



CHARTER PACIFIC ENTERS INTO AGREEMENT WITH NEW YORK BASED INTEGRITY SYSTEMS INC.

Charter Pacific Corporation Limited (ASX:CHF) announces that it has today entered into an agreement with Integrity Systems Inc. (Integrity) to acquire 100% of Integrity.

Integrity Systems Inc. is

- a global company manufacturing and distributing leading edge patented anti-counterfeiting technology,
- protecting the integrity of brands and products worldwide,
- delivering the capability for brands to connect with their customers in real-time,
- a mobile phone app providing multi levels of brand verification by the consumer at the point of sale,
- operating for over 15 years globally, the company manufactures ex-China with sales offices in the US, Hong Kong, China, and Sydney, and
- all revenue will be earned in US\$.

As a leader in the anti-counterfeiting industry, Integrity's two levels of anti-counterfeit solutions can be applied to almost any fabrication and substrate, to any part of a product, large or small. It provides multi levels of brand protection layered with client/consumer data integration via the use of a mobile phone app.

Integrity custom designs, manufacture and distribute labels incorporating its leading edge patented GenuineThread™ and GenuineQR Code™ to ISO 9001 international standards. The application for Integrity's technology is versatile for almost any industry including pharmaceutical, apparel and accessories, food and beverage, cosmetics, electronics and automotive.

Tracked with visible and invisible protection, Integrity's patented technology is applied with labels, packaging and directly to the actual product itself to provide multi levels of brand protection.

A sample of the client base currently using Integrity's technology:

Abercrombie & Fitch	Adidas	American Eagle Outfitters	Billabong
Calvin Klein Jeans	Ducati	Diesel	GAP
Honda	Hyundai	Lamborghini	Lisa Perry
Manchester United	Marks Spencer	NFL	Nordstrom
Oakley	Ralph Lauren	Reebok	Star Wars
Spiderman	Target	Timberland	Victoria Beckham

The acquisition of Integrity will be subject to Charter Pacific shareholders' approval and compliance with ASX Listing Rules, the Corporations Act 2001 (Cth). Due diligence is nearing completion. A Share Purchase Agreement will be prepared for execution by both parties. The details of the proposed acquisition will be set out in a Notice of Extraordinary General Meeting, which will include an Information Memorandum about Integrity and an Independent Expert's Report for shareholders consideration and approval in due course.

Executive Chairman, Kevin Dart "considers the acquisition of Integrity Systems Inc. a stand out opportunity for the Company. The Anti-Counterfeiting Packaging Market has been reported to be worth \$128.6 Billion by 2019 (refer report, *"Anti-Counterfeiting Packaging Market by Technology (Authentication & Anti-Tampering, and Track & Trace), by Application (Food & Beverage, Pharmaceuticals, and Others) - Global Trends & Forecast to 2019*).

Integrity's technology enables a solution with foods imported into Australia or exported from Australia being able to utilise the mobile app to verify the source and date to give the consumer knowledge of where the product originated from."

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Our Clients



Our Clients / 1



Abercrombie & Fitch



AMERICAN EAGLE
OUTFITTERS

ANN TAYLOR
LOFT



Billabong.

BJÖRN BORG®

Cabela's®

Calvin Klein Jeans



chico's

 Columbia



ELIZABETH^{AND}JAMES

Our Clients / 2



GIVENCHY

GUESS
JEANS

HILFINGER
DENIM



MARKS &
SPENCER



Our Clients / 3



NORDSTROM



Reebok



SERENA & LILY



SPIDER-MAN

Our Clients / 4



極度乾燥(しなさい)
Superdry.



Timberland 



TRUE RELIGION



VICTORIA
BECKHAM

VODAFONE
McLAREN
MERCEDES

