

# ClickFacts Educational Slides

## **Online Security Trends and Effects on Ad Network Business**

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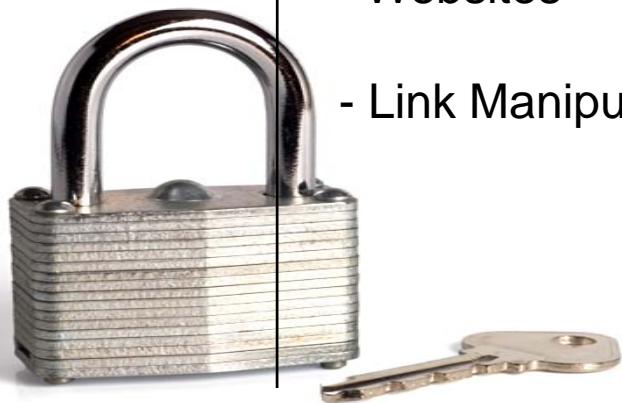


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# Phishing Trends: Evolved Danger

Early 90's	2000 – 2002	2003 – 2007	Today in 2008
<ul style="list-style-type: none"><li>- Targeting ISP Users (AOL in 90's)</li></ul>	<ul style="list-style-type: none"><li>- Financial Institutions Consumers</li><li>- Poorly Forged Websites</li><li>- Link Manipulation</li></ul>	<ul style="list-style-type: none"><li>- All Industries Effected</li><li>- Professional Websites</li><li>- Similar Domains</li><li>- Ready-to-use Phishing Kits</li></ul>	<ul style="list-style-type: none"><li>- Cross-site Scripting</li><li>- SQL injections (XSS)</li><li>- Blended Attacks</li><li>- Spear Phishing</li><li>- Pharming</li></ul>



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# Malware on the Rise

**Dave DeWalt, President/CEO, McAfee :**

“We saw more than a **60 percent increase year-over-year from 2006 to 2007...**  
The current trends...is that **we are seeing a doubling from 2007 to 2008**  
in the amount of malware that we receive,”

**John Thompson, CEO, Symantec**

**“there is now more malicious code being created worldwide than there is legitimate software. “**

**Eva Chen, CEO, Trend Micro,**

**In the antivirus business, we have been lying to customers for 20 years.** People thought that virus protection protected them, but we can never block all viruses.



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# No Kiddy Business – Hackers today are Professional Criminal Organizations



Just in 2007:  
~ 231.1 million records stolen  
~ \$216 million in lawsuits



~\$2.6 Billion in annual damages  
are due to hackers attack



Hackers are Trade Experts -  
hired and well paid to infiltrate  
Government and businesses.



A simple malware or phishing intrusion can  
compromise assets, private information loss,  
damage corporate image, and loss in revenues.  
**= \$55 Billion in Consumer Losses and Recovery**



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## Differentiate From Competitors

1 in 8 Internet users affected with some type of malware

1 in 23 is a potential victim of identity theft  
(vs. chances of 1 in 2600 for heart disease victim)

A Top Search Engine is the 5th largest host of infected websites  
(known 4,261 with China leading at 48,834)

The number of malware detected grown to 900,000,  
**400,000 EMERGED THIS YEAR!**

## What is Your Customer Satisfaction Worth?



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# Business Costs

- ID Theft
- Law Suits
- Bad PR
- Loss of Confidential Data

- Phishing
- Law Suits
- Lost Business Opportunities
- Loss of Customer Traffic

- Malware
- Law Suits
- Damage to Assets
- Lost Production Hours

**Loss of customers, partners, affiliates, and REVENUE!**



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# Future Trends of Threats

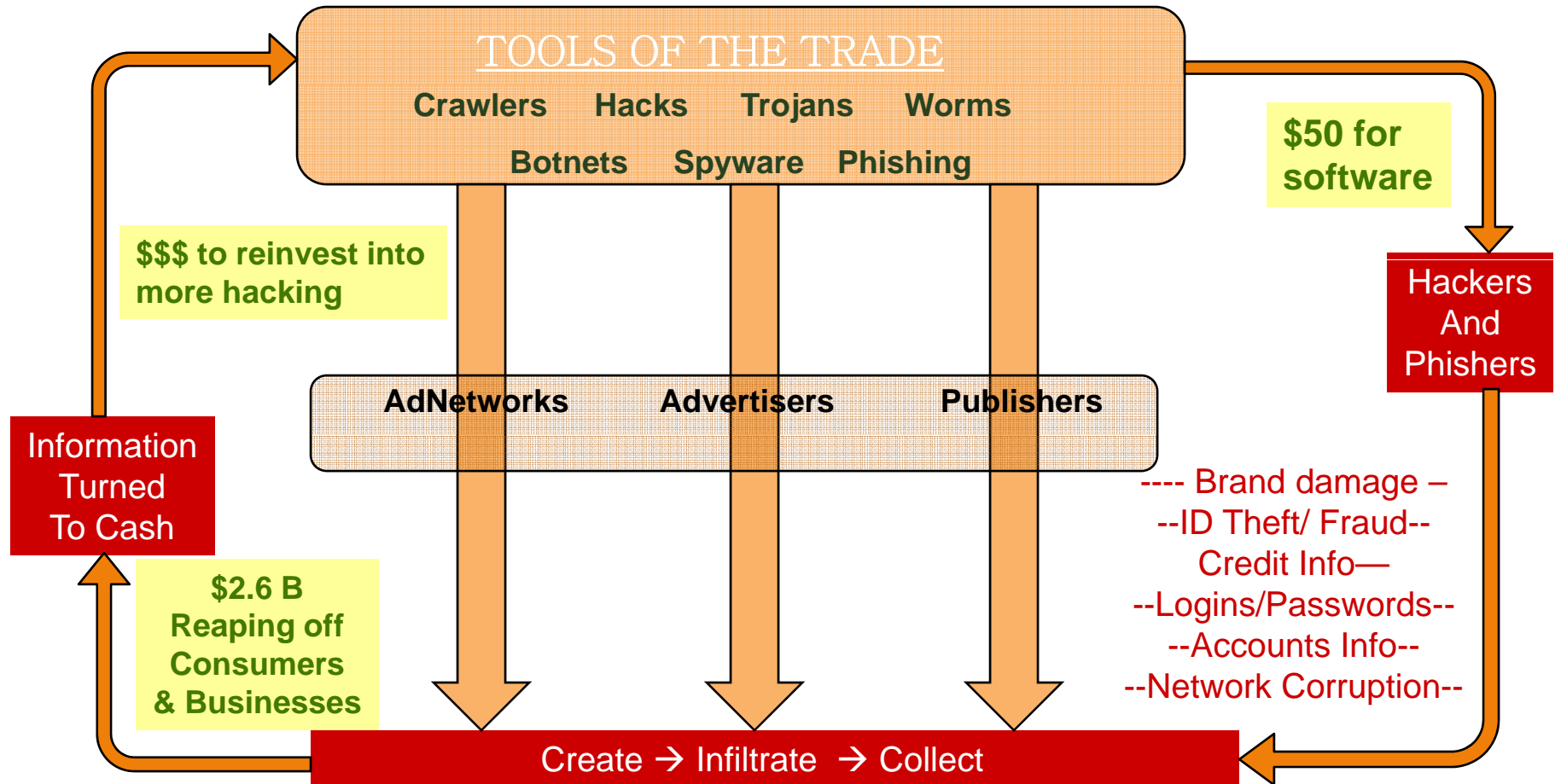
Future Expansions	Benefits	Downfall
Broadening of Internet	More websites and ad space	More Malware Attacks
Higher User Reach	More opportunities to touch the customer	More Phishing Attacks
Advanced Technology	Integrated ad communications, networks, and mobile services.	Expert hackers using high end programs to break business security systems



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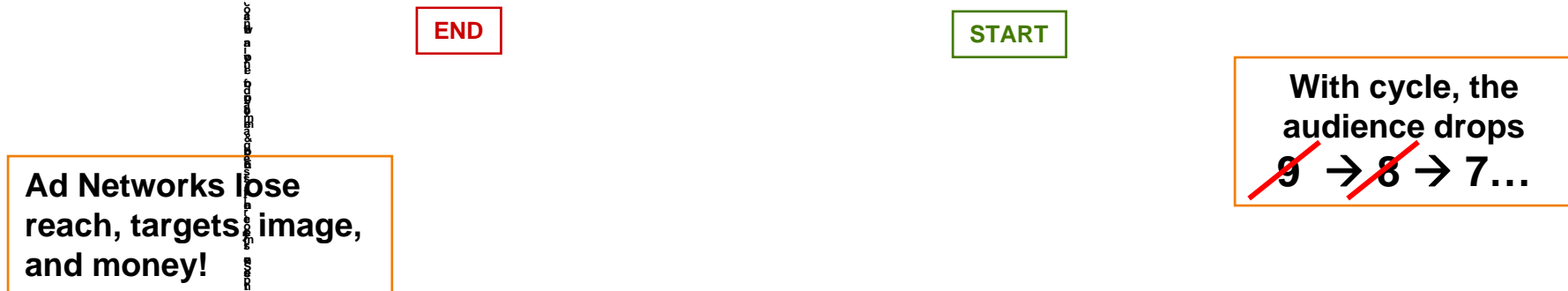
# Cybercrime Economy in Action



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# Indirect effect to Buyer is Direct effect on Consumers & Businesses



According to a 2006 survey by the National Cybersecurity Alliance, over 90 percent of consumers have some type of spyware on their computers



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# The Caliber of ClickFacts Solutions

## FACTS:

- 10,000 botnets become active each day
- Consumers fear of clicking on ads because of possible malware infections
- 100 to 150 million compromised machines
- Identity fraud affects 10 million people a year = \$50 billion in business loss!
- Consumers spend \$ 5 billion to undue the harm!

**ClickFacts**  
can help you make  
quality a standard and  
safety a reality

**What is Your Customer's  
Identity Worth?**



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# ClickFacts Solution helps Ad Networks get more revenue per sale

There are two types of networks out there:

- Premium Networks
  - small amount of publishers
  - all verified and well known
  - able to charge premium CPMs
- Reach Networks
  - large amount of publishers of all sizes
  - large reach but less known for quality
  - only able to charge smaller CPMs



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# ClickFacts Solution helps convert a “Reach” network into a “Premium” network.

How?

- ClickFacts Solution assures the Network and its customers that the customers' ads will be served into higher quality, safer content
- Cleaner, safer content in the Network allows them to charge higher CPMs
- Higher CPMS, boosts revenue on each sale



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