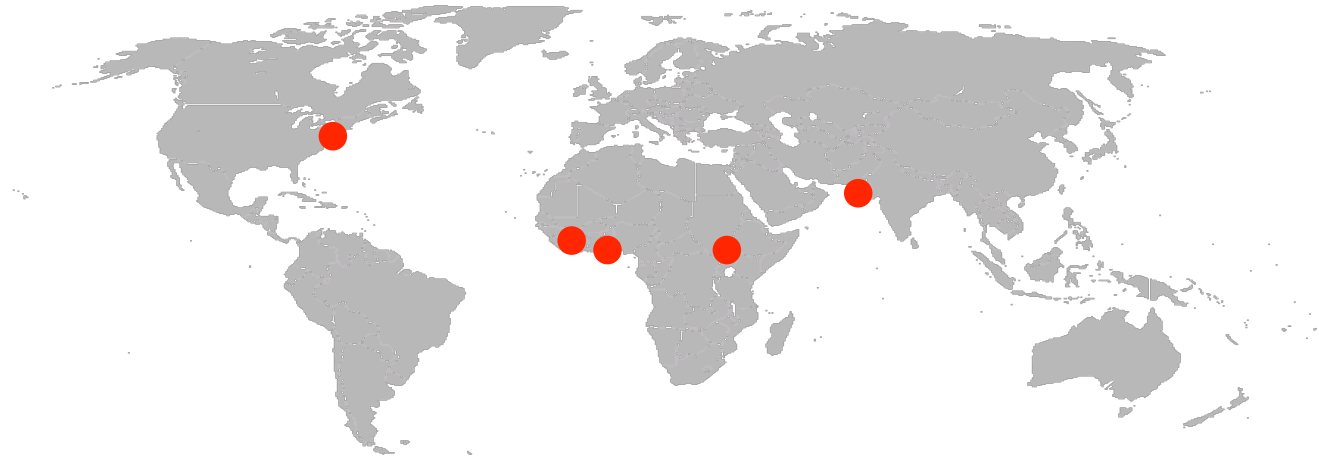


Welcome To Sproxil



Your brand protection specialists

About Sproxil

- Incorporated 2009, privately held
 - Experiencing rapid growth
 - Expanding global presence in high growth markets
 - No pharma shareholders
- HQ in Cambridge, MA (Greater Boston Area)
- Subsidiaries in Nigeria, Ghana, Kenya & India
- Multiple patents filed and granted
- Local presence with multi lingual, diverse staff.

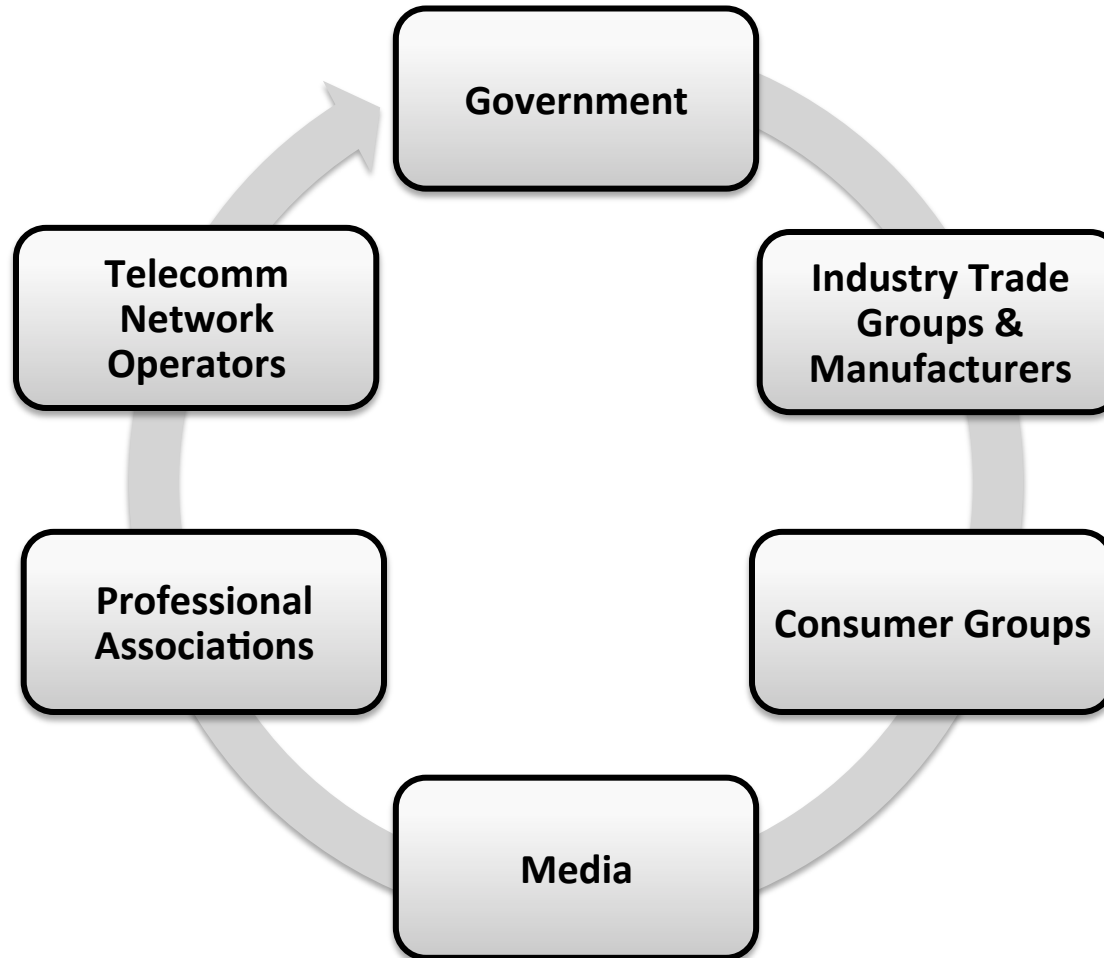
Specific Market Challenges

- Distribution chain participants may not be trustworthy
- Unreliable basic infrastructure
- Severely limited financial and human resources
- Law enforcement does not have sufficient reach or resources
- Counterfeiters are constantly innovating
- Over 60% of pharmacists surveyed in Nigeria have seen fake drugs



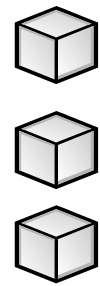
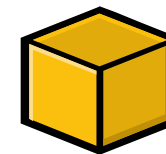
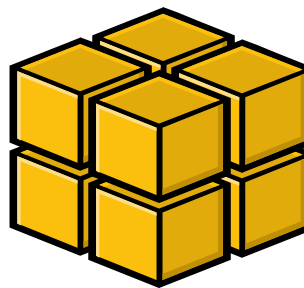
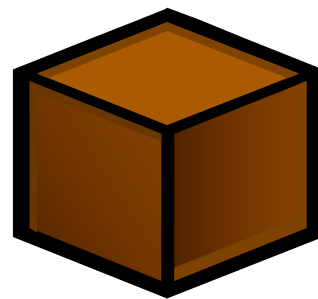
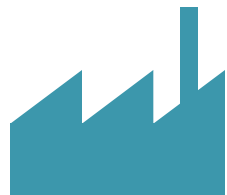
Strength in Partnerships

Demonstrated Collaboration for Success



Enter: Consumer-Facing Authentication

Who are your greatest allies in your supply chain in regions of high counterfeiting?



Manufacturer
or
Brand Owner

Independent
Wholesaler

3rd Party
Distributor

Retailer

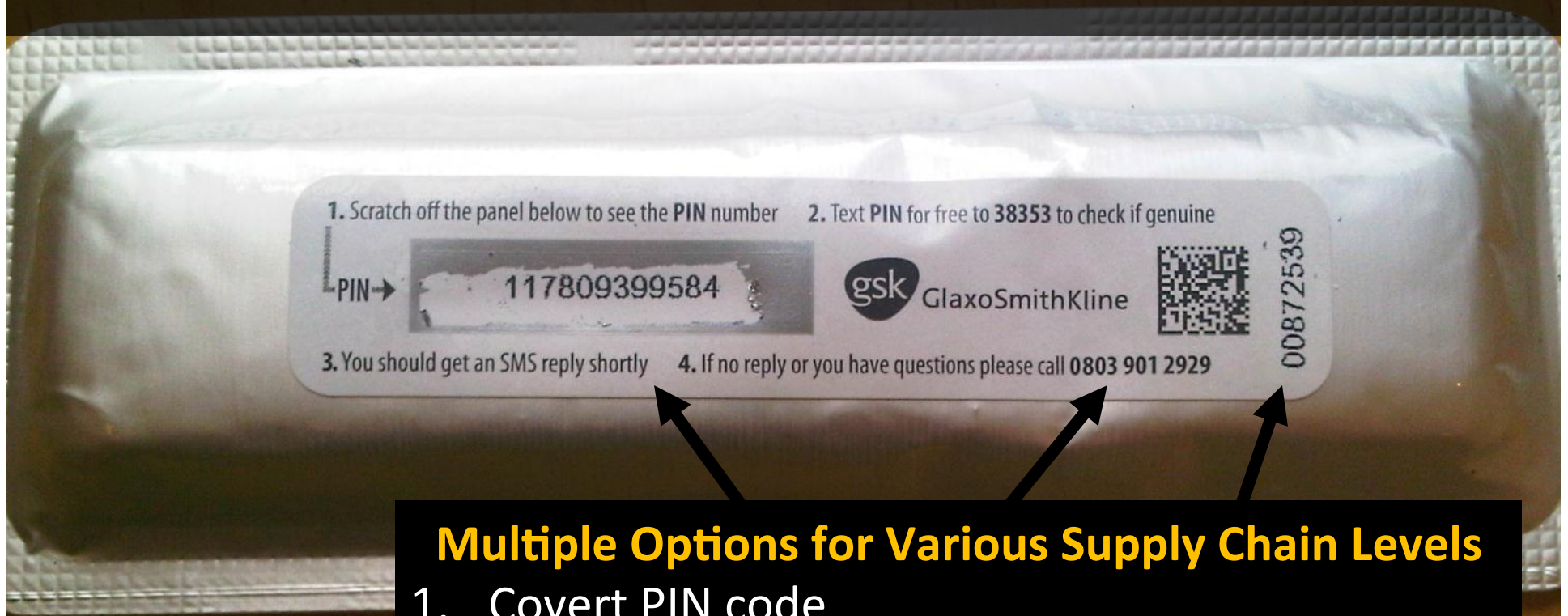
Consumer

Strongest interest in achieving serialization goals?



Consumer: Scratch and Text Codes to the Cloud

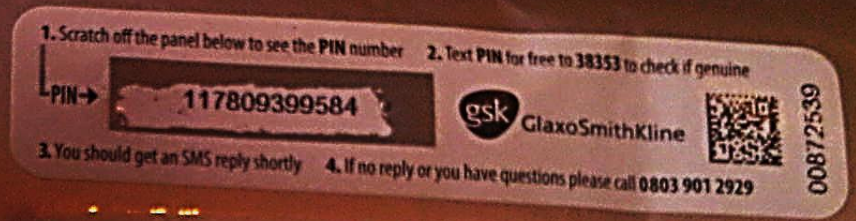
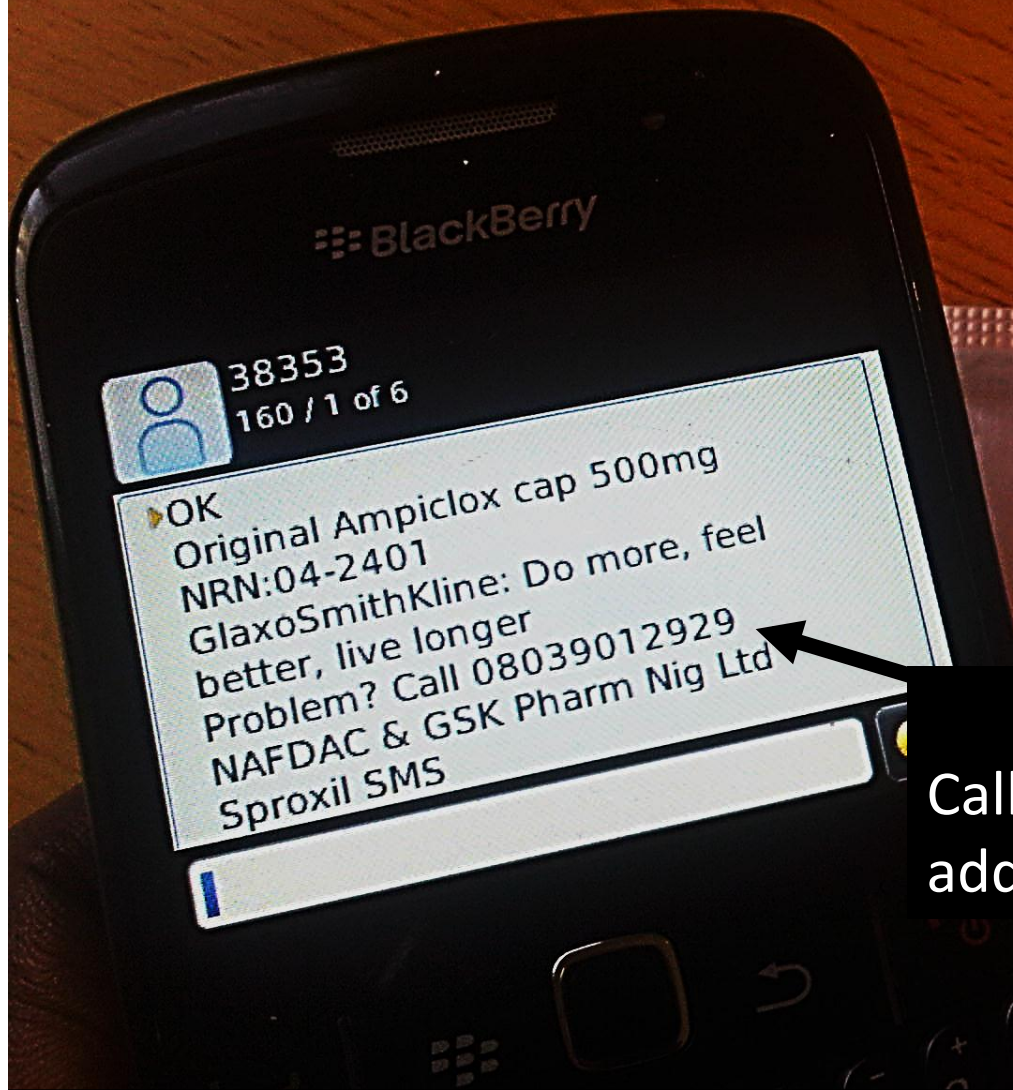
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Multiple Options for Various Supply Chain Levels

1. Covert PIN code
2. Overt 2D barcode
 - Could contain covert taggants in ink
3. Overt serial number
 - Could be encoded, pseudo-random

SPROXIL



SMS + Voice
Call center number for additional assistance

Rapid text message response with “OK” or “FAKE”
Trust is assured between consumer and pharmacist
No special equipment or training needed. Works with basic phones

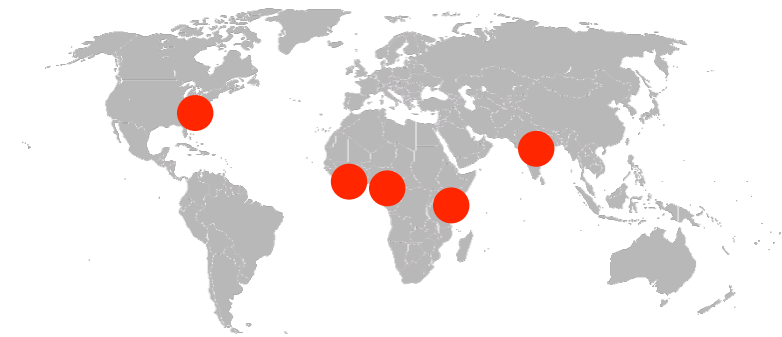
Thank You!

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