



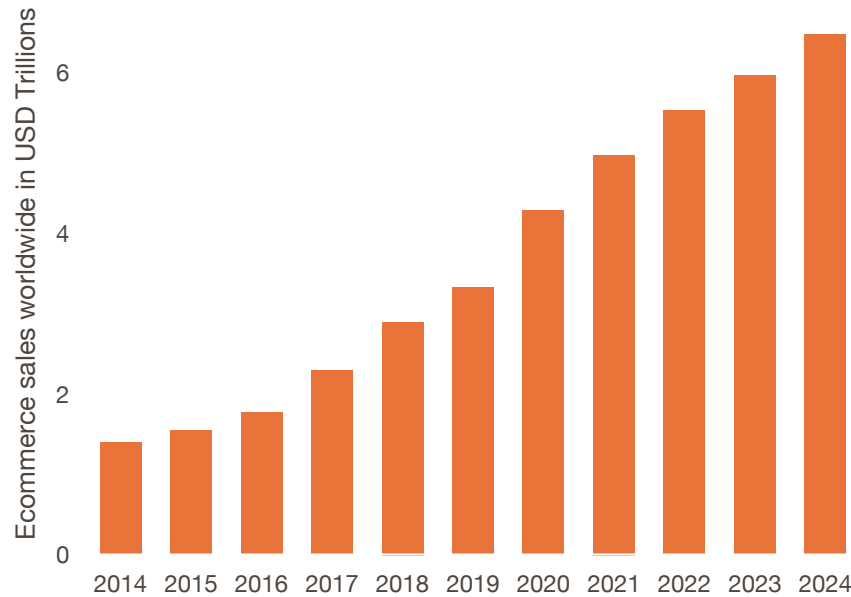
**RED  
POINTS**

**CHESSE**  
CHIEF HOUSEWARES  
EXECUTIVE SUPERSESSION

**IHA**  
THE HOME AUTHORITY

# Problem:

Ecommerce is growing more than ever.  
So is ecommerce fraud.



- counterfeits
- piracy
- impersonations
- distribution fraud
- fake digital goods & NFT

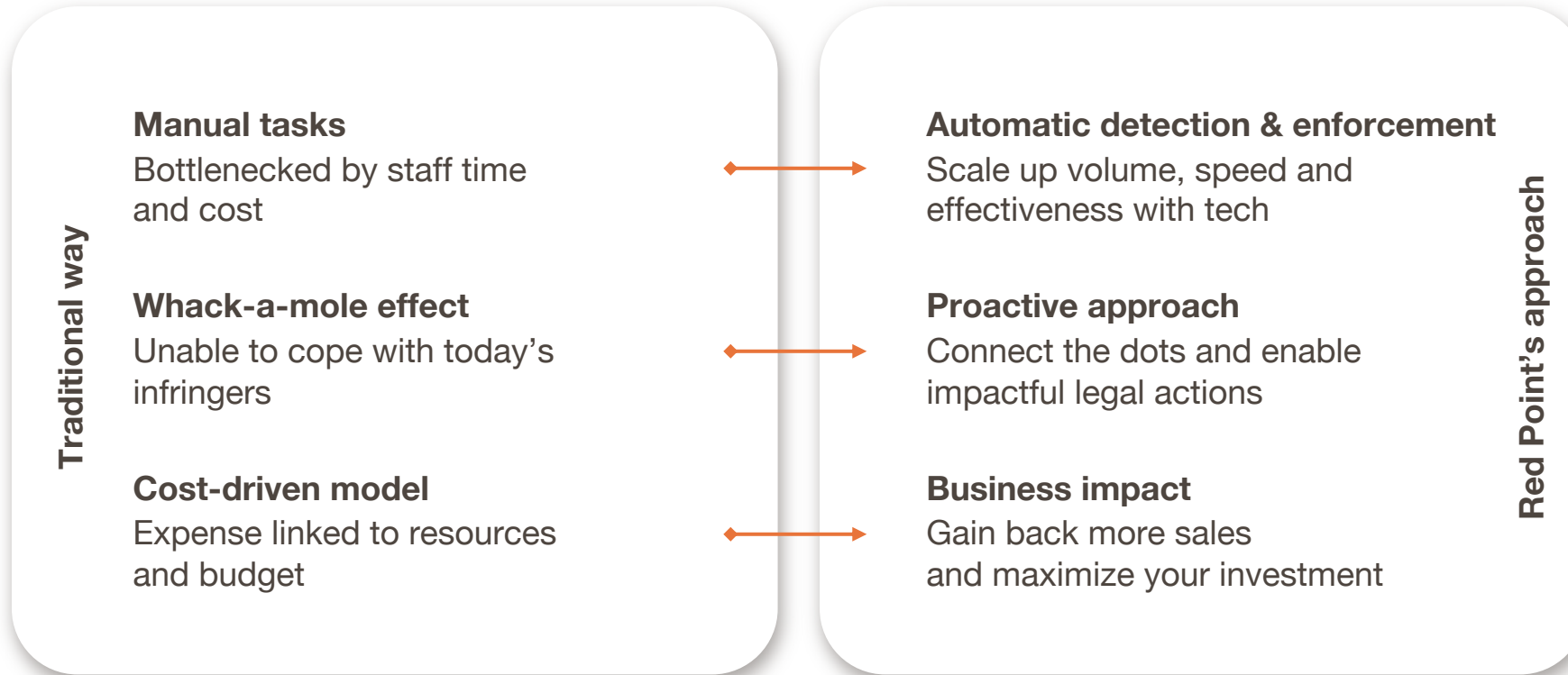
*“Cybercrime is expected to cost the world \$10.5 trillion by 2025”*  
**CNBC**

*“Counterfeiting already represents as much as 2.5% of world trade”*  
**EUROPOL**



# Solution:

## IP infringements: traditional vs Red Points' approach



## Solution:

# 1.000+ customers

FILA

FOREO

Knockaround

ONEAL

MVMTM

HAWKERS

) david  
trubridge

HUGO BOSS

arlux

stojo

purple

PUMA

M  
MIGHTY MUG

Electrolux

BISAZZA  
ROSETTE

Champion  
Petfoods  
World's Best Petfood

beautyblender

CLARINS

Joseph  
Joseph

Lékué

Tatami  
fightwear



*“We’d recommend Red Points to any brand that wants to protect their customers and reputation online.”*

Chris Baker, **General Manager Europe at KeepCup**



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