



Digital infrastructure for trusted products

Connect customers. Build trust. Enable transparency.




Market reality

The product economy is becoming digital.


Brands struggle with:

 No direct connection with end customers.

 Rising transparency expectations.

 Counterfeiting and grey market sales.

 ESG and regulatory pressure.

 Products becoming anonymous marketplace SKUs.

Products must become digital customer touchpoints.

 [Hashentic]



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Connect customers directly to the brand.



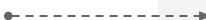
Rising transparency expectations.



Deliver trusted product information.



Counterfeiting and grey market sales.



Build long-term relationships.



ESG and regulatory pressure.



Visible ESG.



Products becoming anonymous marketplace SKUs.



Create personalized experiences.

Products must become digital customer touchpoints.

New brand reality



Every product is a customer channel

Modern products must:

Connect customers directly to the brand.

Deliver trusted product information.

Build long-term relationships.

Visible ESG.

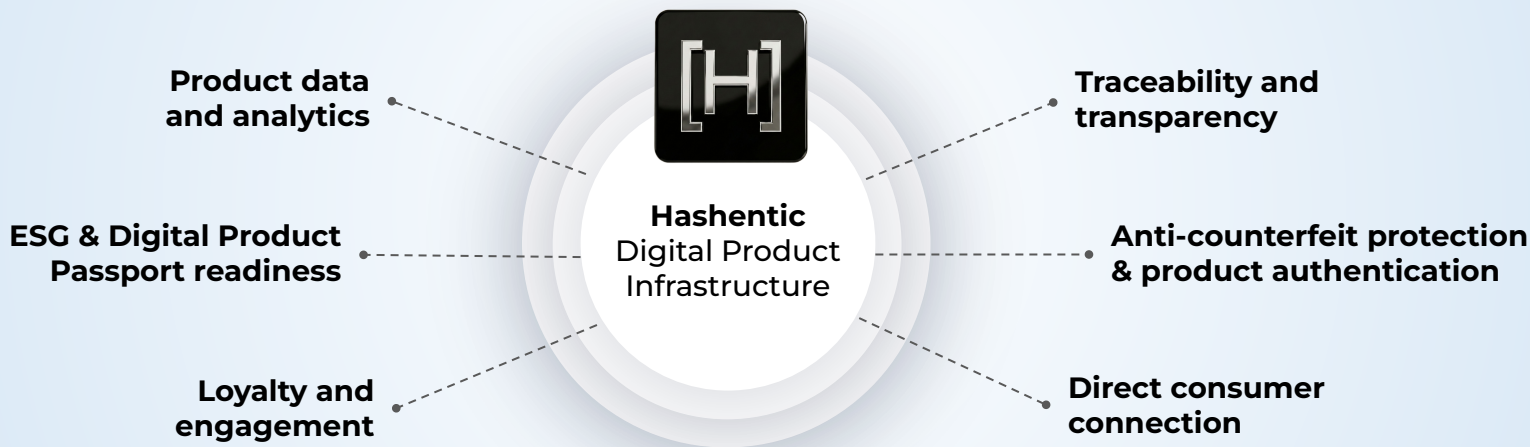
Create personalized experiences.

Products are no longer just items — they are digital experiences.

Core idea



One digital infrastructure for product trust & growth — Hashentic connects physical products with digital identity and customer interaction.



One infrastructure → multiple business outcomes.

How Hashentic works



Connecting physical products with digital infrastructure.



Product is assigned a secure digital identity

Using NTAG424 DNA secure NFC — bank-level product security that prevents cloning and counterfeiting, as well as QR codes, barcodes and GS1 standard identifiers.



Product data is registered in the Hashentic platform

Digital identity, origin, supply chain and lifecycle information.



Product is verified or scanned at any time

Consumers or partners verify authenticity and access trusted product information.



Brand receives real-time data and interaction insights

Traceability, compliance and consumer engagement.

One infrastructure connecting products, data and customers.



Platform capabilities

One infrastructure. Multiple capabilities.



Direct Consumer Connection & Growth

- ✓ Connect directly with the new digital generation.
- ✓ Deliver trusted product information instantly.
- ✓ Create personalized product experiences.
- ✓ Launch loyalty and engagement programs.
- ✓ Collect real consumer insights.
- ✓ Build long-term customer relationships.



Traceability & Visibility

- ✓ End-to-end product tracking.
- ✓ Supply chain transparency.
- ✓ Distribution monitoring.



ESG & Compliance

- ✓ EU Digital Product Passport readiness.
- ✓ Verified product data.
- ✓ ESG reporting support.



Trust & Transparency

- ✓ Anti-counterfeit protection.
- ✓ Verified product authenticity.
- ✓ Brand protection.
- ✓ Trusted product information.

Products become digital customer channels.

Business value



What business gets from Hashentic:



- **Growth** — direct customer connection & engagement.
- **Trust** — verified products & transparency.
- **Revenue protection** — anti-counterfeit & grey market control.
- **Visibility** — full product traceability.
- **Compliance** — ESG & DPP readiness.

More growth. More trust. More control.

Why Hashentic



Bank-level anti-counterfeit protection with clone-resistant technology.



One platform for growth, trust and compliance.



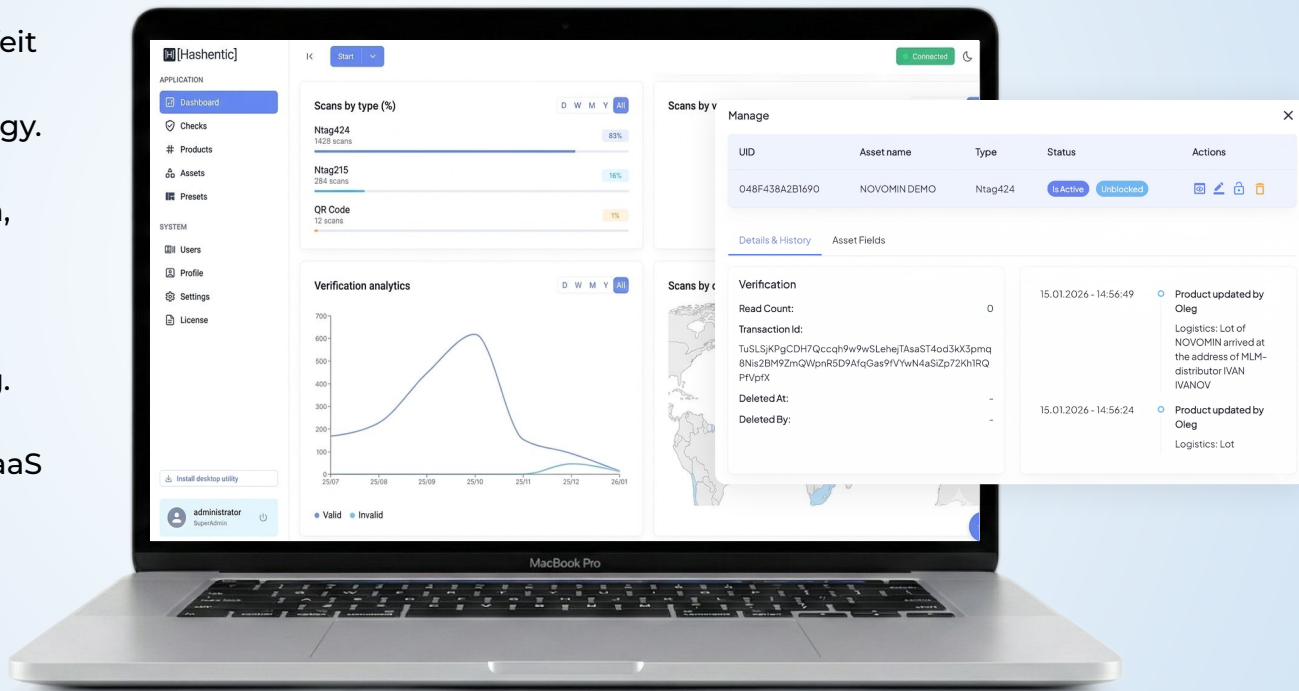
Works with existing products and packaging.



Enterprise-ready (API, SaaS or on-prem).



Rapid deployment.



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