QualityTrade.com

ISO certified marketplace

Finding commercial value for certification

JAS-ANZ

Background context

- We have the highest quality group of companies in the world
- > 1.5 million legitimate companies that are certified to meet international standards
- The primary reason why companies obtain certification is to increase trade
- However it is difficult to find and trade with accredited companies across the globe

Perceived network

IAF network of accredited certified companies

- ✖ Companies that are fraudulently claiming they hold IAF certifications
- ? Companies that are certified by non accredited CABs
- ✓ Companies that are certified by accredited CABs
- Validated certified companies you can trade with

Why is this a problem?

- ✖ Companies that are fraudulently claiming they hold IAF certifications
- ? Companies that are certified by non accredited CABs

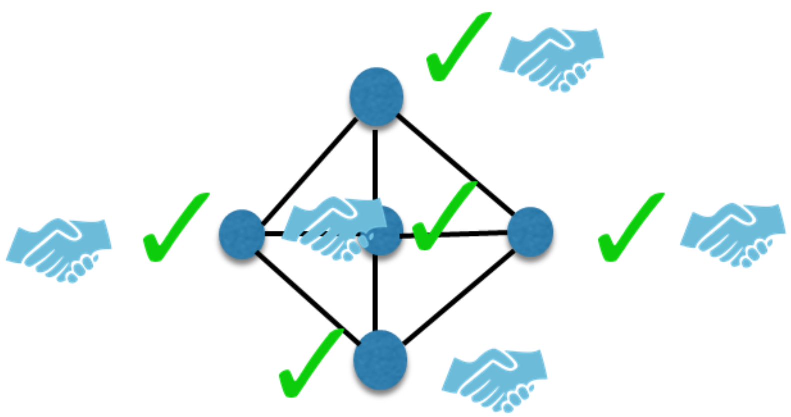
It is difficult to validate an accredited ISO certification. There is significant misuse of ISO accredited certification internationally. The lack of verification allows for misuse which damages the integrity of the network.

Those seeking to verify an accredited ISO certification are limited with validation solutions. In some cases it is entirely impossible or completely impractical. There is no central location where all accredited certifications can be validated.

The majority of businesses (buyers) do not know the difference between accredited and non accredited

The system allows for a small number of ABs, CBs and certified companies to breach the system and damage the integrity

How technology can provide a solution to the integrity and trade issues



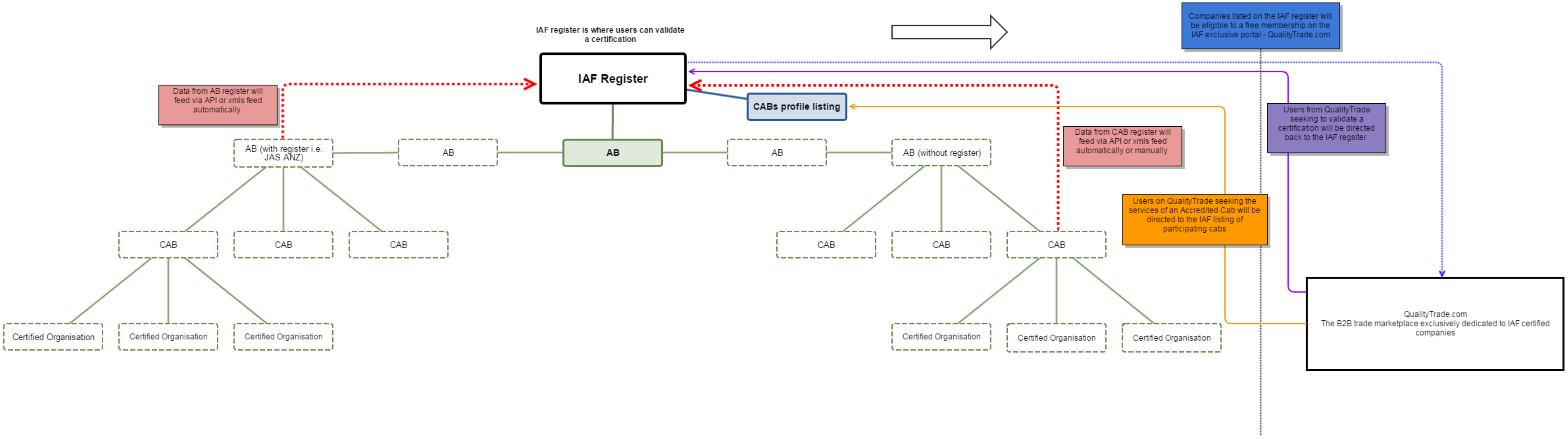
- Build a global register where all accredited ISO certifications can be validated – IAF register

- Build a global marketplace where all accredited certified companies can be founds and traded with – QualityTrade

- GPS monitoring of auditors, evidence based auditing - video and images, electronic encrypted certifications, dynamic certified logo's etc.

Model for IAF register and QualityTrade

Applying the model we have developed with JAS ANZ



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Trade for certified companies

	Alibaba.com	IAF network / QualityTrade.com
Size	> 1million companies	> Greater 1.5 million companies
Geographic range	95% Chinese	Truly global
Sign up process	Any one with an email can sign up	Must hold a valid accredited certification to be eligible
Trade which is generated / forecast	Est 750 bn pa across group	30 billion

- QualityTrade is increasing trade for accredited certified organizations. QualtyTrade's target is to generate approx. 48 million unique visitors per annum to the QualityTrade marketplace which would equate to approx. 30 billion worth of trade for accredited organizations pa.
- Should the be achieved then a certified company would generate approx. 5 times the value of their certification in trade pa.
- Creating this type of value is a win win for all CABs, Abs and certified clients. It would greatly assist in the retention and growth of accredited certifications.

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