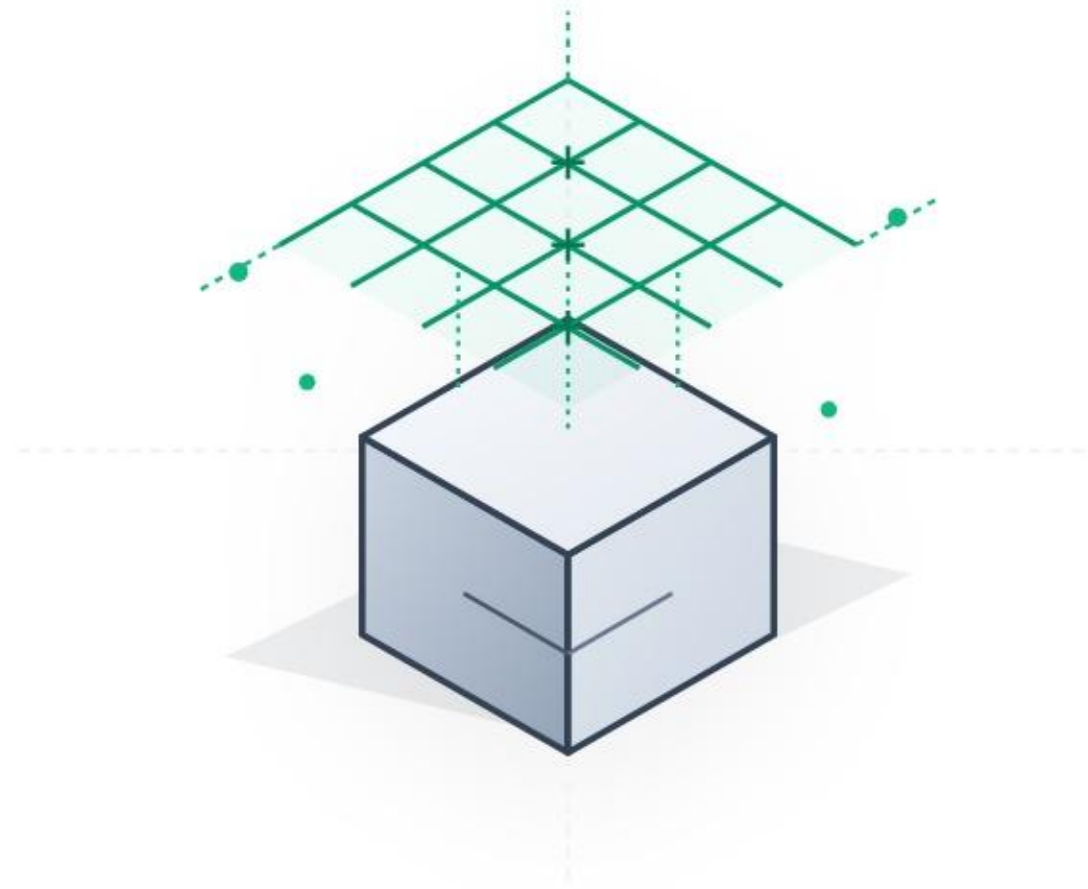




TrustQR

Product Authentication & Anti-Counterfeiting Platform

Building trust between brands, products and consumers.

500K+ products protected • 8 paying brands in 4 countries • \$0 raised

Investor Presentation • October 2026

Counterfeiting: A \$467B Problem Hiding in Plain Sight

Fakes move through the same distribution channels as genuine goods. Once a product leaves the factory, brands lose visibility, and consumers have no reliable way to check what they are buying.

\$467B

Counterfeit goods traded internationally in 2021

OECD/EUIPO, 2025

2.3%

Of all world trade. Domestic and online fakes are not included

OECD/EUIPO, 2025

\$5.42B

Counterfeits seized by U.S. CBP in FY2024 (32.4M items), +95% vs FY2023

U.S. Customs & Border Protection

Safety Risk

Hazardous fakes are rising: medicines, cosmetics, food, auto parts and toys.

Lost Visibility

Manufacturers lose track of goods the moment they enter multi-tier distribution.

Legacy Failures

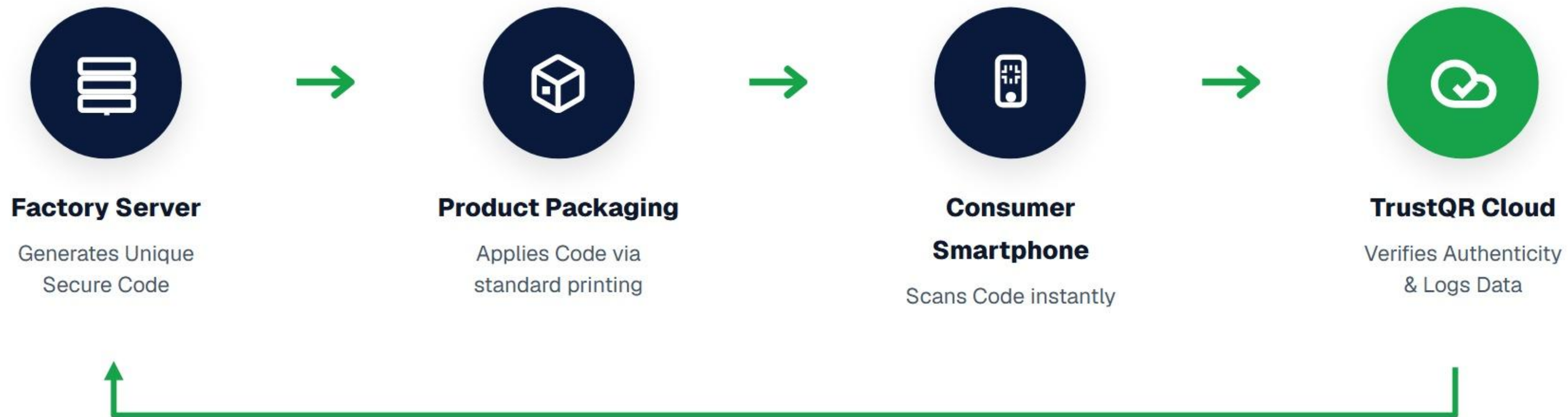
Holograms and printed seals are easily copied and generate no data.

The Missing Link

No affordable, product-level check a consumer can run with a phone.

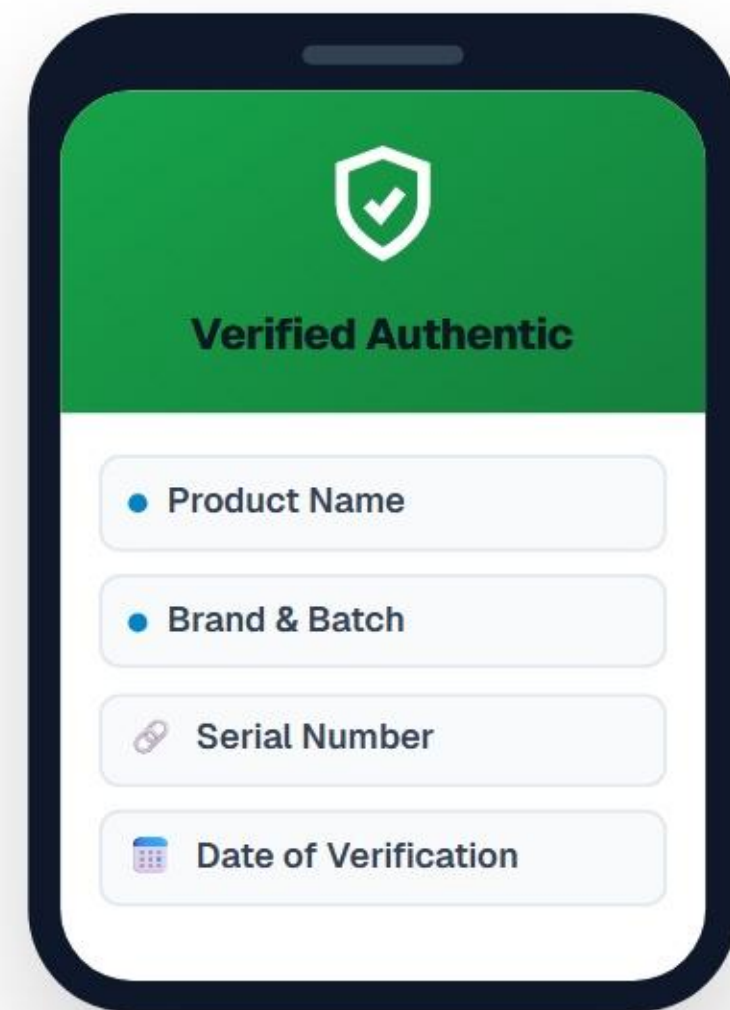
The Digital Bridge: Linking Physical Products to Cloud Verification

TrustQR empowers manufacturers to assign a **unique, secure digital identity** to every physical product. Customers and supply-chain partners verify authenticity instantly with a single smartphone scan—no specialized hardware required.



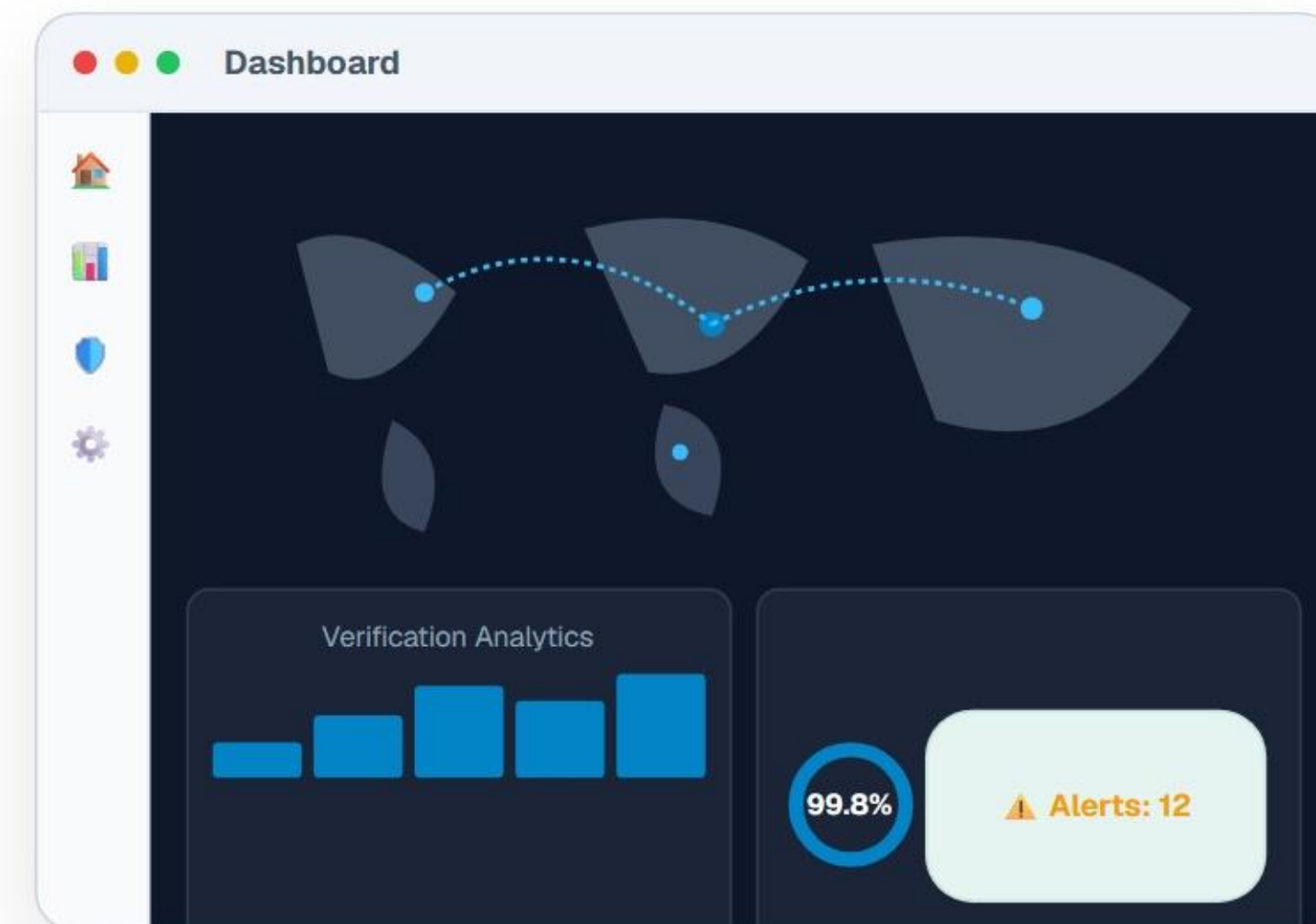
A Unified Platform for Verification and Intelligence

Consumer Experience



Instant QR authentication, unique product identity confirmation, and seamless mobile-friendly verification results.

Manufacturer Intelligence



Real-time traceability, global verification analytics, suspicious activity & duplicate scan alerts, customer location mapping, and enterprise API integration capabilities.

Technology: Why a Copied Code Gets Caught

A QR code can be photographed and reprinted, so TrustQR does not rely on the code alone. Every code is a unique, server-issued identity whose scan history is tracked in real time.

1. Unique Cryptographic IDs

Each unit gets a non-sequential, unguessable code issued by TrustQR. It cannot be generated outside the platform.

2. Duplicate-Scan Tripwire

When one code is scanned in different places or too many times, the platform flags it and alerts the brand in real time.

3. Geo & Scan Intelligence

Scan location and time map where products really go, revealing grey-market diversion and hotspot regions.

4. NFC Hardware Layer

For pharma, luxury and regulated goods: encrypted NFC tags that cannot be cloned by copying a printed image.

Proven in the field: across ~14,000 consumer scans, 2 cloned codes were caught and flagged. A visible “verify me” code is also a deterrent: copying it means getting exposed. No special hardware, no app download.

Early Traction, Capital-Efficient

500K+

Products Protected

300K paid • 200K+ pilot & market-seeding codes

8

Paying B2B Customers

USA, UK, India & Australia • supplements & pharma

~\$30K

Revenue to Date

~\$0.10 per paid code • \$0 raised

~14K

Consumer Scans

~5% of paid codes verified by end buyers

2

Cloned Codes Caught

Flagged automatically by duplicate-scan alerts

TRUSTED BY



Batch-driven revenue: brands buy codes per production run. 3 brands have already reordered for new batches; the rest reorder when their next batch is produced.

Pipeline: Demand Beyond Today's 8 Customers

Growth comes first from brands that already trust us, then from new markets and verticals.

6 of 8

Existing customers
asking for more
volume or product
lines

~\$8K

Contracts currently
under negotiation

2

Brands that have
requested a pilot

Turkey

Food & FMCG brands
in negotiation;
springboard into
regional food security

10+

Brands in active
conversation

Path to Month 12 (~\$300K ARR): expand the 6 existing brands, convert pilot requests, close active Turkey food & supplement deals, and scale regional pilots via CoreBHub.

Usage-Based SaaS Economics & Protection Layers

Transparent usage-based pricing with zero friction: **unlimited consumer scans included free**, with an optional hardware-grade **Contactless (NFC) Tag** layer for sensitive goods.

LAYER 1: DIGITAL QR SERIALIZATION

Zero-app smartphone verification • Real-time duplicate scan detection

SMALL BATCHES

Starter

\$0.30

per generated QR code

✓ Unique cryptographic QR codes

✓ 100% Unlimited scans free

✓ Verification scan analytics

Ideal for initial batch trials, pilot runs, and emerging brands.

MOST POPULAR

Growth

\$0.20

per generated QR code

✓ Volume-tiered unit economics

✓ Duplicate scan tripwire alerts

✓ Fraud reports & geolocation insights

Optimized for scaling production lines and multi-batch distribution.

HIGH VOLUME

Enterprise

Custom

tailored to annual volume

✓ Direct factory/ERP API integration

✓ Custom counterfeit alert policies

✓ 24/7 SLA & dedicated account manager

For multi-market manufacturers, enterprise packaging lines, and governments.

(nfc)

LAYER 2: Contactless (NFC) Tags for Highly Sensitive Products

Hardware-Grade Security

Contactless NFC tags add a tamper-evident, clone-resistant physical layer when brands need maximum resistance against packaging forgery and gray-market cloning (Pharmaceuticals, Luxury Goods & Regulated Products).

STARTER ADD-ON

+\$0.05

per contactless NFC tag unit added to supported product packaging runs.

GROWTH VOLUME

Volume Tiered

Discounts for larger tag manufacturing runs and recurring industrial production batches.

ENTERPRISE ARCHITECTURE

Custom

Custom encrypted NFC chips, covert packaging inlays, regulated goods & multi-region rollouts.

Pricing by sector (indicative): pharma & supplements \$0.10–0.30 • cosmetics \$0.05–0.15 • food & FMCG \$0.01–0.03 on volume contracts. Today’s blended average is ~\$0.10 per paid code, the basis for every projection in this deck. Software gross margin ~90% (est.).

Built-in stickiness: once consumers learn to expect the TrustQR code, a product shipped without it looks fake, so brands reorder codes with every new batch.

Market Opportunity

We size the market by what brands spend on authentication, not by the value of fake goods.

TAM

\$2.9B → \$4.3B

Global authentication & brand protection spend, 2023–2028, 8.3%
CAGR (*MarketsandMarkets*)

SAM

Software QR / NFC

SME & mid-market brands in supplements, cosmetics and
pharma, starting from the GCC

3-YEAR TARGET

~\$3M ARR

30M paid codes/yr × ~\$0.10 per code, about 0.07%
of TAM

Where authentication pays first

Supplements & nutrition — outside pharma track-and-trace mandates, heavily faked online

Cosmetics & personal care — named by OECD among rising hazardous fakes

Pharma (complementary) — national serialization secures the bulk supply chain; TrustQR adds the consumer-facing check and scan intelligence

Food & beverage — premium and export SKUs, volume pricing

Luxury, electronics, auto parts — NFC layer for high-value goods

Competitive Landscape

Established U.S. and European players serve governments and large enterprises with specialized equipment, inks or forensic markers. The mid-market is underserved.

Company	Focus	Gap TrustQR fills
Authentix Addison, TX	Governments, tax stamps, fuel marking, large brands	Self-serve onboarding for SME & mid-market brands
Systech Princeton, NJ	Enterprise pharma serialization	No dedicated line equipment; standard printing
Digimarc Beaverton, OR	Invisible digital watermarks	No print-workflow integration needed
Applied DNA Sciences Stony Brook, NY	DNA markers and forensic evidence	Instant phone check, no lab, low cost
Entrupy New York, NY	AI image authentication for luxury resale	Protection from the factory, not after sale
Scantrust Lausanne, Switzerland	Secure QR with copy-detection pattern	No special print resolution or press calibration
Kezzler Oslo, Norway	Serialization & traceability cloud for large FMCG	SME pricing; live in days, not months
OpSec Security UK / U.S.	Holograms, labels, online brand protection	Data-driven, no physical security hardware
TrustQR UK → Istanbul	Product-level QR + NFC with scan intelligence	From ~\$0.10/code, live in days, Istanbul & MENA hub

Turkey & MENA: The Strategic Manufacturing & Export Hub

- **Why Istanbul & Turkey**

Turkey is a global manufacturing powerhouse across food & agriculture, nutrition supplements, cosmetics, pharmaceuticals, and consumer goods. Operating as the direct trade bridge connecting Europe, the GCC, and Central Asia, Turkish exporters face severe cross-border counterfeit risks. TrustQR delivers digital authenticity and consumer trust at every scan.

- **12-Month Regional Execution**

- Establish operational presence in Istanbul via **Core VentureLab**
- Target: **5 pilots** with Turkish food, supplement, and cosmetic exporters
- Target: **3 paid multi-batch enterprise contracts** converted from pilots
- Active pipeline: **10+ Turkish brands** in negotiation across food & FMCG verticals
- Partner with regional packaging converters & export associations for rapid zero-capex rollout



Go-to-Market: Pilot, Prove, Expand

Sales Channels (Turkey & Global)

- ✓ Direct sales to brand owners in Turkey, UK & export markets
- ✓ Turkish packaging & label converters (resell codes per print batch)
- ✓ Food, cosmetic & supplement export associations in Istanbul
- ✓ CoreBHub partner network & regional enterprise channels

Proven Motion

Free pilot codes on 1 batch → real-time scan data proves counterfeit protection → multi-batch annual contract. This is how our first 8 customers were won.

1. Qualify brands with counterfeit exposure

2. Run a free pilot on one product line in Turkey

3. Convert to a paid multi-batch contract

4. Expand across full catalog & export SKUs

5. Sign Turkish printers & distributors as channels

6. Anchor in Istanbul, expand across Europe & MENA

Founding Team: Technology Meets Industry

Our founding team combines decades of experience in software engineering, product management, AI, and the sports supplement industry.



Rami Jahan
Founder & CTO

- 25 years of experience in software engineering, enterprise systems & database architecture
- AI-driven product development and high-throughput production systems
- Designed and developed TrustQR's technology end-to-end
- Grew platform to 500K+ protected products across 4 countries with \$0 external funding



Reza Pashazadeh
Co-Founder & Product Manager

- Software engineering graduate with 25 years of experience managing and developing software products
- Extensive expertise in product strategy, roadmap planning, and execution
- Directs user lifecycle workflows, UI/UX consistency, and B2B client onboarding
- Proven track record aligning technical capabilities with commercial market needs



Mike (Massoud) Latifi
Co-Founder & Industry Advisor

- 35+ years in sports supplement manufacturing, supply chains, and global sales
- M.S. Electrical Engineering, University of Missouri–Columbia
- Deep first-hand understanding of brand counterfeiting and grey-market diversion
- Provides market access and direct connections to manufacturers and distributors

Together, we combine strong technical capabilities, proven product management experience, and direct industry expertise, enabling us to build practical solutions that address real market needs.

Seed-funded hires:

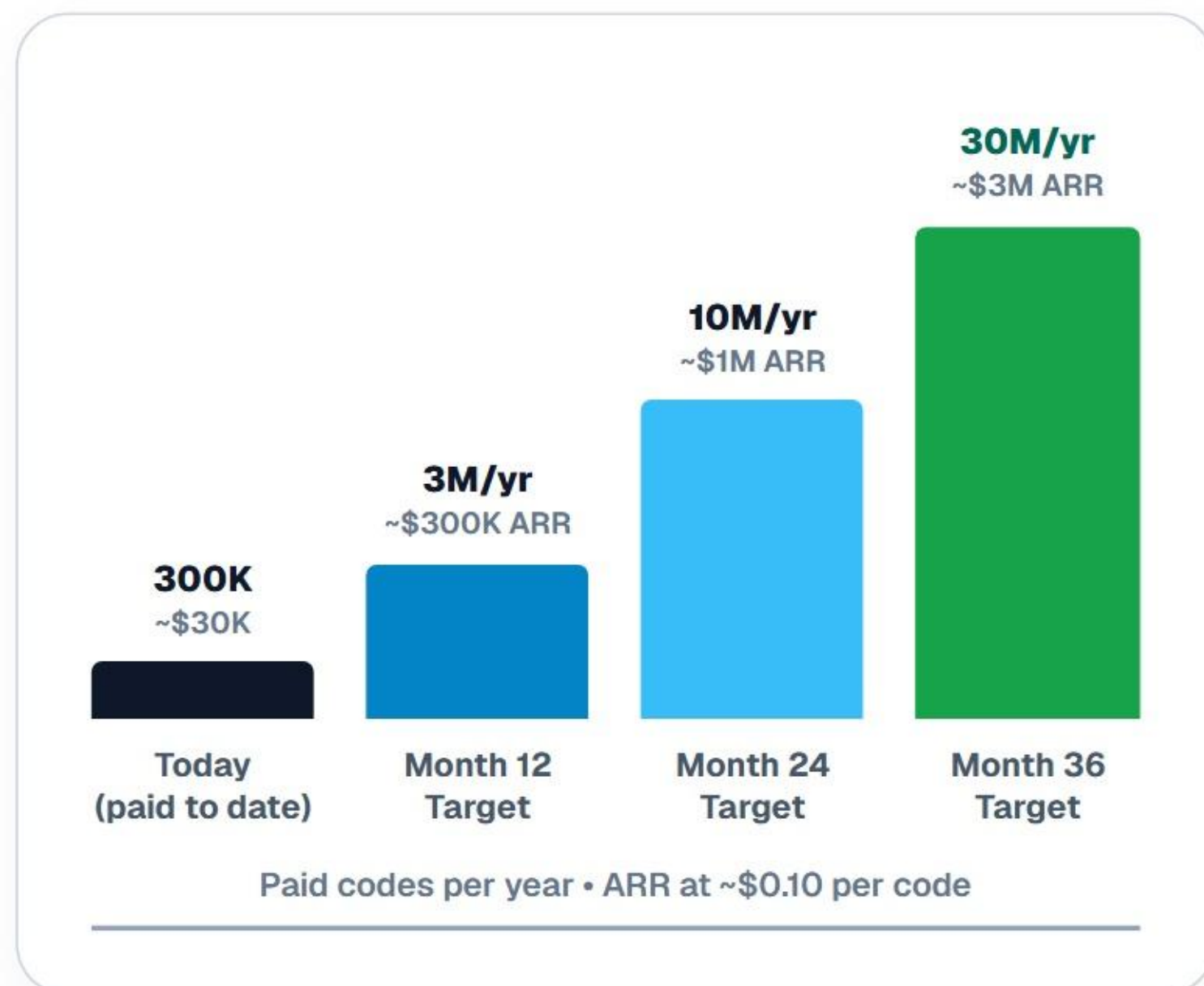
Business Development Lead, Turkey & MENA

Enterprise Sales, Regional Export Channels

Customer Success Engineer

TrustQR Ltd, registered in the UK; Turkey & MENA operational hub via CoreBHub

The Seed Round: Targets & Use of Funds



Raising ~USD 250,000 Seed

SAFE • 18-month runway to ~\$1M ARR



40% **Marketing & Sales**
Turkey & export sales, pilots, converter partners **\$100,000**

25% **Product & R&D**
Detection Core, Scan Analytics & APIs **\$62,500**

25% **Turkey & MENA Expansion**
Istanbul hub, Core VentureLab acceleration & local BD team **\$62,500**

10% **Infra & Security**
Cloud Scalability & Compliance Audits **\$25,000**

Why Core VentureLab: What We Seek, What We Deliver

Our Ask

(from Core VentureLab Acceleration Program)

- Admission to the 4-month Core VentureLab Acceleration Program in Istanbul
- Co-working space & operational soft-landing at Core Istanbul Business Hub
- Weekly Accelerator Days & 24+ hours of 1:1 dedicated growth mentorship
- Direct introductions to Turkish manufacturers, packaging converters, and export associations
- Demo Day investor matchmaking with regional VCs, angel networks, and IsDB ecosystem partners

What We Deliver

(regional impact)

- A battle-tested B2B SaaS platform safeguarding Turkish & regional brands from counterfeit forgery
- Zero-capex digital transformation for food, supplement, cosmetic, and manufacturing exports
- Consumer trust infrastructure protecting exports entering the EU, UK, and MENA markets
- High-margin SaaS revenue and software engineering collaboration centered in Istanbul

The Investment Case

The Foundation

(What we have)

- Live QR + NFC authentication platform
- 8 paying B2B customers
- 500K+ products protected (300K paid)
- ~\$30K revenue with zero external capital
- Founders: 25 yrs software + 35 yrs supplement industry

The Catalyst

(What we seek)

- ~\$250K seed: 18-month runway
- Core VentureLab acceleration & Istanbul hub
- Pilot rollouts with Turkish manufacturers & exporters
- Path to ~\$1M ARR in 24 months

TrustQR is building the digital trust layer between products, brands, and consumers.

Rami Jahan, Reza Pashazadeh & Mike Latifi, Co-Founders • info@trustqr.org • trustqr.org