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# INVESTMENT TEASER

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Verofax Limited

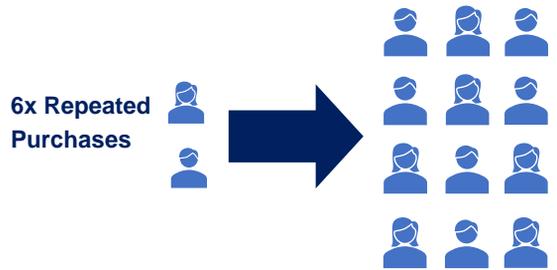
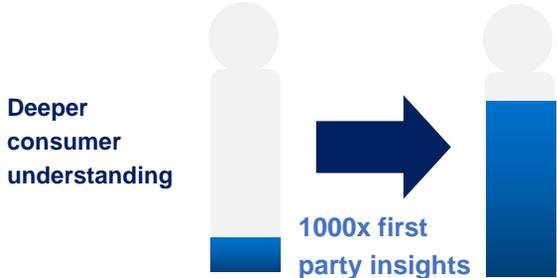
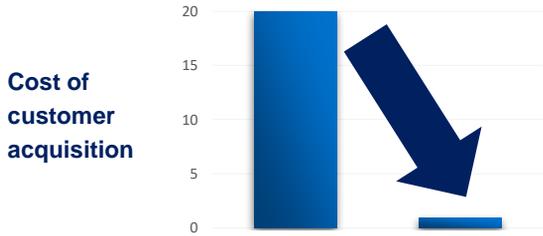
## B2B SOLUTION CONNECTING BRANDS DIRECT TO CONSUMERS THROUGH PRODUCT DIGITIZATION

- 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:**

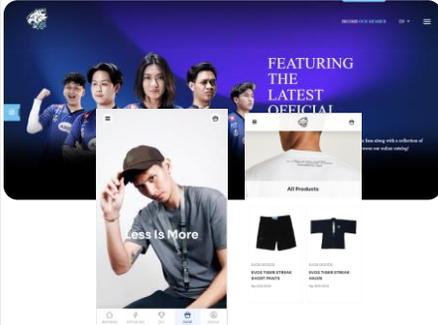
- Shortage of medicines
- Unfairness
- Poor Services

Call Toll Free Line 5980

'A Corruption-Free Zambia Begins with Me'



### Merchandise NFT



### Operational Excellence



### Ecommerce experiences



<p><b>Product Description</b></p>	<p>An <b>asset digitization and traceability</b> solutions. <b>SAAS service that generates unique codes for commodity tracing</b> 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).</p> <p>Upon subscription, the merchants can:</p> <ul style="list-style-type: none"> <li>- Generate codes for products that are printed at the manufacturing stage</li> <li>- Stakeholder interaction with the product at different stages for different use cases, including:             <ul style="list-style-type: none"> <li>- VAT tax revenue optimization</li> <li>- Counterfeit prevention</li> <li>- Supply chain auditability</li> <li>- Direct consumer acquisition and engagement</li> <li>- Sustainable product validation</li> <li>- Turning merchandise into peer to peer tradable NFTs</li> </ul> </li> </ul>
<p><b>Target Audience</b></p>	<p>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.</p>
<p><b>Team Overview</b></p>	<ul style="list-style-type: none"> <li>• <b>Full time members:</b> 35</li> <li>• <b>Organizational structure:</b> 2 Founders, 5 Executive Team Members, 5 Board Members</li> </ul>
<p><b>Key Milestones</b></p>	<ul style="list-style-type: none"> <li>• 8 billing clients including Fortune 100 CPG company (AB Inbev).</li> <li>• <b>Total billing to date:</b> USD 1,000,000+</li> <li>• <b>Total contract value:</b> USD 2,000,000+</li> <li>• 4 patents on proprietary solutions.</li> <li>• Secured \$250K government support (Hub71 &amp; DMCC).</li> <li>• Selected among 100 companies by Anheuser-Busch for Budweiser FIFA 2022 World Cup Promotion</li> </ul>
<p><b>Revenue streams</b></p>	<ul style="list-style-type: none"> <li>• Onboarding charges starting from \$50,000 for corporate accounts</li> <li>• Customization and integration charges for unique customer needs</li> <li>• Digital IDs per item charged at \$0.01, Budweiser promotion 4B.</li> </ul>
<p><b>Direct/ Indirect Competitors</b></p>	<p>Eon (eongroup.co)              Fobi (fobi.ai)              Authentic Vision (authenticvision.com)              Kezzler (kezzler.com)              Smart (<a href="https://www.smollan.com/smart/">https://www.smollan.com/smart/</a>)</p>

Return on Investment

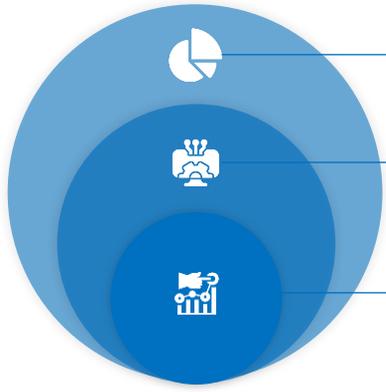


## PATENTED TECHNOLOGY

- 4 Patents registered (US & PCT):
  - a) **Marketing:**
    1. Cognitive AI vision
    2. Blockchain for promotional integrity
  - b) **Operational excellence:**
    1. IoT for cold chain compliance
    2. 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



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



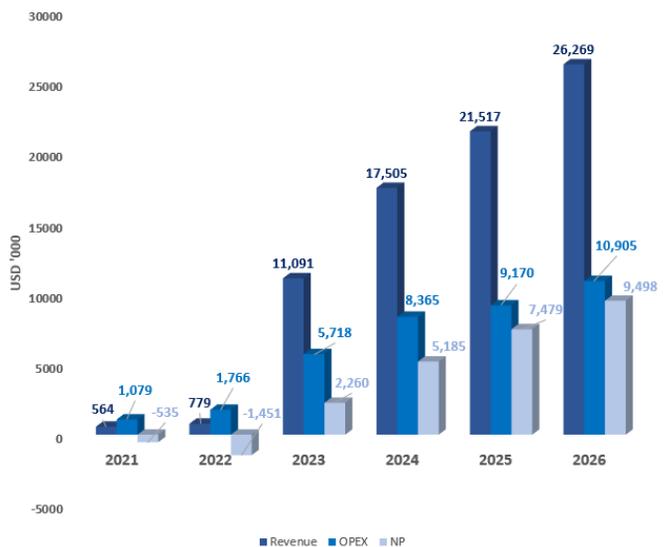
### Distributors / Promoters



مجلس اصحاب العلامات التجارية  
BRAND OWNERS' PROTECTION GROUP

## 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



## GOVERNMENT SUPPORT

**HUB71**



**ADGM**



**-DMCC:** Sustainable validation service to 17K commodity traders

**-HUB71:** Incentive subsidies for \$200K of OPEX

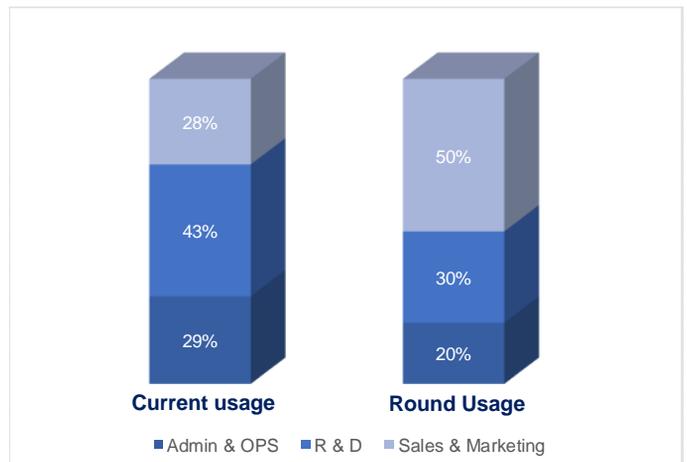
**-ADGM:** Sustainable product & ESG rating into green credit scoring



## 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 Zablal**  
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 Zablal, 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



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**THANK YOU!**

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