

**GREEN PVL**

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Turn trust into growth



# ABOUT US



**2022**

FOUNDED IN EUROPE

**15+**

YEARS OF EXPERIENCE

**GREEN PVL** helps governments and brands build safer, smarter supply chains through item-level verification, end-to-end traceability, and loyalty-driven engagement.

We deliver an end-to-end stack—**Green Protect** (Anti-Counterfeit), **Green Visibility** (Supply Chain Intelligence), and **Green Loyalty** (Engagement & Rewards)—combining proven technology with deep operational expertise.

Our goal is to reduce counterfeiting and diversion, strengthen compliance and enforcement, and drive revenue growth through verified engagement.



# MISSION & VISION

## Our Mission

To help governments and brands transform supply chains into trusted growth engines – reduce risk, gain real-time insights, and increase revenue through loyalty-driven engagement.

## Our Vision

A world where every product is traceable, every supply chain is transparent, and every consumer interaction creates trust and value.



# WHERE WE OPERATE

We have delivered programs and advisory work across multiple regions, ensuring global standards with localized expertise.

 Europe

 Saudi Arabia (KSA)

 Jordan

 Egypt

 UAE

 Qatar



# THE CHALLENGES WE SOLVE



## Counterfeiting & Gray Market Leakage

Unauthenticated products and uncontrolled channels erode revenue, brand equity, and public safety.



## Limited Visibility Across the Channel

Most brands see only shipments, not sell-out signals - making it hard to manage distributors, territories, and compliance.



## Regulatory Compliance & Enforcement

Track-and-trace mandates require reliable operational models, audit readiness, and effective downstream inspection tools.



## Low Engagement & Weak Repeat Purchase

Without verified interactions, loyalty programs become cost centers rather than measurable growth engines.



# OUR SOLUTION STACK



## 01. Green Protect

Item-level authentication & anti-counterfeit controls designed seamlessly for brands, consumers, and inspectors.



## 02. Green Visibility

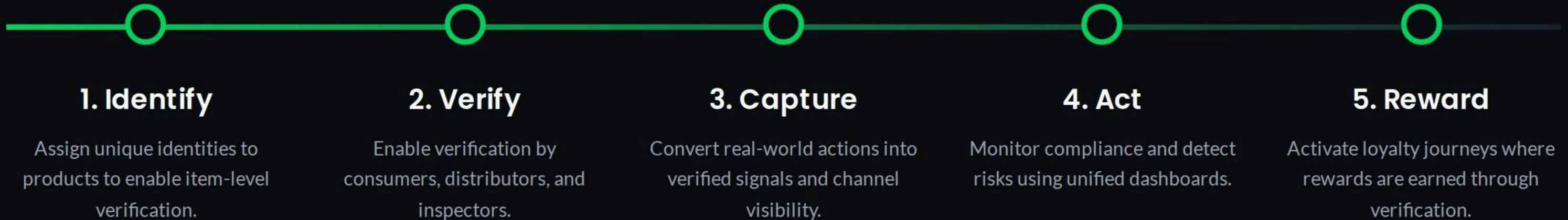
Supply chain intelligence and control tower dashboards to monitor movement, partners, and territory performance.



## 03. Green Loyalty

Rewards and engagement journeys that tie incentives to verified actions, driving measurable repeat purchase and loyalty.

# HOW IT WORKS





# PLATFORM CAPABILITIES

A configurable set of capabilities that can be deployed as a platform, a program, or both.



## Serialization & Digital Identity

Create unique product identities and connect them to packaging hierarchies (item, bundle, case, pallet).



## Verification Journeys

Consumer verification with guided experiences (education, warranty, promotions).



## Trace Signals & Visibility

Capture sell-out and channel events to build territory coverage and partner scorecards.



## Loyalty Engine

Points wallet, tiers, missions, and rewards rules triggered only by verified actions.



# HOW WE DO IT: IDENTITY & AGGREGATION

## 01. QR Code Placement

- ✓ **Unique Digital Identity:** Each unit assigned a serialized QR for authentication and trace.
- ✓ **Aggregation Supported:** Link units under carton/pallet/shipment codes.
- ✓ **Two-Layer QR Design:**
  - *Outer QR:* For trade partners (auth + receiving + sell-out).
  - *Inner QR:* For end-user consumption incentives (anti-fraud).



## 02. Order Aggregation

- ✓ **Order-Level Linking:** Multiple QRs linked to one aggregated QR on the delivery document.
- ✓ **Warehouse Scanning:** Build the shipment, validate counts, and digitally seal the order.
- ✓ **Single Reference:** Aggregated QR becomes the single point to confirm content and generate traceability.

# HOW WE DO IT: SUPPLY CHAIN TO CONSUMER



## 03. Distributor Shipment

- Scan aggregated QR upon receiving.
- Confirm receipt (proof of delivery).
- Record purchasing in system.
- Activate eligible trade incentives.



## 04. Recording Sales

- Scan outer QR on sold unit.
- Trigger instant incentive allocation.
- Real-time inventory updates.
- Verified sell-out traceability signals.



## 05. End-User Consumption

- Scan inner (concealed) QR via app.
- Verify authenticity at consumption.
- Record verified consumption event.
- Receive applicable end-user incentive.



# APP FEATURES



## Notifications Hub

Direct 1:1 and segmented communication to push alerts, updates, and personalized program messages.



## Digital Wallet

Track points/coins, tiers, transaction history, and redemption options (cash or product-based).



## Scanning (Core CTA)

Gateway for authentication, product information, trace signals, and incentive validation.



## Referrals

Built-in referral mechanics with tracked attribution to drive adoption via peer-to-peer growth.



## Promotional Banners

In-app space to educate users, announce promos, and drive upsell based on behavior patterns.



## Gamification

Missions, streaks, tiers, and challenges designed to increase engagement and repeat verified actions.

# Green PVL Loyalty Program



## Program Design & Rules Engine

Define incentive structure (tiers, points/cash-back, eligibility, caps) with a flexible rules engine.



## Verified Incentives (Proof-of-Work)

Reward only verified actions via QR/Serial scanning with strong anti-fraud controls.



## Partner Onboarding & Tiering

Register and manage distributors/retailers/agents, assign tiers, and link benefits to performance.



## Wallet & Redemption Enablement

Digital wallet for earned rewards + controlled redemption via merchant network/vouchers/partners.



## Budget Control & Settlement

Spend caps, budget tracking, and clear settlement/reporting for partner entitlements.



## Dashboards & ROI Analytics

Real-time dashboards to measure participation, coverage, performance, and ROI with ongoing optimization.



# MERCHANT NETWORK & POINT CONVERSION CAPABILITIES



## Nationwide Network

# 3,000+

Access to a diverse redemption ecosystem of over 3,000 merchants across both e-commerce and physical offline stores.



## Multi-Category Coverage

A broad mix of merchants spanning daily needs, lifestyle, electronics, mobility, and services—ensuring high redemption relevance for every participant segment.



## Seamless Conversion

Points are converted into real value through instant redemption options (vouchers, digital codes, in-store), minimizing friction and increasing adoption.



## Controlled & Trackable

Every redemption is validated, logged, and reconciled, enabling accurate financial settlement, strict fraud control, and full program governance.



## Higher Participation

Wide merchant variety drives stronger engagement, repeat activity, and a measurable lift in verified actions across the entire trade network.

# Merchant Network & Point Conversion



amazon



orange™



etisalat and



vodafone



we



Carrefour



Rabbit.

# Green PVL | Value Proposition



## Fast deployment

**(6–8 weeks):** Streamlined implementation to reach go-live quickly and accelerate time-to-value.



## Zero disruption

No workflow changes, no extra production steps, no process re-engineering required for operations.



## 2% cashback

Higher participation with better budget efficiency through cashback on total technician incentives.



## Flexible payments

Adaptive payment terms aligned to rollout phases and performance milestones for practical scaling.



## No upfront payments

Start with zero advance payments—minimizing financial risk and ensuring much faster approvals.



## Redemption Network

**Egypt & KSA:** Enable seamless rewards redemption through a 3,000+ merchant network across online and offline channels.



# Platform Impact & Differentiators

DIFFERENTIATOR	TECHNICAL DETAIL	BUSINESS IMPACT
Security & Anti-Fraud	→ Defense-in-depth controls, real-time anomaly detection, immutable audit trail	→ Prevent fraud + full auditability
Real-Time Performance	→ (sub-500ms): High-speed processing, caching, auto-scaling	→ Instant user experience + campaign scalability
Enterprise Data Isolation	→ Tenant scoping across query, cache, and secure storage environments	→ Privacy, compliance, and reduced overhead
White-Label & Zero-Code	→ Runtime branding, dynamic schemas, automated feature toggles	→ Faster onboarding + self-service setup
Verified Intelligence	→ Verified movement graph, anomaly detection, direct incentive linkage	→ Sell-out visibility, leakage detection & ROI



# System Implementation Journey



# QR Code Placement



- **Unique digital identity per unit:** Each product unit is assigned a unique serialized QR to enable authentication, traceability, and verified incentives.
- **Aggregation supported:** Green PVL supports QR aggregation to link multiple units under a carton / pallet / shipmentparent code for faster handling and reporting.
- **Two-layer QR design (role-based):**
- **Outer (Exposed) QR:** Used by trade partners for auth check + receiving + sell-out actions and eligible incentives.
- **Inner (Concealed) QR:** Accessible only after consumption/opening, enabling secure end-user/applicator incentives with stronger anti-fraud control.



# Order Aggregation

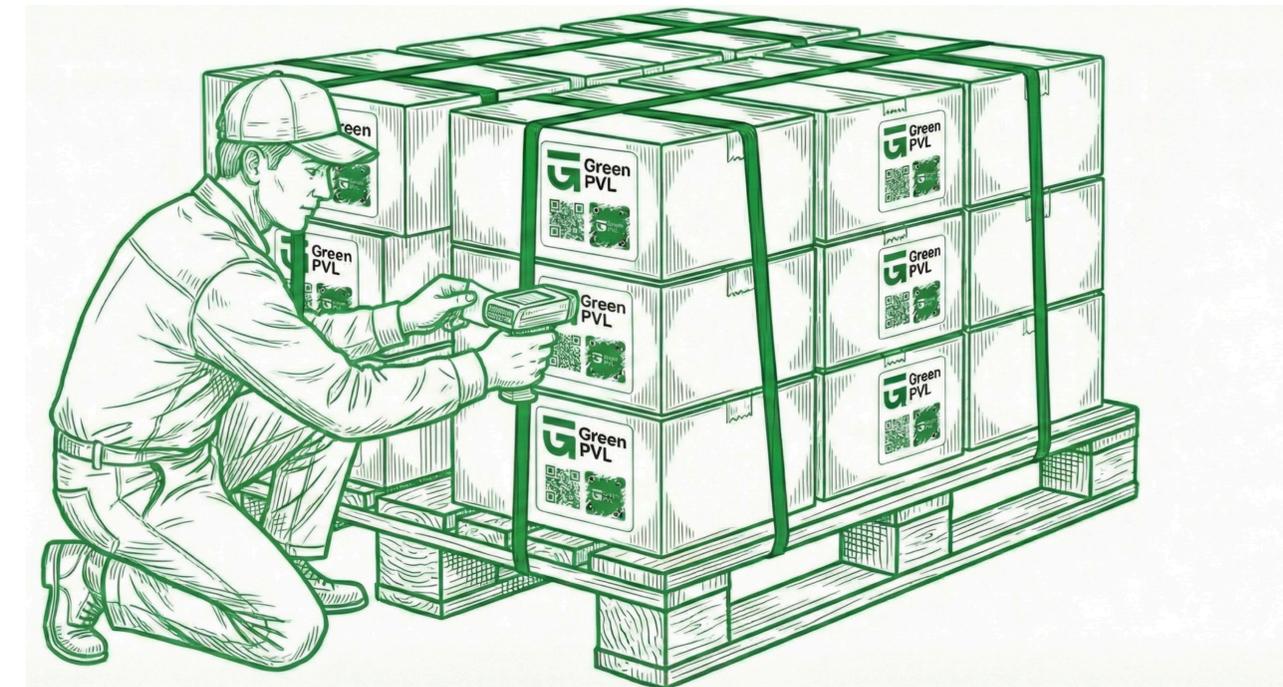


## Order-Level Aggregation (Shipment QR)

- **Build an aggregated shipment QR:** Link multiple serialized unit QRs (and carton/pallet codes where applicable) to one aggregated QR printed on the delivery document or shipment label.
- **Scan to assemble & validate:** Warehouse/production teams scan items to confirm counts, validate content, and digitally seal the order.
- **One QR to receive & track:** The aggregated QR becomes the single reference for receiving, confirming shipment content, and generating a traceability event.

## Automated Deaggregation & Counterfeit Detection

- **Real-time deaggregation:** If a unit is scanned out from an aggregated pallet/carton, Green PVL automatically updates the hierarchy and marks the unit as separated & individually trackable.
- **Conflict detection:** If the same unit is scanned later with a conflicting status (e.g., still aggregated, duplicate scan, or impossible time/location), it is flagged.
- **Suspected counterfeit/diversion alert:** The system triggers an alert for investigation and enforcement actions.



# Recording Sales



- Distributors/retailers record sell-out by scanning the outer (exposed) QR on each sold unit (or per defined sales workflow).
- The scan triggers:
  - Instant incentive allocation (if eligible)
  - Real-time inventory updates
  - Verified sell-out traceability signals for reporting and analytics
- Sub-accounts (Shop Seller) can scan on behalf of the main retailer account, while the retailer receives instant visibility of sales, inventory movement, and earned incentives.



# End-User Consumption



- After product use/consumption, the applicator/end-user scans the inner (concealed) QR through the Green PVL app to:
- Verify authenticity at consumption stage
- Record a verified consumption event
- Receive the applicable end-user incentive (based on program rules)





# Thank You

Ready to turn trust into growth?

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