

# THE **WORST** DISCOUNTS COUNTS IN THE WORLD

**MISS OUT ON THEM!**



They cost us

**53,467**  
**JOB**S a year\*

**BY SAYING NO  
TO FAKES  
WE ALL WIN**

When we buy counterfeit goods, it isn't just the price which goes down. It also decreases safety, warranties, the quality of our products and business innovation.

\*Source: EUIPO (Oficina de Propiedad Intelectual de la Unión Europea).

# THE **WORST** DISCOUNTS COUNTS IN THE WORLD

**MISS OUT ON THEM!**



They cost us

**€146**  
**PER PERSON**  
per year\*

**BY SAYING NO  
TO FAKES  
WE ALL WIN**

When we buy counterfeit goods, it isn't just the price which goes down. It also decreases safety, warranties, the quality of our products and business innovation.

\*Source: EUIPO (Oficina de Propiedad Intelectual de la Unión Europea).

# THE **WORST** DISCOUNTS COUNTS IN THE WORLD

**MISS OUT ON THEM!**



They cost us  
**€6.766**  
billion a year\* in  
**LOST SALES**

**BY SAYING NO  
TO FAKES  
WE ALL WIN**

When we buy counterfeit goods, it isn't just the price which goes down. It also decreases safety, warranties, the quality of our products and business innovation.

\*Source: EUIPO (Oficina de Propiedad Intelectual de la Unión Europea).