



Empower Retailers with Safety and Investigative Efficiency

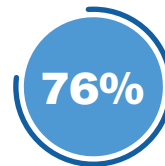
FaceFirst[®] software combines advanced AI face matching with human decision-making to help retailers recognize threats the moment they appear and prevent incidents before they escalate. The platform delivers insights that reveal patterns, strengthen investigations, and reduce loss and violence across every store.

There's simply no better tool in your tool chest. Period. Our investigative efficiency is unprecedented, beyond human capabilities. We are mitigating 75% or more of incidents. From a safety and situational awareness perspective, you can't put an ROI on it. It's priceless."

A FaceFirst Client

The FaceFirst Difference

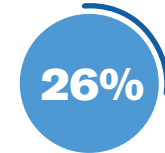
FaceFirst is designed for retail loss prevention. Our platform provides real-time alerts and investigative tools that create safer places to work and shop while reducing theft. FaceFirst is developed in the U.S., features a top NIST-ranked algorithm, and adheres to high standards of privacy and responsible AI governance.



76% Reduction in Theft Events – Most Offenders Deterred Without Incident



50% Reduction in Altercations



26% Enrolled Offenders Who Targeted Six or More Locations – Patterns Identified

As reported by FaceFirst retail clients; results may vary.

Enhance and accelerate investigations beyond traditional CCTV methods ▶

- ✓ 8X Efficiency
 - ✓ 4X Case Value
 - ✓ 2X Incident Locations
- (based on LPRC research)



Purchek[®]



FaceFirst[®]



Business Intelligence



CartControl[®]



CartManager[®]



GATEKEEPER[®]
SYSTEMS



How It Works

FaceFirst uses AI-powered facial recognition to identify repeat offenders and provide real-time alerts when they return. FaceFirst enables known offender information sharing across enterprise locations to prevent loss, improve customer and employee safety, and streamline investigations.

High-resolution cameras monitor store entrances.

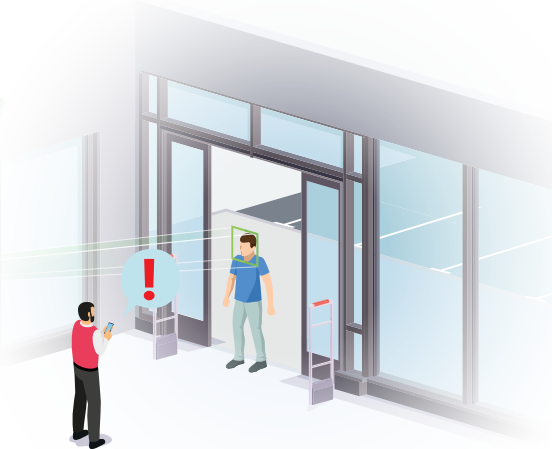


Real-time notifications with probable matches are sent to authorized in-store or off-site users.



Probable match events include side-by-side enrollment and live images, an index score, and a five-second video playback.

Risk mitigation and investigative efficiency mean safer stores and the ability to build stronger cases faster for law enforcement investigations and successful prosecutions.



Risk-based responses include guidance such as “provide excellent customer service” or “do not approach; call law enforcement.”



Proven ROI Impact for Retailers

Clients report that **the ROI is clear, sustained**, and frequently outperforms forecasted expectations. A grocery retailer shared they realized **an average of \$80K annual loss reduction per store after deployment**.

Results may vary.

Combining computer vision & human intelligence elevates security operations, **reducing investigative hours** and helping protect retailers' bottom line.

“By embedding ROC’s NIST-verified algorithm directly into FaceFirst, we’re giving retailers a system that performs in real time and stands up to public, operational, and legal scrutiny. It’s AI you can trust—and accuracy you can prove.”

Eric Schoch
CEO of Gatekeeper Systems



Learn More About FaceFirst

Scan this QR code to see a **brief video** featuring FaceFirst®.



Why Retailers Choose FaceFirst

Advantage	The FaceFirst Solution
Real-Time Alerting	Prevent organized retail crime and stop repeat offenders before they strike again
Maximized System Value	Transform faces into actionable insights, not just footage – dashboards reveal offender impact and total loss prevented
Investigative Efficiency	Look-back limited only by your retention policy – connect activity across every store for faster, stronger investigations
Enterprise-Wide Simplicity	Streamline threat management and standardize security across thousands of locations
Always Working	FaceFirst doesn’t blink – enhance visibility into events missed at the store level or never reported, and easily identify trends



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