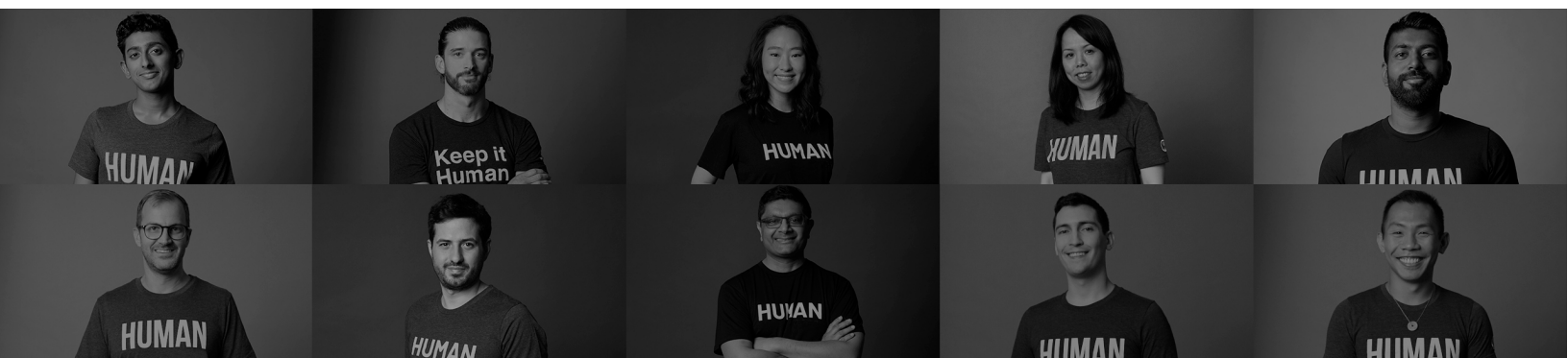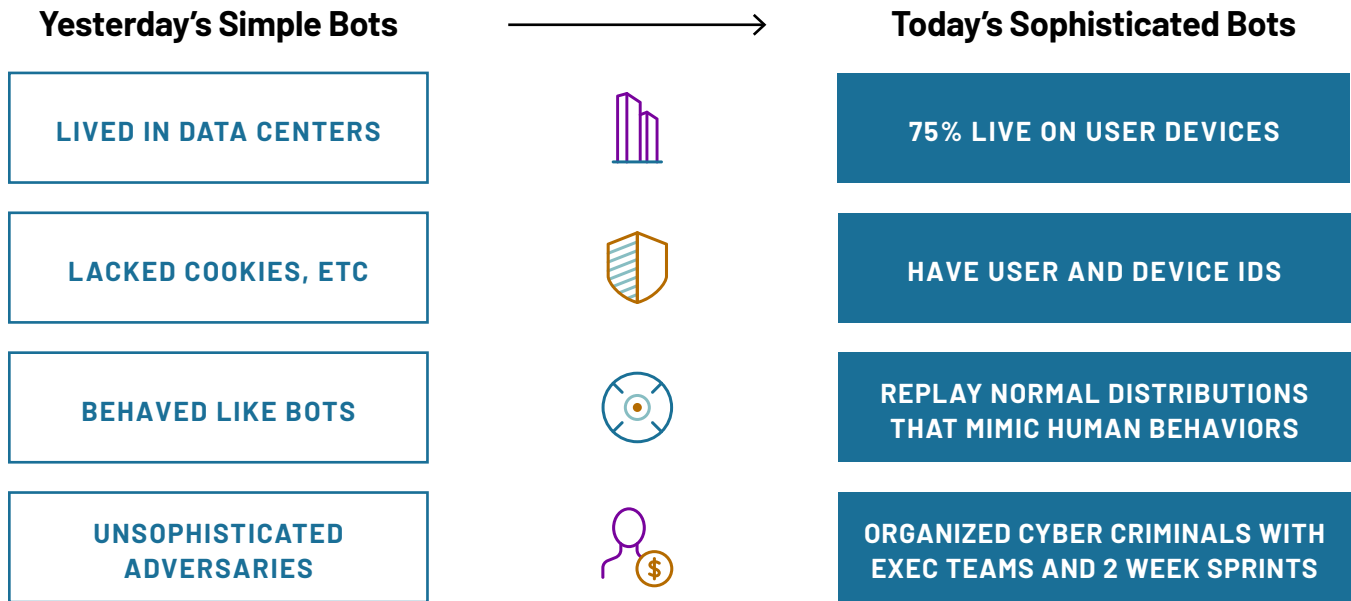# HUMAN

Know Who's Real.

HUMAN is a cyber security company that collectively protects global enterprises and internet platforms from digital fraud and abuse. We believe that the way to truly protect the integrity of the internet is by disrupting the economics of cybercrime. What does that mean? We make it more expensive or the consequences too high for sophisticated cyber criminals to commit fraud, thus cutting off their profit centers and disabling their ability to operate. We're able to do that with the power of collective protection.

HUMAN verifies the humanity of more than 10 trillion digital interactions per week. This massive scale and visibility across the internet enables us to protect our customers' sensitive data, reputation, compliance, bottom line and customer experience as they grow their digital business.

We help protect the integrity of the entire digital customer journey from fraud and abuse without impacting the experience of authentic human users. Our privacy-sensitive code detects bots without tracking individual users across the internet. That's why we've been chosen by enterprises and top internet platforms to protect their multi-billion dollar businesses.

Digital Fraud & Sophisticated Bot Attacks are Impacting Every Business

Yesterday's Simple Bots → **Today's Sophisticated Bots**

Yesterday's Simple Bots	Today's Sophisticated Bots
LIVED IN DATA CENTERS	75% LIVE ON USER DEVICES
LACKED COOKIES, ETC	HAVE USER AND DEVICE IDS
BEHAVED LIKE BOTS	REPLAY NORMAL DISTRIBUTIONS THAT MIMIC HUMAN BEHAVIORS
UNSOPHISTICATED ADVERSARIES	ORGANIZED CYBER CRIMINALS WITH EXEC TEAMS AND 2 WEEK SPRINTS

Sophisticated bots look and act like humans when they visit websites, fill out forms, take over accounts, scrape information, and commit payment fraud creating billions of dollars in losses for brands and consumers. **We Stop Them.**

Human Verification™ Engine solves top enterprise pain points through our product offerings:

BOTGUARD FOR APPLICATIONS

Protects sites and applications from digital fraud and abuse including account takeover attacks, new account fraud, fraudulent transactions and sensitive data scraping, preventing costly fraud losses while preserving user privacy and frictionless digital experiences.

BOTGUARD FOR GROWTH MARKETING

Protects digital marketing investments from fraud and abuse including paid media, lead generation, and retargeting fraud, preventing fraudulent traffic from entering marketing platforms to boost marketing efficiency and ROI.

MEDIAGUARD

Protects digital media and advertising from fraud and abuse within desktop, mobile, and CTV environments for trusted inventory and human-only impressions for more effective advertising.

Trusted By

verizon media | MediaMath | theTradeDesk | Amica | LAND O LAKES | Adobe | xandr | FREEWHEEL A COMCAST COMPANY

HUMAN Collective Protection in Action

$10M
A leading internet platform saved $10 million in monthly revenues after HUMAN eliminated a mobile bot operation.
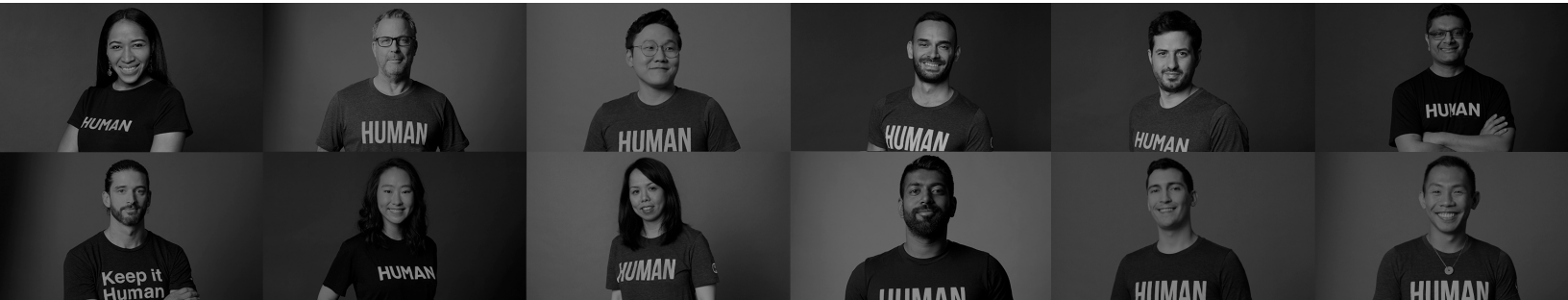
4X
A technology company increased opportunity creation 4X by eliminating re-targeting of bots.

80%
A CPG brand used HUMAN Advertising Integrity to deliver an 80% reduction of invalid traffic in their media spend.
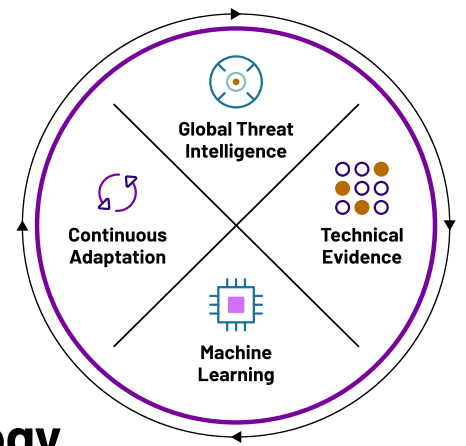
+600%
A luxury auto brand increased conversion rates by 600% by reducing bot traffic and optimizing remarketing efforts to humans.

Why HUMAN

COLLECTIVE PROTECTION, SCALE & ACCURACY	**10 Trillion** events a week @ 10ms with uncompromised accuracy **Global intelligence, visibility** into botnets across the internet like no other
DETECTION METHODOLOGY	Sophisticated, **multilayered detection methodology**, leveraging technical evidence, machine learning, threat intelligence, and continuous adaptation
PREVENTION TAKEDOWN	We disrupt the economics of cyber crime through **real-time prevention** and by taking the bad actors down (3ve takedown of largest botnet ever)
PRIVACY & COMPLIANCE	Our **privacy-sensitive code** detects bots without tracking individual users across the internet (We have never and do not collect 3rd-party cookies)
BRAND VALUE	**Innovation**: Chosen by top Internet platforms, Verizon, AT&T, TheTradeDesk, MediaMath, Adobe and many other top brands to protect their $Bn+ businesses **Association**: Customers choose HUMAN to publicly signal trustworthiness

Human Verification Platform is powered by our Multilayered Detection Technology for identifying and preventing the impacts of even the most sophisticated adversaries:

HUMAN Multilayered Detection Technology

Technical Evidence

On the behalf of our customer, HUMAN gains visibility into device and network-level data subjected to hundreds of dynamic and continuously evolving human verification challenges. This process identifies evidence of automation with greater accuracy than pure probabilistic or anomaly-based approaches. The detection payload collects thousands of signals including network and device layer signals, all curated by HUMAN researchers. HUMAN also employs markers, or technical and statistical models. This includes over hundreds of algorithms for identifying threat models and bot categories based on technical evidence of automation as well as behavioral patterns and other statistical anomalies.

Machine Learning

HUMAN's proprietary machine learning analyzes thousands of data points to predict malicious behavior. Our massive dataset generates new reputation knowledge from historically observed interactions. Working across more than 10 trillion interactions, billions of mobile devices and traffic from millions of domains observed weekly, HUMAN's predictive engine responds with a "bot, non-standard or not" recommendation in less than 10ms. In that short amount of time, our engine leverages device reputation algorithms, IP classification models, and state-of-the-art anomaly detection algorithms. HUMAN's privacy-sensitive code detects bots without tracking users across the internet.

Threat Intelligence

The HUMAN Satori Threat Intelligence and Research team proactively identifies and attributes new bot activity, informing HUMAN's Fraud Mitigation Platform including new markers of emerging attack behaviors. The team combines skills to rapidly research, prototype, and deploy complimentary services for HUMAN customers. The Satori Team members include former US DoD, DoE, FBI, INTERPOL, and Fortune 10 company members, combine proficiency in a substantial number of foreign languages, and are relied upon by the world's top internet platforms for critical threat intelligence.

Continuous Adaptation

The HUMAN Fraud Mitigation Platform constantly adapts and incorporates new algorithms to ensure we stay ahead of rapidly evolving and sophisticated threats. Detection techniques evolve in real-time cycles across thousands of signals and hundreds of algorithms to minimize bad actors' chances of success. Since 2014, HUMAN has delivered unmatched detection efficacy and technology innovation to protect our customers by staying ahead of a rapidly evolving threat landscape and an increasingly more sophisticated adversary.

Keeping the internet safe requires a fundamentally different approach:

- **WE ADDRESS THE ECONOMICS OF FRAUD TO WIN:** increasing the costs and risks to the adversaries while decreasing the opportunities for profit.

- **WE PLAY THE LONG GAME:** fighting our well-funded and continuously adapting adversaries requires a first class, multilayered detection strategy that stops fraud in real time.

- **WE PROTECT BRANDS AND USERS:** without impacting their experience or sacrificing their privacy: responding to privacy concerns means creating an innovative approach that doesn't collect and store user data.

- **LEVERAGE COLLECTIVE PROTECTION:** to see and stop attacks across industries and geographies by constantly innovating to protect everyone.

To learn more about how HUMAN can protect your organization from digital fraud and abuse, visit **www.humansecurity.com.**