



FinnCode Ltd Software Company

FinnCode Ltd is a software company whose products suit the needs of companies in all fields of business. It specializes in product authentication, product individualization and digital content delivery. FinnCode's cloud computing services allow for innovative and interesting ways of digital content delivery and mobile marketing through a variety of channels. These services add company value and give it a competitive edge in branding, marketing and product authentication. FinnCode is situated in the city of Ylivieska in Finland.

FinnCode's product authentication services are based on the use of NFC tags' UID numbers and FinnCode's unique FC codes. All software is produced in-house by FinnCode Ltd, and their mobile product authentication applications work on regular smartphones.

FinnCode's product authentication solution is extremely safe. Every NFC tag has its own UID number, and to copy these numbers pirates would have to manufacture NFC tags themselves. This is highly expensive and inefficient, since the tags would have to be copied one by one throughout the entire production line. In addition to this, each NFC tag's UID number has to match FinnCode's own FC codes – meaning that even copying every NFC UID cannot fool FinnCode's authentication system.

FinnCode's product authentication service is highly flexible, and it can be customized to fit every brand. FinnCode Authentication gives each brand a cost-efficient and customer-friendly user interface. All the consumer needs to do is

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download the FinnCode app to their smart device and use it to find brands using the FinnCode Authentication service.

FINNCODE AUTHENTICATION | THE RIGHT CODE AT THE RIGHT TIME

The FinnCode Authentication service is designed for manufacturers of luxury items and brand products, and companies manufacturing brand products under license. With the FinnCode Authentication service companies can individualize sold products to specific customers and register information on these customers to the brand. The service also has a diary function, which saves each product's history, maintenance information and even pictures of the product onto its individual NFC tag.

Each product's NFC tag functions as proof of authenticity to the consumer and as a possible tool for further marketing to the company. FinnCode Authentication also allows for the tag to be used for tracking in case of theft: once a product has been reported as stolen on the FinnCode Authentication service by the product's owner, every time its NFC tag is read its location is reported on the service. Product authentication can also be utilized during sales, if the customer wishes to verify the product's authenticity. After the product has been sold, the brand can utilize the service by sending their registered customers special offers, invitations to the brand's events, and other marketing information.

RE-AD | A NEW WAY OF MOBILE MARKETING

FinnCode's RE-AD mobile marketing service allows companies to add interesting new kinds of customizable digital content to their products. Product packaging – a breakfast cereal box, for example – can be utilized for market research, gathering consumer data, and delivering varying kinds of digital content from recipes to cartoons straight to consumers' smart devices.

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The RE-AD service is ideal for companies in the dairy and soft drinks industries, all kinds of food industry companies and companies in the entertainment industry. For example, RE-AD could be used by licensed manufacturers of children's plus toys. The toys are equipped with NFC tags in manufacturing, and RE-AD delivers new content, such as songs or stories designed to fit the toy's brand, through these tags to the consumer's smart devices every day.

Each company's RE-AD solution is priced individually based on the volume of products it is applied to. Prices can vary from cents per product to an affordable monthly payment scheme of some tens of euros.

BIOGRAPHY

FinnCode Ltd an agile little company with great know-how. FinnCode's services are designed with the customer's needs for customization and flexibility in mind, and the company finds it imperative to constantly develop and improve their services and efficiently implement new technologies.

FinnCode develops its technologies constantly, and has two patents currently pending. The first patent is on showing information through QR codes and NFC tags. An international PCT patent application has been filed for the second patent, which has to do with product registration.

The company is run by CEO **Vesa Haapaniemi**, Technology Manager **Jari Salmela**, and Business Development Manager **Pekka Salmela**. All three have over 10 years of experience from different companies and different jobs in the technology industry.

Vesa Haapaniemi (born 1964) started working with IT in the 1980s and has since worked in every branch of the industry, from sales to tech support and manufacturing, and as Product Development Manager for an internet provider. In 2010, Vesa started his own consulting agency for software companies.

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Jari Salmela (born 1977) started working for Finnish telephone company PPO when he was still in school, and eventually his career took him as far as Beijing. After starting his own business, he initially worked in agricultural software and service development.

Pekka Salmela (born 1980) ended up working with IT after a long career in the building industry. In 2008 Pekka also became a founder and CEO of ID-Import Oy, an importer of RFID tags and readers.

Together with **Janne Mäkinen** and **Eero Salmela**, Vesa, Jari and Pekka founded FinnCode Ltd in 2012. Today, the company's ownership is shared between Vesa, Jari, Pekka and Eero.

By May 2014, both Guida Invest Oy and PPO have invested in FinnCode Ltd with convertible bonds. The company's revenue for the next accounting period will be approximately €100,000. FinnCode's revenue goal for the accounting period after that is €300,000 and, for the 2015-2016 accounting period, approximately €650,000.

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