



INVESTMENT TEASER

Verofax Limited

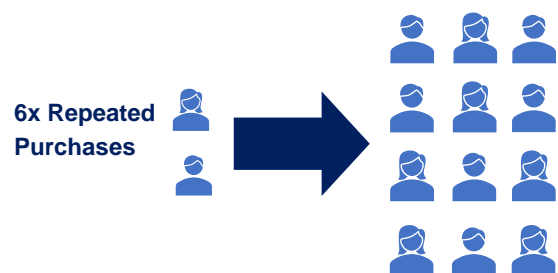
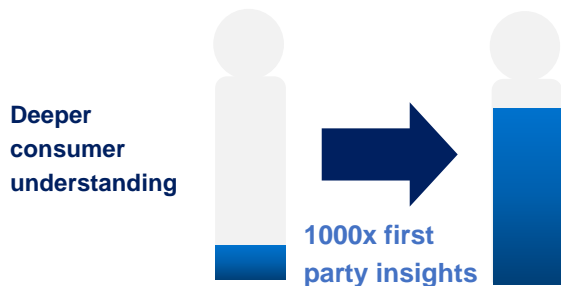
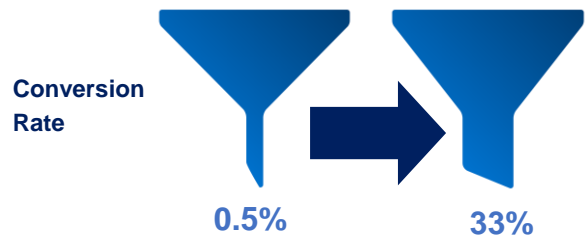
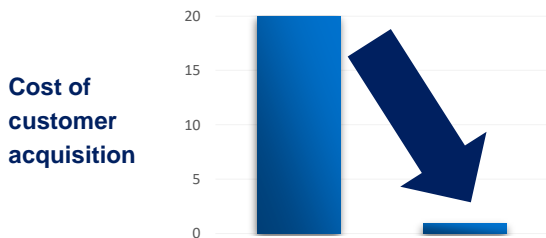
B2B SOLUTION CONNECTING BRANDS DIRECT TO CONSUMERS THROUGH PRODUCT DIGITIZATION

- Immersive & engaging shopping experiences
- Real time insights on shopper & consumption data
- Proof of consumption secured via cognitive AI vision

• Leading Client:



DELIVERING UNMATCHED OUTCOME VS EXISTING MARKETING CHANNELS



COMPREHENSIVE TRACK AND TRACE SOLUTION FOR SUPPLY CHAIN INTEGRITY

- MOH led Track and trace mandated
- Track and trace platform for medicines
- PPP partnership for 15-25 years
- Policy mandated requirement
- Codes issued on MOH fronted portal
- Revenue of \$0.01 per medicine pack
- Recurring revenue of \$1-5M

Leading Client: Zambia



Ministry of Health



Corruption is a Danger to Our Health

Every patient has a right to safe healthcare



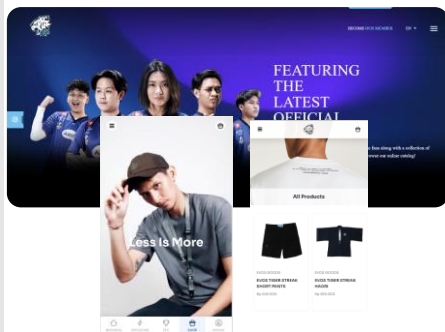
Corruption leads to:

- Shortage of medicines
- Unfairness
- Poor Services

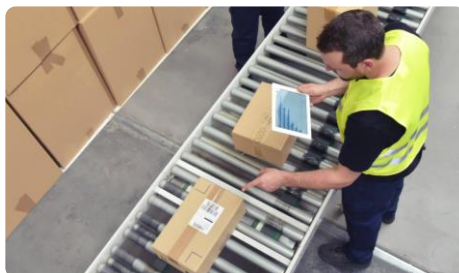
Call Toll Free Line 5980

'A Corruption-Free Zambia Begins with Me'

Merchandise NFT



Operational Excellence



Ecommerce experiences



Product Description

An **asset digitization and traceability** solutions. **SAAS service that generates unique codes for commodity tracing** on a subscription basis. Using the code, each product is traced from the point of manufacturing, distribution, marketing, consumer sales, and end of life. (creating digital twins of physical products).

Upon subscription, the merchants can:

- Generate codes for products that are printed at the manufacturing stage
- Stakeholder interaction with the product at different stages for different use cases, including:
 - VAT tax revenue optimization
 - Counterfeit prevention
 - Supply chain auditability
 - Direct consumer acquisition and engagement
 - Sustainable product validation
 - Turning merchandise into peer to peer tradable NFTs

Target Audience

We target CMOs of consumer brands, retailers and eCommerce. Reseller and distribution network in place covering African, Middle Eastern and Asian markets and we're expanding into North America.

Team Overview

- **Full time members:** 35
- **Organizational structure:** 2 Founders, 5 Executive Team Members, 5 Board Members

Key Milestones

- 8 billing clients including Fortune 100 CPG company (AB Inbev).
- **Total billing to date:** USD 1,000,000+
- **Total contract value:** USD 2,000,000+
- 4 patents on proprietary solutions.
- Secured \$250K government support (Hub71 & DMCC).
- Selected among 100 companies by Anheuser-Busch for Budweiser FIFA 2022 World Cup Promotion

Revenue streams

- Onboarding charges starting from \$50,000 for corporate accounts
- Customization and integration charges for unique customer needs
- Digital IDs per item charged at \$0.01, Budweiser promotion 4B.

Direct/ Indirect Competitors

Eon (eongroup.co)
 Fobi (fobi.ai)
 Authentic Vision (authenticvision.com)
 Kezzler (kezzler.com)
 Smart (<https://www.smollan.com/smart/>)

Return on Investment

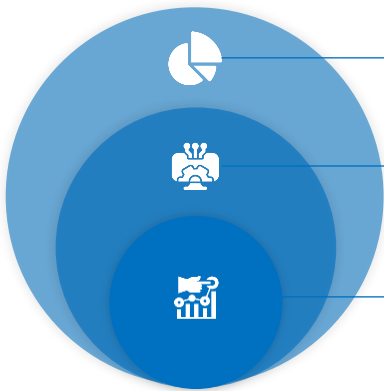


PATENTED TECHNOLOGY

- 4 Patents registered (US & PCT):
 - Marketing:**
 - Cognitive AI vision
 - Blockchain for promotional integrity
 - Operational excellence:**
 - IoT for cold chain compliance
 - Blockchain for validated receipts
- Fast solution deployment (1 month vs 18 avg)
- Productized solution for self-serve scalability
- Wide interoperability & seamless ERP integration

FEATURES	VEROFAX	IBM FOOD TRACE	SAP BATCH TRACE	GS1	VECHAIN	DIMUTO	EY OPSCHAIN
Lifecycle Impact Validation	•						
Consumer Data Insights	•					•	
AR Consumer Experience	•						
Direct Marketing To End-users	•						
Chat And Feedback Integration	•						
Regulatory Compliance	•	•	•	•			•
E-ID Verification	•	•			•		
Coldchain Traceability	•	•	•	•	•	•	
Last Mile Safe Delivery	•	•		•			
Inventory Management	•	•	•		•	•	•
Staff Training & Augmentation	•	•	•	•	•		•
Tamper Verification	•	•	•	•			•
Unique Digital ID Under 5C	•					•	
Logistics Integration	•	•	•	•	•	•	•
Permissioned Private Blockchain	•	•	•				
ERP And IOT Integrations	•	•	•	•			•

VEROFAX MARKET OPPORTUNITY



Total Addressable Market:
Marketing (\$305Bn), Operational excellence (\$107Bn)

Serviceable Addressable Market:
Software Marketing (\$56Bn), Traceability (\$27Bn)

Obtainable Market:
Software Marketing (\$120Mn), Traceability (\$30Mn)

THE BEST BRANDS CHOOSE VEROFAX SOLUTION

FRESH FINE

STONSE2®

ABInBev



Ministry of Health

Premium marketplace with validated product range

NFT marketplace for metaverse occasions

Digital product experience for global promotions

Counterfeit prevention and shopper engagement

Secure Pharma supply chain with Smart supply chain traceability

Clients have rated us “Exceptional” and doubled down with us



CLIENTS DOUBLING DOWN ON VEROFAX SERVICE

Paying clients	2021	2022 (ARR)	2023 (E)
ABI	\$75K Pilot	\$500K Budweiser	\$1.2M - 4 brands
Verotrace Zambia	0	\$350K (MOH pilot)	\$1.5M – 5 clients
Fresh and Fine	60K Pilot	\$120K Marketplace	\$350K – 500 suppliers



GROWING GLOBAL FAST WITH CHANNEL PARTNERS NETWORK



CO-SELLING ON LEADING TECH MARKET PLACES

Co-selling on marketplaces

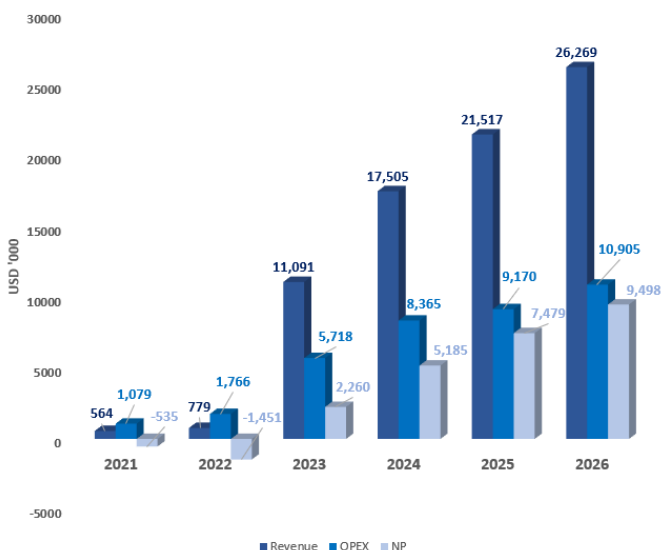


Distributors / Promoters



A STARTUP FOCUSED ON GROWTH

- **Revenue:** \$548K in 2021, \$779K in 2022
- **ARR 2023:** Outlook \$10.8M, 60 clients
- **Charges:** 20% onboarding, 25% customization, 55% recurring digital ID SaaS
- **Traction:** 8 paying clients doubling down on service, 100+ prospects
- **Short sales cycle:** 30 – 90 days
- **Gross profit:** 77% in 2023 and 81% in 2026
- **Net Profit:** 20.4% by 2023 and 36.2% by 2026



FUNDING SECURED TO DATE \$3.3M INCL \$200K GOVT SUPPORT

LEADING VC INVESTORS ON CAP TABLE

500
startups



PRIVITY

dai Dubai
Angel
Investors

DIEZ Dubai Integrated
Economic Zones
دبي المناطق الاقتصادية المتكاملة



VERNALIS
CAPITAL

Benson Oak
VENTURES

GOVERNMENT SUPPORT

HUB71



ADGM

DMCC
DUBAI MULTI
COMMODITIES CENTRE

-DMCC: Sustainable validation service to 17K commodity traders

-HUB71: [Incentive subsidies](#) for \$200K of OPEX

-ADGM: Sustainable product & ESG rating into green credit scoring

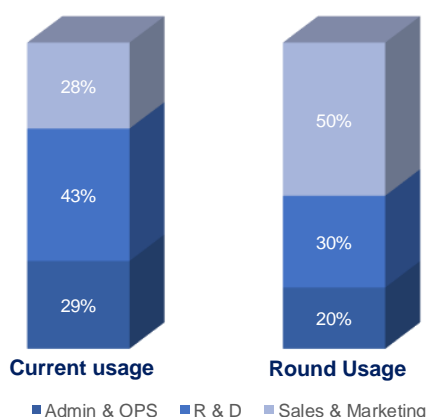
**DUBAI
IRPC
FREE** Dubai
Airport
Freezone



CURRENT ROUND – BRIDGE ROUND

- **\$3M Convertible note, \$1M committed**
- **8% coupon rate converted to equity**
- **\$35M cap or 20% discount from A round.**
- A round earmarked for Sept 2023

USE OF FUNDS: GLOBAL SCALING



FOUNDERS



Wassim Merheby
CEO/Co-Founder



Jamil Zablah
CMO/Co-Founder

ABOUT THE FOUNDERS

Wassim Merheby, CEO

Wassim is a serial Techpreneur. He set up his first business in 2010 as a channel partner for Nokia-Microsoft. Since, he co-founded Distichain to enable B2B global commerce, and later co-founded Verofax to enable trust, auditability and experience in e-commerce.

Jamil Zablah, CMO

Jamil spent the last 20 years leading global marketing agencies. Jamil has advised and invested in many startups over the past 10 years across advertising, travel tech and consumer experience.

LEADER BOARD



Mohammed El Hafiz
SALES DIRECTOR

Digital transformation expert, with over 10 years in driving business transformation



Seadon Francis Pinto
CTO

Seasoned IT professional with track record across startups and Microsoft



Bindu Sherring
CFO

Chartered Accountant with over 25 years of international experience across industries

ADVISORY BOARD



Suhail Al-Ansari
BOARD ADVISOR



Prof Ger Graus OBE
EDUCATIONAL ADVISOR



Sleem Hasan
FINANCIAL ADVISOR



Kokila Al Agh
LEGAL ADVISOR



Bala Chandra
TECH ADVISOR



Emmanuelle Mace-Driskill
SUSTAINABILITY ADVISOR



THANK YOU!

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