

Identity Infrastructure for Tobacco and Nicotine Products

For more than a century, the role of the cigarette pack has remained remarkably consistent: manufacture it, identify it, distribute it and sell it. Today, however, a convergence of regulation, digital connectivity and rising expectations for trust is fundamentally expanding that role. Persistent trusted identity is transforming the cigarette pack from a manufactured object into a trusted enterprise asset that creates value long after it leaves the factory.

500B+ ILLICIT CIGARETTES ENTER GLOBAL MARKETS EACH YEAR

More than one in ten cigarettes consumed globally is illicit, costing governments over **\$40 billion** annually.

Source: WHO / WHO FCTC

From Manufactured Product to Trusted Enterprise Asset

The expanding role of the cigarette pack through persistent trusted identity.

Persistent trusted identity changes more than product authentication. It establishes a digital foundation that continues creating enterprise value long after a product leaves the factory. The strategic question is how industry leaders will capitalize on this transformation.

TRADITIONAL

Identity ended when manufacturing ended.



CONNECTED

Identity now travels with the product.



TRUSTED

Persistent identity unlocks enterprise capability throughout the product lifecycle.



Persistent trusted identity is not the destination. It is the foundation. The opportunity lies in the enterprise capabilities that become possible once every regulated product carries a persistent trusted identity.

From Persistent Trusted Identity to Enterprise Capability.

Persistent trusted identity establishes a new enterprise foundation. While organizations may initially adopt it for authentication, compliance or illicit trade reduction, the underlying identity infrastructure ultimately creates strategic value across the enterprise.

100% OF TOBACCO UNIT PACKETS PLACED ON THE EU MARKET REQUIRE A UNIQUE IDENTIFIER

Product movements must be recorded throughout the supply chain and transmitted into the EU traceability system.

Source: European Commission, Directive 2014/40/EU

Persistent Trusted Identity

One persistent trusted identity. Four enterprise capabilities.



Combat Illicit Trade

Authenticate products, detect diversion and combat illicit trade across global markets.



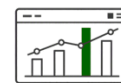
Build Consumer Trust

Enable trusted interactions with verified adult consumers and authentic products.



Strengthen Compliance

Support excise, serialization and evolving regulatory requirements through one trusted identity.



Generate Enterprise Intelligence

Transform trusted product data into enterprise insight and operational decision support.

Why This Matters

Persistent trusted identity is becoming foundational infrastructure for regulated products. Organizations that establish it early will be positioned to unlock new enterprise capabilities as regulation, digital engagement and enterprise intelligence continue to converge.