

F R O S T & S U L L I V A N

BEST PRACTICES

AWARDS

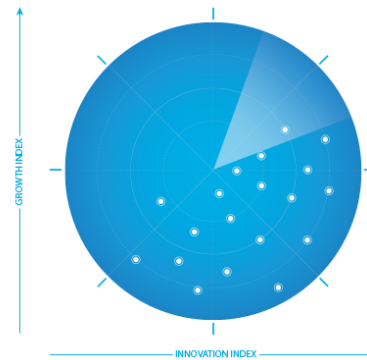
F R O S T & S U L L I V A N

2020 BEST
PRACTICES
AWARD

| GROUP | IB |

2020 EUROPEAN DIGITAL RISK PROTECTION
INNOVATION EXCELLENCE FROST RADAR AWARD

FROST RADAR™



CONGRATULATIONS!

Frost & Sullivan is proud to present Group-IB with this year's Frost Radar™ Best Practices Award for Innovation Excellence in the European Digital Risk Protection market.

Frost & Sullivan's global team of analysts and consultants continuously research a wide range of markets across multiple industries and locations. As part of this ongoing research, we identify companies that consistently develop new growth strategies based on a visionary understanding of the future, and thus more effectively address new challenges and opportunities. This involves extensive primary and secondary research across the entire value chain of specific products and services. Against the backdrop of this research, Frost & Sullivan recognizes Group-IB for these valuable achievements.

This recognition is strictly reserved for companies that are market leaders and are at the forefront of innovation. These companies consolidate or grow their leadership position by continuously innovating and creating new products and solutions that serve ever-evolving customer needs. These companies are also best positioned to expand the market by strategically broadening their product portfolio. Achieving Growth, Innovation & Leadership (GIL) is never an easy task, but it is one made even more difficult considering today's intensely competitive environment, customer volatility, economic uncertainty, and rapid technology evolution. In this context, Group-IB's receipt of this Award signifies an even greater accomplishment.

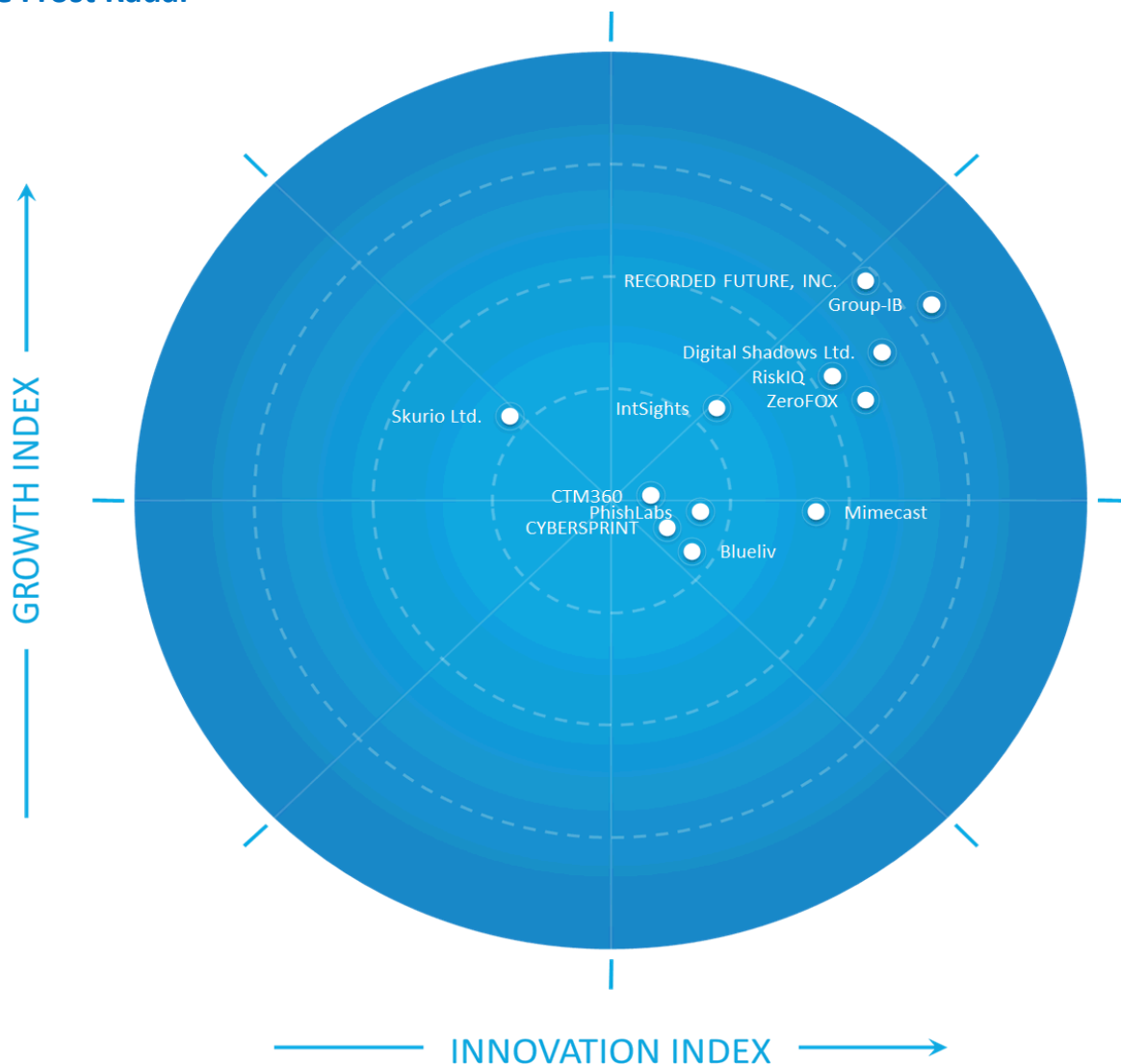
Moreover, this recognition is the result of many individuals (employees, customers, and investors) making daily choices to support the organization and meaningfully contribute to its future. Frost & Sullivan enthusiastically acknowledges and celebrates these achievements.

Once again, congratulations on your accomplishments and we wish you great success in the future.

Sincerely yours,

Darrell Huntsman
Chief Executive Officer
darrell@frost.com

The Frost Radar™



European Digital Risk Protection Market

Source: Frost & Sullivan

In a field of 20 global industry participants, Frost & Sullivan has independently ranked the top 12 companies in the above Frost Radar™ analysis.

The key parameters independently analyzed by Frost & Sullivan include:

- Innovation Scalability
- R&D
- Product Portfolio
- Mega Trends Leverage
- Customer Alignment
- Growth Pipeline
- Vision and Strategy
- Sales and Marketing
- Revenue Growth
- Market Share Growth

Frost & Sullivan studies related to this independent analysis:

- *European Digital Risk Protection market, Forecast to 2024*

The Growth Environment

Information security has become synonymous with the protection of customer data within the network perimeter. However, the digital transformation of businesses has introduced new security vulnerabilities beyond the firewall. Many companies become victims of brand impersonation attacks and online frauds targeting their customers or their data.

Digital risk protection (DRP) platforms help enterprises deal with such attacks that target or exploit vulnerabilities outside the network perimeter. The European DRP market is in the early growth stage, poised to become a \$466.7 million market by 2024.

Businesses often struggle to identify threats to their digital footprint due to limited visibility on the open, deep, and dark web. Cyber adversaries trick consumers into sharing credentials or sensitive data over a look-alike web page of a brand. A manual search of look-alike web pages, domains, or leaked data in the vast expanse of the open, deep, and dark web is simply ineffective. Furthermore, Frost & Sullivan points out that security analysts are overloaded with the protection of the network, and, hence, do not have the proper bandwidth to monitor the external environment for any threats continuously.

DRP solutions are yet to gain popularity among chief information security officers (CISOs) and security teams. Solutions are typically targeted at businesses with high-security maturity and a large digital footprint. Frost & Sullivan notes that very few vendors in the market provide solutions that can be used by mid-market enterprises and small and medium businesses (SMBs).

Frost Radar™ Innovation Excellence Award

Group-IB

Growth

- Headquartered in Singapore, Group-IB has a strong presence in the European DRP market and enjoyed the highest share of 18.5% in 2019. DPR clients include Pangaia, UFC and Viber.
- The company has relied on its channel partners to expand its customer base, and this has helped it record a consistent year-on-year (YoY) growth rate over the past 3 years.
- It serves leading Fortune 500 companies as well as leading bitcoin exchanges in Europe. Moreover, Group-IB is an official partner for Interpol and Europol, a trusted member of the Organization for Security and Co-operation in Europe (OSCE), Global Resilience Federation (GRF) and Anti-Phishing Working Group (APWG).
- The company has a broad portfolio that spans incident response, threat intelligence, endpoint security, threat hunting, fraud detection, digital risk protection, and digital forensics. A flexible technology stack allows it to adopt a modular packaging approach, whereby customers can buy a single module and add components based on their needs. Group-IB has already protected over 350 brands globally.

Innovation

- Group-IB keeps a close watch on customers' needs in order to properly align its product development initiatives. For instance, the company has included brand protection and digital footprint monitoring in MSSP and MDR Partner's Program in response to partner's end-clients demand.
- In addition, Group-IB develops its own technology stack and service offerings, including its proprietary malware detonation system (next-generation sandbox solution) and computer emergency response team (CERT).
- The company uses a combination of ML and human intelligence to detect, classify, and block malicious links while allowing legitimate sources.
- Its innovation capabilities and customer-aligned product development strategies have contributed to a high customer renewal rate of approximately 96%.

Frost Perspective

- Group-IB has relied on channel partnerships for its customer acquisition strategy. As the company grows further, Frost & Sullivan believes that properly investing in integrated sales and marketing campaigns can help the company further build customer satisfaction.
- Group-IB covers many use cases with its digital risk protection platform such as VIP, social media, domain, brand, data and credential leakage, counterfeit product monitoring, and anti-piracy. However, being a leader in the space, its presence in the 3rd party use cases is currently limited. Frost & Sullivan analysts feel that the company can nicely strengthen its leadership position in the European DRP market by adding these use cases to its solution portfolio.

What is the Frost Radar™?

Companies to Action – Benchmarking Future Growth Potential

What is it?

A robust analytical tool that benchmarks companies' innovation focus and growth performance in a given market.

How is it built?

Through in-depth analysis built on Frost & Sullivan's 360-degree research methodology (primary and secondary research) and objective rating of companies in a given market.

Why do you need it?

To understand how companies benchmark against each other in their ability to innovate and grow against a backdrop of industry transformation.

What will it accomplish?

Companies can gain an objective, independent perspective of their innovation and growth strategies, including their robustness, effectiveness, relative competitive strength, and implications for their long-term success.

How to use it?

The Frost Radar™ is a dynamic tracking tool that offers frequent rating and positioning of companies that are leading the industry in growth, innovation, or both. Because of changes in the operating environment and internal organizational changes, their positioning in the Frost Radar™ will change over time. It is important to leverage the Frost Radar™ to ensure that companies are aware of changes to their ecosystem and their relative positions to it.

What does it mean to be on the Frost Radar™?

Companies have been chosen to be in the Frost Radar™ because they have proven themselves to be worthy by demonstrating excellence in growth, innovation, or both, and are able to translate that into proven solutions that benefit their clients.

Innovation Excellence Award

The Innovation Excellence best practice Award is bestowed upon companies that are industry leaders outperforming their competitors in this area, or new market entrants contending for leadership through heavy investment in R&D and innovation.

Frost Radar™ – Benchmarking Future Growth Potential

2 Major Indices, 10 Analytical Ingredients, 1 Platform

Vertical Axis – The Growth Index

Growth index is a measure of a company's growth performance and track record, along with its ability to develop and execute a fully aligned growth strategy and vision; a robust growth pipeline system; and effective market, competitor, and end-user focused sales and marketing strategies. The elements of this index include:

- **GI1: Market Share (previous 3 years):** This is a comparison of a company's market share relative to its competitors in a given market space for the previous 3 years.
- **GI2: Revenue Growth (previous 3 years):** This is a look at a company's revenue growth rate for the previous 3 years in the market/ industry/category that forms the context for the given Frost Radar.
- **GI3: Growth Pipeline:** This is an evaluation of the strength and leverage of a company's growth pipeline system to continuously capture, analyze and prioritize its universe of growth opportunities.
- **GI4: Vision and Strategy:** This is an assessment of how well a company's growth strategy is aligned with its vision. Are the investments the company is making in new products and markets consistent with the stated vision?
- **GI5: Sales and Marketing:** This is a measure of the effectiveness of a company's sales and marketing efforts in helping it drive demand and achieve its growth objectives.

Horizontal Axis – The Innovation Index

Innovation index is a measure of a company's ability to innovate products/services/solutions (with a clear understanding of disruptive Mega Trends) that are globally applicable, are able to evolve and expand to serve multiple markets, and are aligned to customers' changing needs. The elements of this index include:

- **II1: Innovation Scalability:** This determines whether an organization's innovations are globally scalable and applicable in both developing and mature markets, and also in adjacent and non-adjacent industry verticals.
- **II2: Research and Development:** This is a measure of the efficacy of a company's R&D strategy, as determined by the size of its R&D investment and how it feeds the innovation pipeline.
- **II3: Product Portfolio:** This is a measure of a company's product portfolio, focusing on the relative contribution of new products to its annual revenue.
- **II4: Mega Trends Leverage:** This is an assessment of a company's proactive leverage of evolving, long-term opportunities and new business models, as the foundation of its innovation pipeline.
- **II5: Customer Alignment:** This evaluates the applicability of a company's products/ services/ solutions to current and potential customers, as well as how its innovation strategy is influenced by evolving customer needs.