



May 25, 2022  
NASDAQ:VRME

# FORWARD-LOOKING STATEMENTS

In addition to historical information, this presentation contains statements relating to the integration of PeriShip, LLC, which was recently acquired by the Company, anticipated synergies of the acquisition, revenue opportunities, anticipated revenue, profitability of the combined company, future business, financial performance, future catalysts and future events or developments, strategy, projected costs, prospects, plans, objectives of management and future operations, future revenue, and expected market growth of VerifyMe, Inc. (“VerifyMe,” the “Company,” “we,” or “us”) that may constitute “forward-looking statements” within the meaning of the “safe harbor” provisions of the Private Securities Litigation Reform Act of 1995. The words “believe,” “may,” “estimate,” “continue,” “anticipate,” “intend,” “should,” “plan,” “could,” “target,” “potential,” “is likely,” “will,” “expect” and similar expressions, as they relate to us, are intended to identify forward-looking statements. We have based these forward-looking statements largely on our current expectations and projections about future events and financial trends that we believe may affect our financial condition, results of operations, business strategy and financial needs. Important factors that could cause actual results to differ from those in the forward-looking statements include the impact of the COVID-19 pandemic, intellectual property litigation, the successful development of our sales and marketing capabilities, our ability to retain key management personnel, our ability to work with partners in selling our technologies to businesses, production difficulties, our inability to enter into contracts and arrangements with future partners, issues which may affect the reluctance of large companies to change their purchasing of products, acceptance of our technologies and the efficiency of our authenticators in the field.

More detailed information about these factors may be found in the Company’s filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K for the year ended December 31, 2021. The statements made herein speak only as of the date of this presentation. The Company’s actual results, performance or achievements could differ materially from the results expressed in, or implied by, these forward-looking statements. The Company undertakes no obligation to update or revise its forward-looking statements to reflect events or circumstances after the date of this presentation, except as required by law.

Market data and industry information used herein are based on our management's knowledge of the industry and the good faith estimates of management. We also relied, to the extent available, upon managements review of independent industry surveys, forecasts and publications and other publicly available information prepared by a number of third-party sources. All of the market data and industry information used herein involves a number of assumptions and limitations which we believe to be reasonable, and you are cautioned not to give undue weight to such estimates. Although we believe that these sources are reliable, we cannot guarantee the accuracy or completeness of this information, and we have not independently verified this information. Projections, assumptions and estimates of our future performance and the future performance of the industry in which we operate are subject to a high degree of uncertainty and risk due to a variety of factors, including those described, above. These and other factors could cause results to differ materially from those expressed in our estimates and beliefs and in the estimates prepared by independent parties.

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# Financial and Equity Snapshot

Exchange/Ticker: NASDAQ: **VRME**

Stock Price (5/6/22): **\$2.89**

Market Cap: **\$24.5 million**

Cash Balance: approximately **\$8.4 million as of March 31, 2022**

Equity Investment: approximately **\$11.2 million as of March 31, 2022**

Revenues in the FY2021:

**\$867,000; 153% growth year-over-year**

Insider Beneficial Ownership: approximately **17%**

April: **Equity Raise of \$5.0 million gross**

**PeriShip Acquisition: \$7.5 million cash,**

**\$2.0 million note, and**

**\$1.0 million shares**



# VerifyMe & PeriShip

## 2023 Forecast (without synergies)

**Revenue in excess of \$25 million**

**Positive Adjusted EBITDA<sup>(1)</sup>**

<sup>(1)</sup>Adjusted EBITDA is a non-GAAP measure. The Company defines EBITDA as net income before income tax expense (benefit), interest expense, depreciation and amortization. Adjusted EBITDA represents EBITDA plus stock-based compensation and the fair value of options, restricted stock awards, restricted stock units, and warrants issued in exchange for services, and fair value gain on equity investment.

# VerifyMe Story

- 1999
  - ✓ Laserlock Technologies formed Nov 1999
  - ✓ Laser Pen Product Authentication
- 2015
  - ✓ Name change to VerifyMe, Inc, - Biometric focus
- 2017
  - ✓ Patrick White becomes CEO
  - ✓ Signs Contract with HP Indigo to create Ink Taggants for Secure Labels and Packaging on the HP Indigo 6000 series Digital Press
  - ✓ Signs a Software Development Company Partnership for Serialization/Track and Trace Technology
- 2018
  - ✓ Signed first revenue generating contract with a multi-billion \$ Label Printer – Top 10 Consumer Products company becomes their first client
  - ✓ Signs Strategic Partnership with S-One Corp for world-wide infrastructure
- 2019
  - ✓ Developed Smart Phone Visible/Invisible code technology
  - ✓ Signed additional PSP Licenses
  - ✓ First Serialization Client -Multi-level Marketing
- 2020
  - ✓ 2 Capital Raises
  - ✓ Listed to NASDAQ in June 2020
  - ✓ First Consumer Engagement Technology Client
  - ✓ First Secure Label Printing Client
- 2021
  - ✓ Website Re-design
  - ✓ Re-Branded as Brand Protection Consumer Engagement Solutions Provider
  - ✓ Co-Sponsor of SPAC GGGV
  - ✓ Added to Russell Index
  - ✓ Received first orders from new cannabis Industry Client – 40 mil estimated annual units
- 2022
  - ✓ PeriShip LLC acquisition
  - ✓ Continuous Inject printing capabilities developed
  - ✓ Signed First Sports Memorabilia Client

# VerifyMe – Market Opportunity

VerifyMe  
Product Year

1999-2018

2019

2020

2021

PRODUCT

#1 Product Authentication=

#2 Serialization/Track and Trace =

#3 Consumer Engagement=

#4 Global Label Printing =

TOTAL ADDRESSABLE Market =

MARKET

\$7.7 Bil (2026)

\$9.7 Bil (2028)

\$29.5 Bil (2024)

\$58.3 Bil (2027)

\$105.2 Billion

CAGR

+8.7%

+19%

+12.6%

+9.3%

+11.1%



Global Label Printing Market is Expected to Account for USD 58.28 Billion by 2027

Global Label Printing Market, By Regions, 2020 to 2027

2027 2020

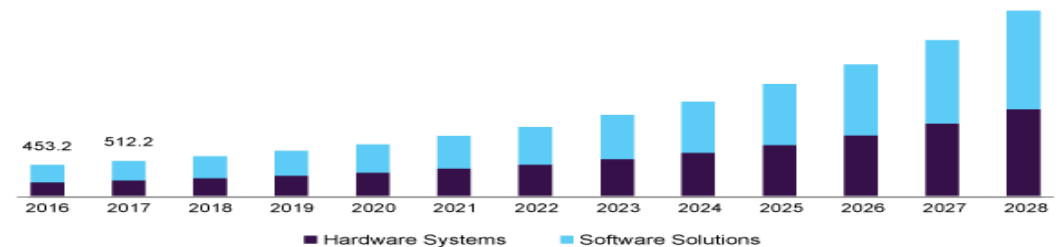
DATA BRIDGE MARKET RESEARCH

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U.S. track & trace solution market size, by product, 2016 - 2028 (USD Million)



Source: www.grandviewresearch.com

# PeriShip: Global Logistics Market Outlook



*The global third-party logistics market size reached a value of almost USD 910.4 billion in the year 2020. The logistics market is further expected to grow at a CAGR of 5.25% between 2022 and 2027 to reach a value of almost USD 1,237.6 billion by 2026.*

# VerifyMe Product

We are brand protection and customer engagement experts.

## Brand Protection

Allow consumers to authenticate products  
Alert brand owners of counterfeiting/diversion issues



## Consumer Engagement

Connecting brands to consumers with smart phone readable codes



## Business Intelligence

Gather business intelligence throughout the supply chain.  
Geo Location tracking, Brand converts Consumer from an "unknown customer sale" to a "known customer sale"



# Sales and Marketing Strategy

- ✓ Hire seasoned security sales professionals
- ✓ Utilize HP Indigo & INX International world-wide sales force
- ✓ Developed new website
- ✓ Presenting at and attending key trade shows around the world
- ✓ Implemented social media marketing and advertising campaign
- ✓ Use outside security sales contractors in certain countries
  - India
  - China
  - Japan
  - Indonesia/Malaysia
  - Mexico
  - Brazil
  - UAE
  - Europe



# VerifyMe – Competitive Landscape

## Competitors:

### NFC/RFID:

Blue Bite  
Avery Dennison

### Public/Private

Private Equity  
Public ([NYSE:AVRY](#))

### Industry Specific

Apparel  
Apparel

### Security Ink Taggants:

[Authentix](#)  
Sun Chemical/Luminescence  
SICPA  
Applied DNA  
[Microtrace](#)

Private Equity  
Public  
Private  
Public ([NASDAQ:APDN](#))  
Private

Oil/Pharma  
Labels/Packaging  
Labels/Packaging  
Pharma  
Government

### Readable Codes:

[Systech](#)  
[Sproxil](#)  
Trust Codes  
[Covectra](#)  
[Digimarc/Evrythng](#)

Private Equity  
Private  
Private  
Private  
Public ([NASDAQ:DMRC](#))

Labels/Packaging/Pharma  
Africa Commerce  
Food  
Pharma  
Apparel/Spirits/CPG/Beauty  
Food/Personal

[Kezzler](#)  
IBM  
[Scantrust](#)  
YPB  
[Tracelink](#)  
Octane 5  
J Patton

Private  
Public ([NYSE:IBM](#))  
Private  
Private ([AE:YBP](#))  
Private (Pfizer Part Owner)  
Private  
Private

Care  
Various  
Labels/Packaging/Licensing  
Food  
Pharma  
Various  
Various

### Holograms:

Op Sec  
Thomas [DeLaRue](#)  
Kurz

Private Equity  
Public ([LE:DLAR](#))  
Private

Apparel/Consumer Goods  
Electronics/Microsoft  
Manufacture holograms

### On-Line Brand Protection:

[Corsearch](#)

Private Equity

Various - Website/Trademark

# Industry Observations – Differentiators

## OBSERVATIONS

- Fragmented Industry
- Acquisitions are Occurring by private equity firms and Brands
- Broad Range of Technologies
  - 80% of Brand Owners Still use Holographs/UV Ink
  - Readable Codes (QR, Serialization)
  - RFID/NFC (Expensive and Can be defused)
  - Digital Watermarks – Failing
  - DNA – Slow Authentication process
  - Blockchain Solutions are Being Developed



## DIFFERENTIATORS:

- VerifyMe Major Strategic Partners
  - HP Indigo
  - Micro Focus
  - INX International
- VerifyMe Instant Authentication Technologies
- Web Portal – Cloud Based
- Adds Customer Engagement
- Lower Cost
- "Silver Bullet" Answer- Patented Dual Code Technology

# Product Comparison

	Authentication Overt	Authentication Covert	Product Registration Capability	Consumer Engagement* (2-Way communication)	Cross Selling & Promotion	Loyalty/Reward Programs	Product & Consumer Data	Full Track and Trace
Hologram (OVD)	✓	✓	✗	✗	✗	✗	✗	✗
Unique Fingerprinting (Microscopic Variation, Chaos Metric)	✗	✓	✗	✗	✗	✗	✗	✓
Traditional 2D (Unsecure can be copied)	✓	✓	✓	✓	✓	✗	✓	✓
Taggants (additives)	✗	✓	✗	✗	✗	✗	✗	✗
Labels/Labeling (Tamper Evidence)	✓	✓	✗	✗	✗	✗	✗	✗
RFID/NFC	✓	✓	✓	✓	✓	✗	✓	✓
 VerifyMe	✓	✓	✓	✓	✓	✓	✓	✓

The above table overview of products is based on management's internal analysis.

# PeriShip

Founded in 2001  
Headquartered in Branford, Connecticut  
Approximately 45 employees

Profitable Value-Add service provider of shipping and logistics management for the perishable healthcare and food industries.

Provides high-touch, end-to-end logistics management from a sophisticated proprietary IT platform monitoring systems, as well as dynamic dashboards with real-time visibility into shipment transit to mitigate the risk of late shipments and provide proactive customer communications.

# Major Market Verticals

To fight counterfeiting, diversion and engage with consumers



APPAREL



CONSUMER  
PRODUCTS



COSMETICS



FOOD &  
BEVERAGE



WINE &  
SPIRITS



ELECTRONICS



PHARMACEUTICALS



PPE



CANNABIS



AUTOMOTIVE



INDUSTRIAL

# Business Continuity

- Will continue to operate as a separate brand under the name PeriShip Global LLC
- Experienced leadership team each with over 20 years of experience
- Employment agreements with three key senior management professionals covering all operating functions

# Growth Strategy

- We expect the transaction to accelerate our growth and increase shareholder value
- Cross selling VerifyMe technology with existing PeriShip clients
- New product development
- Other potential acquisitions





Protect your brand. Grow your business.

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