

NFTs, PRODUCT AUTHENTICATION & BRAND PROTECTION

IoT & blockchain-based solutions for

- ✔ NFT marketing & sales
- ✔ End-to-end traceability
- ✔ Anticounterfeiting
- ✔ User engagement



AUTHENA Shield™

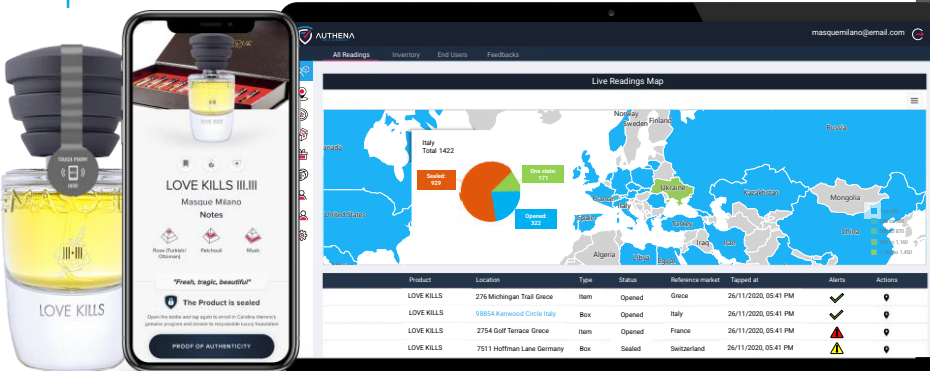
- A **physical-digital seal** (IoT & blockchain based), which uniquely identifies and authenticates each product
- A **user interface** to verify the authenticity of their purchases instantaneously
- A **producer dashboard** to track in real time at a single unit level

The paradigm shift

Fragrances & Cosmetics brands plug into a tamper-proof end-to-end authenticity solution which also enables:

- ✔ Product visibility across supply chain
- ✔ Direct connection to end users
- ✔ New marketing channel
- ✔ Targeted recall management

End user verification increases brand value, trust and engagement



The metaverse trusted bridge

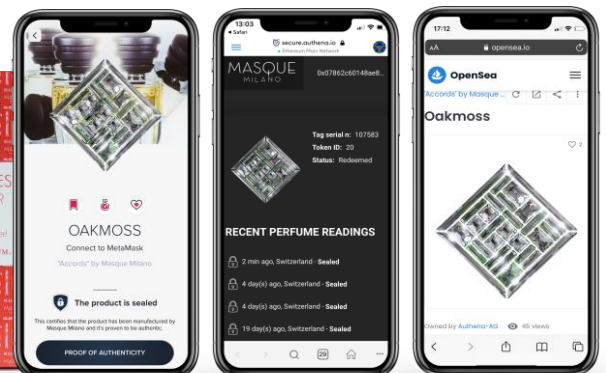
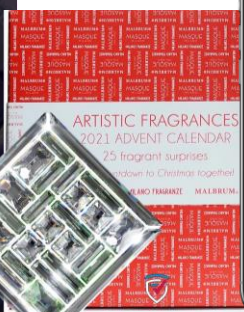
Brands can embrace the metaverse world with a Plug & Play solution allowing:

- ✔ NFT en primeur sales to anticipate cash flow
- ✔ Activation of new sales & marketing channel
- ✔ Boost of brand image and recognition
- ✔ A new era of consumer engagement
- ✔ NFT secondary market to gain the shares of the physical-digital assets' future sales

Most secure **consumer** verification: For every single product, a unique NFT is created to provide authenticity & verification

AUTHENA M3TA™

- **Non-Fungible Token (NFT)**, as a digital twin of a luxury product. Interoperability with all the most adopted blockchain protocols.
- **Authena DAPP** to connect NFT with **Authena Shield™**: most secure physical-metaverse link
- Connection with major **NFT marketplaces**



Press coverage

