



Be True To Your Brand Promise

*Transparency begins with supply chain traceability
and ends with the customer*

Uncertain Times Call for CertainT®

On any given day, there can be a multitude of uncertainties that pose a risk to your brand. Brands work with multiple raw materials, many of which are produced globally and have complexities within the supply chain. The products which use these raw materials have certain claims associated with each of them; these claims start from fiber to finished products. Implementing a secure supply chain strategy to address traceability and transparency requires a comprehensive program including technology, process and procedure, investment and alignment.

How do you know your raw materials are used in a finished product?

While the industry still faces challenges posed by COVID-19, tariffs, and forced labor, there are opportunities for companies to avoid costly disruptions and steer their supply chains in the right direction.

More companies are stating that transparency is in their DNA. This is a good first step. However, when companies make transparency claims, it is possible that someone will challenge these claims.

How do companies prove product authenticity and stay true to their brand promise?
How can companies make claims with confidence?

Why CertainT?

CertainT helps brands and their suppliers deliver on their brand promise, from fiber to finished goods, utilizing a platform that has been proven at commercial scale across three continents. Using DNA, the gold standard for forensic traceability, CertainT provides cost-effective supply chain traceability that can withstand the scrutiny of government agencies and judicial court systems. CertainT is the trust that brands and their suppliers seek and that which their customers demand and deserve.

The technology underlying the Certain platform has been Independently validated through multi-year government and commercial projects.

Headquartered in Stony Brook, New York, all our R&D is performed in our in-house laboratory. All data are housed within the United States and raw materials are procured from U.S. sources whenever possible. Consequently, Applied DNA's own supply chain remains secure and anchored within the United States. Additionally, the manufacture of DNA Transfer Systems are engineered and made in collaboration with other U.S. companies.

About Applied DNA Sciences

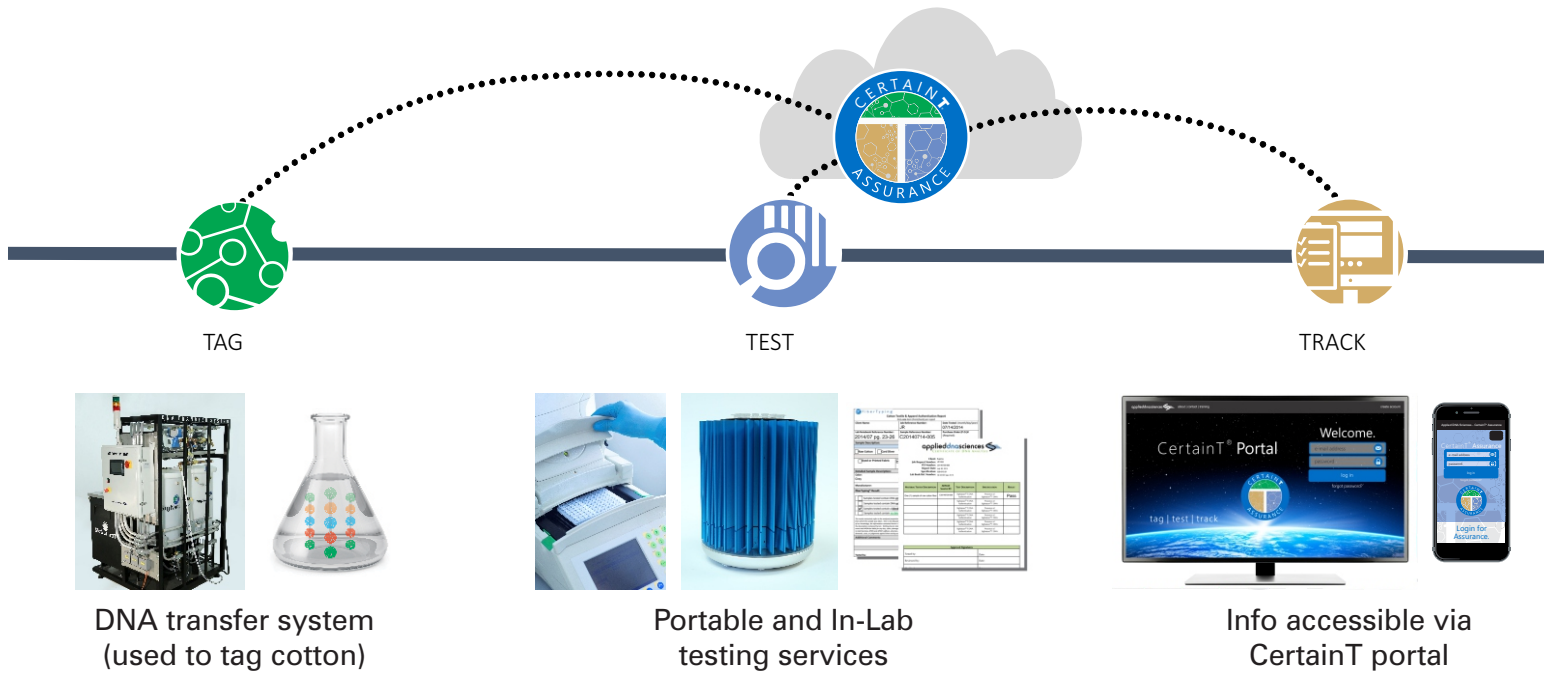
- NASDAQ (APDN) molecular and PCR technology provider
- We have tagged and genotyped over 300 million pounds of cotton, and tagged over 20 million pounds of recycled polyester
- 150,000+ unique DNA codes deployed globally
- Court tested with over 145 convictions representing more than 700 sentence years
- Extensive patent and IP portfolio on PCR-based applications in multiple industries

What tools do you provide to help me with my supply chain?

TAG - We create your unique molecular signature; a distinctive and durable tag that is applied to the material or product itself.

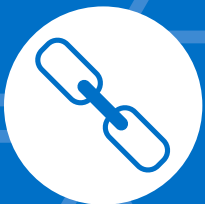
TEST - Once your material is tagged, we look for the presence of your unique molecular tag from source through the textile value chain, including spinning mills, garment and home textile factories, and retail stores. We also provide solutions to identify naturally occurring DNA which determines geographic origin.

TRACK – We store all the data points emerging from tagging and testing processes in a secure cloud-based database, including third-party digital platforms providing product origin details that can be accessed by all stakeholders in the value chain.



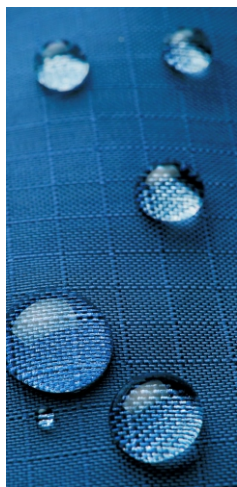
Benefits of CertainT Tags:

- >300M lbs of cotton tagged and genotyped;
>20M lbs of recycled polyester tagged
- PCR technology, portable testing
- Stable in different colors and chemistries
- Cannot be tampered with or faked
- Proven in large scale
- Global textile partners; Asia team for customer support and training; US and India laboratories for forensic testing and support
- Security solutions and support provided by our UK team; Used by law enforcement; Expert Witness Support
- Fully secure, end-to-end solutions



A unique way to link fiber to finished goods

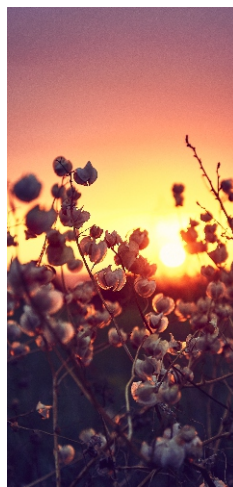
Secure. Authentic. Forensic.



Secure Coatings



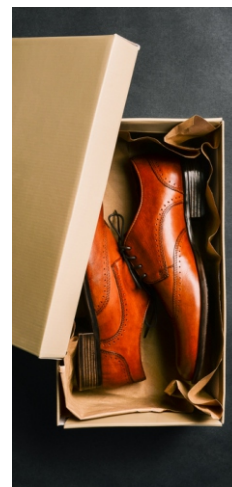
Secure Labels



Cotton



Secure Thread



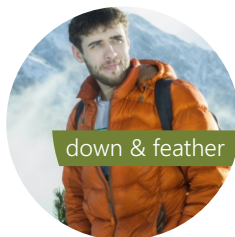
Print & Packaging



Recycled Poly

have something to **Prove?**

Proof is the plus factor that compels consumer action by providing assurance of origin, authenticity and claims.



Differentiate your brand with CertainT. Traceability, transparency and trust for your brand, your products, your supply chain.

"DNA like" is not DNA

CertainT uses molecular tags that, once applied to textile materials, become indelibly linked to the fiber. Very small amounts of DNA can be detected because the tag is amplified during PCR analysis.

Molecular tagging can be used in conjunction with other traceability solutions, such as natural-abundance stable-isotopic analysis. Stable isotopic "fingerprints" can enable verification of product origin and supply chain processing to support product claims.

Integrity for Your Brand

According to Insight Partners report, [Authentication and Brand Protection Market Forecast to 2028](#), the brand protection market is forecasted to grow to US\$ 5,322.57 million by 2028. That said, due to the Covid-19 pandemic and its disruption to global commerce, many retailers have pivoted to accelerate their digital commerce businesses. This has also resulted in the increase in counterfeit products in the marketplace, leading to increased risk to brand reputation and loss in market share.

In 2021, utilizing Applied DNA Sciences' CertainT® molecular-based technology, A&E, *the world's foremost thread manufacturer*, introduced an expansion to their INTEGRITY™ thread line with ECO100, a sustainable and secure thread that provides an innovative and economical solution for brands to authenticate and validate their products anywhere within the supply chain by way of a common component – sewing thread.



"Our customers are hyper-aware of the detrimental effects of counterfeit products, from lost sales to the potential loss of brand equity. It's a real and global threat. Our expansion of INTEGRITY secure thread technology developed with Applied DNA Sciences is a natural progression for us to address our customers' needs and extend our brand protection solutions."

Chris Alt, Executive Vice President, A&E



"Brand integrity is extremely important to our team. We've learned through trial and tribulation in all our years in the industry the importance of supply chain security. Using Integrity ECO100 thread, powered by CertainT, we can now tag, test and track all our materials and inventory from point of origin through to finished product, providing us with brand security, proof of our commitment to our customers, and peace of mind for our team. We will also be able to protect our brand and our customers from the booming counterfeit business, ensuring that our customers are receiving authentic Caverley shoes, never knock-offs."

Sara Caverley, Founder of Caverley Shoes

Your Brand, Your Supply Chain with CertainT

At Applied DNA, we believe in working with your brand to develop a solution that allows you to take control of your supply chain. Nobody knows your business better than you. This is why we created a platform that is flexible enough to meet your unique needs.

What is CertainT?

CertainT is a unique platform that can "Tag-Test-Track" virtually any raw material, including cotton. CertainT can be used on raw fiber, yarn, greige fabric, all the way to finished goods.

Make contact today!



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