



TraceTag Europe
a chain of evidence

- TraceTag's DNA oil marker -

- enabling the unique identification of crude oil
and refined petroleum

Houston, October 28th 2010



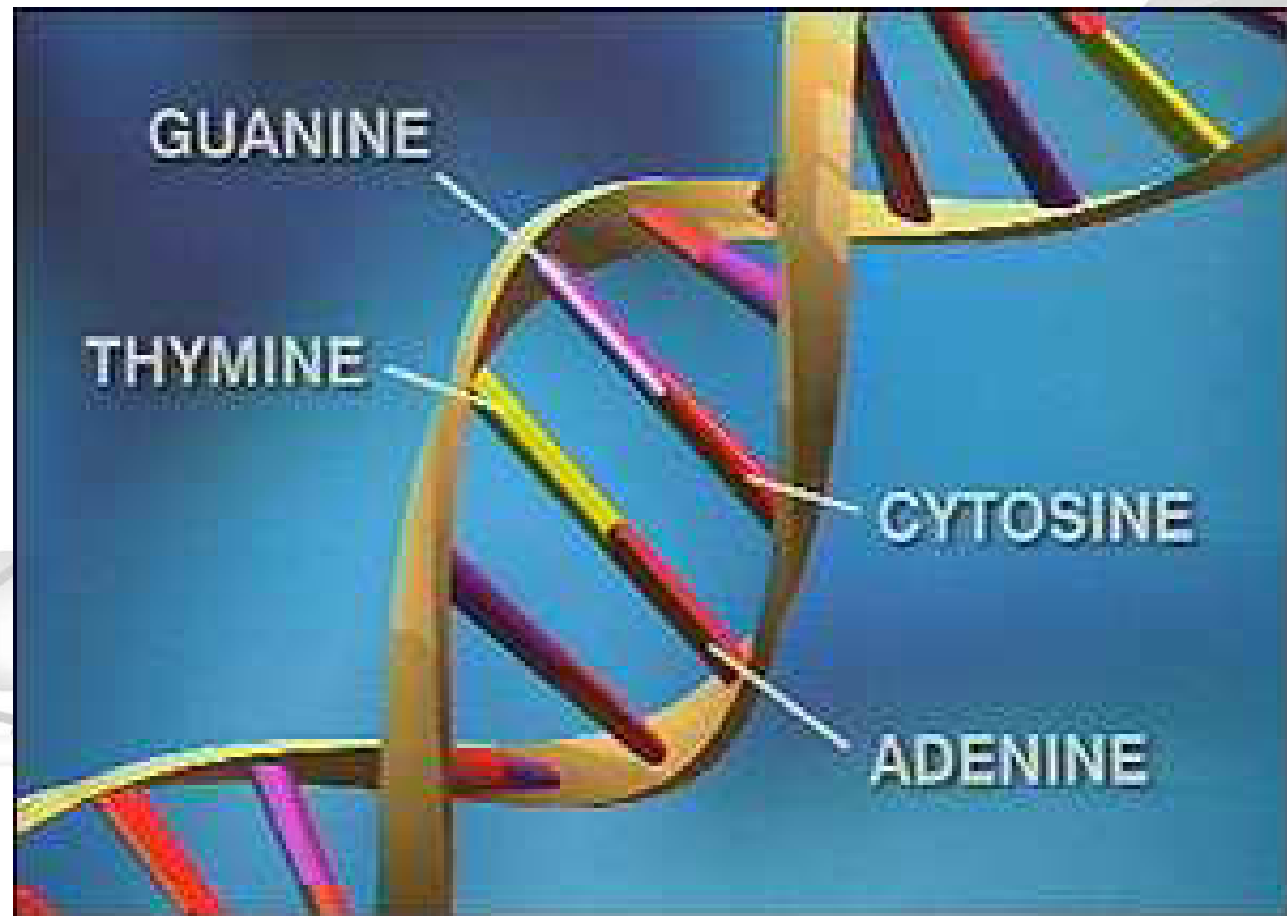
Who wants the fuel/oil tagged?

- Government
- Oil company
- Consumer
- Purchaser



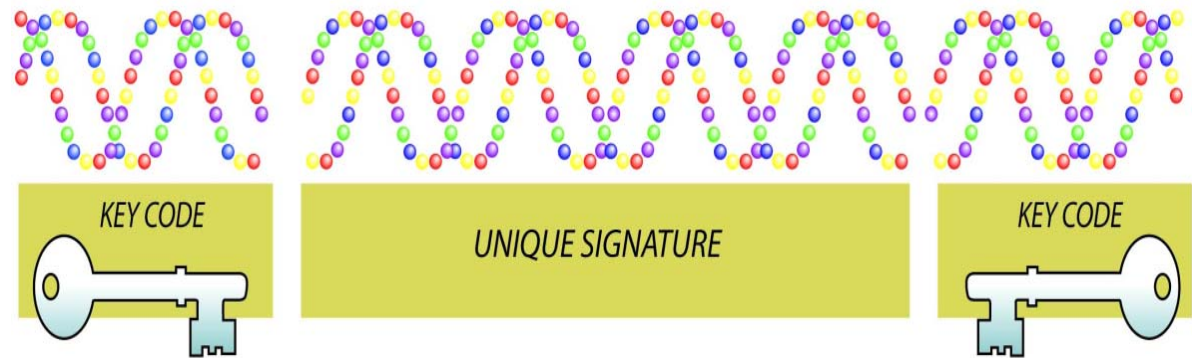
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This is DNA





Each DNA code is unique

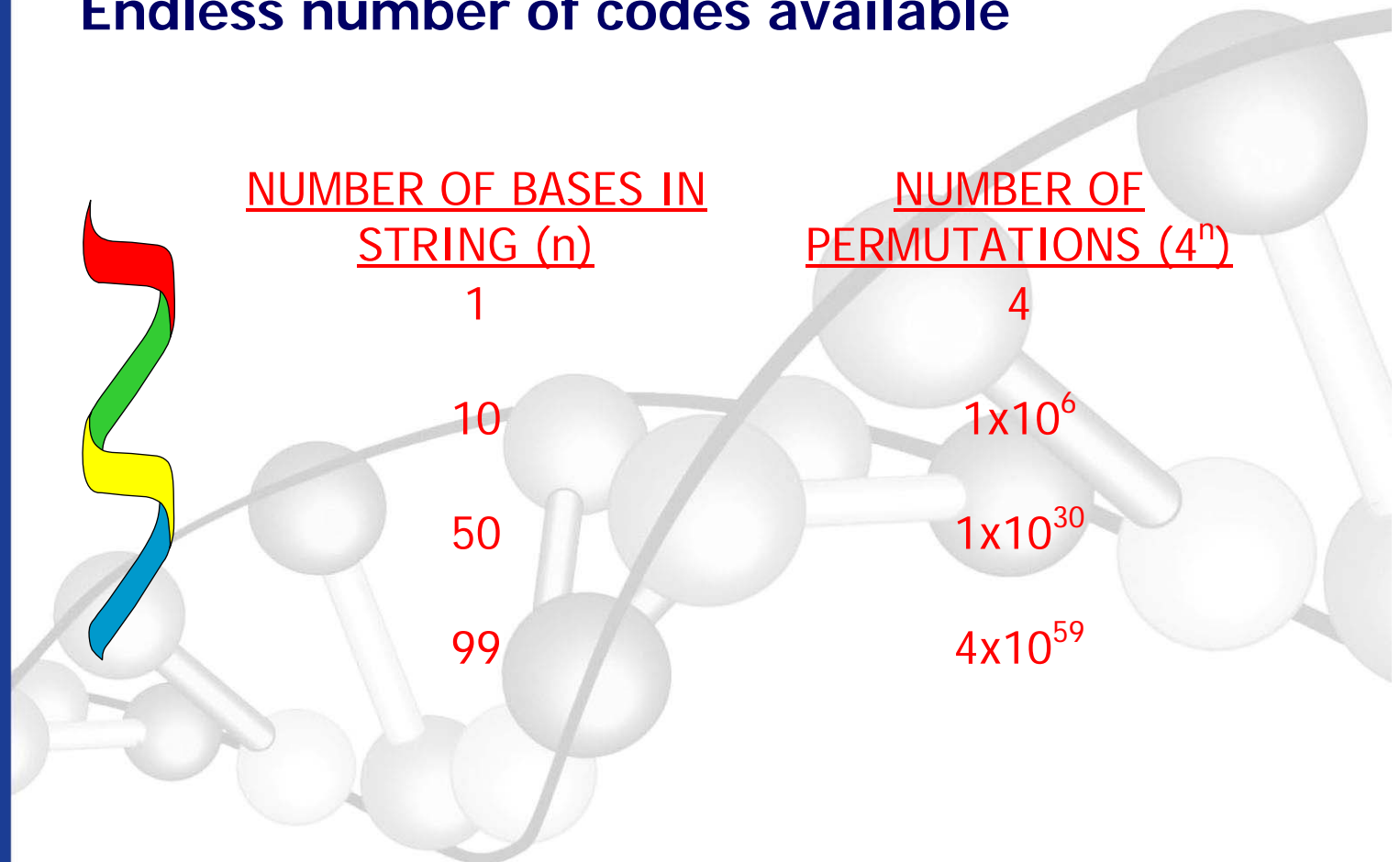


ATGCGCTATCGAGCTGC

CGTCGAGCTATCGCGTA



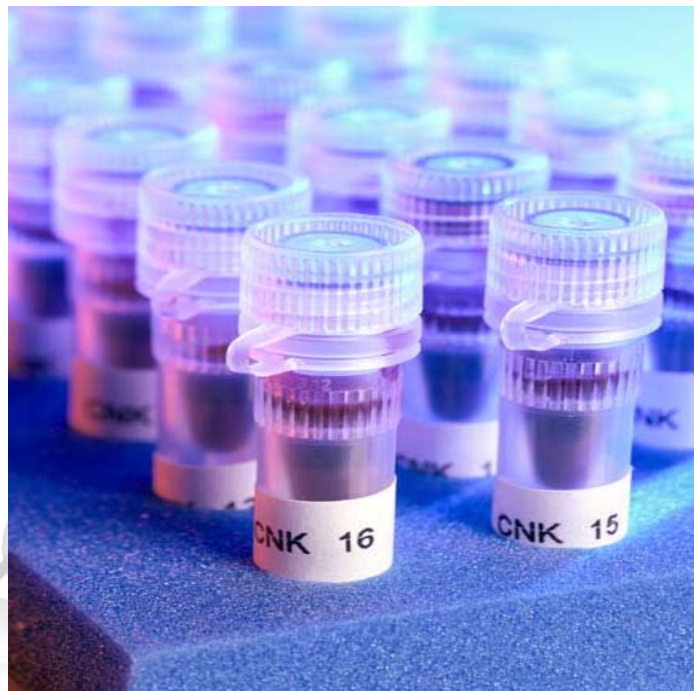
Endless number of codes available





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Added at minute volumes





Samples are analyzed in-field or in laboratory



Lab - based



Vehicle portable

- Can determine multiple codes
- Quantitative



Government

- Petroleum taxation
 - Subsidized fuel
 - Taxed fuel
- Social politics
- Environment





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Oil company

- Brand protection
- Revenues
- Franchising compliance
- Environment

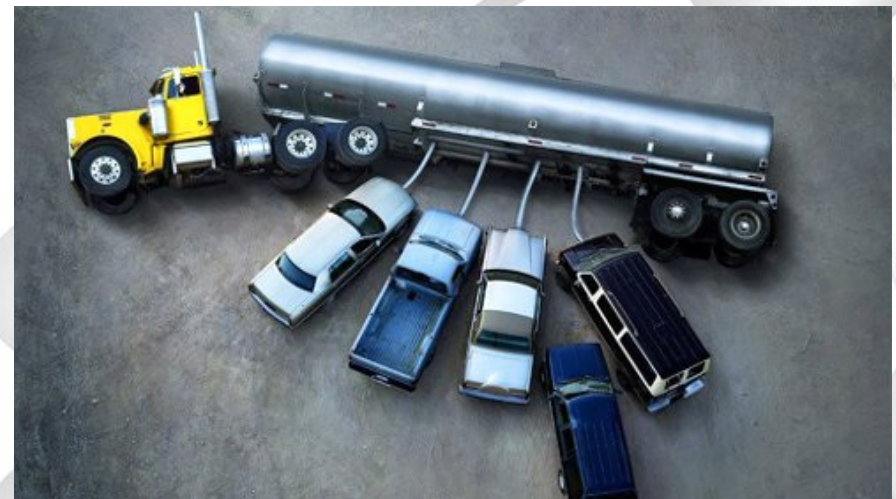




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Consumer

- Brand
- Quality
- Environment





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Purchaser

- Legitimate oil or “blood oil”?





Other applications



Fuels

Papers, Packaging &
Security Print



Jewellery



Cash in transit



Pharmaceuticals



Textiles



Perfumes



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Contact details

Dag Haugse

Executive Chairman

TraceTag International Ltd

Cardiff - Paris

+47 97 60 45 43

dag.haugse@tracetag.com

www.tracetag.com