Codeifai

Codeifai – AGM 2025
the year to create global scalability

Codeifai a code for everyone and everything

Codeifai Limited (ASX: CDE) has pivoted to become a Brand Solutions technology group, developing and selling digital Brand Solutions focussed around QR codes with an almost endless range of applications.

CDE's solutions allow Brands to Connect Deeper, Faster, Smarter with their users.

Codeifai's SaaS products ConnectQR ™ and ProtectCode ™ provide a code for everyone and everything.

Codeifai Limited (ASX: CDE)

Connect Deeper, Faster, Smarter

Codeifai

YPB® ➤ (((Codeifai

CDE has pivoted to focus on QR code technology

Q1 Cash receipts ❯ 128% growth in Q1 2025 cash receipts on PcP

Material Science ❯ Strategic review initiated & MIT license terminated

Margins ❯ Gross Margins trending at 95%>

ASX: CDE

Connect Deeper, Faster, Smarter

Codeifai

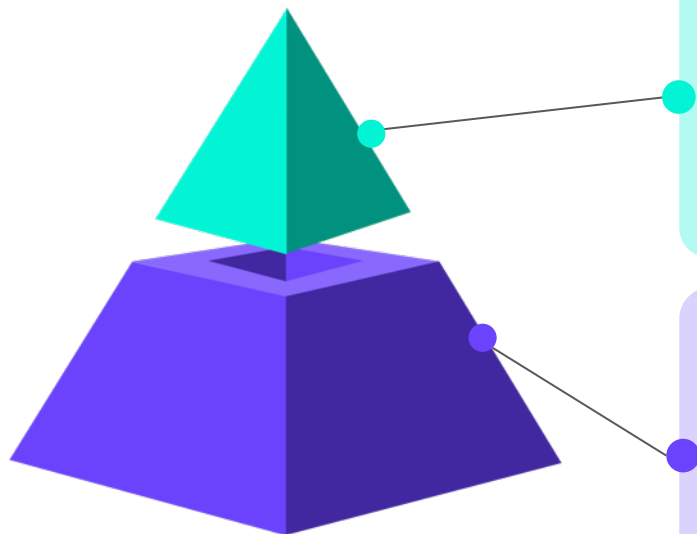# Codeifai is set to become a rapidly scalability, highly profitable growth engine

What's changed internally?

- Developed and released ConnectQR
- Created digital transfer connectivity for all products
- Adapted ProtectCode to global DDRS market
- Staff Costs reduced by 60%YoY
- Monthly cash burn reduced to $135k per month
- Strategic review of Material Science division
- MIT Patent agreement terminated saving circa $100k p.a

What's changed externally?

- Global embrace of QR technology post Covid
- QR codes now used for payment gateways
- Self Service SaaS means 24/7 customer signups
- Fraud in Recycling DDRS schemes increasing
- Growing importance of SEO / Meta / Google
- Digital Transfer technologies readily accepted
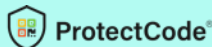- QR codes now used for file transfers

Costs compared Q1 2021 to Q1 2024

Connect Deeper, Faster, Smarter

Codeifai

ConnectQR has added enormous revenue potential

BRANDREPORTER®

MOQ 1 Million
USD 0.01

phytologic®

Rim-Lock

ProtectCode®

Rules Based Brand Protection
Double Redemption
Consumer Engagement
GS1 Market (Digital Link)

MOQ 1 Million
USD 0.01

addera

EcoCan

Nature One dairy

ConnectQR

- **New Revenue Stream**   a self serve SaaS model, the market is estimated to be valued at *$3.5B USD by 2033
- **Millions of potential users**   self serve SaaS model works 24/7 with no need for a sales force
- **Subscription Self serve SaaS model**   highly competitive feature led subscription based pricing

Enormous potential Market Size

Connect Deeper, Faster, Smarter

Codeifai technology proven in new markets and geographies

High Value Nutraceuticals

Henry Blooms' Phytologic Latest Australian manufacturer to adopt Track and Trace with BrandReporter

BRANDREPORTER®

Packaging Peru

- Minimum 4 million codes p.a.
- First codes invoiced in January 2024.
- As of April 2024, over 3M codes.
- Covering 53 different SKUs and 21 companies.
- Revenue over contract $115k

ProtectCode®

Recycling Industry

- Reverse Vending Machine solution initially for Kenya.
- Exclusive supplier for Africa.
- Potential A$800k revenue p.a.
- Protects against double redemption.

ProtectCode®

Heavy Industry/Mining

Safeguarding Rim‑Lock's proprietary lock‑nut system Where retainers and cases are marked for track n trace to ensure service continuity

BRANDREPORTER®

Gaming/Lottery

Smart‑tab Systems LLC combats pull tab/instant lottery ticket fraud in the USA using CDE Tracer and OEM Module currently in regulatory approval stage

Tracer®

Connect Deeper, Faster, Smarter

![Codeifai]

ProtectCode®

ProtectCode is a serialised QR code solution integrated with CDE's cloud‑based platform, CDE Connect®. It transforms product packaging into a powerful tool for customer engagement and brand protection. ProtectCode provides unique QR codes for each product, ensuring authenticity and enabling advanced analytics.

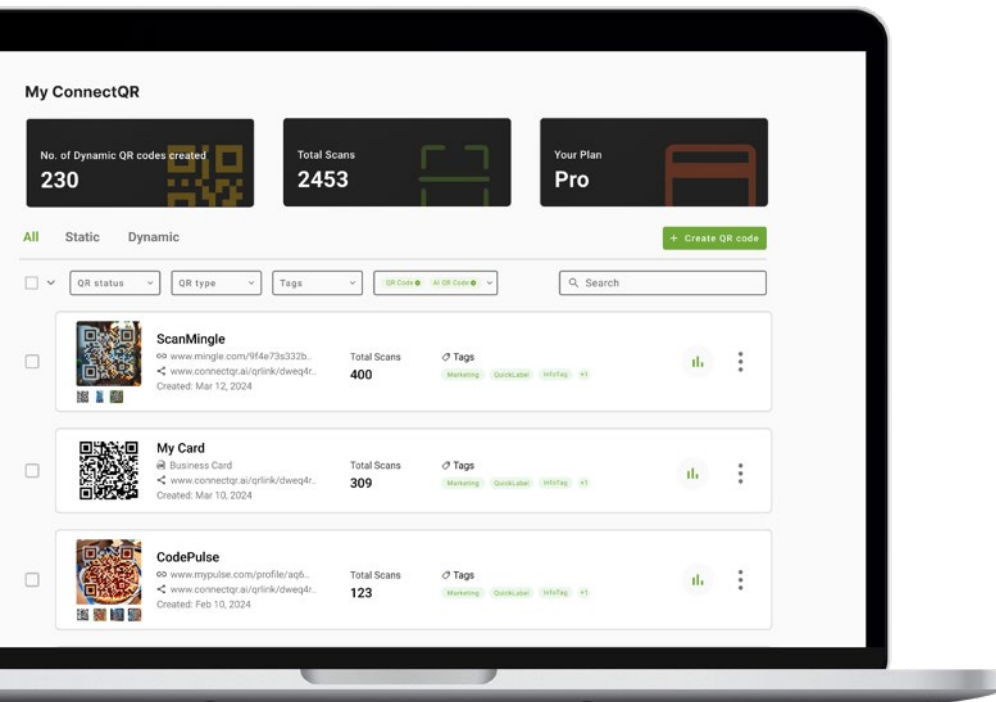With over 250 Million codes generated we are trusted by Brands

max biocare
EVIDENCE-BASED • NATURAL • TRUST

matthews
intelligent identification

Nature One
dairy

Starting from MOQ 1M 0.01 (USD)

Codeifai

ConnectQR

- Full commercial Launch April 2024
- Artificial Intelligence (AI) QR codes added May 2024
- We are ideally positioned to take a strong position in this market
- Always "On" to generate revenue 24/7
- SEO / Google / Meta based marketing
- Canva integration August 2024

Feature led pricing starting from US$6 per month

Connect Deeper, Faster, Smarter

Codeifai

Codeifai's ConnectQR highly competitive in lucrative market

UNIQODE	QR TIGER	bitly	Codeifai
Static	Static	Static	Static
Dynamic	Dynamic	Dynamic	Dynamic Generative AI Serialised Track and Trace
Established 2019	Established 2018	Acquired QR generator 2021	Commercial launch April 2024
$US28.4m annual (3)	$US3.6m annual (1)	$US74.4m annual (2)	

Connect Deeper, Faster, Smarter

First significant integration is with Canva
More to come!

Connect Deeper, Faster, Smarter

Codeifai

Ready to ride coming wave in global packaging

Brands will shift from 1D to 2D codes driven by GS1 global standards

The global packaging market is expected to grow to USD 1.33 trillion by 2028 (CAGR of 3.89%)(1)

More than 1 billion products have a 1D barcode which gets scanned over 10 billion times each day(*)

ConnectQR is strategically positioned to capitalise on this industry shift

231703 401203

Connect Deeper, Faster, Smarter

Codeifai

Board and Management

John Houston
Chairman and Founder

- 55 years' of building successful businesses across the globe.
- Built the US$2 billion Greenfield mobile phone company Operated a US $350 million EBIT telecommunications company.

George Su
Non-Executive Director

- Over 30 years' Business experience in the Asia-Pacific region
- Chief Executive of Richlink, servicing ultra-high-net-worth Chinese investors. Former head of the Australian operations of China's largest investment bank, CITIC Securities.

Colin Turner
Non-Executive Director

- Colin Turner has served as a director of both private and ASX listed entities.
- Served as the Chairman of the audit committee of an ASX listed entity. Colin is an experienced Accountant with experience across many industry verticals.

Martin Ross
Chief Operating Officer

- A successful business builder and brings years of experience.
- Oversees the sales and marketing department operations for CDE. A background in business operations and strategic planning has allowed Martin to successfully lead teams, drive growth, and improve efficiency.

Key Contact Information

John Houston
Executive Chairman and CEO

Martin Ross
Chief Operating Officer

Email
investors@codeifai.com

Codeifai

Codeifai digital first slashes cost of doing business

Historical

Now

	Technology	
Connect & Tracer		Self-Service SaaS
Direct mail, exhibitions, cold calls	Marketing	Digital marketing
Direct sales representatives	Sales	Feature led pricing
12 month minimum lead time	Lead times	More frequent sales
Mainly large exporters, price per code	Volume	Targeting high volume of users

Codeifai

ProtectCode®
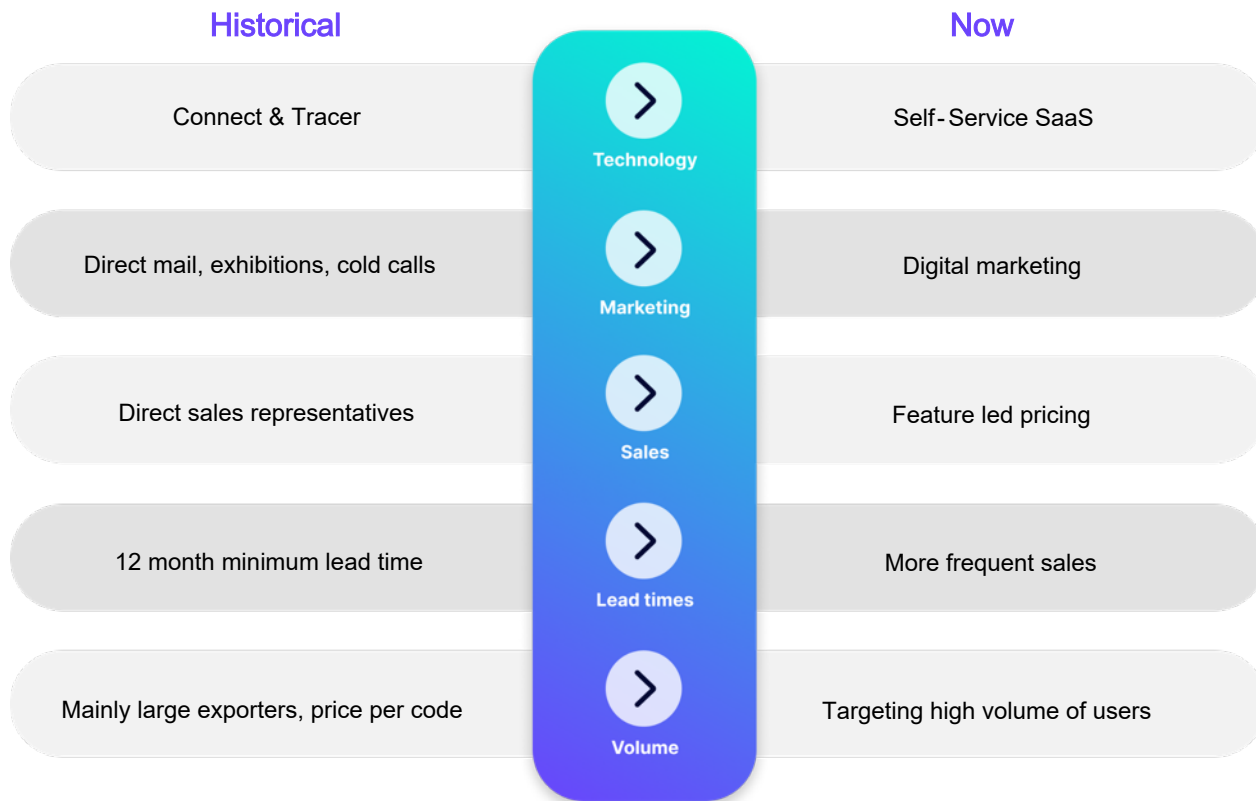
Fraud in Digital Deposit Recycling market has emerged globally

Example (1): California January 2022.

- Deposit Refund Scheme saw losses of at least US$200m

- Fraud investigations revealed the same containers redeemed multiple times

The solution: Codeifai's ProtectCode

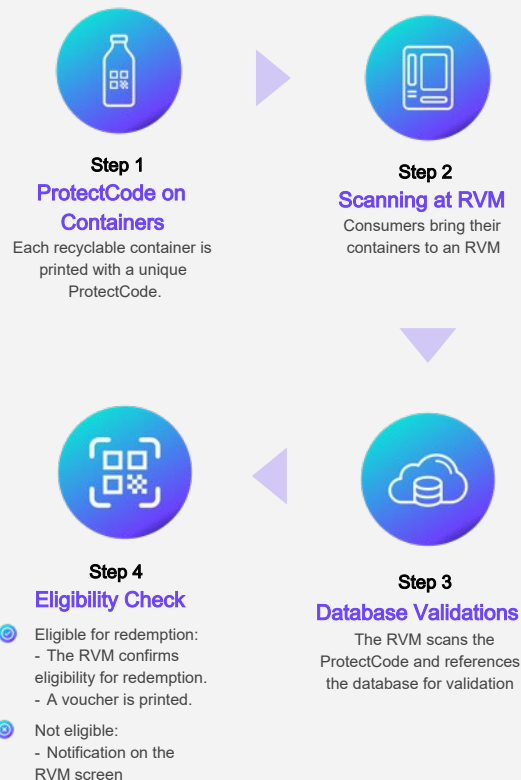(1) https://bottlebillreimagined.org/wp-content/uploads/2022/03/Factsheet-PREVENTING-FRAUD.pdf

Connect Deeper, Faster, Smarter

Challenge: Fraud in Deposit schemes

Our Solution: Codeifai's ProtectCode ™

Codeifai's ProtectCode ™ technology offers Ecocan a robust solution to this problem. Here's how it works:

1. **Unique Serialisation** : Each beverage container is marked with a unique, serialised ProtectCode ™ at the point of manufacture
2. **Integration with RVMs** : The serialised ProtectCode ™ are integrated with Reverse Vending Machines (RVMs). These machines read and record the unique codes when containers are returned along with other information needed by the regulatory authorities.
3. **Fraud Prevention** : The system ensures that once a container is redeemed, its code is logged and cannot be used again, thus preventing double redemption.
4. **Data Capture** : The technology simultaneously captures data on redeemed containers, providing valuable insights for managing the recycling chain efficiently.
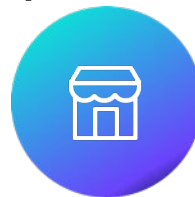
Codeifai

Step 1
ProtectCode on Containers
Each recyclable container is printed with a unique ProtectCode.

Step 2
Scanning at RVM
Consumers bring their containers to an RVM

Step 4
Eligibility Check
- Eligible for redemption:
  - The RVM confirms eligibility for redemption.
  - A voucher is printed.
- Not eligible:
  - Notification on the RVM screen

Step 3
Database Validations
The RVM scans the ProtectCode and references the database for validation

Connect Deeper, Faster, Smarter

Codeifai

Wrap up

ConnectQR sales model
Launch Product Offering Q1 2024

Further sales expansion through existing reseller channels (CDE China, Korea & Channel Partners in

volayon rom&nd

Regulatory approval being sought to implement CDE Tracer into the large gaming and lottery sector

Smart - tab
Systems LLC

Sales growth and technology implementation through subsidiary companies of CDE's large, established partners and customers - unlocking brand integration opportunities

Ongoing work with manufacturers to integrate CDE's technology into existing hardware for use in multiple sectors

Ongoing expansion into new sector verticals and additional international market entries to drive sales

Connect Deeper, Faster, Smarter