

ASX ANNOUNCEMENT

ASX: CDE 15 June 2026

CDE releases 2 new self-service SaaS websites

Key Highlights

- Codeifai (ASX: CDE) has re-structured its Connect platform into three distinct products, **ConnectQR, ProtectCode and BrandReporter**, each now sold through self-service SaaS via newly released dedicated websites.
- Customers can **start for free** with ConnectQR and register to sign up to ProtectCode and BrandReporter directly online, entirely self-service.
- Customers can integrate ProtectCode into their existing ERP, warehouse, and packaging-line systems through a public REST API, in advance of the GS1 Sunrise 2027 transition and the emerging EU Digital Product Passport.
- BrandReporter, an established Codeifai capability, is for the first time offered as part of the self-service SaaS range, available with ProtectCode.
- With its core products matured, Codeifai can now shift from product development to more rapid commercialisation. The Company expects this to support revenue development over time and reduce the level of incremental development effort and cost required.

Overview

Further to its announcement of 21 May 2026 (*New Product Release and Integration Progressing Well*), Codeifai Limited (ASX: CDE) (Codeifai or the Company) is pleased to announce that it has structured its Connect platform into three distinct, separately sold self-service SaaS products, [ConnectQR](#), [ProtectCode](#) and [BrandReporter](#), and has launched new dedicated self-service websites for ConnectQR at connectqr.io and ProtectCode at protectcode.io. Customers can start for free with ConnectQR and register to subscribe to ProtectCode and BrandReporter online; BrandReporter is offered as a self-service product for the first time.

A streamlined, stepped product family

Codeifai's products are delivered through a single self-service SaaS environment, the Connect platform. The Company has now stepped its offering out into three distinct products on that platform, each addressing a different need and each sold separately under complete self-service models:

- [ConnectQR](#) - the free entry point, offering dynamic and static QR codes, branded landing pages, and real-time scan analytics.
- [ProtectCode](#) - serialised, unit-level QR codes that turn each product into a connected asset, capturing first-party consumer data and enabling product-integrity monitoring, aimed at GS1 Digital Link, EU Digital Product Passport, and traditional export markets.
- [BrandReporter](#) - end-to-end supply chain traceability with audit trail, hierarchical container management, and field scanning via the UnifAI mobile app.

ConnectQR is the free on ramp: customers can start at no cost and step up to ProtectCode and BrandReporter when they are ready for serialisation and supply chain visibility, with no

migration required. Every subscription includes the full Connect platform, with ProtectCode serialisation, BrandReporter traceability, first-party consumer data, and scan analytics. QuantumAI Secure, the Company's post-quantum secure communications platform, sits alongside the family and is proposed to support payment processes.

This structure reflects a deliberate shift in the Company's strategy. With its core products now reaching maturity, Codeifai has moved its emphasis from building the platforms to rapidly commercialising them, standardising how each product is sold and marketed to the buying public through self-service SaaS websites. The Company expects this to support sales conversion and, as the products mature, to reduce the incremental development effort and cost required to maintain and sell them.

For shareholders, the stepped model works as follows. Customers enter for free with ConnectQR. As their needs grow, from consumer engagement to unit-level product authentication and first-party data with ProtectCode, to end-to-end supply chain traceability with BrandReporter, they step up to paid subscriptions on the same Connect platform, with no migration or re-implementation. The intent is that the free entry point lowers the cost of acquiring customers, the paid step-ups convert them into recurring subscription revenue, and the shared platform keeps the cost of serving them low. QuantumAI Secure extends the same self-service model into post-quantum secure communications. The full portfolio is set out at codeifai.com/solutions.

Widening the opportunity and removing friction

Codeifai already sells ProtectCode and BrandReporter in market. Historically, they were sold through a complex, consultative process that required bespoke scoping and significant sales and implementation effort for each customer, which limited how many customers could be served economically. They have now been productised into self-service subscriptions that customers can buy and deploy directly online, removing that friction from the buying process. The release of client-initialised Page Building has been critical to this transition.

This widens the set of customers the Company can reach, including smaller manufacturers and exporters that a high-touch sales process could not serve economically. Inbound interest is led by targeted search engine optimisation across the dedicated product websites and reinforced by the GS1 Sunrise 2027 transition and the EU Digital Product Passport, which are expected to prompt manufacturers and exporters to seek compliant, serialised solutions.

By converting that demand through a self-service model rather than a face-to-face sale, the Company expects to widen its sales opportunity and to serve more customers with less sales and implementation cost per customer.

Removing friction also extends to integration. ProtectCode provides a public REST API, with API-key authentication, batch code generation, activation at the point of manufacture, and webhooks, together with a sandbox for testing. Manufacturers can connect ProtectCode directly to the ERP, warehouse management, and packaging or label-printing systems they already run, so adopting it does not require changing how they operate. A BrandReporter traceability API is in development.

Widening reach and removing friction

Productising ProtectCode and BrandReporter opens the products to more customers and removes friction from the sale.

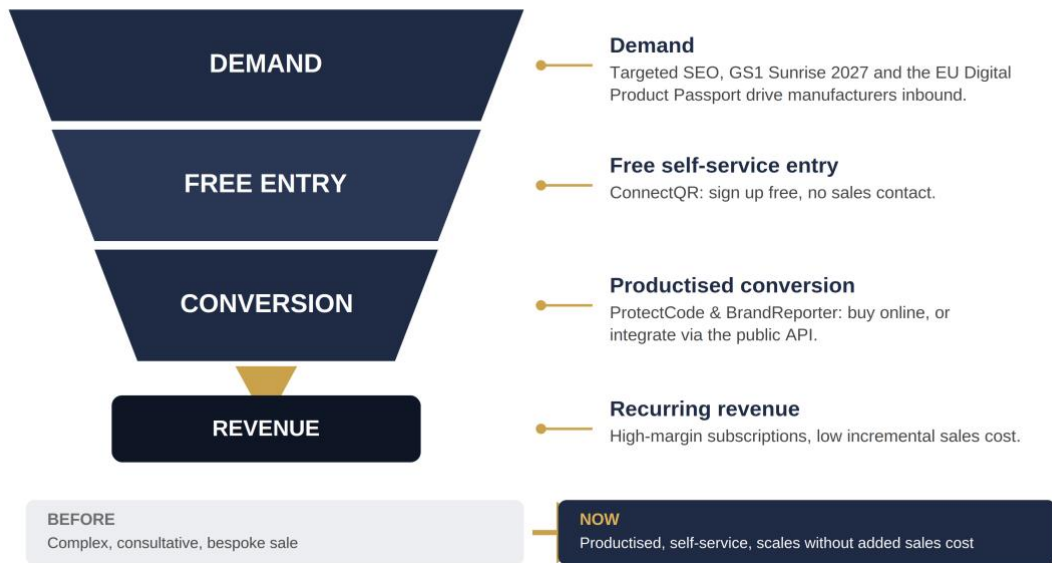


Figure 1: A productised, self-service model that widens reach and removes friction.

BrandReporter now offered as self-service SaaS

BrandReporter is an established Codeifai supply chain capability. As part of this release, it is for the first time offered as part of the Company's self-service SaaS range, available with ProtectCode rather than provided only as a separate or managed engagement. BrandReporter records the movement and custody of products from the production facility to the end consumer, allowing manufacturers to trace product history, manage hierarchical containers and orders, and scope a recall or compliance review in a fraction of the time a manual process would take.

Field teams capture movements through the UnifAI mobile app, and BrandReporter works alongside ProtectCode's serialised codes, so the same code used for consumer engagement also carries supply chain custody. It is relevant to sectors where provenance and recall capability matter, including pharmaceutical and healthcare, food and agriculture, wine and premium beverages, and export manufacturing.

GS1 Digital Link, Sunrise 2027, and the Digital Product Passport

ProtectCode and ConnectQR generate GS1 Digital Link codes. GS1 Digital Link is the global standard that lets a single QR code carry a product's identifiers (such as the GTIN, batch, serial, and expiry) and connect them to web-based information, so one code can work at retail point of sale, in the supply chain, and in the hands of consumers. Further information is published by GS1 at gs1.org/standards/gsl-digital-link.

Two regulatory developments are expected to drive demand for this technology. Under the GS1 Sunrise 2027 initiative, retailers and supply chains worldwide are expected to be able to scan 2D barcodes by the end of 2027, after which products will increasingly need to carry a GS1 Digital Link compliant code.

Separately, the European Union's Digital Product Passport (DPP), introduced under the Ecodesign for Sustainable Products Regulation (Regulation (EU) 2024/1781), will require products placed on the EU market to carry a machine-readable record of information such as origin, materials, and sustainability, accessed through a data carrier on the product. The EU's central DPP registry is scheduled to be operational from 19 July 2026, with battery passports the first sector from February 2027 and other product groups phased in through delegated acts to 2030. GS1 Digital Link, using the GTIN, is a recognised product-identifier pattern for the DPP. Further information is published by the European Commission at [the European Commission's ESPR page](#).

Because ProtectCode issues GS1 Digital Link codes and BrandReporter captures the supply chain and lifecycle data these frameworks draw on, the Company believes its products are well positioned to support customers, in particular manufacturers and exporters selling into the EU, as they prepare for these requirements. ProtectCode and BrandReporter are not themselves a complete Digital Product Passport solution; they provide the identification, data-carrier, and traceability layers on which DPP readiness can be built.

Market opportunity

The launch positions Codeifai across three converging markets. Third-party market research estimates the global product authentication and brand protection market at around US\$7.6 billion by 2032 (Fortune Business Insights, 2025), the supply chain traceability market at around US\$10.2 billion by 2034 (Marketintel Research, 2026), and the connected packaging market at around US\$60.5 billion by 2035, with QR codes the leading format (Future Market Insights, 2025).

Built on the ConnectQR release

ConnectQR's dedicated platform and self-service flow were delivered first. The build and release of ConnectQR provided the operational learnings, across self-service onboarding, online payment, and customer verification, that the Company has applied to finalise the separation and self-service model for ProtectCode.

Strategic significance

- Steps the Connect platform out into three distinct products, each marketed and sold independently as self-service SaaS.
- Standardises how Codeifai sells and markets to the buying public, through dedicated self-service websites rather than bespoke sales engagements.
- Reflects the maturity of the Company's core products and a shift in emphasis from development to commercialisation, which the Company expects to support sales conversion and, over time, lower incremental development effort and cost.
- Packaging-line integration positions ProtectCode for manufacturers and exporters in domestic and international markets.
- Aligns the Company with the GS1 Sunrise 2027 transition, a defined, near-term driver of demand for serialised 2D codes.

CDE's Chairman commented:

“CDE has been working towards these pivotal website releases which provide a pathway for revenue accretion through the ease with which customers can find these services and sign up seamlessly. They represent a major step forward for the Company.”

Authorisation

This announcement has been authorised for release by the Board of Codeifai Limited.

For further information, please contact:

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About Codeifai Limited

Codeifai is a self-service SaaS company by design and by strategy, operating at the intersection of artificial intelligence, post-quantum cryptography, and serialised data technology. The Company enables brands, manufacturers, and enterprises to connect deeper, faster, and more securely.

The world's security is fragile, and data needs organisation and analysis. CDE's technology can change that.

Forward-looking statements

This announcement contains forward-looking statements, including statements regarding expected sales conversion, sales and development effort and cost, the productised model's ability to scale efficiently, and the effect of regulatory changes such as GS1 Sunrise 2027 and the EU Digital Product Passport on demand. Forward-looking statements are based on the Company's current expectations and are subject to risks and uncertainties. Actual outcomes may differ materially, and the Company gives no assurance that any expected outcome will be achieved.