Laxton

Global Strategy Policy

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Laxton.com

1 LAXTON UNIPESSOAL LDA

Laxton Unipessoal Lda (“Laxton”) designs, manufactures, sells and provides a wide range of products and services in the biometric, election and identity management technology industry. Laxton is a leading Identity Systems Integrator for governments and organisations worldwide and commands end-to-end expertise (hardware and software) with a strong intellectual property position. Laxton’s products and services can be seamlessly integrated into any election and identity management process in any country throughout the World, safely and securely.

2 EXPERTISE

Laxton offers a wide range of standard and customized products, from handheld devices, to kits, to desktop kiosks and traveller kiosks. Laxton’s expertise and experience in its fields of operation allow it to easily adapt products to customer needs with very little effect on production times. Laxton is also able to use its experience in order to assist and guide customers as to whether their needs will be viable or not.

Laxton is continuously researching, developing, prototyping and manufacturing existing and new products in order to remain the market leader in its fields of operation.

With a unique blend of expertise in process technology, electronics, kit design and software development, Laxton is poised to differentiate itself as a leader in the emerging biometric, election and identity management technology industry. Moreover, Laxton’s brand is increasingly well recognized among electoral commissions, global banks and governments, which positions Laxton as a key player in this rapidly evolving market.

3 POSITIONING

Laxton’s ambition is to become the leading player in the rapidly growing biometric, election and identity management technology industry as well as to increase its market share in the border security industry.

Laxton has successfully transitioned from a sub-contractor on projects to the market leader with a robust pipeline of new products set for launch in 2025 and 2026. In the past 2 years, Laxton made significant strides in expanding its market presence and engaging with customers across various sectors. By introducing innovative products and forming strategic partnerships in these markets, Laxton has demonstrated its commitment to providing customizable solutions that meet the market needs for cost-effective and sustainable biometric, election and identity management technology industries.

To achieve its goals, Laxton focuses on product performance and reliability, technology refinement, and breakthrough innovation, along with its commitment to sustainability, fostering an inclusive and entrepreneurial workplace culture, which underlines its dedication to customer satisfaction, employee well-being and the environment.

4 COMMERCIALIZATION STRATEGY

Laxton's growth strategy is based on three fundamental pillars:

4.1 **Target Deals and customers**

4.2 **Scale <u>Operations</u> to meet growing demand**

4.3 **Invest in <u>Product Innovation</u> to optimize and diversify product offering**

Laxton's products can be used in various formats. The primary product strategy is to streamline the production process by offering kits, kiosks and handheld devices which are easily customizable.

Laxton's short to medium term goal is to gain market share by offering reliable and customizable products in the biometric, election and identity management technology industry while also targeting the border security industry.

Laxton's strategy is to create base products which can easily be customized to meet customer specific needs. This can be done by:

- Existing products: Laxton's tried and tested products (hardware and software) continue to be developed to improve reliability and efficiency.
- Emerging products: Laxton's Research and Development Team is continuously creating new products and developing new applications to provide additional products (hardware and software) to the market.

Laxton's product categories are tailored to meet the specific requirements of different segments within the biometric industry. Laxton's target market segments include:

- Target deals
- Target customers
- Target areas
- Repeat customers
- Independent electoral commissions
- Independent financiers

5 INNOVATION AND R&D

Laxton invests in research and development to continuously improve its base technology and products (hardware and software), diversify its product offering and explore the integration of its products into new applications. This innovation-driven approach helps the company stay ahead in the rapidly evolving field of biometrics, election and identity management. Laxton collaborates with other companies and governments to integrate its technology into a wide range of products. These partnerships help the company extend its reach into various industries and foster innovation. Innovation at Laxton is guided by two fundamental principles:

Customer Focus: Laxton is dedicated to meeting and exceeding customer expectations. This involves focusing on delivering value and satisfaction to customers, to build strong, long-term relationships that yield sustainable, recurring revenue. By understanding the unique challenges and needs of the market and specific customers within each market, Laxton aims to deliver tailored solutions that add real value to customer products and services. This principle is crucial in aligning innovation efforts with market expectations and needs.

Sustainability: A strong focus on sustainability drives Laxton's development and operations. The company values environmentally friendly technologies, and its products are designed to be energy-efficient and have a low impact on the environment. This commitment is evident in Laxton’s focus on low-power outputs and eco-conscious materials and manufacturing processes.

6 MISSION

Our mission is to enhance security, efficiency, and accessibility in identity registration and verification through cutting-edge biometric technology. We are committed to delivering reliable, scalable, and user-centric solutions that foster trust, ensure fairness, and promote democratic integrity across the world.

7 VISION

To be the global leader in secure, innovative, and inclusive biometric, election and identity management solutions that empower governments, businesses, and individuals with trusted identities and transparent election processes.

8 VALUES

At the core of our operations, we uphold:

- **Integrity & Trust** – We prioritize security, privacy, and ethical practices to ensure the integrity of identity management and electoral processes.
- **Innovation & Excellence** – We leverage advanced technologies to deliver pioneering solutions that set industry benchmarks.

- **Inclusivity & Accessibility** – We design systems that are user-friendly and accessible to all, ensuring fair participation and identity recognition for everyone.
- **Reliability & Transparency** – We are committed to delivering accurate, secure, and transparent solutions that strengthen public confidence in elections and identity systems.
- **Customer-Centric Approach** – We work closely with governments, businesses, and institutions to understand and meet their unique needs with tailored, high-impact solutions.

Management

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