



## Recens® – Gold that Speaks

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Modern NFC chips and gold that “speaks” to your customer

### 1. Why traditional advertising is no longer enough?

Flyers, catalogues, billboards—even social media ads: everyone does the same. Customers are tired and... most often simply ignore the message.

Today, what matters is something else:

- a personal approach - “this is for me”,
- an instant reaction - “tap and I immediately see the offer / video / greeting”,
- the ability to update content at any time - without reprinting.

And that's exactly what Recens® does.

### 2. Who are we?

Recens® - Gold that Speaks is a Polish technology company that combines:

- NFC / NFC-DNA chips (tap with your phone → content appears automatically),
- our own Recens.services cloud (an online panel for content management),
- and—our flagship product—0.1 g mini bars of 999.9 fine gold with an embedded chip.

We have:

- a registered EU trademark Recens®,
- an R&D innovation certificate B+R BSFZ (Germany),
- technology developed in Poland with economic and defence significance.

In short: Polish technology with European brand protection and a German innovation certificate.



The R&D innovation certificate (BSFZ, Germany) is an independent confirmation that the Recens® solution meets the criteria of research & development work and delivers real novelty and practical value. It is an important signal for partners, security and logistics teams—we're talking about technology, not a “gadget”.

Why is the NFC-DNA chip so important?

**Secure NFC chips such as NXP's NTAG 424 DNA**, add a strong security and privacy layer: AES-128 cryptography, a Secure Unique NFC (SUN) authentication message generated on every tap, and crypto-secure access permissions for sensitive data. In practice, this enables reliable authenticity checks and makes cloning or link-copying significantly harder.

- **Authenticity & anti-counterfeit:** the chip's unique identifier (“DNA”) can be linked to a specific product unit and verified in the cloud—one tap and the customer sees they are holding the original.
- **Copy-protection:** copying a print, link or QR code is not enough—verification can rely on the chip ID and access rules (time, country, campaign, product status).
- **Safer transport & supply chain:** the chip supports issue/receipt control, batch identification and quick detection of unauthorised circulation (e.g., use outside an approved channel).
- **Direct, active contact with the customer:** the chip is a 1:1 channel—opens an offer, video, instructions, warranty registration or a contact form without installing an app.
- **Updateable content:** the physical item stays with the customer while you update the message in Recens.services—no reprinting, no replacing materials.
- **Data & measurability:** you get usage statistics (taps), helping you measure campaign effectiveness and optimise sales activity.

In practice: the NFC-DNA chip turns a regular carrier into a “digital seal” of the product—combining security, logistics and marketing in one simple tap.

### 3. What is an NFC chip—in plain language?

An NFC chip is a small electronic “tag” that:

1. we embed in:

- stickers,
- cards,
- packaging,
- gadgets,
- or our gold mini bars,

2. and the customer:

- taps it with a smartphone,
- without installing any app,
- and instantly opens a welcome video, greeting, offer, instructions, discount coupon, website, form, loyalty card, etc.

It's the same simple gesture we know from contactless payments—only instead of paying, the customer receives your content.

### 4. Two pillars of our offer

#### 4.1. NFC chips + Recens.services cloud (the core of the solution)

This is the “engine” of the whole system. We provide:

- NFC / NFC-DNA chips as stickers, cards and elements to integrate into any product,
- access to the Recens.services cloud, where you:
  - set what should appear after a tap,
  - can update the content anytime (without changing the physical carrier),
  - create different campaigns for different customers / actions.

Example content:

- a welcome video from the company owner,
- holiday/birthday greetings,
- a VIP offer available only to holders of the item,
- user guide / warranty,
- loyalty card, discount coupon, event invitation,
- product authenticity confirmation.

**Tax & accounting note (important):**

This is a promotional/advertising product – both the chip (carrier) and the digital service are typically booked as marketing/advertising expenditure (subject to local rules).

The gold insert is 999.9 fine gold and may qualify as “investment gold”; in the EU, investment-gold transactions are generally VAT-exempt (exact treatment depends on structure and jurisdiction).

Within the EU Customs Union there are no customs duties between EU Member States; for shipments outside the EU, local import duties/taxes may apply.

Your resale margin (Volume / VIP tiers – you set the margin) is taxed as business income under local income-tax rules.

Poland (recipient side): depending on campaign type and statutory limits, promotional gifts may be tax-advantaged for the recipient, which often reduces recipient-side reporting and makes approval easier for finance teams.

Please confirm details with your tax advisor and local regulations.

#### **4.2. Recens® Gold - gold that “speaks”**

The second pillar is our flagship product:

0.1 g of 999.9 fine gold + embedded NFC / NFC-DNA chip + Recens.services cloud + your logo on the bar.

What makes Recens® Gold stand out globally is the personalisation of the gold bar itself:

- in the classic bullion world, refineries usually agree at most to stamp the customer’s logo on the back of bars,
- this typically requires an implementation on the level of approx. €2M (dies, certification, production line),
- plus a constant surcharge per bar—often €25 to even €30.

With Recens®:

- you can have your company logo directly on a mini gold bar,
- without multi-million implementation costs,
- without an extra surcharge of dozens of euros per piece—personalisation is built into our model, not a separate “luxury tax”.

That’s why the question “is this an expensive gadget?” is often the wrong one—compared fairly to real refinery personalisation costs, Recens® Gold is exceptionally cost-effective.

What exactly do you gain by choosing Recens® Gold:

1. Real, tangible value - 0.1 g of 999.9 fine gold, a product that keeps its value beyond the campaign.
2. Your logo on gold - the customer holds real gold with your logo on it; it's a different level of message than a print on a pen.
3. Personal, "living" content in the NFC / NFC-DNA chip - one tap and the recipient sees a video, greeting, VIP offer; you can update the content over time.
4. Security & technology - advanced NFC / NFC-DNA plus the Recens.services cloud (access control, logs, integrations).
  
5. Tax & accounting angle - as a promotional item, it can typically be booked as marketing spend (local rules apply). Poland: under certain limits, promotional gifts may be tax-advantaged for recipients. Fine gold (999.9) may qualify as VAT-exempt investment gold in the EU (structure/jurisdiction dependent).
6. Image of a modern, responsible brand - you combine real gold, advanced technology and a conscious approach to compliance.

## 5. Why it pays to start with NFC chips and the Recens cloud

Gold is our most impressive product, but the biggest business advantage comes from the end-to-end system: NFC chip + Recens.services cloud + the option to expand to gold.

For you (print shop, agency, manufacturer, e-commerce, brand):

1. Start without high costs - begin with stickers, NFC cards, packaging and simple gadgets; you can add gold later.
2. A new product you can sell immediately - you can offer cards, invitations, packaging and NFC gadgets that "speak" to the customer.
3. Recurring revenue - you earn on the physical carrier and on content creation/updates plus subscription service.
4. Flexible upgrade to gold - the customer starts with cheaper carriers and, after a successful campaign, moves to a premium gold package.
5. Strong finance argument - as an advertising product it can typically be treated as marketing spend; Poland example: recipient-side PIT relief under Art. 21(1)(68a) (conditions apply). Fine gold (999.9) may be VAT-exempt investment gold in the EU; your margin remains taxable as business income.

## 6. Use cases “in plain language”

- Flower shop / gift store - an NFC card for a bouquet: tap → recorded greeting video.
- Hotel / SPA - room card / NFC key fob: tap → welcome video, SPA menu, discounts.
- Developer / real-estate office - a brochure or key with NFC: tap → apartment presentation, documents, contact.
- Car service - NFC sticker by the service book: tap → repair history, inspection date, service offer.
- Wedding / private event - invitations with NFC: tap → couple’s message, directions, event plan.
- VIP gift with Recens® Gold - mini bar with your logo: tap → CEO thank-you, VIP offer, invitation to a meeting.

In many promotional campaigns (Poland example), promotional gifts can be tax-advantaged for the recipient under statutory limits, which reduces paperwork and often makes approval easier for finance teams. Please confirm details locally.

## 7. What cooperation looks like - 4 simple steps

1. Call / solution selection - together we decide whether to start with NFC stickers/cards or go straight into gold products.
2. Production and setup - we prepare carriers with your logo, create your Recens.services account and help with content.
3. Delivery of ready carriers - you receive the physical items, panel access and a simple instruction.
4. Support and growth - you can update content yourself; we support subsequent campaigns and integrations.

## 8. Why Recens®?

- A Polish company – technology and production developed in Poland.
- EU trademark Recens®.
- BSFZ R&D innovation certificate (Germany) – confirmed novelty and technological level.

- No direct competition combining precious metal (gold) + deeply embedded NFC / NFC-DNA chip + SaaS cloud.
- Finance/tax aspect – as a promotional product, it can typically be booked as advertising spend; the gold component may be VAT-exempt in the EU where investment-gold rules apply, and within the EU there are no customs duties. Any resale margin is taxed as business income (details depend on country and structure).
- Simple for non-experts – for the end user it's just: "tap your phone and see what we prepared for you".

## 9. Summary - what do you gain?

By buying NFC chips and access to the Recens.services cloud, and then expanding your offering with Recens® Gold products, you get:

- a modern, standout product in your portfolio,
- the "wow" effect and real differentiation from competitors,
- the ability to update content without reprinting and without replacing gadgets,
- premium gifts and campaigns with real value (precious metal) and strong emotions (video/audio content),
- a finance-friendly logic: marketing expense + (for gold editions) potential VAT-exempt "investment gold" treatment in the EU + no customs duties within the EU Customs Union; any resale margin is taxed as business income (local rules apply).

This isn't another flyer that gets thrown away. It's "gold and chips that speak"—to your customer and in the language of modern, compliance-aware marketing.



*Each Customer At A Premium*