

The logo for SECURIKETT, with 'SECURI' in red and 'KETT' in blue, followed by a registered trademark symbol. The background features a large, intricate circular security pattern on the left and a horizontal strip of colorful, abstract security patterns across the middle.

SECURIKETT®

Smart Security for your Original Products

09 2020

# Family owned business

- Securikett founded in 2001
- CEOs: Dr. Marietta Ulrich-Horn, Werner Horn
- Short decision-making processes
- Decisions and actions not imposed by investors
- Commitment to research and development forms the basis for international success
- Numerous patents and awards



## Counterfeits are a threat. Illicit trade decreases the profit margin.

- Counterfeiting is harmful both to legitimate producers and deceived users.
- The OECD estimates the global trade in counterfeit brands and products at \$600 billion a year – the trend is rising.
- Counterfeiters are invading the supply chain by mixing genuine products with counterfeits.
- Counterfeiting is a very profitable business with inadequate prosecution and low penalties
- In some markets regulatory authorities are requiring track & trace solutions.





# SECURIKETT combines and manages several technologies within a one-stop-shop concept

SMART TAMPER EVIDENT SEAL WITH CONNECTED IoT SERVICES



**TE**  
TAMPER EVIDENCE

YOUR  
SECURE  
PRODUCT  
ID

CLOUD BASED SERVICES

**B**  
BLOCKCHAIN

**AR+**  
AUGMENTED REALITY

It's not about packaging. It's about hardware, software, usability, user devices (smart phones, OS, browsers), validation processing, regulations etc.


## The impact of the pandemic was manifold

- We faced decreasing business in the luxury and automotive industry while having an increase in the pharmaceutical sector
- In total, we had a decrease of app. 20% in Austria, and an overall increase of 15% (end of August). Total export is around 90%.
- However, new projects are on hold. The increase is only conducted by existing customers
- Due to the fact that we are single source for some (large) customers we took severe measures to maintain production – at the end very successfully.
- Home office was only suitable and manageable for a small number of employees.



## Building trust was in our perspective the most important – to our employees and to our customers

- At the very beginning, we communicated trust to our employees. No cancelation of any investments. Business as usual. Bonus payment if the profit in 2020 is at least 50% of 2019. No public aid.
- Constant information about the actual development to our employees who were all very loyal during these challenging times
- Strong and fast communication about all measures taken with regard to Covid-19 to our customers.



Our products are complex and need explanation. Since we cannot use our classic tools we need to look for new ways of gaining customers .

- It will be essential to fully digitize the sale process.
- Already in March we started the development of a virtual salesroom, providing an area for interactive customer communication, including detailed information and explanation about our products. Only registered prospects can enter. It will be much more than the standard information provided on a web site.
- Our experience with digital events (congresses, fairs) is very poor.
- However, I am convinced that this will only be supporting measures in the long term.



Let`s keep in touch!



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