

When a deal leaks, EchoMark tells you the source – before the SEC asks

An M&A leak can collapse a deal worth millions, cause reputational damage, and trigger a regulatory investigation. EchoMark turns your breach investigation from inconclusive weeks to certainty in minutes.

EchoMark embeds invisible, individualized watermarks into every deal document, earnings brief, and board communication so you can identify whose copy leaked and deliver court-admissible evidence to regulators.

LEAKED CONTENT

James,

Following our call this morning, I've updated the valuation bridge to reflect the revised EBITDA assumptions. A few critical points before the steering committee call at 2pm:

We are recommending a headline offer of **\$4.2B (11.8x LTM EBITDA)** — this reflects a 6% premium to our revised DCF midpoint and keeps us competitive against the other

| | Actual | 2024E | 2025E | 2026E |
|--------------------------|----------|----------|------------|------------|
| INCOME STATEMENT | | | | |
| Revenue | \$ 842.3 | \$ 966.1 | \$ 1,074.1 | \$ 1,182.1 |
| Growth % | - | 7.4% | 7.2% | 7.2% |
| Cost of Revenue | (129.2) | (148.1) | (162.9) | (172.2) |
| Gross Profit | 483.1 | 524.8 | 565.1 | 599.9 |
| GP Margin % | 57.4% | 57.9% | 57.3% | 57.3% |
| SG&A | (108.4) | (109.2) | (110.4) | (112.7) |
| R&D | (42.1) | (45.2) | (48.3) | (51.4) |
| EBITDA | \$ 248.6 | \$ 289.4 | \$ 325.9 | \$ 361.2 |
| EBITDA Margin % | 28.3% | 28.3% | 28.5% | 28.3% |
| DA&A | (34.2) | (34.8) | (35.1) | (35.1) |
| EBIT | 209.4 | 232.8 | 258.1 | 289.4 |
| VALUATION SUMMARY | | | | |
| EV / LTM EBITDA | 19.8x | 11.8x | 11.8x | 11.8x |
| EV / NTM EBITDA | 19.8x | 11.8x | 11.8x | 11.8x |
| Headline Offer Price | | | | \$4,200.00 |



LEAK IDENTIFICATION

Sample: Leaked PDF

Exact Match

john.smith@echomark.com

Based on Digital Stamp Detector, Invisible Watermark Detector

Digital Stamp Detector

Change of error: **0%**

Based on identification of the unguessable key embedded within the content of this marked copy.

Result

john.smith@echomark.com

Invisible Watermark Detector

Change of error: **< 0.0001%**

Based on the number of matching marks and the detector precision.

Result

john.smith@echomark.com

HOW IT WORKS

- 01 Watermark**
EchoMark silently embeds invisible watermarks into every email, document, image, and screen
- 02 Leak occurs**
A screenshot, photo, printout, or forwarded file appears outside your organization
- 03 Upload artifact**
Submit the leaked artifact into EchoMark's investigation tool
- 04 Definitive answer**
Identify whose copy was leaked, with a confidence score and chain of custody

RECENT LEAKS

REUTERS

Confidential hiring plans reveal Citi plans to hire Barclay's James Potts to head shareholder advisory arm

CNBC

PayPal CEO plans to separate Venmo from PayPal as part of broader operational changes

FORBES

Reconstructed OpenAI cap table leaked on X, exposing valuation and internal ownership dynamics

Contact Us

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Product Videos



WHAT WE PROTECT

Protection surfaces

- ✓ Email body & attached documents
- ✓ PDFs and images
- ✓ Secure file sharing via link (SecureView)
- ✓ Plaintext and HTML content
- ✓ Screens (soon)

Leak types we can trace

- 💧 Phone photos of screens or printouts
- 💧 Screenshots
- 💧 Printed and photocopied documents
- 💧 Copy-pasted or retyped text
- 💧 Forwarded files and re-shared links

| Capability | Email | SecureView | API |
|-------------------------------------|-------|------------|-----|
| Invisible watermarking | ✓ | ✓ | ✓ |
| Visible watermarking | ✓ | ✓ | ✓ |
| Watermark attachments (PDF/image) | ✓ | ✓ | ✓ |
| Survives photos & printouts | ✓ | ✓ | ✓ |
| Survives re-typing on other devices | ✓ | – | – |
| Analytics & viewership tracking | – | ✓ | – |
| Track forwards & replies | ✓ | – | – |

DEPLOYMENT OPTIONS & INTEGRATIONS

- Multi-tenant SaaS
- No client software required
- Microsoft Purview integration
- Single-tenant SaaS
- SSO / identity integration
- Splunk integration
- On-premises
- Microsoft Exchange integration
- PoliteMail integration
- Air-gapped environments
- Google Workspace integration



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