THE GLOBAL COMPACT

Corporate Responsibility Report Communication on Progress 2012

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Introduction

WISeKey shares the view that the Global Compact presents a unique strategic platform for participants to advance their commitments to sustainability and corporate citizenship and to "value creation" in its more profound sense: making a positive difference in society.

WISeKey's Chief Executive Officer and Board are committed to making reality an ethical engagement that is embedded in the company's business plan: expand the use of digital certification. WISeKey is driven by its commitment to bring security to the Internet and create the trust that is needed for e-commerce, e-business, e-government.

WISeKey's progress report, presented in the form of a log-frame, seeks to illustrate WISeKey's compliance with the Global Compact 10 principles.

The following UN publications have been used as reference:

- Guiding principles on business and human rights. Implementing the United Nations "Protect, Respect and Remedy" Framework. UN Human Rights. Office of the High Commissioner
- The Labour Principles of the United Nations Global Compact. A guide for Business. ILO
- Environmental stewardship strategy. Overview and Resource for Corporate Leaders. Duke University
- Corporate sustainability with integrity: organizational change to collective action. United Nations Global Compact.

The report also contains one annex:

- Position statement subscribed by WISeKey and OISTE after the WSIS Forum 2012

Paragraphs in blue show the activities that are of direct relevance to the Global Compact. The main version of this document is electronic, since it allows access to additional information through a series of hyperlinks.

Thanking you for your kind attention and looking forward to receiving your feedback.

About WISeKey

WISeKey SA is a leading information security and digital identity management company. We provide solutions to respond to business, government and individual digital security needs, from Mobile Services to Digital Brand Management and Online Trusted Solutions.

Our solutions are used worldwide to secure mobile, home and office data, transactions and communications, as well as being used to provide you or your brand with a personalized digital identity to secure you against fraud and counterfeiting.

Through our partnership with the OISTE Foundation, under Swiss law, we can ensure geo-political neutrality for data and communications that are secured by WISeKey.

WISeKey's digital identity management and information security is used to address a variety of day to day digital security needs, such as:

- Secure electronic data exchange and storage online and locally
- Secure mobile communications – voice, SMS, email
- Secure mobile data
- Secure financial transactions from computers and mobile phones
- Distinguish authentic from counterfeit goods, anytime, anywhere (even over the internet)
- Protect your customers' data and identities when they trust your site with their information
- Ensure privacy and security e-government citizen services
- Securely log on to social networks
- Manage all your log on details from a single, encrypted place
- Leave evidence of a communication or transaction (using WISeKey's e-notary services)
- Reduce your carbon footprint with a paper-free environment and legally valid digital signatures

WISeKey is a dynamic and innovative company that embraces change to stay ahead of the digital security threats and to protect its current and future clients. WISeKey's facilitation of the mass-use of secure digital identities in everyday life allows us to promise that the millions of users around the world can trust WISeKey secured information and objects and protect their privacy.

Message from Carlos Moreira

This year WISeKey has refined and redefined its spheres of influence in order to be able to best serve our current and future consumers in the ever-developing market. The digital age means that people are carrying out more and more business and social activities online, through networks, and with mobile devices. With this shift away from face-to-face interaction, trust becomes essential for individuals and businesses alike, who need to ensure that the person they are dealing with remotely is legitimate, and that the data they are accessing or receiving is secure and trustworthy.

Data protection is becoming an item that is very high on the agenda for banks, governments and corporations, as we realize that our data, identities, and digital interactions are not as safe as they should be.

WISeKey's relationship with the OISTE Foundation allows us to guarantee geo-political neutrality for our clients' data and communications, setting us apart from other companies in the domain.

WISeKey is dedicated to securing mobile data, online data and communications in order to protect people's rights. We are also committed to using our technology to fight counterfeiting, and also to help others and ourselves work in a greener environment. This includes our work on e-Governments, replacing the traditional paper-based processes with electronic ones, giving citizens the possibility of conducting their requests and filling in their forms online, as well as following the whole process online, thus replacing lengthy paper-based processes and saving time and money.

WISeKey has also signed commitments towards the Clinton Global Initiative in order to bring mobile banking to underbanked and unbanked areas of the world. WISeKey continues to work towards the 10 principles of the UN Global Compact through initiatives such as this.

The UN Global Compact has allowed us to highlight areas of our business where improvement is recommended, as well as to hone our solutions and business practices to be better aligned with the 10 principles of the UN Global Compact. We look forward to another year of responsible opportunity in line with the 10 principles.

Carlos Moreira
CEO and founder WISeKey

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WIS@key

Progress Report – Global Compact 2012

Objective: implement the 10 principles proclaimed by the UN Global Compact

Goals – Human Rights Principles	Impact indicators	Means of verification	Assumptions
WISeKey is committed with the protection of internationally proclaimed human rights

WISeKey is not complicit in human rights abuses | WISeKey's engagement with the protection of human rights is publicly recognized

WISeKey abstains from doing business with countries or companies responsible of proven human rights abuses | The company's Corporate Governance Rules and Code of Conduct enforce the respect of human rights
Quoting from the above mentioned document. *"WISeKey's most valuable asset is its reputation for integrity and fair dealing"*. The Corporate Governance Rules deal with the overall functioning of the company, its respect of law, including a whistle blow provision for internal denunciations of practices that constitute a violation of the company's ethical principles.

WISeKey is recognized as a role model for innovative cyber-security technology and for its efforts to protect individuals, businesses, and governments on the Internet. Its nomination as a WEF Global Growth Company (GGC) - over 350 companies from over 60 countries had been admitted to the GGC Community- is a proof of it.

WISeKey belongs to the companies | The company's business is economically sustainable

Appropriate level of information regarding business' partners human rights' records

Publicly known cases of human rights abuses on behalf of potential business' partners and/or providers |

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recognized as Trailblazers, Shapers and Innovators… See…World Economic Forum, Trailblazers, Shapers and Innovators

The company's upper management publically embraces the promotion and respect of human rights
WISeKey endorses the APC Internet Rights Charter, established by the Association for Progressive Communications (APC) in February 2001. The APC states that "the ability to share information and communicate freely using the internet is vital to the realisation of human rights as enshrined in the Universal Declaration of Human Rights, the International Covenant on Economic, Social and Cultural Rights, the International Covenant on Civil and Political Rights and the Convention on the Elimination of All Forms of Discrimination against Women.

The company deploys activities that have a positive impact on the respect of human rights. WISeKey campaigns for a system of digital identity management that will be respectful of the fundamental right to privacy. As stated in Article 12 of the Universal Declaration of Human Rights: *"No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honour and reputation. Everyone has the right to the protection of the law against such*

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| | | *interference or attacks*". One example of advocacy on this respect is Carlos Moreira's interview by CNBC about "the right to disappear online" http://www.youtube.com/watch?v=yFxlir4J6b A. More recently, in association with the OISTE Foundation, WISeKey launched the campaign: "The Right to Disappear on Line" (http://www.oiste.org/r2c)

WISeKey's active engagement with the World Economic Forum (WEF) is expressed through Carlos Moreira's vice-chairmanship of the Global Agenda Council on Illicit Trade. The WEF Global Agenda Council on Illicit Trade includes a wide range of topics of direct relevance to human rights such as Human Trafficking; Drug trafficking; Counterfeiting; Arms Trafficking.

WISeKey is also active on the complex implications of data sovereignty in the migration towards cloud computing services (a contemporary trend). WISeKey advocates that the principle of political neutrality should be considered, together with other security criteria when choosing a cloud computing service. There are legal issues involved, such as the extraterritoriality of numerical assets, when the cloud computing user is a government. WISeKey has raised the issue in different forums. See for instance | |

		http://esecurityblog.blogspot.ch/2012/11/virtually-present.html Contracts signed / MoUs signed / Deals under study / Deals concluded / Pipeline of products / Products under development – As reported by the company's "WISeKey Annual Report 2011 – June 2012"…" the company concluded deals with Hublot, Dior Watches, Le Guin Eyewear and Bancorp, companies that are respectful of human rights. The share of the WISeAuthentic branch of products, which is built upon strong ethical principles of brand protection, kept expanding within the company. The company's CEO is a strong public campaigner against illicit trade, which includes human trafficking.	
Outcomes	**Outcome indicators**	**Means of verification**	**Assumptions**
WISeKey actively participates in awareness-raising about human rights issues WISeKey is engaged in multilateral institutions addressing the issue of human-rights protection	WISeKey is actively involved with the International Telecommunications Union (ITU) and the World Summit of the Information Society (WSIS) WISeKey is actively involved with the World Economic Forum (WEF) WISeKey is paramount in creating awareness about the	Participation in ITU and WSIS meetings: (1) Child Protection online, Participation at ITU's working group meeting on the 7th of October 2011 through the WISeKey – OISTE collaboration. OISTE and WISeKey underlined that progress on digital identity management could be immediately translated into more effective child protection online; (2) During the WSIS Forum 2012, OISTE and WISeKey convened a thematic workshop under the title: "*Matching the speed of the running code – public awareness and digital identity management*". A high-profile round table was coordinated by Carlos Moreira, CEO	

	risks to the human right to privacy in Internet	and Chairman of WISeKey. A position statement was circulated after the meeting (Annex 1). A whole report of the workshop is available on-line http://www.oiste.org/wp-content/uploads/2012/07/OISTE_IdM_WSIS_2012.pdf). Public statements / Press releases / Participation in specialized events / Products developed and marketed that improve security and privacy for individual users in Internet / Services offered to companies and countries to improve security and confidentiality in data management WISeKey campaigns for a system of digital identity management that will be respectful of the fundamental right to privacy. See above. WISeKey's actively supports the work of the Global Agenda Council on Illicit Trade set up by the WEF, see above. WISeKey endorses the APC Internet Rights Charter, established by the Association for Progressive Communications (APC) in February 2001, see above.	
Outputs	**Output indicators**	**Means of verification**	**Assumptions**
Four product lines being offered and permanently improved via new software development • WISeID	Availability of new software New services being offered New contracts signed	Applications developed by WISeKey as support to human-rights enhancing initiatives: • WISeID Cinema for Peace 2012	

• WISeAuthentic • WISePhone • WISeKey OTP (One Time Password)	New clients added	• WISeID Generation C for the Global Competitiveness Forum 2012 • NYC Africa • WISeID Students • Should I buy it? (all these applications can be downloaded from the Apple Store)	
	Launching events organized	In 2012, as part of its brand-protection marketing campaign, WISeKey sponsored the WatchTour and the GTE (Geneva Time Exhibition).	

Joint-ventures with the OISTE Foundation (*Organisation Internationale pour la Sécurité des Transactions Eléctroniques*), Interpol and the Association for International Mobility (AIM)
 	
• Globally Verifiable Identity Document (GV-ID)
  ➤ Seafarers
  ➤ Moroccan Migrants
  ➤ Migrants in Russia and the Commonwealth of Independent States (CIS)
  ➤ Migrant remittances: exploring new possibilities with the World Bank
	Documents outlining the plus value offered by OISTE and its partners: Interpol and the AIM (Association for International Mobility) with regard to protecting and enhancing the rights of migrants.	The document *Globally Verifiable e-Identification Card (GV-IC) and Services Platform for Overseas Workers - Concept Note (2011)* was produced in collaboration with AIM and Interpol.
		
		The document *Globally Verifiable Seafarers' Identity Document (GV-SID) and Services Platform - Concept Note –* drafted by Rebecca Katherine, from Interpol with some comments from AIM, WISeKey and OISTE focuses the identity solution on the situation of seafarers falling under the ILO convention n° 185 from 2003.
		
		Publicity on WISeKey's web page + promotional material available
		Please refer to the company's web	

page…http://www.wisekey.com/EN/PROJECTS/Pages/default.aspx showing the linkages between the company and various public-interest endeavors:

Digital Mediterranean Space
Geneva Security Forum
Global Competitiveness Forum
HighTrusted Communities
Hub Valenciano Málaga Valley
NetCarbonOffset.com
YouTourist.net

Reviews by peers
Alan Gelb from the World Bank made comments *en extenso* and provided positive feedback of the concept paper *Globally Verifiable e-Identification Card (GV-IC) and Services Platform for Overseas Workers (2011)*, produced in collaboration with AIM and Interpol

Business meetings with Russian authorities
13 June 2012, Brunson McKinley, presents the concept of the Globally Verifiable Digital Identity (GV-ID) to the heads of the CIS migration services at a gathering in Moscow, at the invitation of Mr. Konstantin O. Romodanovsky, Head of the Russian Federation Migration Service.

24th July meeting with representatives from AIM, Interpol, WISeKey and OISTE with

		Vladimir Pligin, Russian Senator and Nikolay Alisov, Russian campaigner for migrants' rights. Business meetings with the World Bank 17 April 2012, representatives from WISeKey, OISTE, Interpol and the AIM met with a team of experts on the theme of migrations and migrant remittances at the World Bank in Washington. M. Alan Gelb and Dilip Ratha, World Bank experts contributed with written comments after the meeting. Business meetings with Interpol and the AIM 24 July 2012, 2 October 2012	
Activities	**Process Indicators**	**Means of verification**	**Assumptions**
20 Jan 12 WISeKey Launches WISeID Generation C at the Sixth Global Competitiveness Forum in Riyadh 26 Jan 12 WISeKey in Focus at Davos as the World Economic Forum Names Cyber-security a Top Global Risk 10 Feb 12 WISeKey Upgrades WISeID, the Swiss Knife of Digital Safety, with Secure Identities and Encrypted Facebook Messaging 12 Mar 12 WISeKey brings its Anti-Counterfeiting NFC Technology to BaselWorld to lead the fight against Counterfeit Luxury Goods 04 Apr 12 WISeKey's WISePhone Voice Encryption Service	Nominated as a 2012-13 New Champion by the World Economic Forum Nominated as a Vice Chair of the World Economic Forum's Global Agenda Council 2012 Commitment holder at the 2012-13 Global Clinton Initiative On Mobile-Banking and digital identification for poverty alleviation	Press releases and news posted in WISeKey's website. 16 May 2012 Carlos Moreira chairs the thematic Workshop on Public Awareness and Digital Identity Awareness organized by the OISTE Foundation at the WSIS 2012 Forum Geneva… more > 18 Jul 2012 WISeKey Releases WISeID 4.0 "Accountable Identity" with Face Recognition to Stay Digital Safe 12 Sep 2012	

Awarded Telecom Service Status by Swiss Federal Office of Communications
24 Apr 12
WISeKey Leads at the Intersection of Security and the Social Web to Pioneer the Social Media Security Graph
01 May 12
Biscay Provincial Authority
Biscay Tik CSP Video
16 May 2012
The OISTE Foundation Coordinates a Thematic Workshop on Public Awareness and Digital Identity Awareness at the WSIS 2012 Forum Geneva. OISTE led the workshop titled "Matching the speed of the running code: public awareness and digital identity management", intended to create awareness among Internet users about the risks of the present environment and the threats to individual privacy rights. more >
03 July 2012
Edited transcription of the round-table "Matching the speed of the running code: public awareness and digital identity management" Workshop overview in PDF format. Download >. Access the full discussion in PDF format. Download >
4 June 2012
World Economic Forum, Trailblazers, Shapers and Innovators
Model of Success from the Community of Global Growth Companies
07 June 12
WISeKey and Appin Technology Labs Partner to Provide WISeID for 100,000 Students Across Training Labs in India and Other Countries

WISeKey signs an agreement with FC Barcelona to launch a special edition of WISeID targeting their large social media ID ecosystem

12 Oct 2012
WISeKey and The Geneva Watchmaking Grand Prix (GPHG) are partnering for a special edition of the WISeKey WISeID App

19 Oct 2012
Official Launch Le Guin: EYEWEAR BRAND PROTECTION BY WISEKEY

17 Dec 2012
HYT Watches implements the WISeAuthentic Service

11 Jun 12
[WISeKey Signs a Strategic Partnership with Bright Oceans Corporation BOCO Inter-Telecom to deploy WISeID in China](#)
12 Jul 12
[WISeID for Students](#)
12 Jul 12
[WISeKey and Qwant Sign Partnership Agreement to Develop Next Generation Social ID-based Search](#)

Goals – Labour principles	Impact indicators	Means of verification	Assumptions
WISeKey upholds the freedom of association and the effective recognition of the right to collective bargaining WISeKey upholds the elimination of all forms of forced and compulsory labour WISeKey upholds the effective abolition of child labour WISeKey upholds the elimination of discrimination in respect of employment and occupation."	WISeKey's reputation as a fair employer is firmly established Respect of Swiss Civil Code & international labour law WISeKey employs multi-cultural staff. WISeKey's staff is gender balanced. WISeKey's pension fund is decisions are taken by a group with employee's representation. WISeKey makes sure that business partners or suppliers do not employ	Management team meetings The management team meets once a week or any time that business requires it. Pension fund staff representatives meetings 4 December 2012: the group met to choose the pension fund plan presented by SwissLife. Employees' representatives are elected through a democratic, participatory process. WISeKey's Corporate Governance Rules – last updated January 2011, based on the "Swiss Code of Best Practice for Corporate Governance" offer guarantees of lawful and fair labour practices. As shown on the letter from the Chief Financial Officer in WISeKey's Annual Report 2011 – June 2012 …"Management started to bring the cost structure back in line with the revenue streams that could be foreseen, whilst trying to ensure	The company stays in business Pressing priorities and staff travel allow time for the management team meetings

	child labour	that any growth potential was not stifled, so a number of positions (including senior management) were restructured and an intense cost control regime was introduced…" head count was reduced from 28 at the end of June 2011 to 20 and the end of June 2012…" in doing so, the company respected all its legal engagements.	
		Means to monitor performance – Legal and Ethics Committee appointed by the Board of Directors (seven shareholder representatives with at least 3 non-executive directors)	
		There are no open processes against WISeKey before labour courts in Geneva.	
		WISeKey's personnel appreciate contractual conditions: working hours, holidays, maternity protection, occupational safety, training opportunities.	
		The *document Globally Verifiable Seafarers' Identity Document (GV-SID) and Services Platform - Concept Note* – drafted by Rebecca Katherine, from Interpol with some comments from AIM, WISeKey and OISTE focuses the identity solution on the situation of seafarers falling under the ILO convention n° 185 from 2003 and constitutes a means to enforcing seafarers' rights.	

Outcomes	Outcome indicators	Means of verification	Assumptions
WISeKey complies with the Global Compact criteria on labour principles	Positive review by the Global Compact	Feed-back to corporate responsibility report	
Outputs	**Output indicators**	**Means of verification**	**Assumptions**
WISeKey's Board of Directors oversees the respect of WISeKey's Corporate Governance Rules by management. Management team makes a positive contribution to WISeKey's business. The pension fund plan chosen provides the best possible advantages for employees.	WISeKey's management upholds the company's Corporate Governance Rules Management team made important contributions in contracts signed with Hublot, Dior Watches, Le Guin eyewear and Bancorp. Management team made valuable contributions in the development of the following applications: • WISeID • WISeAuthentic • WISePhone • WISeKey OTP (One Time Password) • WISeID Cinema for Peace 2012 • WISeID Generation C for the Global Competitiveness Forum 2012	Company's productivity and personnel motivation are high. In spite of the difficulties experienced by the company in 2012, summarized by the Chief Financial Officer …. "On his letter to shareholders: "Management started to bring the cost structure back in line with the revenue streams that could be foreseen, whilst trying to ensure that any growth potential was not stifled, so a number of positions (including senior management) were restructured and an intense cost control regime was introduced…" head count was reduced from 28 at the end of June 2011 to 20 and the end of June 2012…"	

	• NYC Africa • WISeID Students • Should I buy it?		
Activities	**Process Indicators**	**Means of verification**	
Board meetings: 20 January 2012, 10 May 2012, 12 June 2012, 5 July 2012, 29 August 2012, 4 September 2012, 2 October 2012, 31 October 2012, 9 November 2012, 21 December 2012	Board meetings' minutes Management team meetings Meetings of staff representatives to the pension fund	Board meetings: 20 January 2012, 10 May 2012, 12 June 2012, 5 July 2012, 29 August 2012, 4 September 2012, 2 October 2012, 31 October 2012, 9 November 2012, 21 December 2012 4 December 2012 - meeting of the staff representatives to decide on matters concerning the pension fund	

Goals – Environmental principles	Impact indicators	Means of verification	Assumptions
WISeKey supports a precautionary approach to environmental challenges WISeKey undertakes initiatives to promote greater environmental responsibility WISeKey encourages the development and diffusion of environmentally friendly technologies	WISeKey develops means to measure the environmental footprint of its products and services WISeKey develops a holistic and comprehensive strategy, recognising the linkage among various environmental issues WISeKey successfuly embeds environmental stewardship in the	Number of smart-cards produced and shipped Packaging and shipping methods used. WISeAuthentic has a low environmental impact. WISeKey is not responsible to ship smartcards to clients individually. Watch manufacturers are responsible. Smartcards are purchased abroad, Both the cards and the chip that goes with it are manufactures abroad. Manufacturers seek cost efficiency Impact on Green House Gas emissions (GHG. The volume of the company's business is not big enough to follow up on WISeKey's impact on Green House Gas emissions (GHG). Apart from international travelling, the impact seems to be average for a small ICT company.	WISeKey's business require international mobility and travelling Cost efficiency is balanced against environmental impact

	company's strategy and management	Control of public utilities' bills.	
		WISeKey's data center is energy intensive. The cooling system employs important quantities of water. From the electricity consumption side it is difficult to reduce the bill when the company operation grows; however, there is a favorable trend thanks to the reduction of physical servers, in exchange for virtual servers. The processing capacity increases, but energy consumption remains the same.	
	With regard to environmental protection, WISeKey balances short-term targets and long-term goals, diffuse best practices and translates best practices into processes	Purchase of new equipment New equipment purchasing decisions are weighted considering its environmental impact. Energy efficiency is a criteria when deciding on the purchase of new equipment.	
		Obsolete equipment is disposed respecting Swiss and European safe-disposal directives: *Waste Electrical and Electronic Equipment Directive (WEEE)*	
		Company's recycling facilities WISeKey endeavors to reduce physical mail and paper use. The company recycles paper, ink toners and PET on-site.	
		Control on international travelling In order to reduce travelling: (1) WISeKey encourages the use of teleconferencing; (2)	

| | | WISeKey implements teleworking arrangements in certain cases.

WISeKey engages the services of foreign software developers in Southeast Asia.

WISeKey's meeting rooms are fitted to offer state of the art technological facilities for tele + video conferencing. All personnel use Skype for video conferencing often.

Nature of the company's products and services
The dematerialization of processes plays an important role in the company's business strategy. Dematerialization means less paper consumption.

WISeKey's clients have a positive environmental impact thanks to reduced transport and the simplifications of energy consumption processes.

WISeKey has a positive impact because its business model implies an increase in the consumption of virtual rather than tangible products. | |
| **Outcomes** | **Outcome indicators** | **Means of verification** | **Assumptions** |

WISeKey's successful strategy is translated into an increase of online businesses and services using dematerialized processes, thus having a positive impact on the environment	Sales increases	Statistics showing sales' increases quoted in the company's activity report. In spite of the difficult business environment that the company faced in the period 2011 – 2012, "recorded another year of significantly increased revenues and reduced losses", writes the Chief Financial Officer in his letter to shareholders. And he concludes: "The increase in the period was mainly due to increased volumes of our WISeAuthentic product line to the luxury watch industry".	
Outputs	**Output indicators**	**Means of verification**	**Assumptions**
Energy bills are carefully monitored in WISeKey's offices WISeKey's operations fall under the category of information & communications technology services that simplify people's mobility	Measures taken to reduce energy consumption in WISeKey's offices Contract with Bancorp Bancorp/WISeCorp.CO – offers trusted identities to customers, enable them to complete online transactions with confidence, trust the identities of others and the identities of the infrastructure on which the transactions run Marketing of WISeAuthentic products and services	Discussions with the owner / manager of WISeKey's premises The cooling system for the data centre is a bit out-dated. There are more energy-efficient cooling machines in the market; however, the decision to change the equipment is not directly on the hands of the company but on the hands of the building's owner / managing company. The matter has been discussed with them, however there is a financial issue to resolve, since changing the cooling system implies a significant investment. As mentioned before, the company has opted for increasing the data processing capacity via new processing technologies which do not represent an increase in energy consumption. WISeAuthentic creates an electronic certificate containing the product's unique identity code. A non-duplicable digital	Control of the public utilities systems is on the hands of the premises' owner / manager

| | Marketing of WISeFans products and services | certificate, containing the product's identity is stored on a cryptographic smart chip embedded into a branded SmartCArd or into the product itself. At any time the customer can verify the item authenticity over the Internet with the highest level of security.

WISeID FCB enables fans to stay in touch with their favourite players, providing them with real time updates on their social posts, , commentaries and the latest pictures and videos of the team. Sport clubs with strong team brands recognize that fans are their main asset. FCB WISeID creates a collective identity shared by both supporters and players that allows a wide range of on-line interactions with our without commercial goals. | |

Goals – Implement anti-corruption practices	**Impact indicators**	**Means of verification**	**Assumptions**
WISeKey works against corruption in all its forms, including extortion and bribery.	Digital certification contributes to reduce illicit trade and fight corruption	Applications developed. "Should I buy it", an application being developed by WISeKey, uses law-enforcement mechanisms developed by Interpol, i.e. the Global Register. "The INTERPOL Global Register is a project under development to counteract illicit trade by enabling people to scan and verify the legitimacy of a product from their mobile device. Users – consumers, manufacturers, distributors, retailers, law enforcement and government officials – will be able to use an	

		Internet-based application on a mobile phone or other Internet-connected device to scan and receive information on a product to verify whether the product is being legitimately sold, access product information and see what safety features are in place." Meetings and conference-calls in 2012 related to curbing illicit trade. Within WISeKey's engagement with the WEF Global Agenda Council on Illicit Trade, the following conference calls took place: Tuesday, 10 January 2012; Thursday, 15 March 2012; Wednesday 31 October, 2012; Monday 3 December, 2012 WISeKey's Corporate Governance Rules include a "Whistle blow act"… reporting on violations of the law, rules, regulations and the company's Code of Conduct are contemplated and protected… These rules explicitly state: *"it is forbidden to demand or accept payments or other advantages for themselves or others from third parties, nor may they grant third parties unlawful advantages…"* WISeKey's Corporate Governance Rules also include clauses contemplating the disclosure of conflict of interest	
Outcomes	**Outcome indicators**	**Means of verification**	**Assumptions**
An extended use of digital certification reduces illicit trade and	WISeKey's	More companies and governments use	

contributes to fighting corruption worldwide.	WISeAuthentic products have a positive impact in brand protection and reduce counterfeiting	WISeKey's digital certification services as a means to curb illicit trade and fight corruption.	
Outputs	**Output indicators**	**Means of verification**	**Assumptions**
WISeAuthentic products marketed to the luxury industry	Clients' satisfaction. Jean-Claude Biver, Hublot's CEO : "The technology consists of creating an electronic guarantee certificate with an algorithm...Hublot sales outlets and clients are able to use the SmartCard to check instantly online if the watch is genuine. This combination provides a fail-safe solution, impossible to replicate, at a fraction of the amount lost in sales due to counterfeits. ..."	Contracts signed: in the period 2011 – 2012. As reported by the company's "WISeKey Annual Report 2011 – June 2012"… the company concluded deals with Hublot, Dior Watches, Le Guin Eyewear and Bancorp. The share of the WISeAuthentic branch of products expanded further within the company.	
Activities	**Process indicators**	**Means of verification**	**Assumptions**
26 Jan 12 WISeKey in Focus at Davos as the World Economic Forum Names Cyber-security a Top Global Risk 10 Feb 12 WISeKey Upgrades WISeID, the Swiss Knife of Digital Safety, with Secure Identities and Encrypted Facebook Messaging 12 Mar 12	New security solutions developed	Press releases / board meetings The following conference calls of the WEF's Global Agenda Council on Illicit Trade took place: Tuesday, 10 January 2012; Thursday, 15 March 2012; Wednesday 31 October, 2012; Monday 3 December, 2012	

[WISeKey brings its Anti-Counterfeiting NFC Technology to BaselWorld to lead the fight against Counterfeit Luxury Goods](#) 12 Oct 12 [WISeKey and The Geneva Watchmaking Grand Prix (GPHG) are partnering for a special edition of the WISeKey WISeID App](#)			

Annex 1 - Position Statement WSIS Forum 2012

In line with its previous engagements at the World Summit of the Information Society (WSIS), and building on the experience of the collaboration with the ITU within the initiative *Electronic Commerce for Developing Countries (EC-DC);* WISeKey and the International Secure Electronic Transactions Organization, OISTE, convened a workshop during the WSIS Forum 2012 under the title "Matching the speed of the running code: public awareness and digital identity management".

By doing so, WISeKey and OISTE contribute towards the implementation of ECOSOC's resolution 2010/2 and the Declaration of Principles of the Geneva and Tunis summits which state that "Strengthening the trust framework, including information security and network security, authentication, privacy and consumer protection, is a prerequisite for the development of the Information Society and for building confidence among users of ICTs".

Strengthening the trust framework

WISeKey and OISTE recognize the importance of showing improvements in Agenda Action Lines 5, *Building confidence and security in the use of ICTs* and 7, the development of *ICT applications to e-government, e-health, e-education, e-business, e-agriculture,* but wishes to emphasize that this will not be possible unless all stakeholders succeed in introducing secure, interoperable and reliable methods of digital identity management.

Furthermore, WISeKey and OISTE remind all stakeholders that finding workable solutions to digital identity management is a precondition for establishing a global culture of cybersecurity.

In this sense, WISeKey and OISTE stress the importance of:

- Addressing the hard issues linked to the use of cryptography and Public Key Infrastructures (PKI), which constitute the foundation for providing robust and authoritative digital identities: i.e the lack of interoperability; the automatic recognition by the web-browser and the barriers linked to local law;
- Considering the convenience of establishing an International Clearing House that will deal with the problems listed above, upon which all stakeholders will confer the authority to create a secure Identity Ecosystem. The main function of this International Clearing House is promoting collaboration between the private and the public sector;
- Agreeing on the need of a binding international legal framework for the protection of privacy, personal identifiable information and personal data;
- Prioritizing the adoption of improved methods of digital identity management for effective child protection over the Internet;
- Encouraging the development of low assurance solutions to digital identity management and educating the public about when and where these solutions are appropriate.

Geneva, 16th May 2012