

Integrated Brand Protection Solutions

Business Benefits

OpSec Security partners with clients to develop and manage brand protection programs that combat counterfeiting, gray market diversion, intellectual property abuse, and unauthorized distribution of branded goods both in the physical and online supply chain.

Company Highlights

- Only provider of integrated physical and online brand protection solutions
- Over 25 years of industry experience
- Most comprehensive portfolio of authentication technologies
- Broadest coverage for online brand protection enforcement across the Internet
- Over \$100 billion worth of products and fiduciary instruments protected annually
- Publicly held (London AIM: OSG)

Core Competencies

- *Unique System Solution*
 - Only provider of both physical and digital technologies as part of an overall brand protection solution
- *Unparalleled Technology Portfolio*
 - Most extensive range of authentication technologies protected by patents & trademarks
 - Ability to offer customized & multi-layered security solutions
- *Global Fulfillment & Distribution Platform*
 - Only industry provider with manufacturing facilities in both Europe and the U.S.
 - Secure fulfillment available from Asia and Latin America

“OpSec offered us a total solution that incorporated technology-based products and expert services. Other companies were only offering us technologies with no help on the implementation side. Now, we can track counterfeiting and fraud violations both on and off the Internet - all over the world, at a variety of points in the manufacturing and distribution cycle. We are very encouraged that our overhead due to counterfeiting and fraud will decrease significantly.”

- New Balance

Customer Highlights

- Client base of over 250 global brands & 50 governments
- Secure leading brands across industry sectors
 - Apparel, footwear & luxury goods
 - Technology & consumer electronics
 - Licensing & entertainment
 - Pharmaceuticals & consumer packaged goods
 - Media
 - Industrial goods
- 95%+ long-term customer retention rate



Product Authentication

OpSec is the world's leading provider of product authentication technologies. OpSec provides cost-effective, innovative, multi-layered anti-counterfeiting solutions that are delivered as:

- Security labels
- Finished hang tags
- Security threads
- Iron-on labels for woven applications
- Hot stamping foils
- Tamper evident seals and closures
- Tongue labels
- CD and DVD holograms

Online Brand Protection

OpSec's online brand protection solutions protect global brands against unauthorized e-commerce and online brand abuse.

- Identify unauthorized product sales on auctions, trade boards, and retail websites
- Detect IP infringements of trademarks, logos, and domain names
- Provide market intelligence on brand image from blogs, chatrooms, and message boards
- Protect against piracy of digital media content
- Manage and optimize global domain portfolios

Secure Product Tracking

OpSec's secure product tracking system enables brand owners to identify illegitimate sources of gray market diversion, over-production, and fraud.

- Flexible and robust system for track and trace at the item level
- Product marking with unique serialized codes for tracking across the supply chain
- Process integration services for program implementation in factories and distribution centers

Professional Services

OpSec offers a total solution that incorporates integrated technology solutions and professional services. OpSec's experts draw on deep industry knowledge to deliver value-added services in:

- Risk Assessment – Audit of vulnerabilities in the supply chain, susceptibilities on the Internet, etc.
- Strategy Development – Identify brand protection solutions to target priority challenges
- Program Management – Develop and execute custom programs for product authentication and tracking, process integration, Internet monitoring, and ongoing enforcement

Integrated Brand Protection Solutions for the Physical and Online Supply Chain



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