



Brand Solution For Commercial Excellence



Brands Face Challenges Connecting Direct To Customer



**High Customer
Acquisition Costs**
(22 - 45 dollars)



**No real time
consumption data**



Low promotional ROI
(>1% conversion)



**Siloed & Fragmented
Customer Data
Warehouses**



**Not able to leverage
Web3 benefits**



**10%¹ loss of revenue
from counterfeit sales**



**Complex compliance
regulations**



Verofax Offers Interactive Product Twinning For Marketing & Operational Efficiency



Can I check integrity?
End 2 End Traceability

Do I get customer data in real time?
1000 Data points

Can I validate product identity?
Blockchain powered

Where and when was I consumed?
Dubai Marina Towers

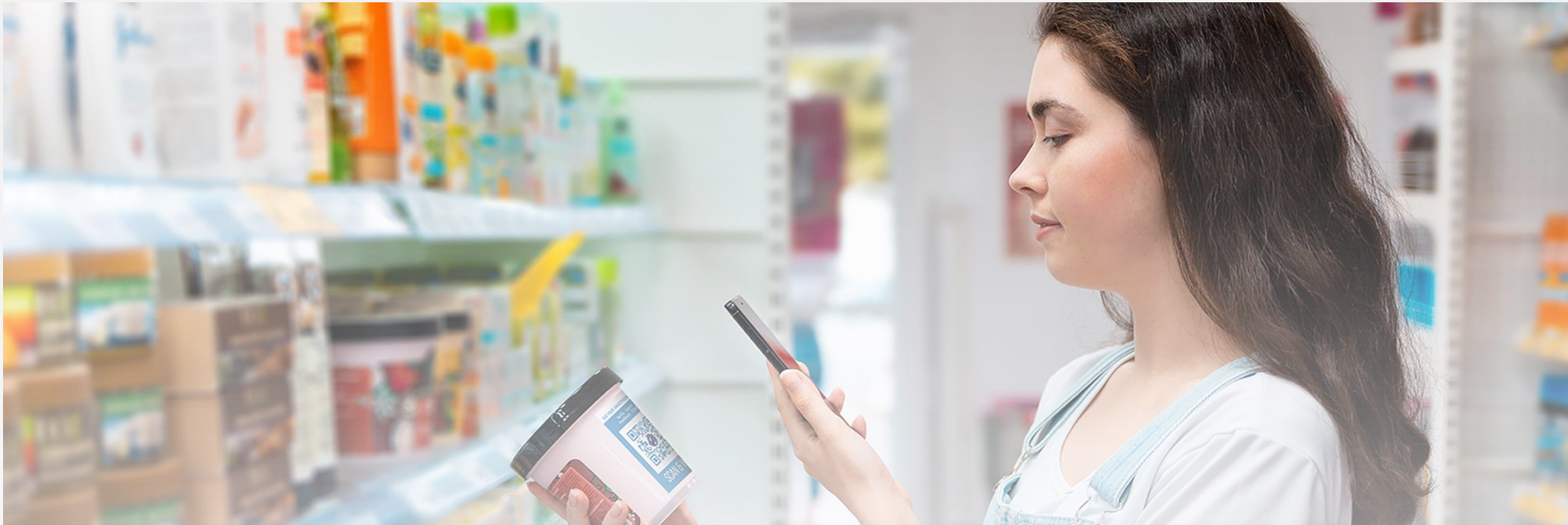
Which channel was I sold through?
Carrefour Jebel Ali

Do my properties match consumption criteria?
product detected as closed

Any suspicious patterns of consumption?
ALERT, 37 replicas with a 1500km spread



Verofax Solution Guarantees ROI for Brands



Lowered Customer acquisition costs to
around \$1



100% Compliance Enforcement



Delivered 50x – 100x conversion rates



Inventory waste reduction
Up to **30%**



1000x real-time data points on
consumption behavior



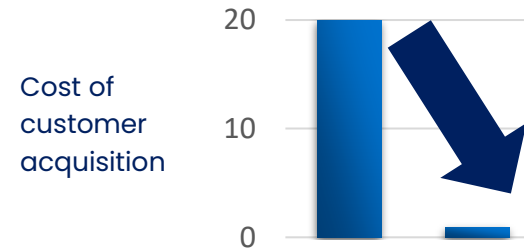
Increase output productivity
By up to **50%**



A Day In The Life Of Our Client – Ab Inbev



Customer Acquisition



Conversion Rate

0.5%

68.5%

Consumer Retention

Net Promoter Score

30

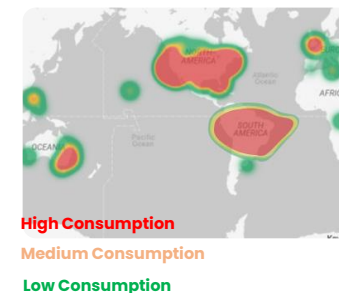
80+

6x Repeated Purchases

Real-time Insights

Consumption heat map

1000X data points on where, when, who, and how many

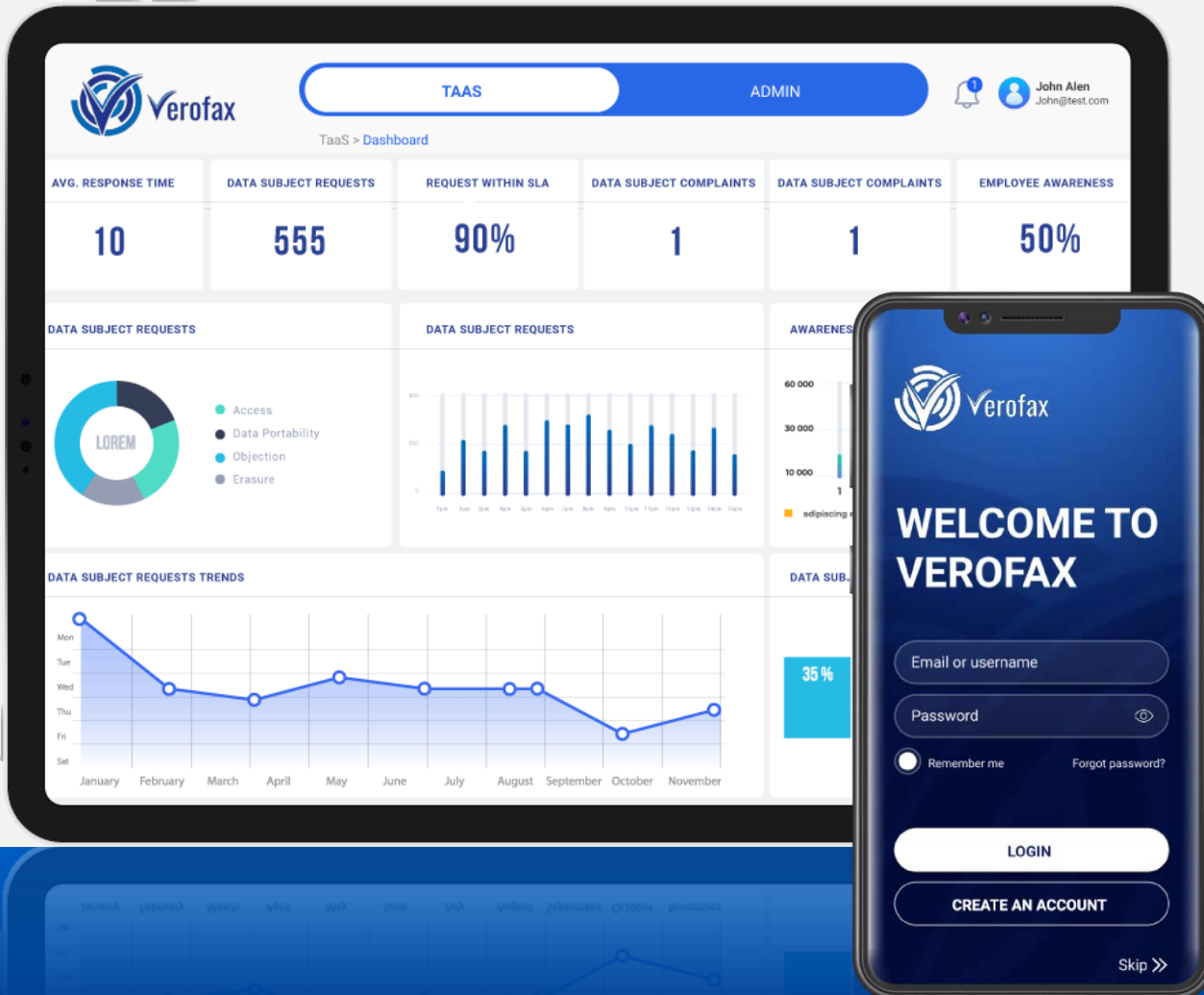


Deeper consumer understanding

1000x first party insights



Seamless & Cost-Effective Deployment



Low cost of digital identity 1-3 cents per item



Fast Deployment – within 90/120 days



ROI within 6 months



Interoperable platforms – Integrates with 130 ERP's

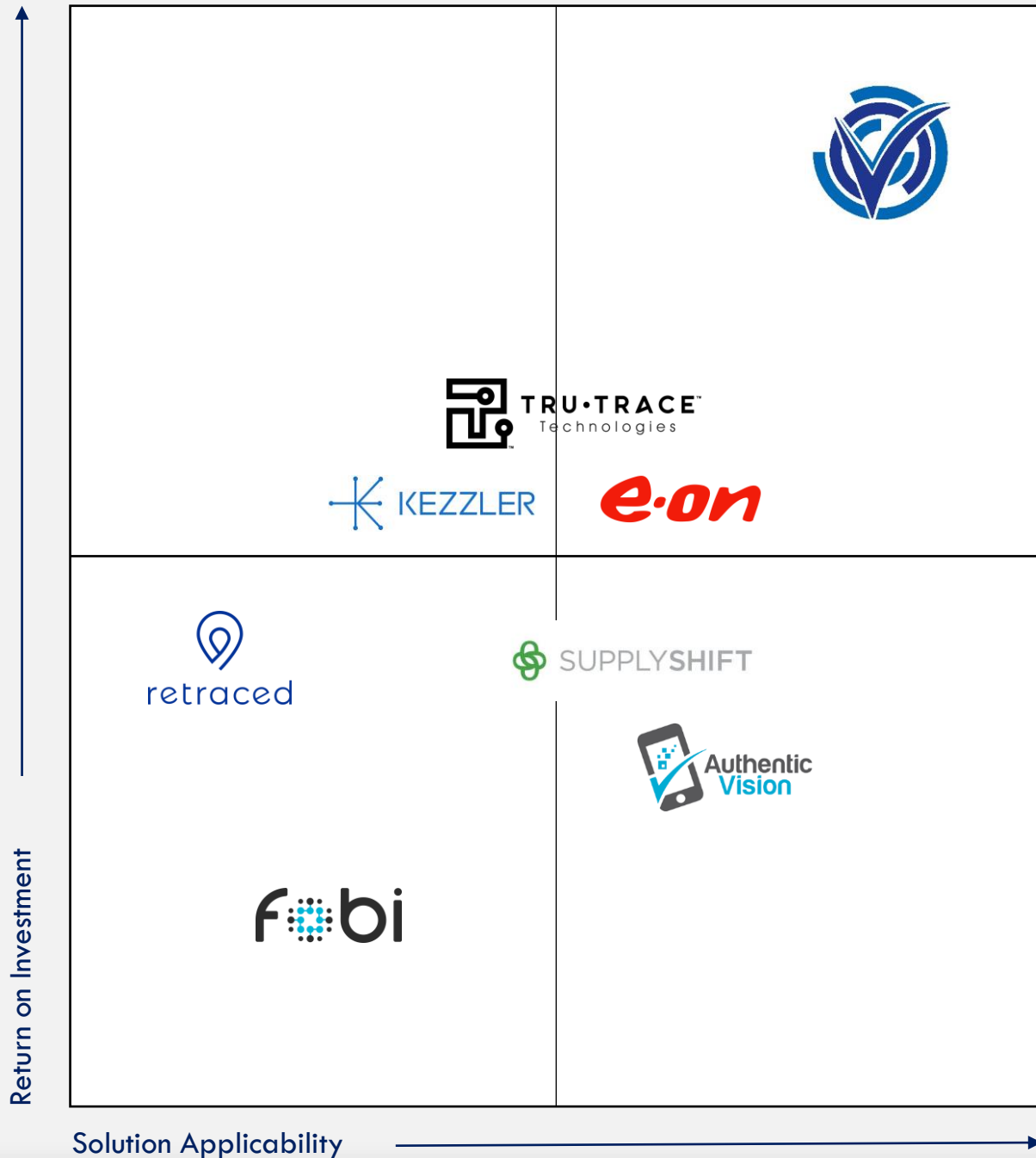


Secure Data – Guaranteed via enterprise permissioned blockchain



GDPR Compliance – Azure managed cloud databases



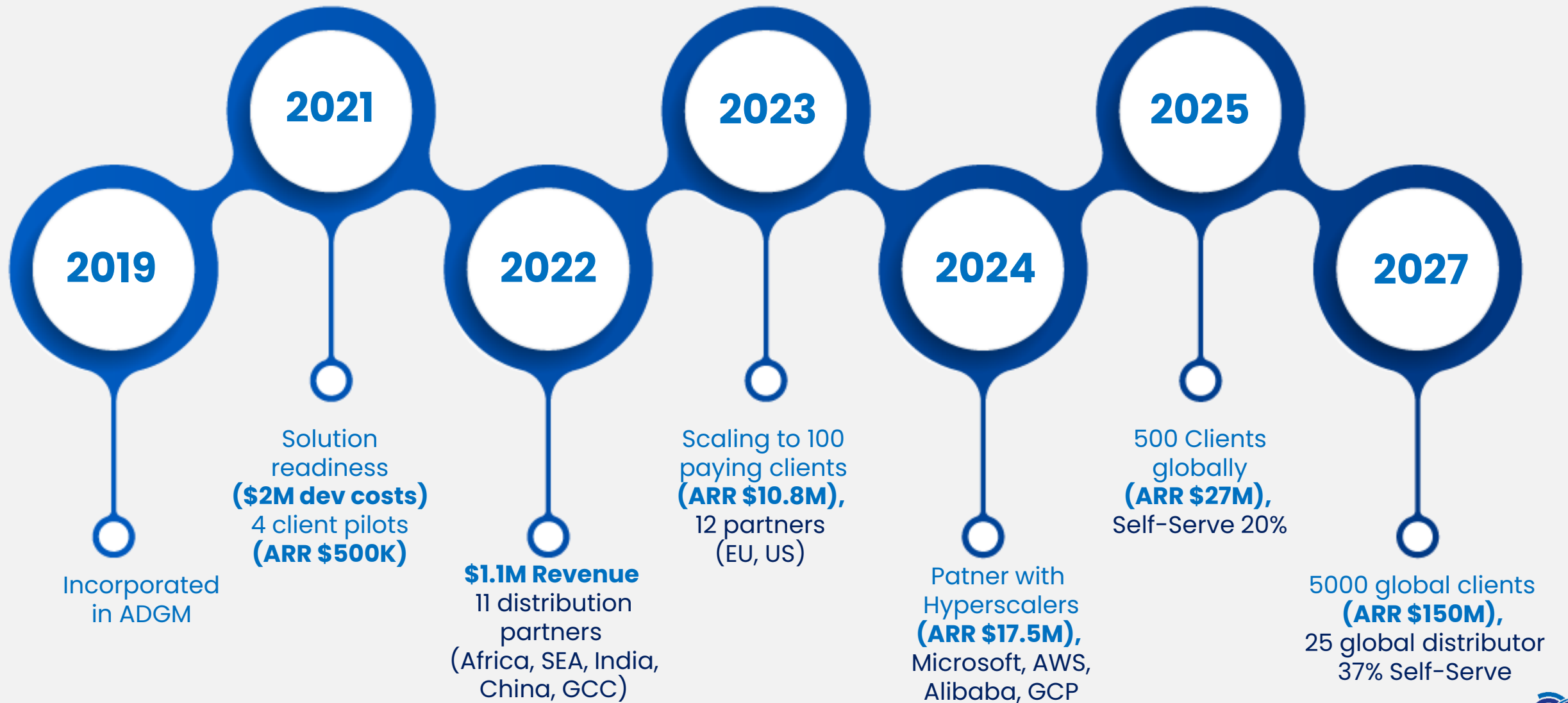


Patented Solution

- 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
- Productized solution for self-serve scalability



Rapid Scaling to Meet Demand



Verofax Market Opportunity in 3 years – \$150M

SME BRANDS



CORPORATE CLIENTS

Self-Serve prospects:
230K SME Brands

Corporate prospects:
12K Enterprises

Verofax SME billing:
5000 x \$10K = \$50M

Verofax enterprise billing:
400 x \$250K = \$100M

GTM Strategy:

Global targeting in collaboration with hyper-scalers (co-selling with Tech Providers, bundled with Telco services and distributed through SaaS partners).



Why The Best Brands Trust Verofax Solution



Ministry of
Health



ABInBev



FRESH FINE

Counterfeit
prevention

ARR \$1.5M

NFT marketplace for
merchandise

ARR \$420K

Digital product
experience for global
promotions

ARR \$1.2MN

Immersive
omnichannel
commerce

ARR \$1.5M

Premium goods
traceability

ARR \$375K

**Clients doubling
down on Verofax**

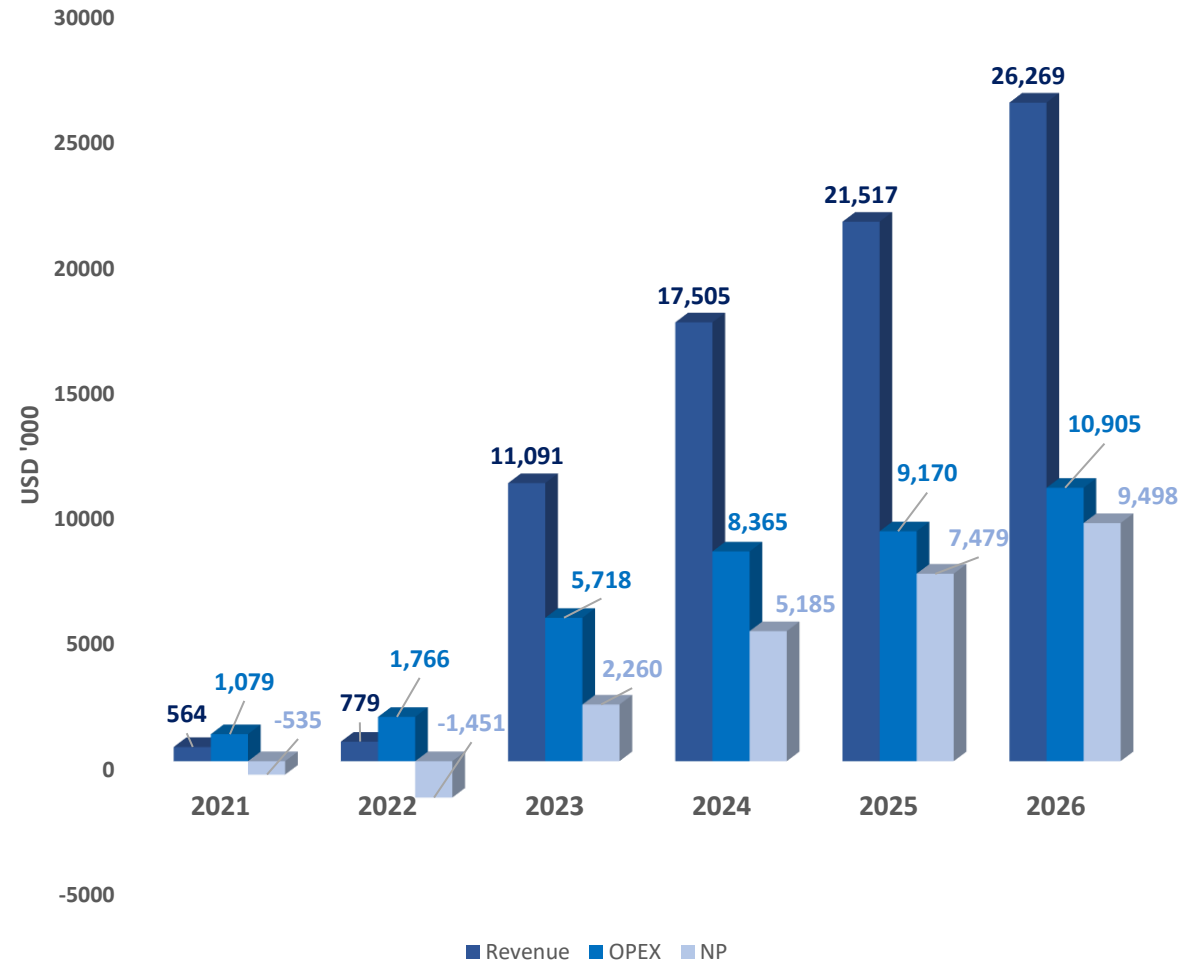
Paying clients	2021	2022 (ARR)	2023 (E)
ABINBEV	\$75K Pilot	\$500K Budweiser	\$1.2M – 4 brands
Verotrace Zambia	0	\$350K (MOH pilot)	\$1.5M – 5 clients
Fresh and Fine	60K Pilot	\$120K Marketplace	\$350K – 500 suppliers

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



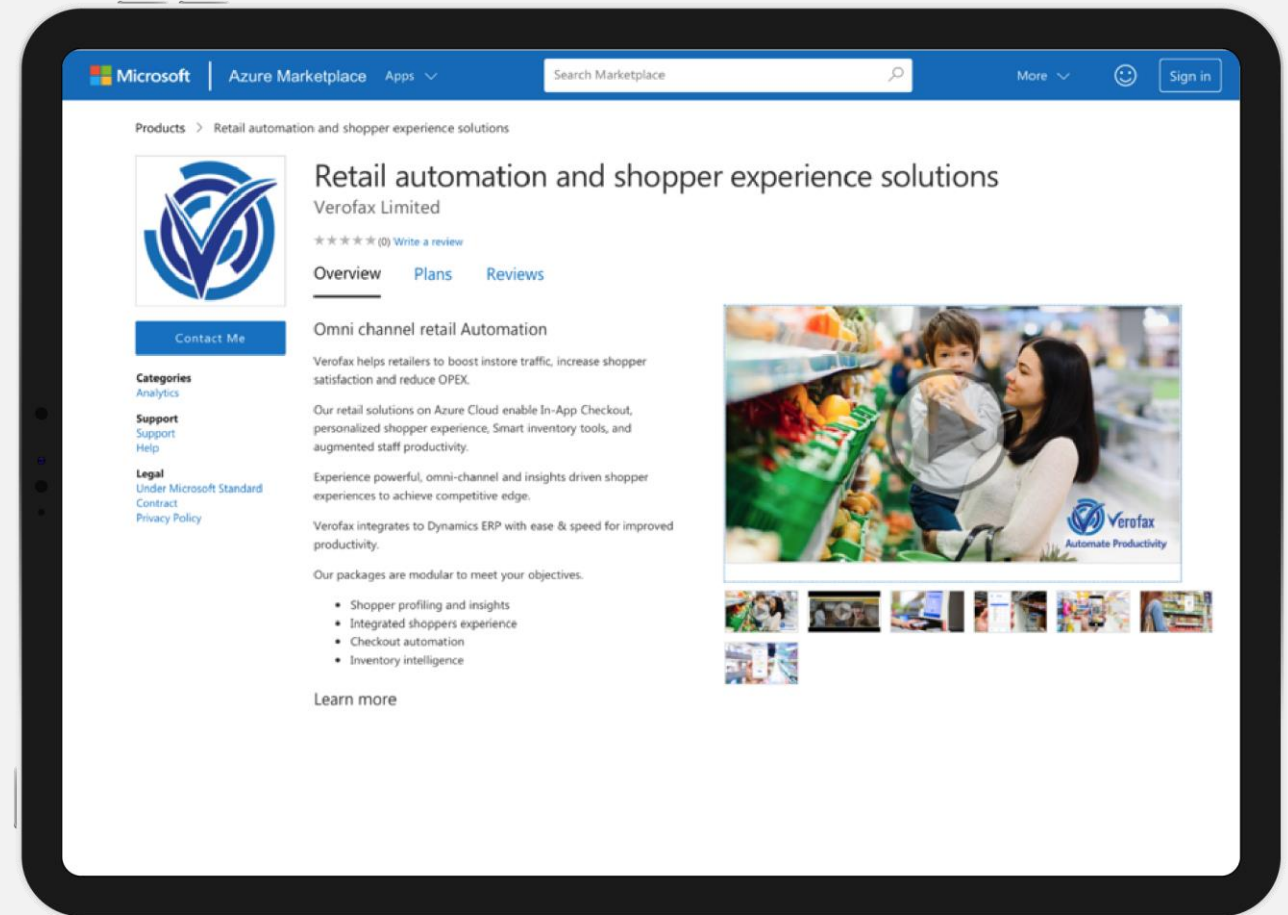
A Startup Focused On Growth

- **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



Co-Selling On Leading Tech Market Places

- Access to 1 million clients
- Joint global marketing
- Reseller network of 25K partner / distributor
- Leading partner network with global consultancies



Growing Global Fast With Partners' Network



Diverse Global Team

Operations in Europe, Asia and MEA with strong business and technical expertise

FOUNDERS



Wassim Merheby

CEO-FOUNDER

Serial Techpreneur with 20 years in leadership roles with global companies



Jamil Zablah

CMO-FOUNDER

Seasoned marketing and start-up expert with 20yrs in advertising

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



Funding Secured To Date \$3.3M / \$250K Support

LEADING VC INVESTORS ON CAP TABLE

500
startups



PRIVITY

dai Dubai
Angel
Investors

DIEZ Dubai Integrated
Economic Zones
دبي للمناطق الاقتصادية المتكاملة

Wami Capital

VERNALIS
CAPITAL

Benson Oak
VENTURES

GOVERNMENT SUPPORT

HUB71

ADGM

DMCC
DUBAI MULTI
COMMODITIES CENTRE

**DUBA
IRPC
FREE** Dubai
Airport
Freezone

سلطة واحة دبي للسيليكون
Dubai Silicon Oasis Authority

- DMCC:** Sustainable validation service to 17K commodity traders
- HUB71:** [Incentive subsidies](#) for \$200K of OPEX
- ADGM:** Sustainable product & ESG rating into green credit scoring



Financing Round For Scaling Globally in 2023

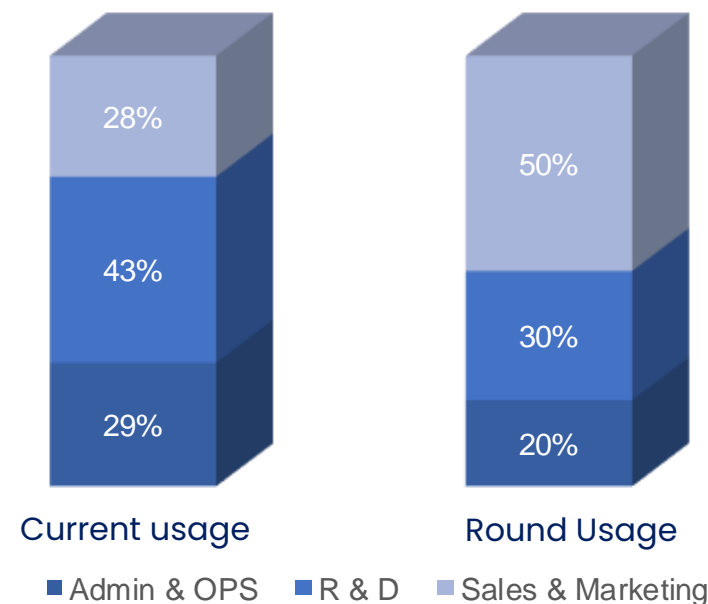
- \$3M RAISE, \$100K TICKET
- 8% coupon converted into equity
- \$35M cap or 20% discount from A Round (whichever is lower)
- 24 months maturity note

- Brand marketing expansion & Solution R&D
- Recruit BDM teams in EU/NA
- Recruit 5 distributors (India, Americas)
- Acquire 25 large customers \$250k+
- Accelerate direct sign-ups for 100 SMEs

ACHIEVE \$10.8M ARR IN 2023

Effective Capital Deployment

Fund usage



A Day In The Life Of Client – WebTV Asia



Key Results

NFT auction proceeds as charity

Tradeable on NFT marketplaces

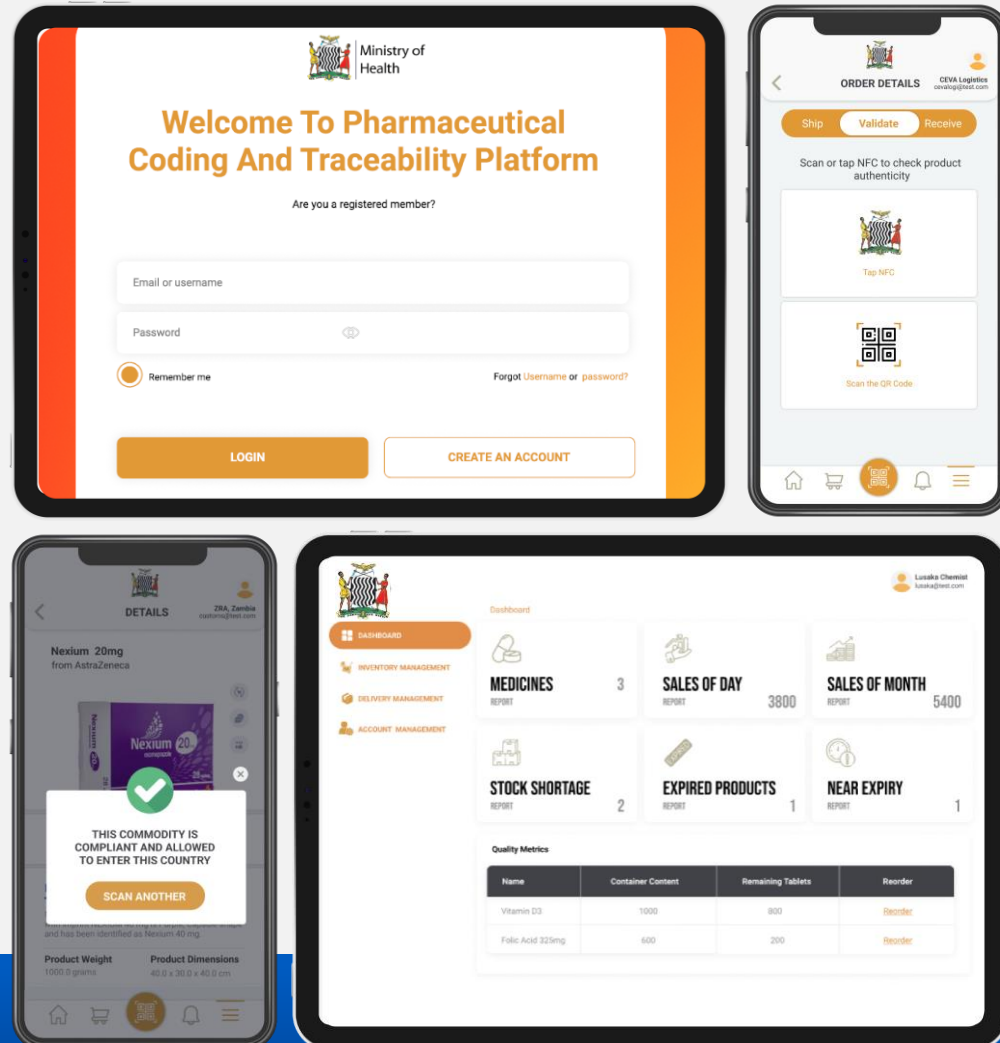
Influencer led promotion

Building community support

Revenue from NFT lifecycle



A Day In The Life Of Client – MoH Zambia



Key Results

Improve Medicine Availability

Reduce leakage in supply chain

Precision medicine dispensing

Eliminate Counterfeit

Operational excellence from analytics





info@verofax.com

EUROPE

Devonshire House, 60 Goswell Road,
London, EC1M 7AD,
United Kingdom

ASIA

V Square @ PJ Centre, Block 6-09-01 Jalan Utara
46200 Petaling Jaya Selangor, Malaysia

MIDDLE EAST

P.O. BOX 35665, 34, Makam Tower,
Global Market Square, Al Maryah Island,
Abu Dhabi, United Arab Emirates.

AFRICA

Dubai Internet City,
In5 Tech Hub,
Suite 34B

CANADA

33 Gerrard street west,
Toronto, M5G 1Z4,
Ontario, Canada

UNITED STATES

651 N Broad St, Suite 206, Middletown,
New Castle, 19709,
Delaware, United States