication devices were successfully tested by European Central Bank.
- Since 2009: V&T attended the CBCMGC meetings hosted by the Bank of Canada, and became a formal member. Our company also participated in the collaborative testing of anti-counterfeit for new 100-dollar banknotes, organized by the US Bureau of Engraving and Printing (BEP) - we are the first and only company from Taiwan to be certified and we also became a member of USCMG.



### **Sense Digital Co., Ltd. – An expert on anti-counterfeit solution**

- Established in 2011 as a subsidiary of V&T, we successfully developed the WeTrusty anti-counterfeit solutions for brand products.
- In 2012 and 2013, Sense Digital applied and obtained many patents and trademarks rights in Taiwan, China and U.S..
- In 2014, WeTrusty established a strategic partnership with Chunghua Telecom, in order to provide global anti-counterfeit solutions and services.
- Our customer includes Health food, Beauty care, Health products, Automobile parts, Quality testing certificate and increasingly.



## Anti-Counterfeit Invalid or you just take the useless solution



### Counterfeiting forged threat

- Poor design and blurred pattern cause consumer can't identify its true or false.
- Lower entry barrier in coarse printing technology, emulating tag is everywhere.
- Anti-counterfeit suppliers cheated by themselves in using duplicated tag products to destroy the healthy market then gain illegal profit.

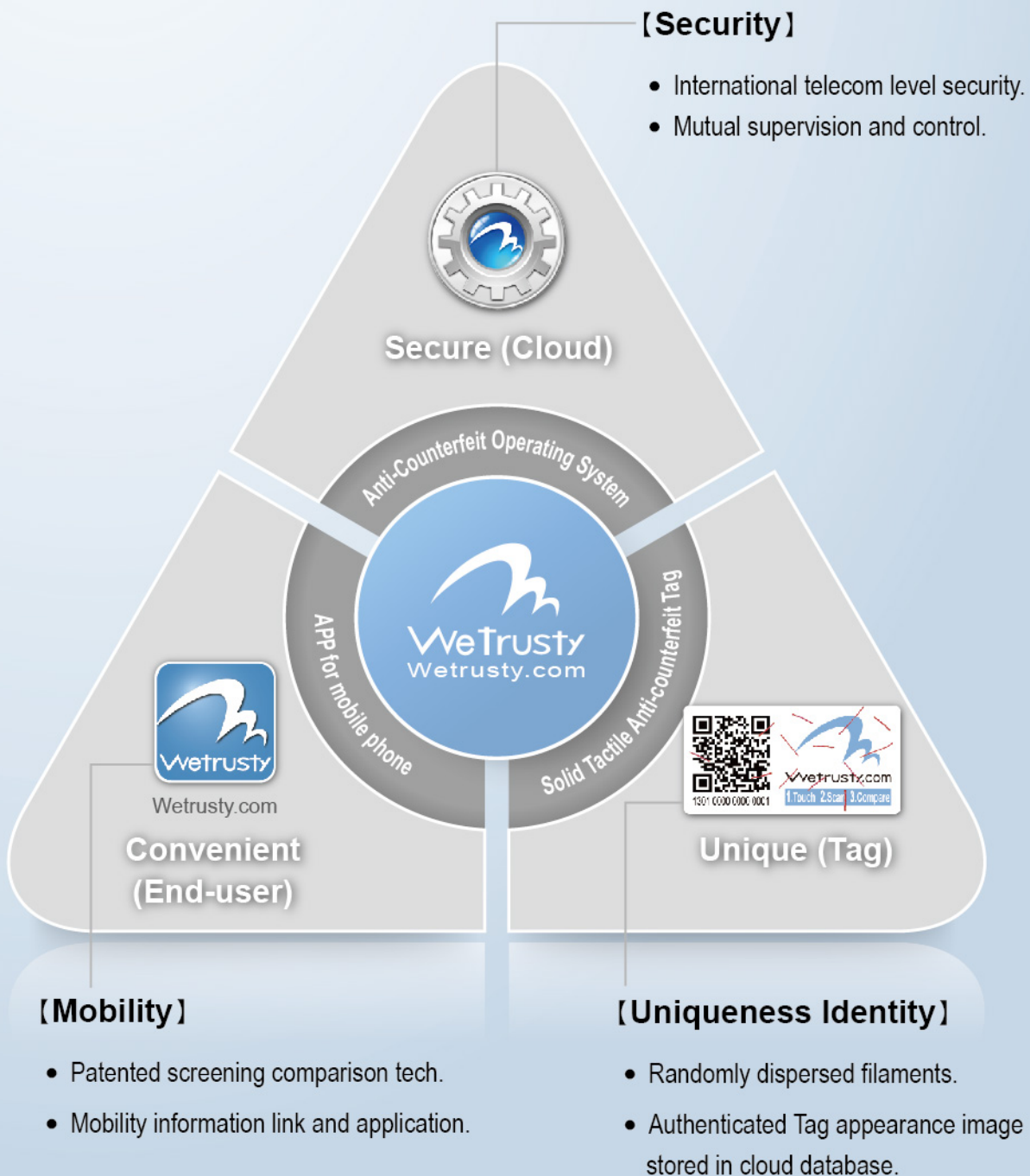
### Distribution channel control

- It's difficult to audit them when distributors play a trick and make fake products.
- Ruining the rule of sales and marketing channel due to cross region selling issue.
- Can't trace product allocation and evaluate distributors' behavior.
- Fake and imitated products impact existed market and confuse consumer then result in your brand reputation damage.

## Wetrusty's full-range protection against counterfeiting

The best weapon to defend corporate brand and consumer right, against counterfeit behavior and cross region issue.

### 3 elements of the anti-counterfeiting solution





## Full defense, security protection

Combined with Chunghwa IT security and management mechanism

### 4 Safety control mechanism

#### (1) Randomly allocated filament with 3 dimension pattern

- One tag one serial no. with advanced currency anti-counterfeit technology, non duplicate even by Sense Digital.

#### (2) Wetrusty mobile APP

- Registered APP to protect consumer against accessing fake website, in order to prevent the dispute from enterprise and consumer.
- Information linked, consumer can access corporation website, read related product information and marketing activities

#### (3) Anti-Counterfeit System enable and disable

- Enterprise determine the tag enabled (duration 3 years) and disabled function, it's useless who someone else intend to adopt it without authorized.
- Sense-Digital is responsible for verification of anti-counterfeit and also providing inquiry service with trustworthy system.
- Precisely trace product location at once consumer scan the tag.

#### (4) International grade IDC service

- Chunghwa Telecom provides the best safety environment in IDC, GSLB and dual-HA internet infrastructure ensuring none-stop inquiry procedure and tiny risk of data preserve.



ID Check

System  
Verification

Data Link

# Effective Anti-counterfeit Solution

## Wetrusty

Tag control

Anti-Counterfeiting inquiry

Information link

Audit of authorizations

System security

## 5 Value Added

### (1) Effective Anti-counterfeit \ Brand Protection

- Prevent the threat from counterfeit, enhance brand value.

### (2) Channel Audit \ Develop New Business

- Tracing goods allocation, resolve falsifying issue, defines the rule of distribution.
- Setup the criteria of incentive and penalty, aggressively expend the sales agency.

### (3) Analyze the behavior of distributor and consumer

- Track record of consumer inquiry, acquire the channel and product marketing data for analysis.

### (4) Free Charge of Software and Hardware System Construction

- No extra cost in implement the system and maintenance free afterward.

### (5) Simply Operation procedure on Web

- Not necessary in OS installation, no extra effort for system management.



# Wetrusty – General view

**Wetrusrty**

Tag ID Control &  
Certified pictures for tag

Wetrusty Tag Production



**Enterprise**

Enterprise Product  
information

Tag Enabling



**Consumer**

Download Wetrusty APP

consumer Inquiry





Identification of  
Wetrusty 3 steps



# 1st

 Touch the tag surface

The Anti-Counterfeit filaments are solid and 3-dimensional. Touch them and feel them.



# 2nd

 Scan QR code

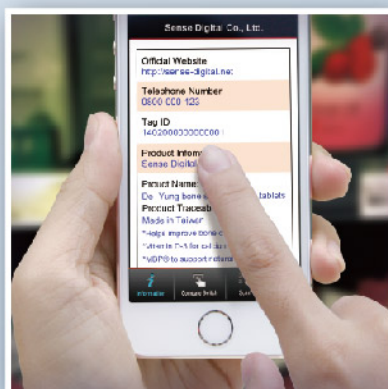
Open WeTrusty APP and scan the tag.



# 3rd

 Identify the photo

Compare the photo you have taken with the Authenticated image stored in WeTrusty system.

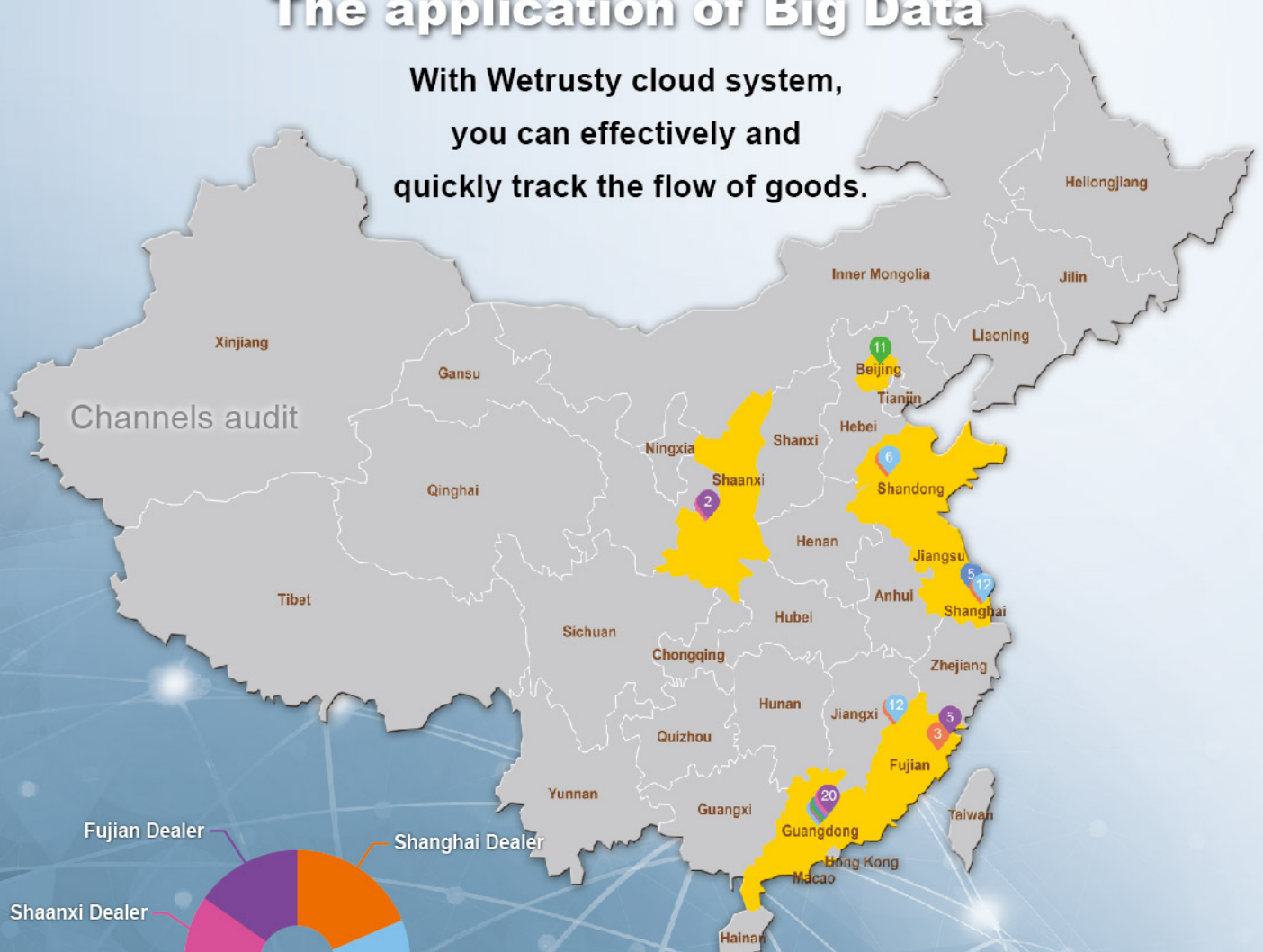


## Data Link

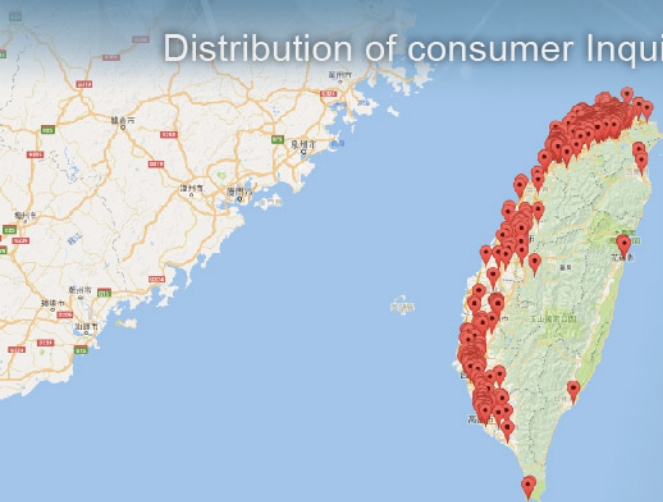
Check the enterprise information and related activities

# The application of Big Data

With Wetrusty cloud system,  
you can effectively and  
quickly track the flow of goods.



Distribution of consumer Inquiry



Purchasing preference investigation









**SENSE DIGITAL**  
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