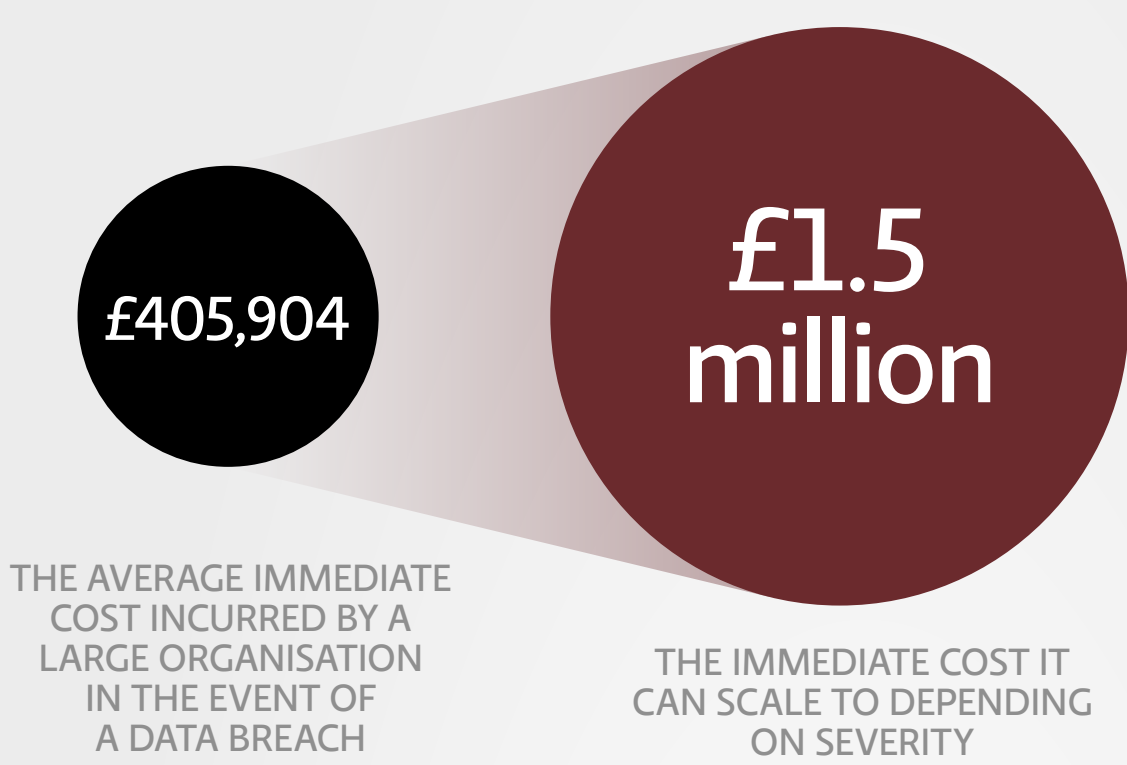


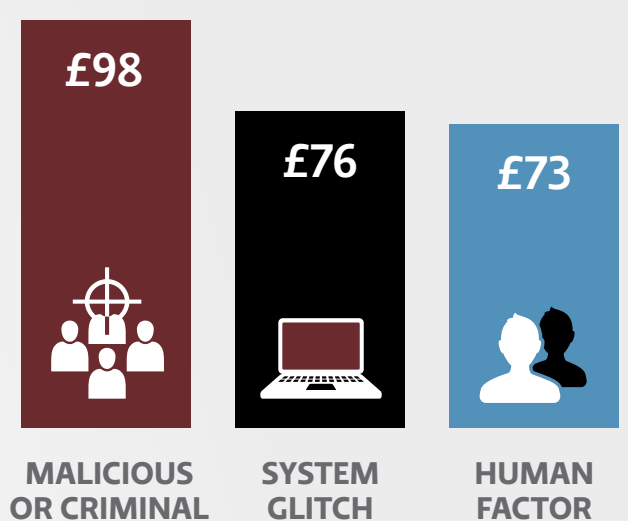
HOW MUCH DOES 1 SUCCESSFUL ATTACK REALLY COST?

Discover the hard and soft costs advanced threats are having across countries and industries

THE STARTING PRICE OF 1 SUCCESSFUL ATTACK



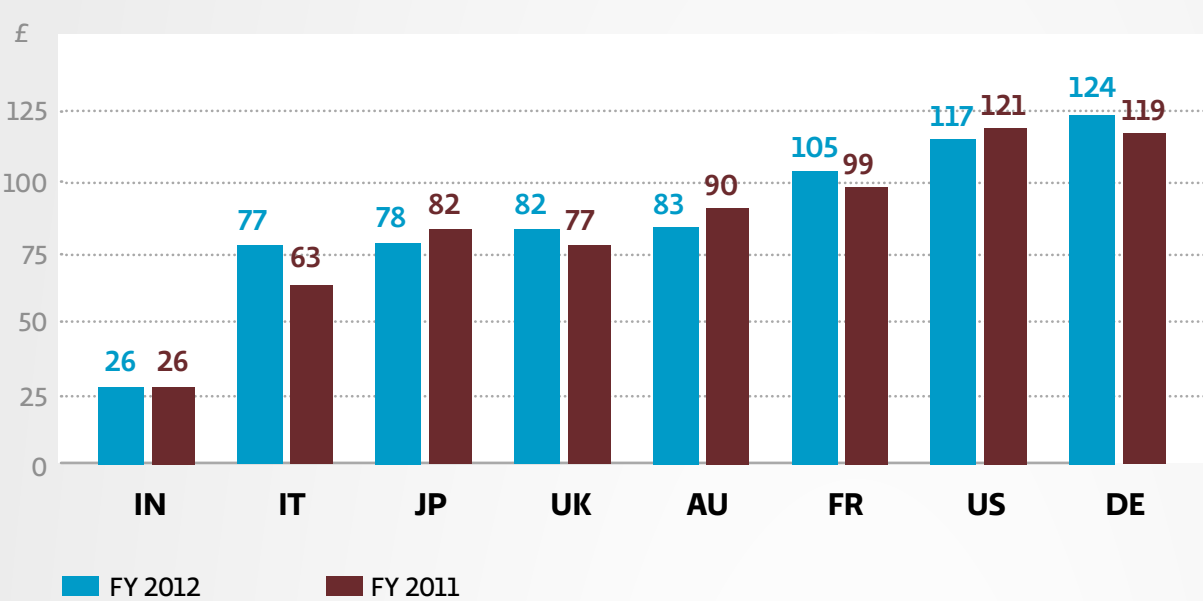
PER RECORD COST FOR DIFFERENT CAUSES OF DATA BREACH



MALICIOUS OR CRIMINAL ATTACKS ARE THE MOST COSTLY — AT AN AVERAGE OF **£98 PER RECORD**

THE COST PER RECORD IS INCREASING IN EUROPE

THE AVERAGE COST PER RECORD OF A DATA BREACH OVER TWO YEARS

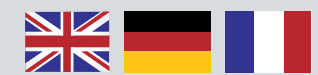
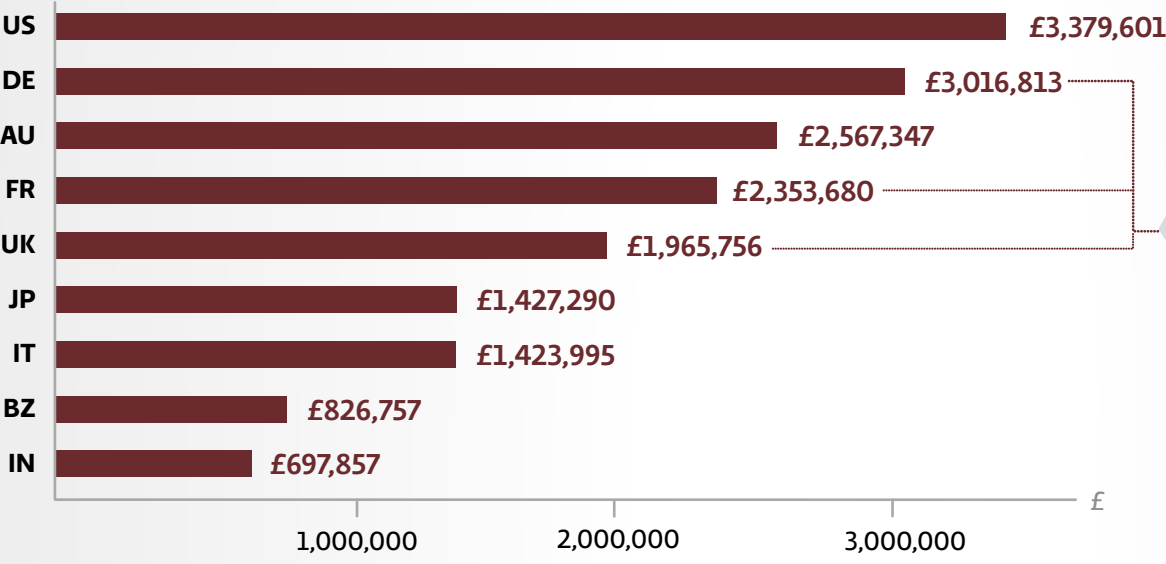


THE UK, FRANCE AND GERMANY ARE ALL EXPERIENCING COST INCREASES

TOP 5 MOST IMPACTED INDUSTRIES

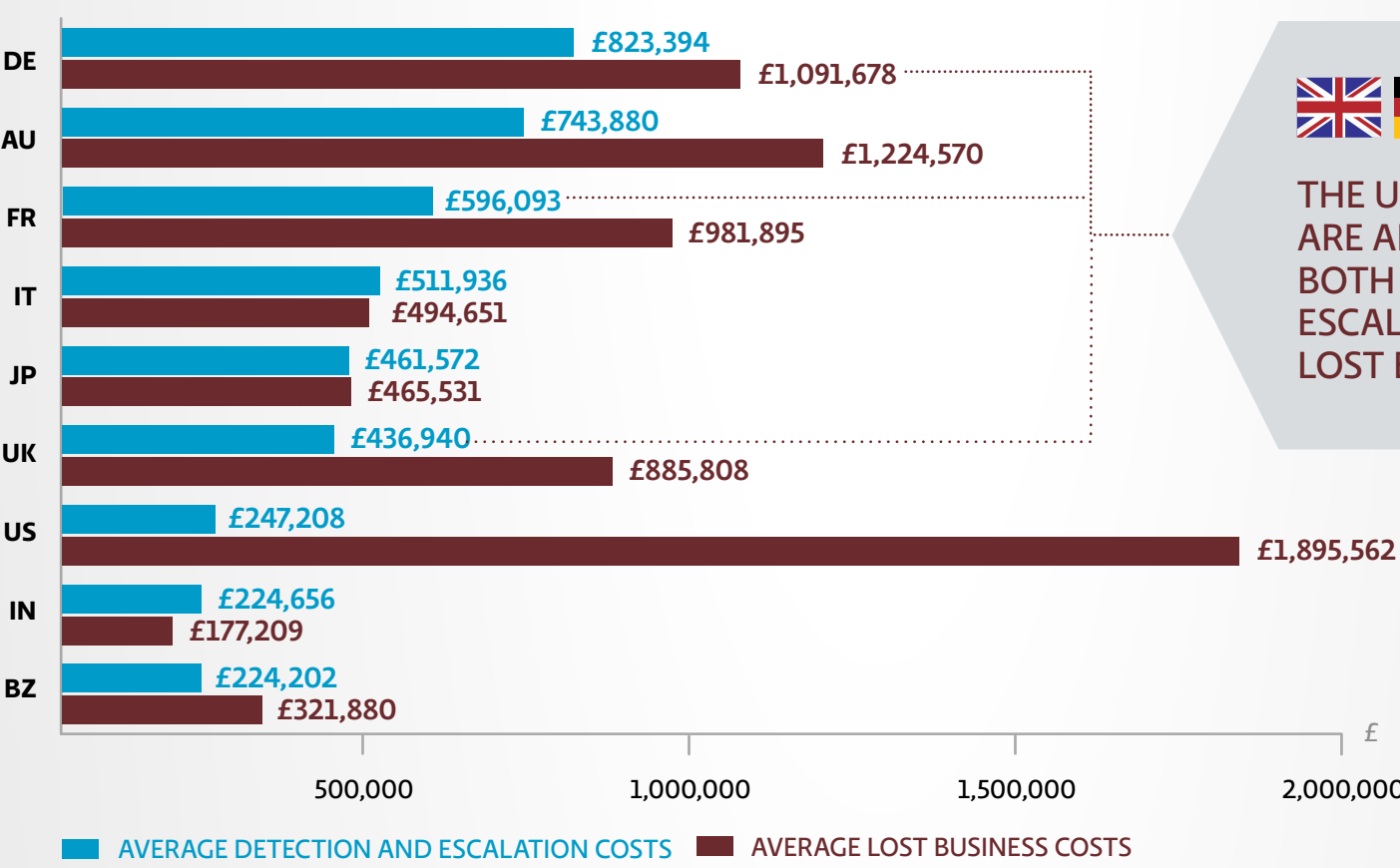


TOTAL ORGANISATIONAL COST BY COUNTRY



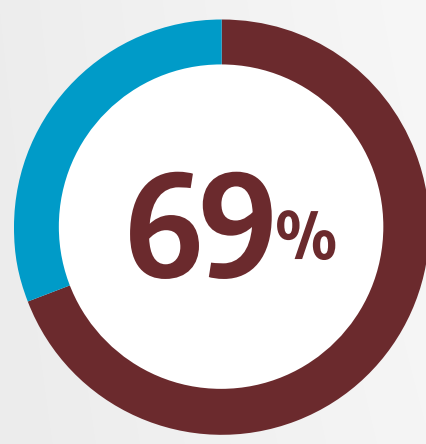
THE UK, FRANCE AND GERMANY ARE ALL IN THE **TOP 5** FOR TOTAL ORGANISATIONAL COST OF A DATA BREACH

DETECTION, ESCALATION AND LOST BUSINESS COSTS

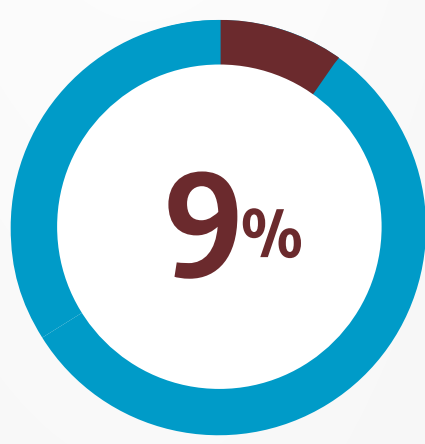


THE UK, FRANCE AND GERMANY ARE ABOVE AVERAGE FOR BOTH DETECTION AND ESCALATION AND AVERAGE LOST BUSINESS COSTS

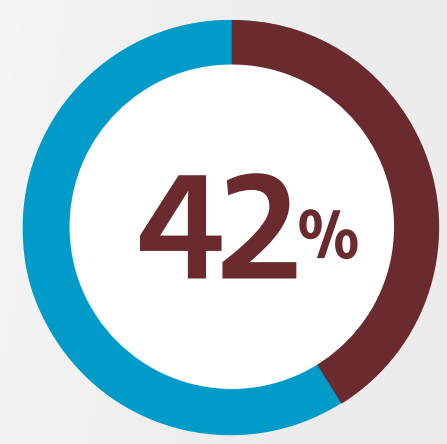
ATTACK IDENTIFICATION



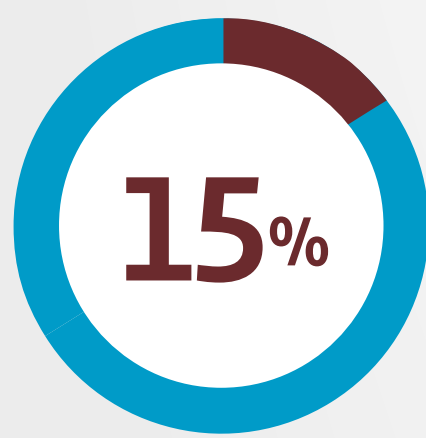
THE AMOUNT OF BREACHES SPOTTED BY AN EXTERNAL PARTY



THE AMOUNT OF BREACHES SPOTTED BY CUSTOMERS



THE PERCENTAGE OF CUSTOMERS LESS LIKELY TO DO BUSINESS WITH YOU IF YOU ARE BEING TARGETED BY A PHISHING ATTACK



THE NUMBER OF COMPANIES THAT HAVE A COMPLETE AND RELIABLE ACCOUNT OF COMPROMISED RECORDS



66% OF BREACHES TAKE MONTHS OR EVEN YEARS TO DISCOVER



THE AVERAGE TIME TO DETECTION IN DAYS

GET AN ROI ASSESSMENT BASED ON THE ADVANCED THREATS WE'LL SHOW YOU IN YOUR OWN MAIL FLOW >