

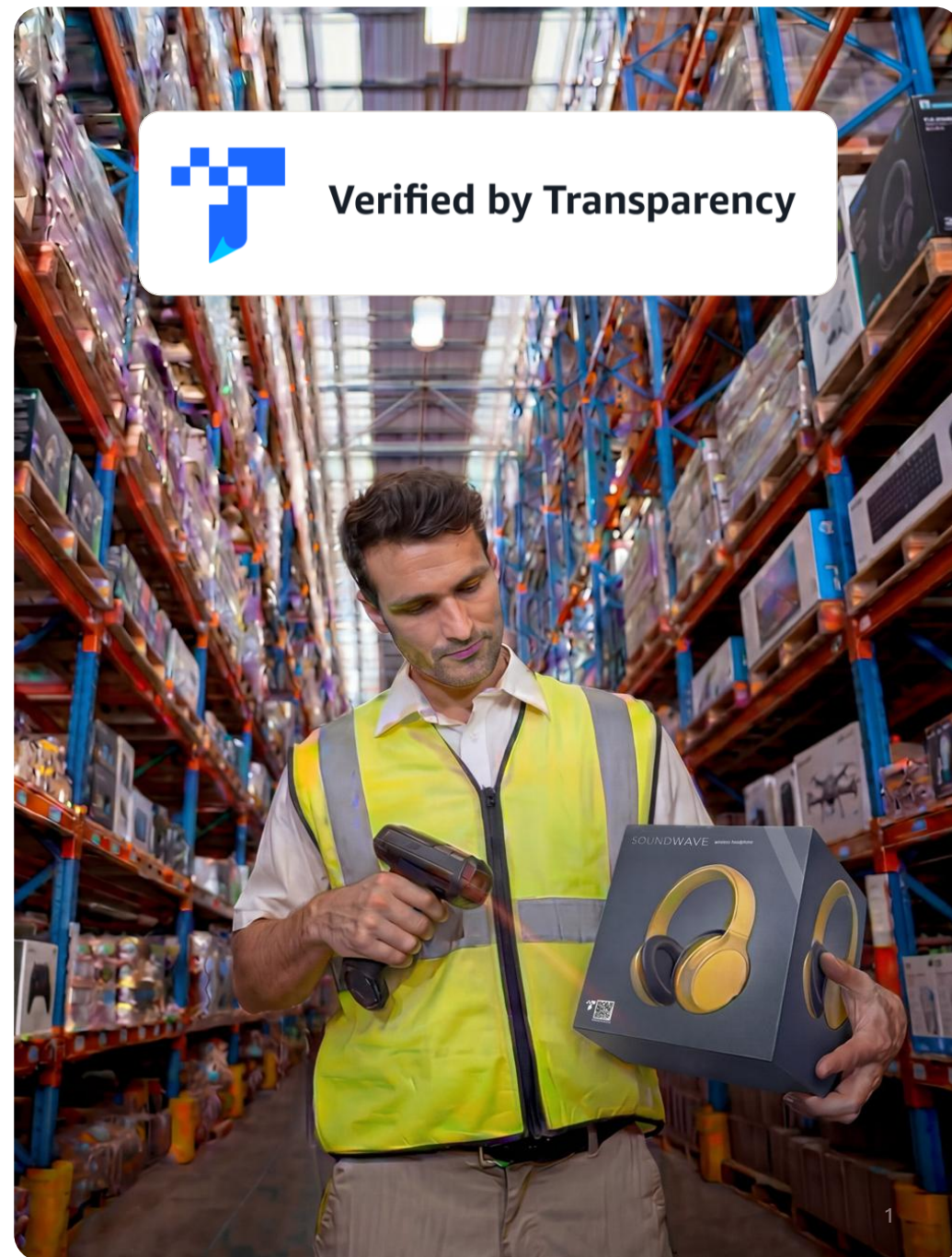


Transparency's Next Frontier: Global Expansion & the Fight Against Stolen Goods"

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The problem(s)

Counterfeiters and bad actors are harming my brand reputation

Warranty fraud is costing me millions

I lack visibility into how products are moving through my supply chain and where to optimize

I have to accept inventory leakage and stolen goods as a cost of doing business

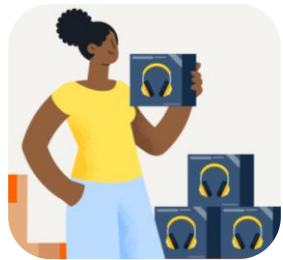
I wish I could capitalize on new ways to engage with my customers while reclaiming valuable packaging space

The changing regulatory landscape has me confused and unprepared for how to comply with new requirements

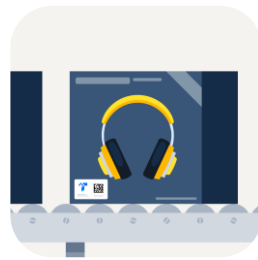
My retailers may start mandating 2D codes and serialization and I'm not sure I'm ready

What is Amazon Transparency?

- Product authentication service protecting over 90,000 brands worldwide
- Proven serialization infrastructure at scale
- Unique codes applied to each product unit for authenticity verification
- Protects brands from counterfeiting



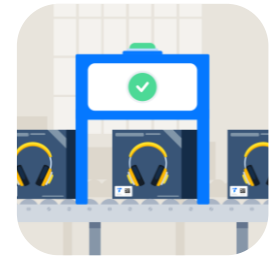
Select products
to enroll



Apply
Transparency codes



Sellers must have
a TR code to list



Codes are used to verify
authenticity and accuracy

The impact of Transparency in Amazon's store

90K+ brands
protected

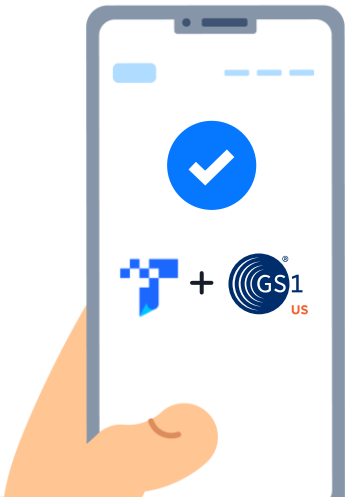
2.5B+ product
units protected

Global protection
in **10** countries



Serialization, simplified.

Brand orders packaging and chooses GS1 compliant serialized codes



Uses their preferred printing method

Outsourced Packaging Supplier
Leverages Pre-Press Software Provider
(Esko, Durst, Hybrid, etc.)

or

In-House Packaging Line
Leverages variable printing solution provider
(API integrated)
(Domino, Videojet, etc.)

Code is added to packaging

GS1 Sunrise Compliant
2D Code with Serialization
Powered by Transparency
(QR or Data Matrix)



Code is scanned at retail POS systems globally

Potentially all the benefits of Transparency protection and GS1 compliance would be available across every sales channel



Serialization at scale – without the added cost of existing packaging solutions

Implementation advantage



No upfront fees; self-service enrollment in days

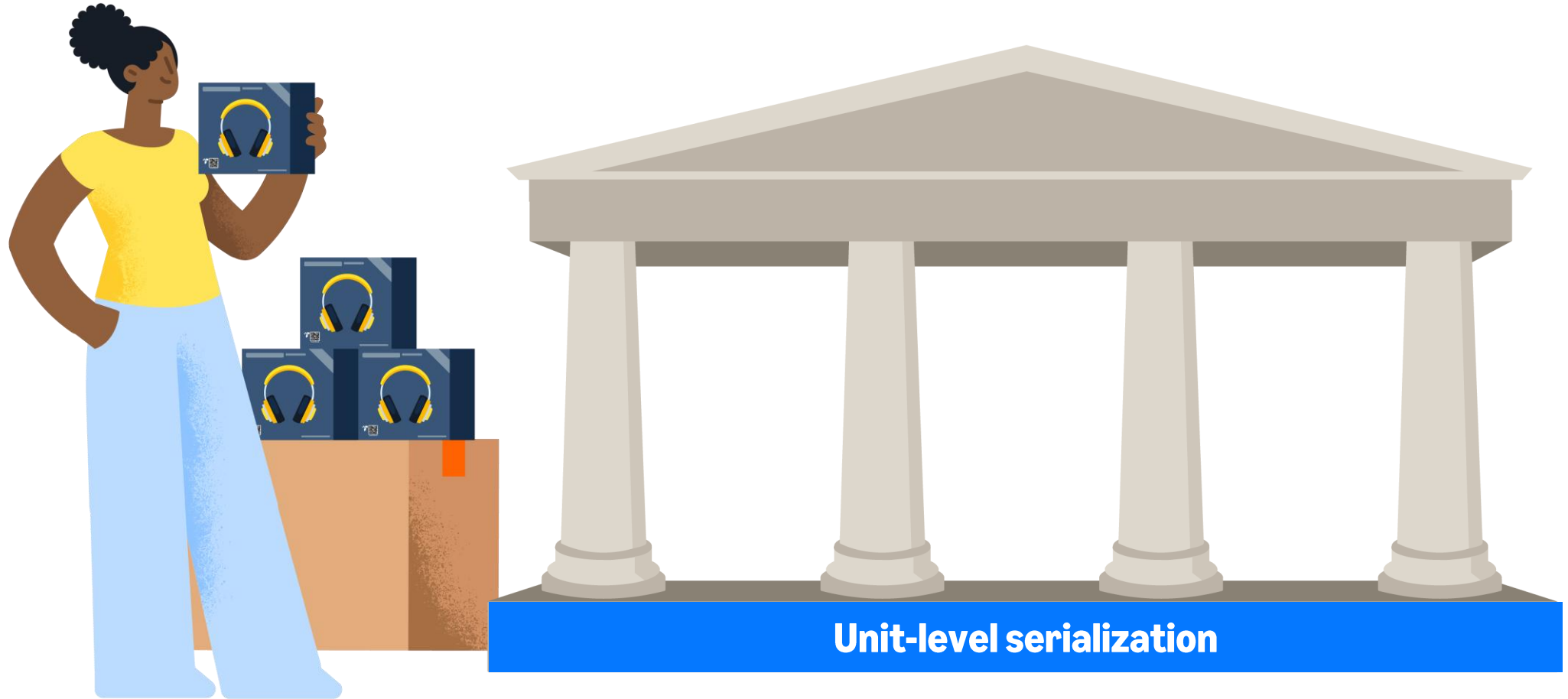
Works with existing printing partners and workflows

Eliminates complex serialization infrastructure

Transparency recommended for brands new to unit-level serialization

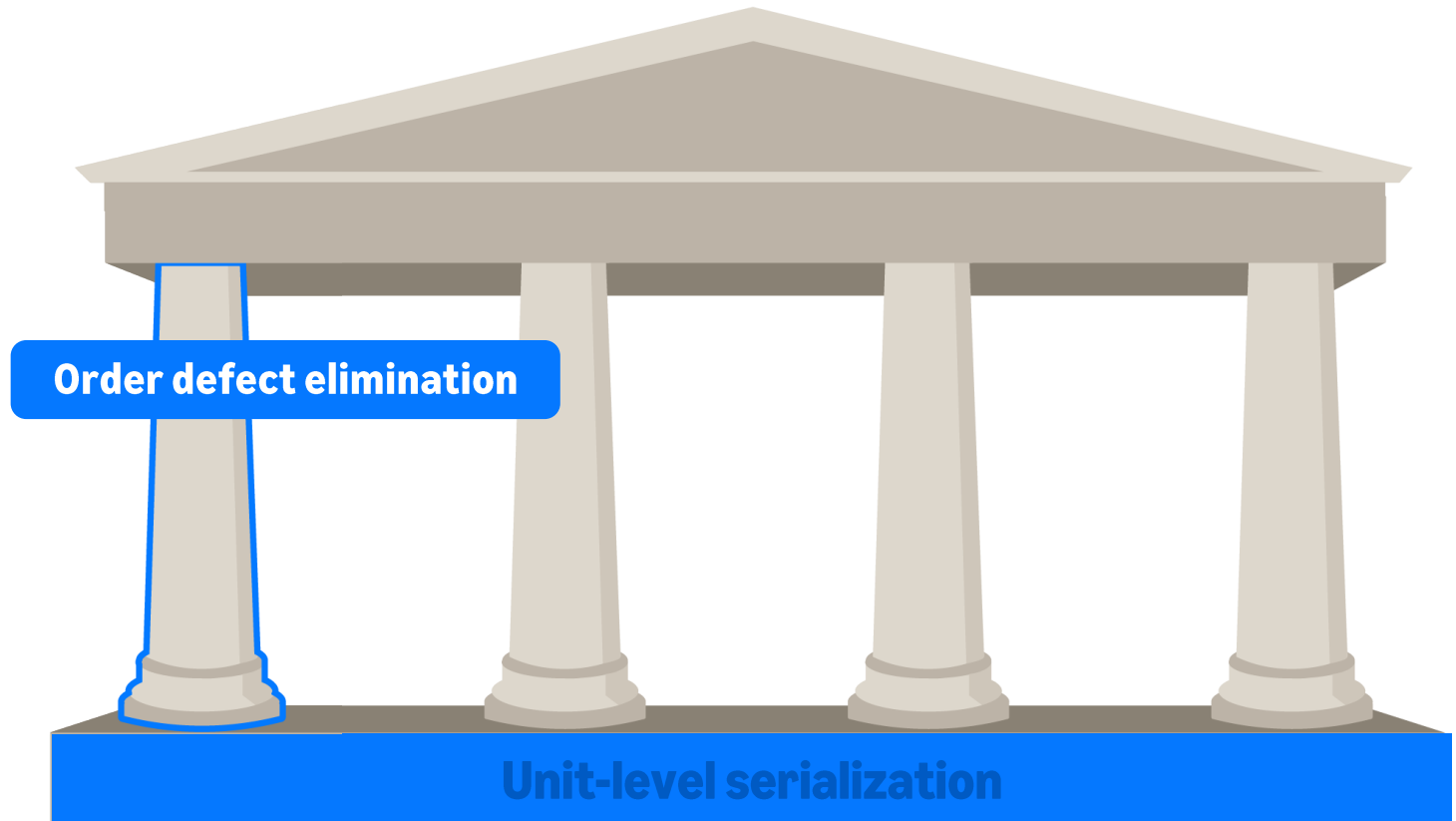
Transparency I/O available for brands with existing serialization

Beyond 2D alone: Why serialization matters



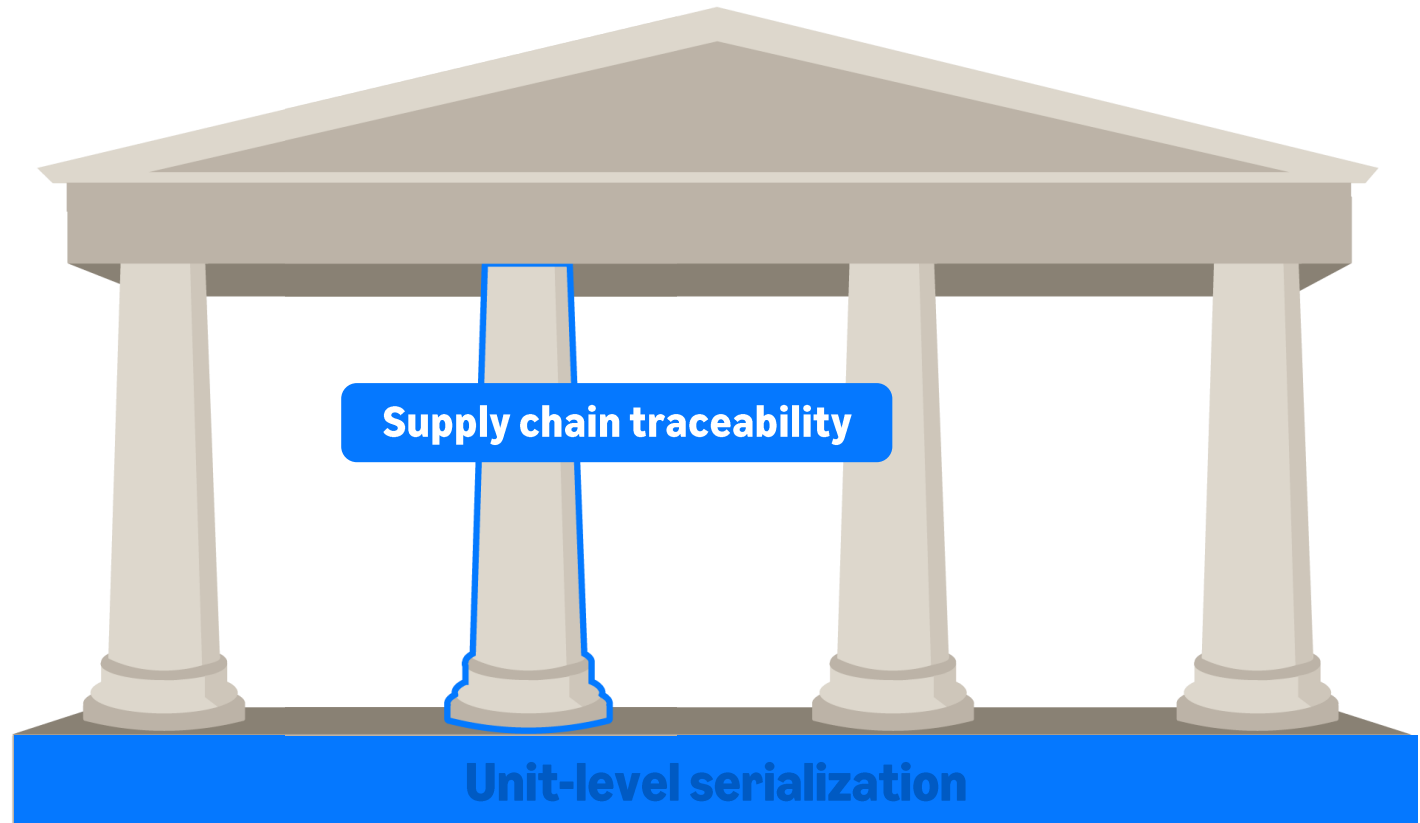
Pillar 1: Order defect elimination

- Counterfeit prevention
- Wrong version/variation
- Parallel imports
- Used sold as new
- Materially different



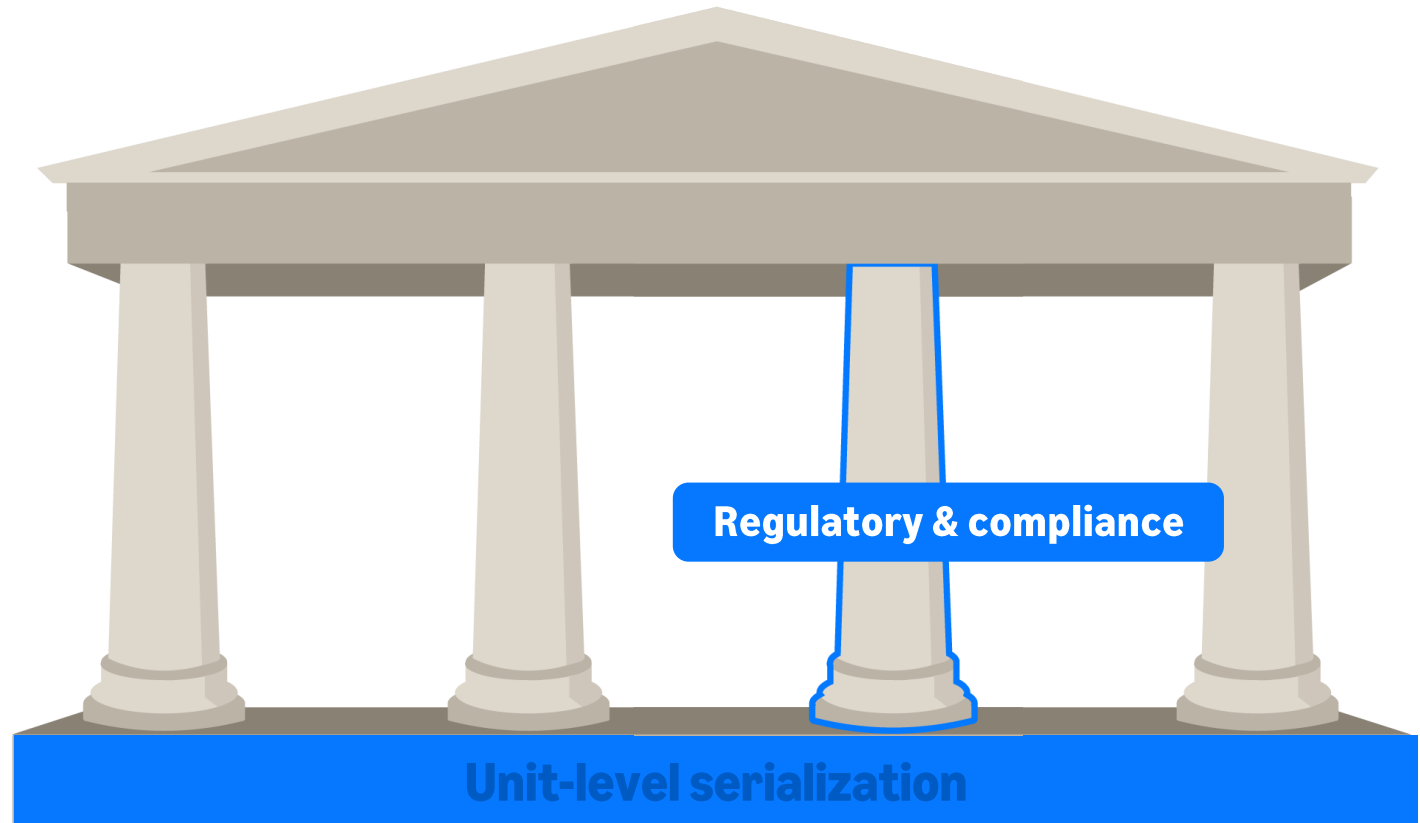
Pillar 2: Supply chain traceability

- Identify defects or leakage
- Resolve Product Quality Variance (PQV)
- Combat returns fraud
- **Stolen goods prevention**
- Targeted recalls
- Batch- or lot-level analytics
- Expiration management
- Warranty verification



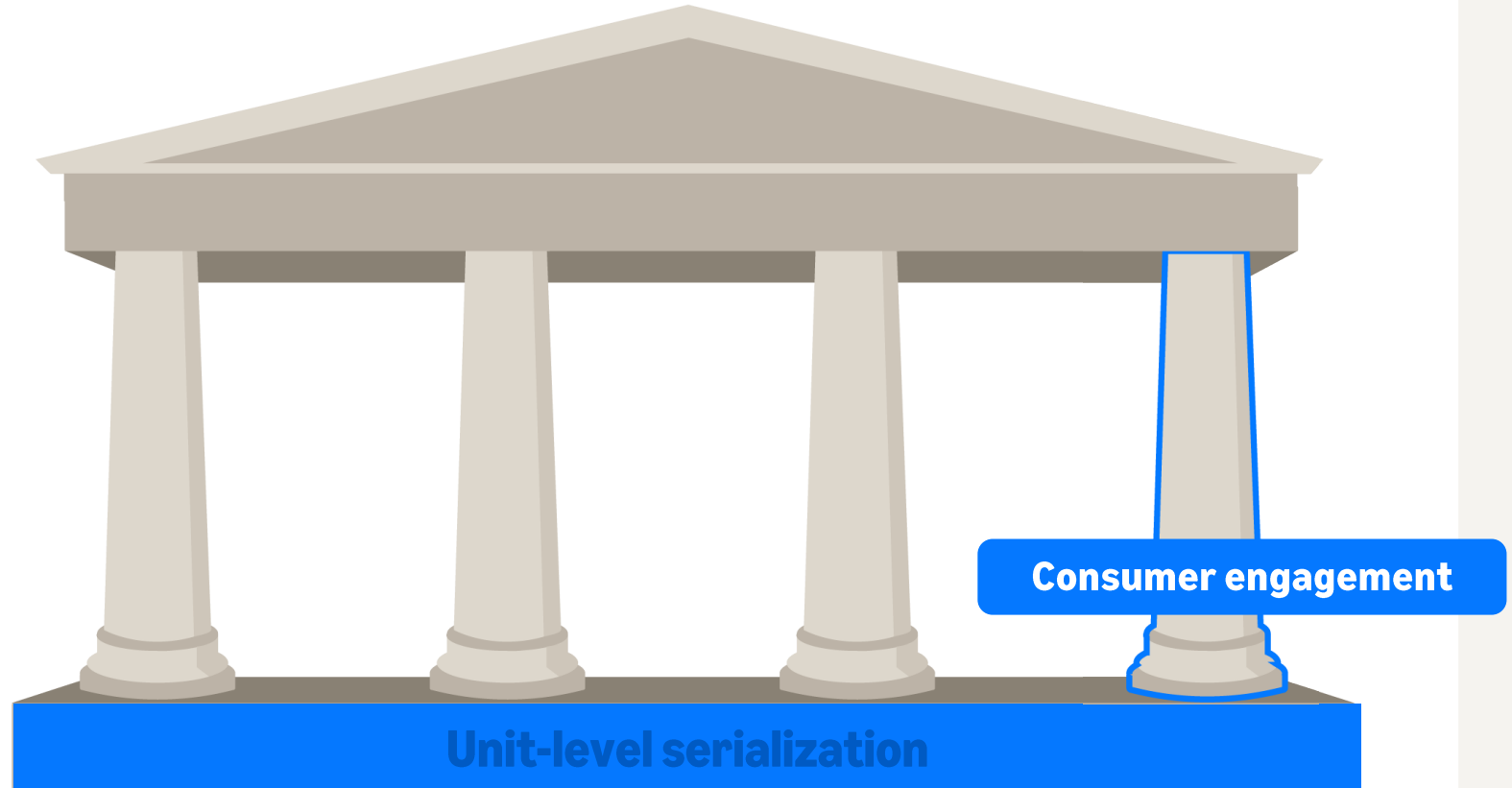
Pillar 3: Meeting regulatory and compliance requirements

- EU Digital Product Passport (DPP)
- US Food Safety Modernization Act (FSMA)
- Regional validation of ethical and sustainable sourcing
- Future-proofing against other requirements down the road



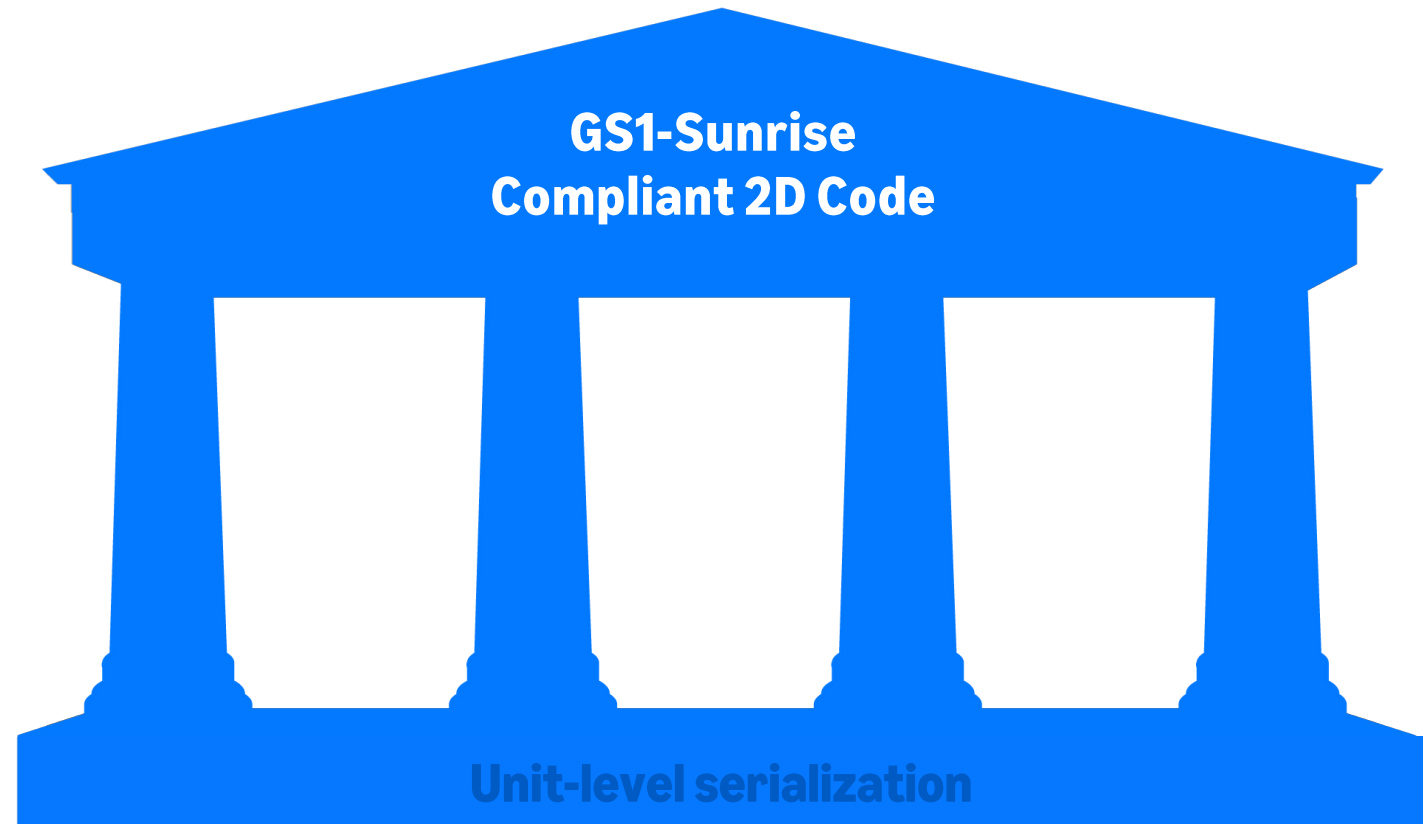
Pillar 4: Consumer engagement

- Cross-sell / up-sell
- Tell brand stories
- Offer deals and promotions
- Promote Social Sharing
- Instructional or setup videos
- New product enrollment or configuration
- Warranty registration

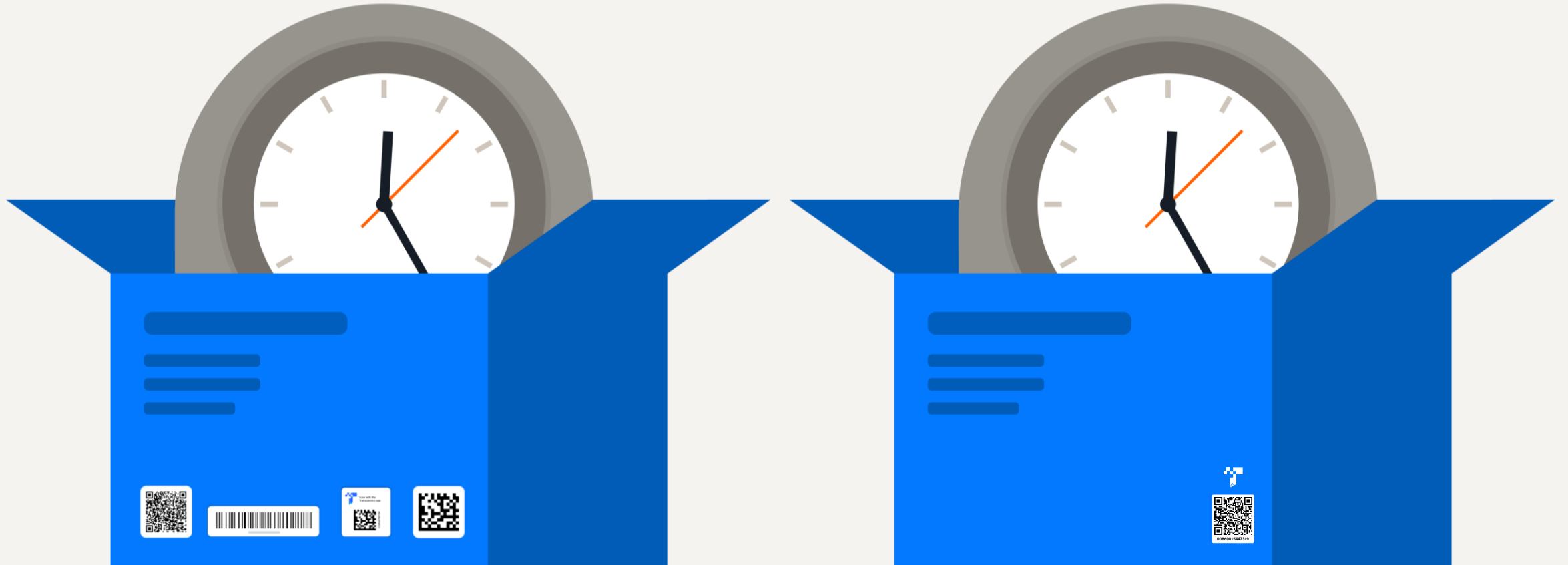


All with a single code

- 1 Order defect elimination
- 2 Supply chain traceability
- 3 Regulatory & compliance
- 4 Consumer engagement



From 1D to 2D Codes: More space, more value

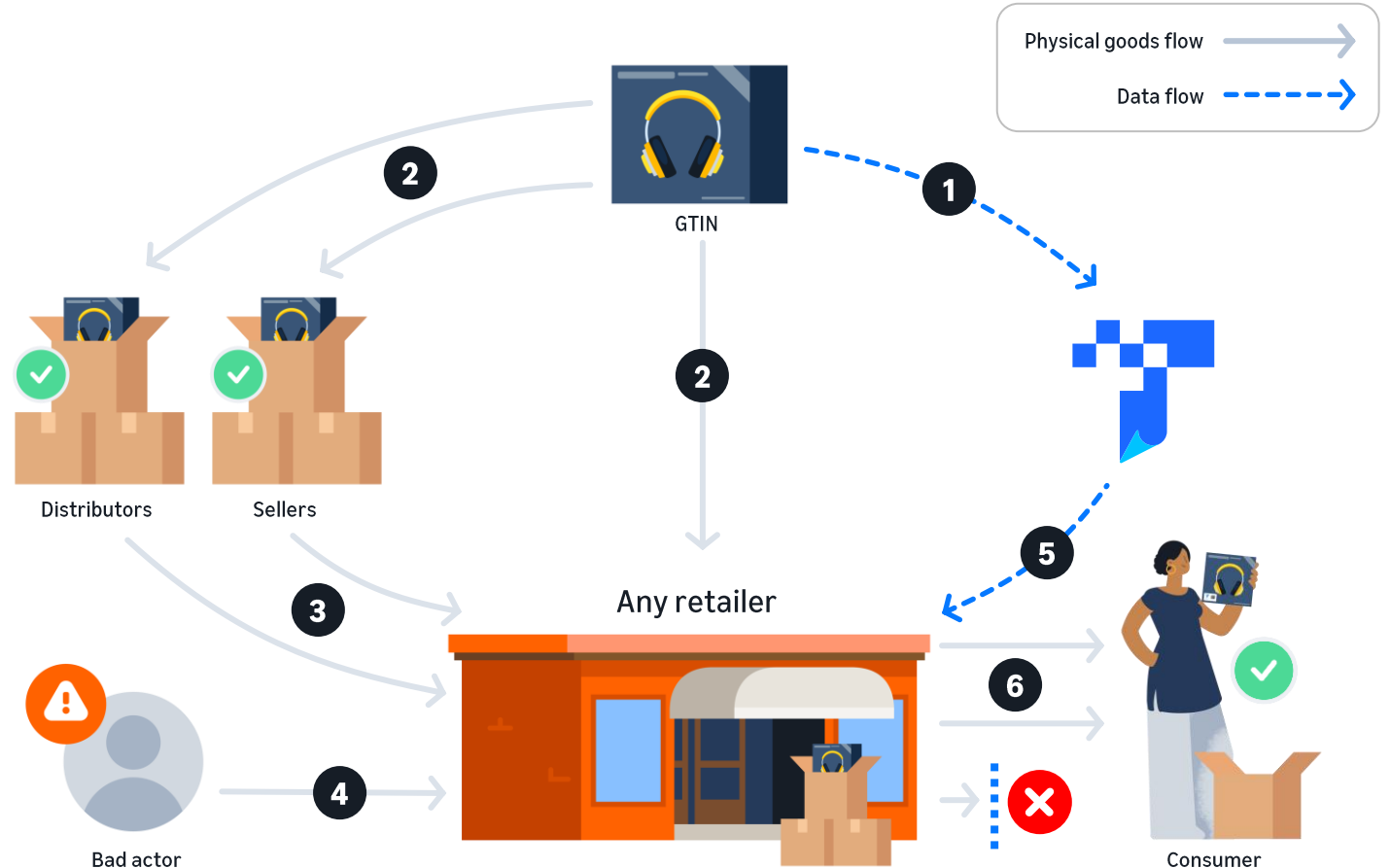


The Transparency solution: One code, multiple benefits



Example: Validate Individual Units for Core Use Case

- 1 Brands enroll products via our streamlined enrollment process and share (UPC, SNs, etc.)
- 2 Brands ship units to authorized distributors and sellers
- 3 Distributors and sellers ship authentic units to retailer
- 4 Bad actor sends counterfeit or defective units to retailer
- 5 Transparency validates authentic units by matching data (UPC, SNs, etc.) **via API**
- 6 Only authentic products are sold to the consumer



Loss Prevention and Stolen & Illicit Goods

- 1 Brands share units with serial numbers (SNs) intended for non-Amazon retailers'
- 2 A bad actor steals a shipment (from transit, physical stores, etc.)
- 3 The stolen units are listed in Amazon's store
- 4 Transparency detects the shipment at Amazon's Fulfillment Centers (FCs) and escalates details to Amazon's internal investigation team for further review



Retailer's POS Data Sharing for Stolen Goods

- 1 Brands share units with serial numbers (SNs) intended for non-Amazon retailers
- 1a Retailer POS data is triangulated with FCs and brand shipment data to increase confidence
- 2 A bad actor steals a shipment (from transit, physical stores, etc.)
- 3 The stolen units are listed in Amazon's store
- 4 Transparency detects the shipment at Amazon's Fulfillment Centers and escalates details to Amazon's internal investigation team for further review



Data separation policies

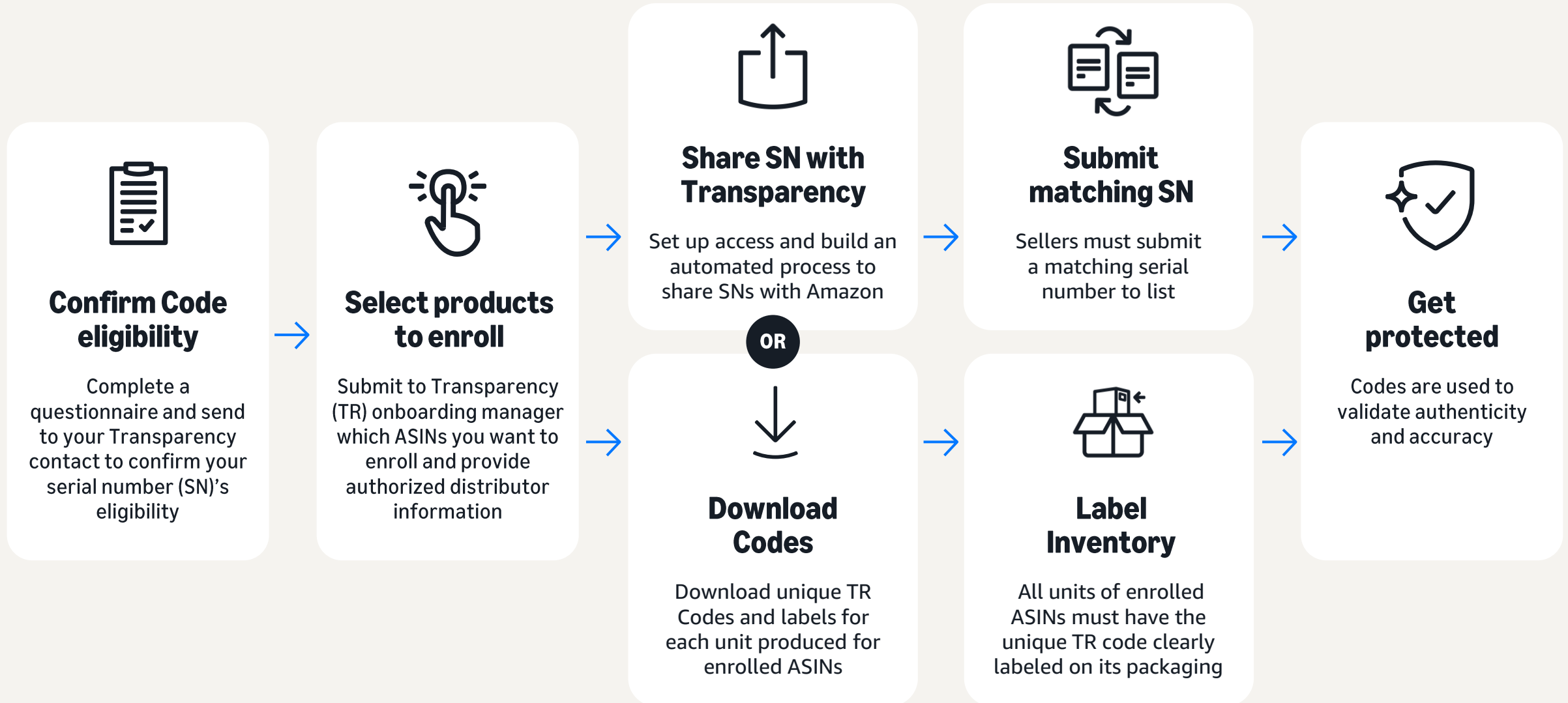
Transparency is an independent service with stringent access and data control policies designed with security and privacy in mind. All Transparency brand data is partitioned into a separate AWS data cluster that:

- Is access controlled and only available to users administering Transparency-related services
- Is not available to individuals that report to the retail category or any other teams and not accessible by request
- To ensure users are adhering to data security protocols:
- Users accessing the data cluster must complete ongoing data and confidentiality training modules
- Certification is mandatory for all individuals granted access to the data cluster
- Access audits are performed regularly

As per our agreements, we treat the number of Transparency codes that are ordered as confidential and will not use information about the number of codes for any purpose other than enabling the Transparency program.



Streamlined program enrollment for brands



Industry Integration Partners

Workflow Automation Software



Variable Data Print Equipment



What are brands saying?



“LG sees Transparency as a great way to ensure that consumers use genuine LG filters while protecting them from counterfeit products.”



“Transparency’s compatibility with our existing serial codes is unique. There is no other program out there that allows us to use our existing serial numbers – the ones we use for warranty purposes – and then provides the capability to validate each separate unit shipped as genuine.”



Questions?



Visit us