



OUR SERVICES – ANTI-COUNTERFEITING



As a provider of risk management solutions to businesses operating in ASEAN and China since 2004, Asia Global Risk [AGR] has built up a wealth of experience and expertise in anti-counterfeiting activities. AGR's anti-counterfeiting operations help to mitigate a range of risks that threaten not only the interests of our clients but those of consumers and of the countries that we operate in.

Despite working in a field that is constantly adapting and becoming more complex we have, year-upon-year, consistently delivered measurable results for our clients whose brands have been targeted by criminal counterfeiting networks. Our highly-trained team of field operatives and analysts has discreetly accumulated evidence against these networks and, benefiting from our excellent and long-standing relationships with national and local enforcement agencies in the region, cooperated in the detention and prosecution of the individuals involved and the destruction of their illegal products.

Working predominantly but not exclusively with clients from the spirits, cosmetics, garments and pharmaceutical industries, we have taken millions of dollars' worth of counterfeit goods off of the market and, confirmed by our regular market inspections, contributed to a substantial decrease in levels of market penetration relating to the brands we protect.

OUR METHODOLOGY

Over time AGR has developed a robust and rigorous process for the elimination of counterfeiting activities. We are able to employ our in-depth local knowledge and strong relationships to protect our clients' interests in Asia. Alongside our comprehensive anti-counterfeiting operations we can offer tailor-made investigation services to suit each client's specific requirements.



1) Intelligence gathering

We make use of our intelligence networks and team of local operatives to identify likely sites for the production or distribution of counterfeit produce.



2) Coordination with authorities

Our strong relationships with national and local enforcement agencies enable us to form cooperative strategies with the best-placed authorities.



3) Investigation and surveillance

We use discreet surveillance techniques and make use of various public and private information sources to truly understand how the suspect operation works.



4) Obtaining evidence

In addition to photographic and documentary evidence, we employ discreet methods to obtain samples of the suspect product. We work with the client to verify that they are indeed counterfeits and use these samples as part of our evidence presented to the authorities.



5) Destruction of counterfeit products

Where the relevant enforcement agency has confiscated products on the basis of our investigations, we work with the authorities to ensure that these products are securely destroyed so that they can never re-enter the market.

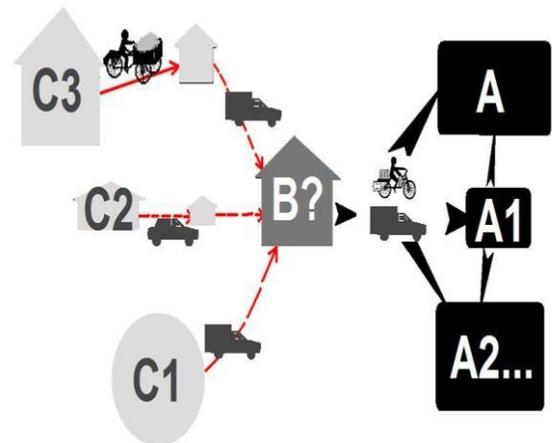
KEEPING MOMENTUM

Over recent years, we have seen a number of positive trends in the anti-counterfeiting domain:

- In part due to our efforts, there has been a greater focus from enforcement agencies on anti-counterfeiting activities and the arrest and prosecution of counterfeiters.
- We are seeing consumers becoming more educated about counterfeit products. This is in part due to the awareness campaigns delivered by authorities and anti-counterfeiting organizations, and partly due to economic development and the emergence of a more discerning class of consumers.
- Accordingly, for the brands we represent, less counterfeit products are getting onto the market. We are able to verify and quantify this claim by conducting regular market sampling activities.

Over the years AGR's efforts have helped to stop a number of high-volume counterfeiting operations. Whilst this represents an unqualified success, we must now embrace the challenge going forward as the remaining counterfeiters are those that are most aware and adaptable.

- Aware of the legal risks of having a large stockpile of counterfeited goods discovered, counterfeiters are moving towards more complex production operations. Material may be stored in a number of locations and only put together at the last minute before immediate distribution.
- Due to these changes, counterfeiting operations are becoming more mobile and to avoid surveillance counterfeiters will frequently relocate.
- With big operations being more easily identified, we're seeing a move towards specialized micro-networks. These micro-networks may only replicate one brand, and tend to have a small number of trusted clients.



In a complex environment such as this, there aren't many companies that can do what we do. To be effective requires:

- **Highly-trained staff with operational expertise**
- **A depth of local knowledge gained from years of experience in the region**
- **Strong and long-lasting relationships with government and law enforcement**
- **A heavy customer focus, being thorough, discreet and swift.**
- **Legal expertise, including full compliance with relevant legislation such as FCPA and UK Bribery Act**