LATEST TRENDS AND INSIGHTS IN SECURING DIGITAL IDENTITIES AND TRANSACTIONS

INCLUDES:
- Key facts & trends on the web fraud detection and prevention industry, as well as on the online security and digital identity space
- Expert opinions by leading industry voices
- Overview of the global web fraud prevention and detection, online security and digital identity market with full company profiles

EXTENSIVE GLOBAL DISTRIBUTION VIA THE PAYPERS CHANNELS AND WORLDWIDE INDUSTRY EVENTS

WEB FRAUD PREVENTION, ONLINE SECURITY & DIGITAL IDENTITY MARKET GUIDE 2014

Endorsed by: MERCHANT RISK COUNCIL
INTRODUCTION

WEB FRAUD PREVENTION, ONLINE SECURITY & DIGITAL IDENTITY MARKET GUIDE
LATEST TRENDS AND INSIGHTS IN SECURING DIGITAL IDENTITIES AND TRANSACTIONS

The Paypers, the leading independent source of news and analyses for professionals in the payment industry, will publish the 3rd edition of the Web Fraud Prevention, Online Security & Digital Identity Market Guide in November 2014.

This guide aims to serve as the ultimate source not only for professionals in the transaction services industry, but also for relevant business audiences, who gain access to an all-in-one reference material which provides the latest insights into the industry and food for thought.

The Web Fraud Prevention, Online Security & Digital Identity Market Guide 2014 is made available free of charge in the form of a PDF document which can be downloaded via The Paypers website. A complementary online company database is also available on our website, complete with advanced search functionality.

THE PAYPERS MARKET GUIDES - GAIN ACCESS TO KEY INDUSTRY INSIGHTS FROM TRANSACTION SERVICES PROFESSIONALS WORLDWIDE

The Paypers has distinguished itself as the publisher of other three unique, large-scale industry-wide overviews, centred on key thematic areas: online payments (The Online Payments Market Guide), electronic invoicing (The E-invoicing Market Guide) and mobile payments (The Mobile Payments Market Guide). The Paypers also keeps its readership informed with regard to risk and online security, as well as fraud prevention legislation & regulation for mature and emerging markets by publishing the Cross-border Ecommerce Country Reports.

GLOBAL INDUSTRY EXPERTISE FROM ALL AREAS OF THE WEB FRAUD LANDSCAPE

With this guide, we aim to offer a great opportunity for you to position your company, products and services directly into the target groups of online merchants, banks, payment service providers, regulators, MNOs, technology companies, payments processors and suppliers, as well as other players from various industries and payment professionals all over the world.

The MRC welcomes The Paypers initiative to publish the Web Fraud Prevention, Online Security & Digital Identity Market Guide and will again act as endorsement partner for this third edition of the project.
TOP REASONS TO OFFER YOUR COMPANY INCREASED VISIBILITY VIA THE WEB FRAUD PREVENTION, ONLINE SECURITY & DIGITAL IDENTITY MARKET GUIDE 2014

• Position your company as a leading solutions provider for existing and prospective customers by highlighting your KPIs in order to stand out from the competition;
• Featured in the most comprehensive Web Fraud Detection, Digital Identity Service Provider and Technology Vendor database (complete with keywords, company logo and advanced search functionality);
• Increased social media exposure via Twitter & extensive LinkedIn postings;
• All news items published on The Paypers about companies who sign up for the Web Fraud Prevention, Online Security & Digital Identity Market Guide 2014 will link back both to the company’s website as well as to the online database profile of the company in question for the interval 2014 – 2015;
• Get more customers on board by promoting your company’s solutions, business cases and best practices in the global reference guide for online payments, which will be endorsed and distributed by key industry associations;
• Gain valuable exposure via the Web Fraud Prevention, Online Security & Digital Identity Market Guide 2014, which will be promoted & distributed via media partnerships at all relevant global and regional events in 2014 and 2015.

STRUCTURE OF THE WEB FRAUD PREVENTION, ONLINE SECURITY & DIGITAL IDENTITY MARKET GUIDE 2014

The Web Fraud Prevention, Online Security & Digital Identity Market Guide 2014 will feature a two-part structure, with Part 1 dedicated to exposing expert views, opinion pieces and exposés on key aspects of the global digital identity transactional & web fraud detection space from industry associations and leading market players (web fraud detection service providers, digital identity service providers and technology vendors). They can express their thought leadership about a range of topics such as digital identity, privacy and data regulation, risks and data breaches as well as authentication technologies and fraud monitoring.

Part 2 will present in-depth company profiles highlighting USPs, keywords, services, technology details and clickable links.

Furthermore, we offer the great opportunity to feature your company profile in the most comprehensive Web Fraud Detection, Digital Identity and Technology Vendor database which includes more than 350 players globally. Thus, your company profile published in the Guide will also be uploaded in our online database, allowing readers
WHAT IT TAKES TO GET THE MOST OUT OF THE WEB FRAUD PREVENTION, ONLINE SECURITY & DIGITAL IDENTITY MARKET GUIDE 2014

Option 1: Company Profile
This package allows you to opt for one of two available types of listings in Part 2 of the Web Fraud Prevention, Online Security & Digital Identity Market Guide. The company profile includes detailed information about a company’s core services, USPs, user experience, its technology and the market segments in which it is active. Company profiles will be displayed according to their business offering: web fraud detection, technology vendors and digital identity service providers.

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<th>OPTION 1 : COMPANY PROFILE - 2 LISTING TYPES AVAILABLE FOR WEB FRAUD DETECTION SERVICE PROVIDERS, TECHNOLOGY VENDORS AND DIGITAL IDENTITY SERVICE PROVIDERS</th>
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<td><strong>PREMIUM Profile</strong></td>
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<td><strong>PRO Profile</strong></td>
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Option 2. All-Inclusive Thought Leadership Package: Company profile + editorial input
This package includes a threefold proposition. The first element is an article / expose that reflects your company’s experience with e-identity/online fraud/online security. It could highlight, for example, a successful business case, solution or model developed by your company. Alternatively, it could focus on exposing your company’s more general views on the global or regional e-identity ecosystem and its perspectives for development within the coming years.

Leading market players can express their thought leadership about (among others):

- Risks and data breaches – how to enhance companies’ ability to fight the security gap
- Fraud monitoring and mitigation strategies by channels (online, mobile, offline)
- Key risks and fraud-prevention strategies specific to all mobile sales channels
- Emerging threats and trends in online security and risk
- Securing the customer’s shopping experience: Main ecommerce fraud trends in 2014
- Machine learning and big data: the perfect duo to fight fraud
- The omni-channel experience requires omni-security measures
- Omni-channel banking – the need for an anti-fraud solution to detect and manage fraud effectively
- Ecommerce and data protection: Europe and the US together in the fight against data theft
- Two-factor authentication vs multi-factor authentication (do consumers continue to see benefit from such methods?)
- The increasing importance of biometrics in the context of growing ecommerce business
- Fraud detection: finding a balance between False Positives and False Negatives
- Security issues make consumers afraid - are we fighting a losing battle against fraud?
- The use of additional authentication tools in credit, debit card payments: 3D Secure
- Digital identity as a means toward a more convenient and trusted online banking authentication
- Digital identity - what does it mean for merchants and consumers?
- Identity Theft - how to prevent ID and credit fraud
- Account takeover: understanding and mitigating fraud
- Encryption and digital signature: managing the risk of fraud
The second element is a company profile plus full-page A4 (colour) advertisement in Part 2 of the Guide.

The third element is a case study or product briefing in the Voice of the Industry section on the Paypers website.

**OPTION 2: ALL-INCLUSIVE THOUGHT LEADERSHIP PACKAGE**

- Editorial input: Article / exposé / success story in Part 1
- Company profile in Part 2
- Full-page colour advertisement in Part 2
- Online company profile in the enhanced online company profiles database of The Paypers
- Case study or product briefing in the Voice of the Industry section on The Paypers website

Price: EUR 6,500

**LIMITED TIME OFFER: 15% EARLY BIRD DISCOUNT AVAILABLE**

**Reach & availability**

- Via endorsement partners’ websites, events, mailings, etc.
- Via media partnerships with all relevant events worldwide
- Via our daily and weekly headlines newsletters (total circulation > 16,000).
- Posted in the relevant online fraud prevention and detection/ online security/e-identity-related groups on LinkedIn
- Via network / database The Paypers:
  - 21% Merchants
  - 23% Suppliers of transaction applications and services
  - 20% Payment Service Providers and Payment Gateways, ISOs, Processors
  - 25% Banks
  - 7% Payment watchers (government, analyst and consultants)
  - 4% Other

**These are the terms and conditions for booking a listing in the Web Fraud Prevention, Online Security & Digital Identity Market Guide 2014**

- all bookings are handled by The Paypers at: editor@thepaypers.com
- all amounts in EUR, excl 21% VAT, if applicable
- invoicing upon order confirmation, due date for ordering: 30 September 2013
- due date for content delivery: 20 October 2014
- due date for payment: within 14 days of placing the order

**LATE ORDERS, PAYMENT OR CONTENT DELIVERY WILL RESULT IN EXCLUSION OF THE COMPANY FROM THE WEB FRAUD PREVENTION, ONLINE SECURITY & DIGITAL IDENTITY MARKET GUIDE 2014**
The Paypers readership includes:

• Head of Payments / Head of transaction banking
• Head of Payments and Fraud
• Head of e-Risk Management and Fraud
• Information Security Officer/ Risk & Security Director/ Security Analyst
• Director, Loss Prevention and Safety
• Fraud Prevention Analyst
• Product management / Business development
• Topical experts (cards / e-commerce / online-mobile payments/fraud/e-identity)
• CEOs / CFOs / CMOs / COOs / E-commerce managers / Sales & Marketing

Geographical Dispersion Readership the Paypers

Source: Google Analytics, metrics of August 2014