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Extract from ORIGINALLUXURY Technology For Transparency
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.arianee

E4S   IMD   UNIL | Université de Lausanne HEC Lausanne   EPFL   THE SWISS CENTER FOR LUXURY RESEARCH   ORIGINALL

EMPOWER BRANDS' USERS WITH A NEW KIND OF DATA: DIGITAL PRODUCT PASSPORTS AND ENGAGEMENT TOKENS

Founded in 2018, Arianee harnesses the power of Digital Product Passports and Engagement Tokens, transforming them into rich ownership data to foster deeper relationships and embrace new circular business models.

Arianee's products help redefine the relationship brands have with their customers by transforming every product and every act of engagement into a specific touchpoint, delivering meaningful and personalized brand experiences. These products are new tools to generate instant ROI for brands and enriched ownerships for customers.

They enable brands to:

- Maintain a continuous connection with product owners
- Improve the ownership experience with utilities
- Facilitate circular journey (repair, recycle, resell)
- Be compliant with transparency legal frameworks

They allow customers to:

- Stay connected with the brand regardless of the product was obtained the product (1st hand, 2nd hand, gifting)
- Prove the ownership and authenticity of their products
- Access seamlessly personalized content, services and events
- Regain control over personal data

ARIANEE STARTED AS AN OPEN-SOURCE PROTOCOL AND HAS BEEN DEVELOPING BLOCKCHAIN-BASED SOLUTIONS

1/ ARIANEE'S PRODUCT

Arianee's products bring together all the essential elements needed to build an enriched digital product passport, from upstream to downstream partners, and everything in between.

True to its mission of empowering brands and their users to control their data, Arianee has been developing technological solutions from an NFT Management Platform, to dynamic product pages and user-friendly embedded wallet solutions.

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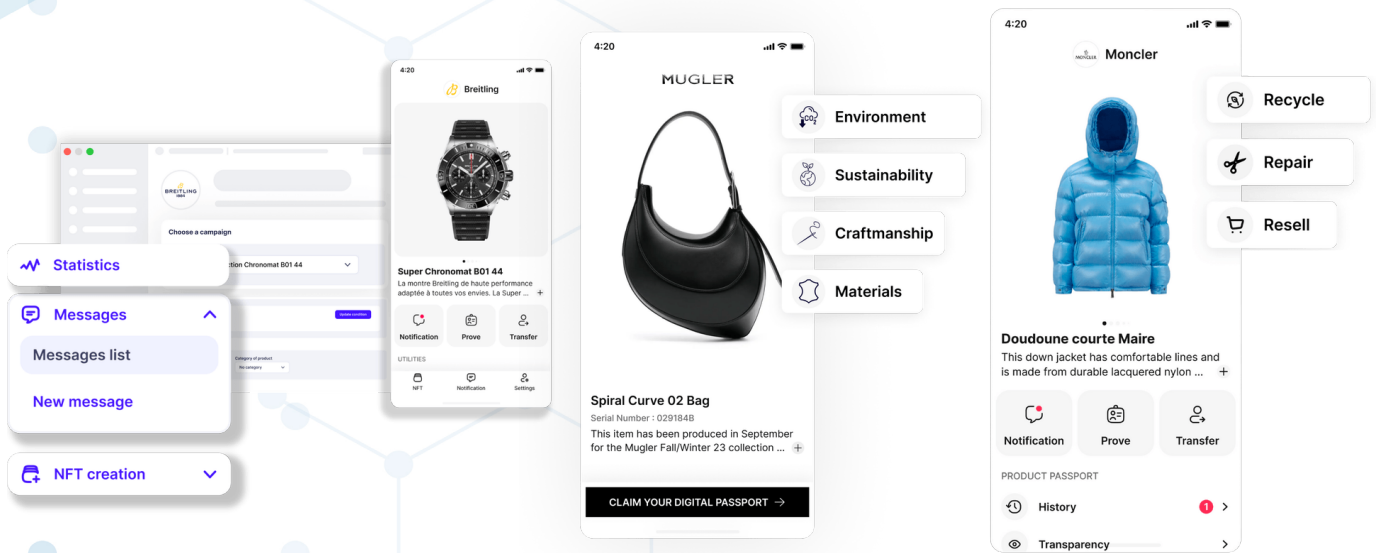
- **NFT Management Platform to manage product and ownership data:** Tokenize assets, communicate with holders, and extract campaign insights based on zero-party data.

- **Dynamic Product Page to onboard customers seamlessly:** From a simple link or QR code, users are directed to a dynamic web app where they can visualize the digital product passport, read product transparency details and act on the passport before collecting it.

- **Embedded Wallets to distribute ownership data:** Allow users to collect the digital product passport and conveniently manage it in a digital wallet embedded in their client account or in a decentralized app.

By providing these comprehensive tools, Arianee enables every brand with the capability to deploy a new customer data infrastructure, natively dynamic and controlled by users, complementing first and third-party data.

Arianee brings together more than 50 brands and partners, including the Richemont Group, L'Oréal, IWC, Panerai, Moncler, Mugler, Breitling, Paris Fashion Week, Lacoste, Château Pape Clément.
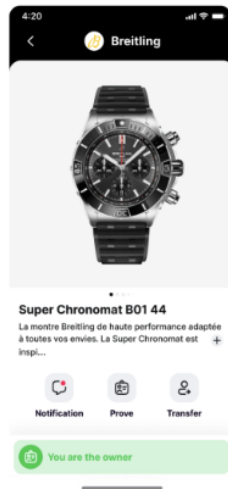
2/ ARIANEE SOLUTIONS AND USE CASES

- **Digital Product Passport (DPP):** Enabling high product circularity, preparing for ecodesign compliance and turn each physical product into an engagement platform

- **Engagement tokens:** Providing proof of community with built-in interoperability

WE COVER TWO MAIN USE-CASES

ENGAGE

RETAIN

ACQUIRE

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Digital Product Passport (DPP):
turn each physical product into
an engagement platform

Engagement tokens:
provide proof of community
with built-in interoperability

Super Chronomat B01 44
La montre Breitling de haute performance adaptée
à toutes vos envies. La Super Chronomat est
inspi... +

Notification Prove Transfer

You are the owner

IWC Diamond Hand Club (Genesis)
The IWC Diamond Hand Club (Genesis) is a
token verifying your membership as part of the
IW... +

Notifications Proof Transfer

You are the owner

Small Spiral Curve 01 embossed
tote bag
Mugler's Spiral Curve 01 stands as the first
handbag designed for the brand by ... +

Notification Prove Transfer

You are the owner

FOCUS ON THE MUGLER JOURNEY

Since September 2023, Mugler, the pioneer in
avant-garde fashion house, has partnered with
Arianee to associate a digital passport with two
of its physical products, the Spiral Curve 01 and
02 bags.

Available for purchases in both stores and on
the brand's e-commerce platform, owners of
the Spiral Curve 01 and 02 bags can experience
a new level of engagement, from reading and
exploring product stories to collecting digital
passports on their smartphones, providing
access to unique experiences and features.

These blockchain-backed product passports offer ownership validation, historical tracking, and effortless
transferability.

Mugler's visionary move anticipates forthcoming EU regulations and addresses the growing demand for
transparency, turning their handbags into digital engagement platforms.

TECHNOLOGY FOR TRANSPARENCY

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ABOUT ARIANEE'S CARBON FOOTPRINT

At Arianee, we have decided to make sure that our carbon footprint is as low as possible from day one. In fact, Arianee operates on two Ethereum side chains under the Proof of Stake (PoS)(Polygon) and Proof of Authority (PoA), which are very efficient in terms of energy consumption. We audited our Carbon and Energy footprint, and we're proud to say that even if we reach the threshold of 200 million NFTs created in one year, our carbon footprint is only 25% of what a French family emits in one year.

THE ARIANEE PROTOCOL IN NUMBERS

40
Brands and counting

1.6M
Passports distributed

583.5K
Utility events recorded on digital passport

282.7K
Messages to product owners

EMBRACING CIRCULARITY THANKS TO ARIANEE'S DIGITAL PRODUCT PASSPORT

Building a more circular economy requires consumers to make informed purchasing decisions. Arianee enables brands to issue digital product passports in order to unlock personalized engagement, deeper and data-driven relationships, and new circular business models.

A digital passport is a digital passport claimed by a physical identifier (e.g., NFC chip, QR code). It can be stored in a custodial or non-custodial wallet, and all data is stored in an NFT imprinted on a public blockchain.

Through digital product passports, consumers can access the following:

- Certificate of ownership and authenticity

- Upstream product information

- Added value services such as recycling, repair, and resale

    o Repair through timestamping: consumers can book a repair service in a physical store with one click from their DPP. Once repaired, the brand will timestamp the DPP, showing the date and time the service was delivered

    o Resell service through NFT-backed marketplace: consumers can list and sell their items in a seamless experience

- Regulatory information

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Brands can take advantage of digital assets to embrace circularity and leverage them as product lifecycle management and new CRM tools while allowing product owners to use their valuables and keep them longer.

THE BRAND BENEFITS OF ARIANEE'S DIGITAL PASSPORTS INCLUDE

- Lowering the cost of secondhand infrastructure
- Staying in direct contact with end consumers
- Creating the conditions for future revenues through royalties
- Understanding consumers' consumption patterns and expectations
- Engaging consumers through tailored communication
- Running state-of-the-art loyalty programs

To learn more about the many benefits of DPPs, scan this QR code to see our recent report, "The Case for Native Digital Product Passport Tokenization" conducted in partnership with BCG.

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Pioneering Transparency Through Technology in the Luxury Sector