



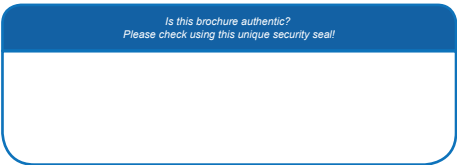
China Certification and Inspection Group (CCIC) is an independent third party inspection and certification body dedicated to providing inspection, verification, certification and testing services. CCIC offers comprehensive one-stop service for international clients in the fields of quality, safety, health and environmental protection. CCIC is a transnational organization accredited by the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic for China (AQSIQ), the Certification and Accreditation Administration of the People's Republic of China (CNCA) and China National Accreditation Service (CNAS).

ABOUT CCIC EUROPE B.V.

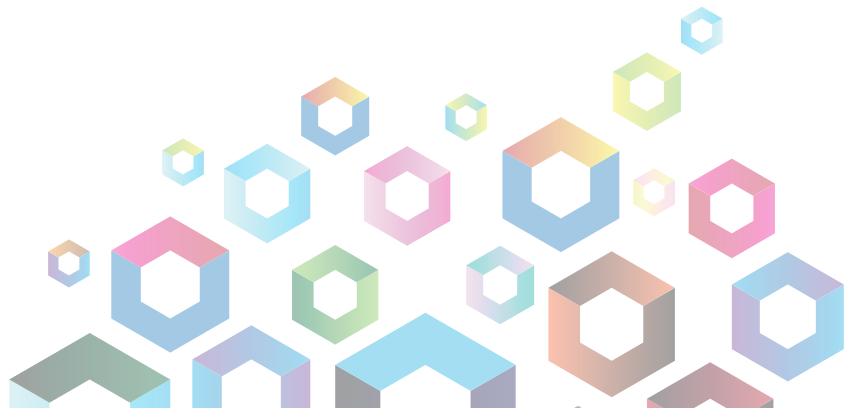
Located in Rotterdam, the Netherlands, CCIC Europe B.V. was established in 2002 and has now grown into one of the biggest overseas branches of CCIC Group Ltd. We are a trade-service enterprise specialized in surveys, inspections, certifications and testing. In the field of international trade CCIC Europe undertakes commodity inspections and surveys as an independent third party on request of trade parties, adhering to quality policies of accuracy, impartiality, efficiency and swiftness.



Authenticity & Traceability



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BE AUTHENTIC, BE COMPETITIVE

Nowadays Chinese consumers have high regards with imported goods. With the increasingly large number of choices for foreign products – whether authentic or not – and the increasing ease of acquiring them, the consumers are also facing challenges in choosing authentic and quality imported European products.

The CCIC Europe Authenticity & Traceability service is your best solution in enhancing the chance of Chinese consumers choosing your product and in expanding your competitiveness in the Chinese market.

ENHANCE CREDIBILITY – Geographical indication, quality certificates, product awards and recognitions. All your unique advantages will be much more credible and better understood in the Chinese market if verified by CCIC, the major third-party inspection & certification group in China.

COMPETE AGAINST MISLEADING “EUROPEAN” PRODUCTS – Differentiate your products from the large amount of so-called “Italian Olive Oil”, “Belgian Chocolate” and “French Wine” in the market, which are produced nowhere close to Italy, Belgium nor France.

FIGHT COUNTERFEITS – If you expect success in the Chinese market, you shall expect counterfeiting. You would want to protect your brand sooner or later – preferably sooner.

BUILD TRUST – CCIC is not only a third party certification group, but is also recognized and recommended by Chinese import/export regulatory agencies. These provide us strong trust-building capability for your brand with the Chinese market and relevant governmental authorities. A reliable authenticity & traceability system could be just the added value your product needs to successfully differentiate your brand from the many others during the consumer trust building process.

CCIC Europe Authenticity & Traceability System provides a powerful solution for your trust-building needs in the Chinese market.



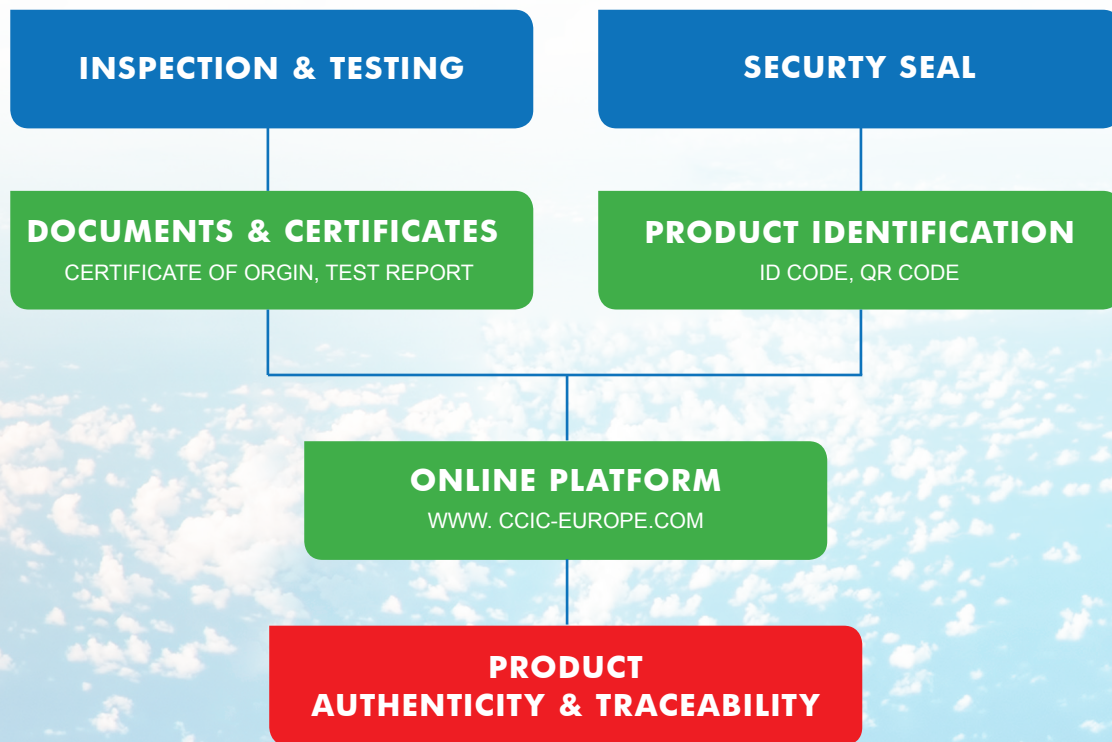
1. ABOUT THE SERVICE

Traceability and product tracing is the ability to follow the movement of a product through specified stages of production, processing and distribution.

The CCIC Europe authenticity and traceability system is applied, together with relevant product inspections and certifications, in order to contribute to the protection of consumers against food-borne hazards, deceptive marketing practices and the facilitation of trade by means of an **independent** and **officially recognized** platform that provides accurate information about consumer products.

2. SCOPE & PROCEDURE

Transparent, secure and **easily accessible**: these are the main features of the authenticity and traceability service provided by CCIC Europe. Our system guarantees origin and authenticity of consumer product from the producer to the consumer and makes all the necessary information available to competent authorities of the importing country upon request.



In order to provide an independent and trustworthy service, inspections and certifications are required for the CCIC Europe authenticity and traceability system.

3. AUTHENTICATION TECHNOLOGY

Conventional security technologies are mass-produced and mass-reproducible. Only technologies that can not be reproduced guarantee efficient protection against counterfeiting. CCIC Europe applies a security solution based on chaosmetric concept. This technique relies on the recording of physically features to create a serialized authentication tool.

The result of certain chaotic system can be observed and measured. The measurement of each element gives a **unique result** different from all other samples.



4. THE SECURITY SEAL

CCIC Europe security seals have been designed in order to ensure:

- Fight **against counterfeiting**, unauthorized products and tampering
- **Product integrity** and protection for trade marks
- **Serialized authenticity** through unique identification code
- Item level **traceability** thanks to the integration of serialized datamatrix or QR code
- **Tamper evidence** with tested material, adhesive and design

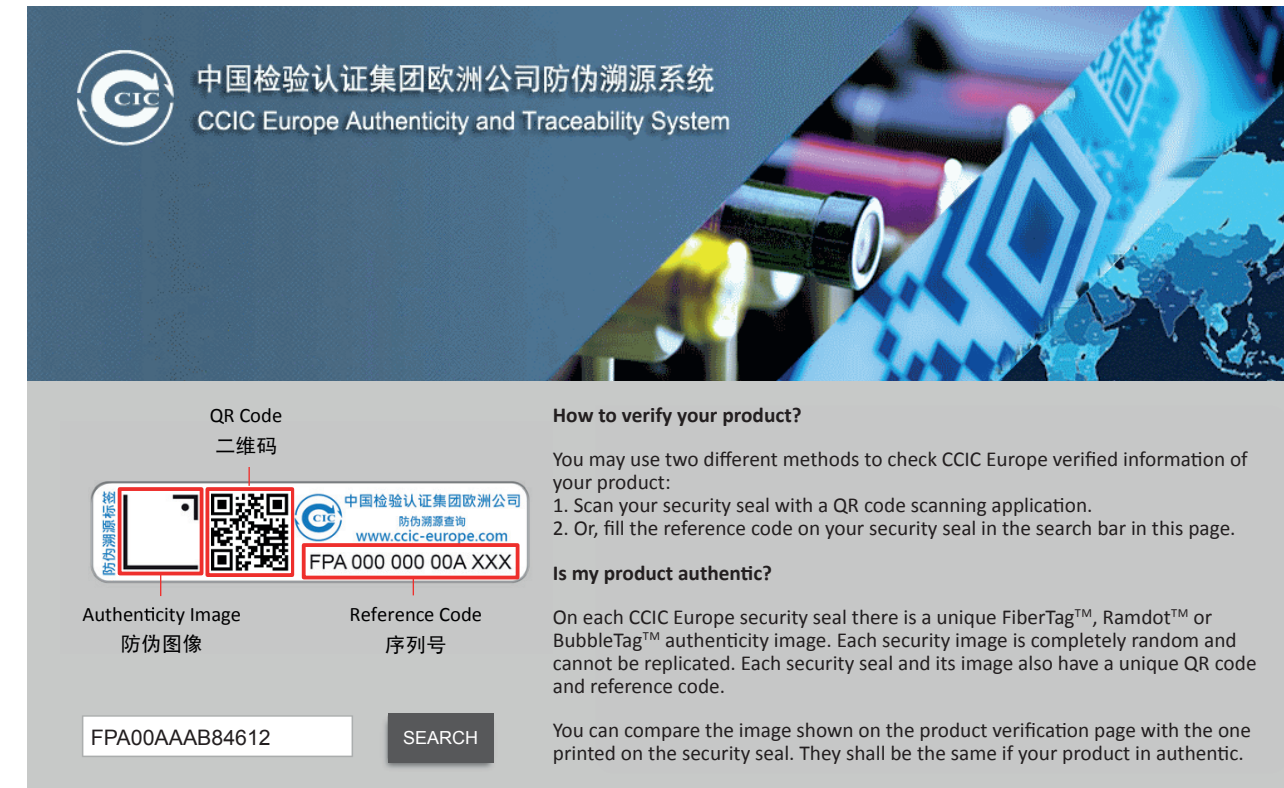
5. FIBERTAG™: A UNIQUE FINGERPRINT MADE OF SECURITY FIBERS



FiberTag™ is a chaosmetric security image that uses a random dispersion of colored security fibers associated to a serialized QR code to create a unique fingerprint for each label. This provides intrinsic authentication and is **impossible to duplicate**.

6. ONLINE PLATFORM

Product authentication is possible thanks to a **dedicated** and **secure** Internet platform for certification and traceability.



Every security seal is identified by both a unique alphanumeric code and a QR code. This information is recorded in a protected database and represents the unique key for the authentication of the product regardless of its location.

Visual authentication is a reliable and easy means that enable anyone to authenticate a certified product. Either the alphanumeric code or the QR code printed on the security seal gives access to the image of the security frame (FiberTag™) for a univocal visual comparison.

Depending on the strategy adopted by the applicant, CCIC Europe offers appropriate and tailored verification procedures accessible to different product controllers (legal representatives, customs authorities, distributors, consumers, etc.).

7. PRODUCT AUTHENTICATION

With CCIC Europe authenticity and traceability system product authentication is possible using either a mobile phone or a computer:

- Scanning the serialized **QR code** with a smartphone
- Filling in the alphanumeric **ID number** on the CCIC Europe website

Scanning the unique QR code with a common QR code reader for smartphone gives immediate access to the image of the FiberTag™ for visual authentication and product traceability



Entering the alphanumeric ID number on www.ccic-europe.com opens a pop-up with the product description and the image of the FiberTag™ visual authentication and product traceability

NOTE

If the unique picture of the security frame matches the one on your product seal the authenticity is guaranteed.

