



DeLaRue

Protection of Sport Brands

Official merchandise

Olympics/Paralympics

FIFA World Cup

De La Rue International Limited

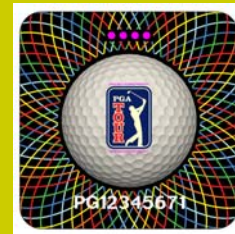
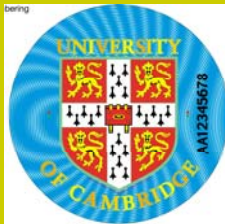
respect trust value

licence the brand



DeLaRue

build a sustainable licensed sport business





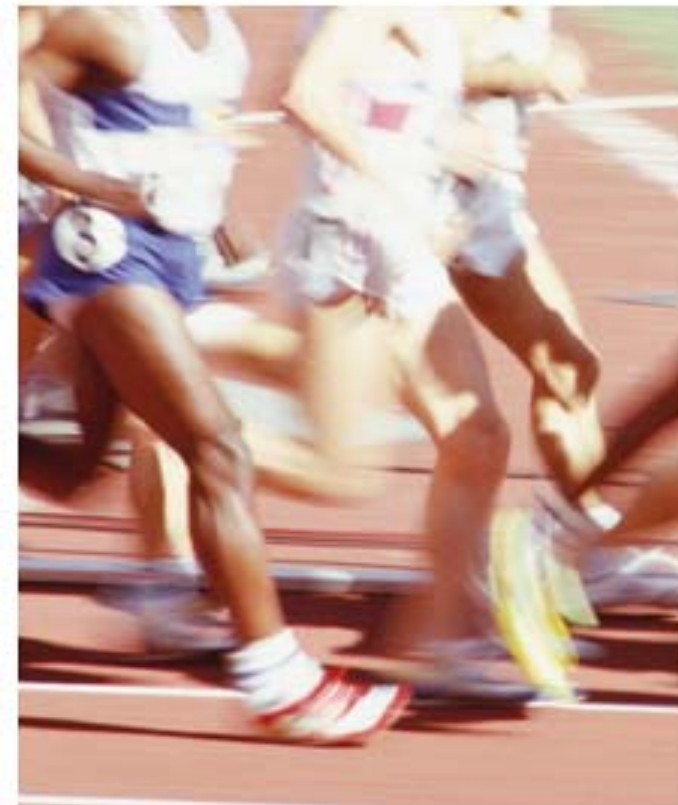
free
your
brand



inspire your customers

London 2012

Product authentication & anti-counterfeit system



develop retail opportunities

| EVENT | SEASON | YEAR | LOCATION | NUMBER OF LICENCEES | RETAIL SALES £M |
|----------------------|---------------|-------------|----------------|---------------------|-----------------|
| Olympic Games | Summer | 2000 | Sydney | 100 | 335 |
| Olympic Games | Winter | 2002 | Salt Lake City | 70 | 318 |
| Olympic Games | Summer | 2004 | Athens | 23 | 370 |
| Olympic Games | Winter | 2006 | Torino | 32 | 12 |
| Olympic Games | Summer | 2008 | Beijing | not known | 400 |
| Olympic Games | Winter | 2010 | Vancouver | not known | not known |
| Olympic Games | Summer | 2012 | London | not known | 600 |
| FIFA World Cup | | 2002 | Korea/Japan | 300 | 350 |
| FIFA World Cup | | 2006 | Germany | 160 | 1200 |



maximize licensing potential



protect from those
who would exploit it



2006 & 2010 FIFA World Cup™

2006 FIFA World Cup™ 1
Counterfeiters and grey markets 0



2006 FIFA World Cup™

Maximize benefits
from the licensing program

“There are no cases of
counterfeited holograms.”

Herr Dieter Härtlein,
Bundeskriminalamt,
July 2006



education & enforcement



your guide to
recognising
a genuine product



DeLaRue

1 at first glance

Before you check the specific features, simply rock the hologram from side to side. Notice the depth of the image, the 3-dimensional nature and strong colour switching.

You will see the vivid image of a butterfly, its wings alternating between an open and closed position.



2 unique features

3-dimensional image

- The butterfly is located on the front plane above the ferns
- See how the butterfly moves above the ferns



nanotext

- Look for the nanotext "De La Rue" repeated along the stems of the ferns in each corner
- Note the shimmering outer edge of the fern





level of security

that has to be seen to be believed

about De La Rue

British



DeLaRue

innovation, performance, recognition

world's largest commercial security printer
leading supplier of secure holography



- founded in 1813
- FTSE 250 company
- employs over 4,000 people across 17 countries



DeLaRue

about De La Rue

global



DeLaRue

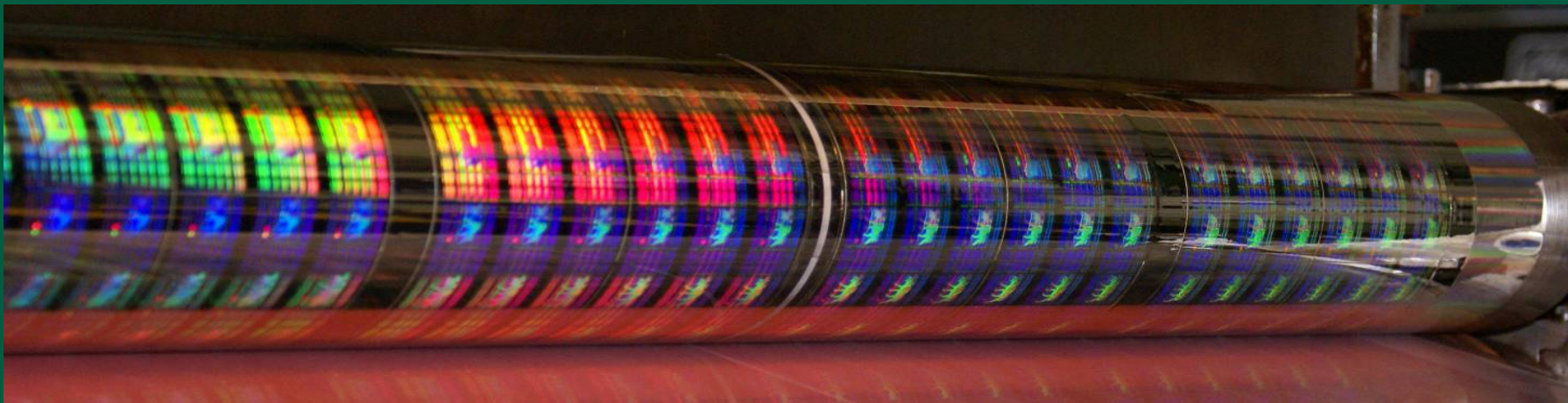
visual security

brand licensing

banknotes

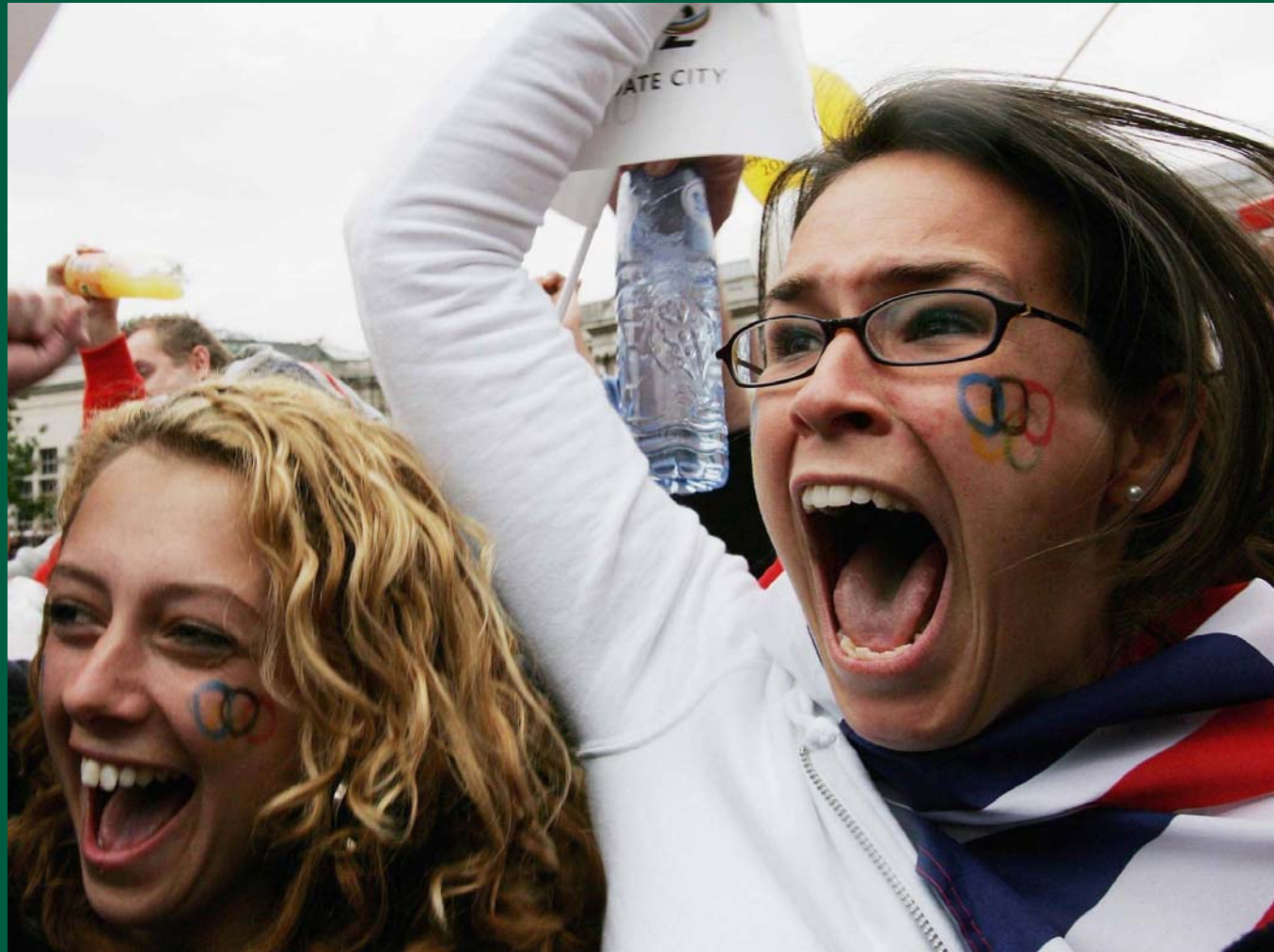
financial cards

governments



DeLaRue

the winner's mindset



DeLaRue