

# Arkose Labs for Crypto Exchanges

As society shifts further into this digital age, crypto exchanges have emerged as another online financial services platform, offering a new popular investment vehicle. Today, millennials, Gen Z, and other retail investors are not just investing in stocks, but in cryptocurrency. With any form of financial service going online, cybercriminals come flocking in due to the possibility of high returns for their crimes. Due to online vulnerabilities, customers now expect more account security than before which poses a challenge for companies to navigate the fraud landscape while keeping up with the industry's high-growth phase.

Crypto exchanges also bear the responsibility of downstream fraud in other industries due to the largely traceless nature of cryptocurrencies. With crypto exchange accounts not being FDIC insured unlike traditional bank accounts, fraudsters are capable of draining account funds with no chance of the funds being returned. Fraudsters will use this form of currency to further launder money in other areas, causing harm to other businesses. In order to preserve positive customer and business relationships, crypto exchange companies need a solution that protects accounts and reactively mitigates attacks.

## Arkose Labs Bankrupts the Business of Fraud

As long as there is profit to be made, fraudsters will continue to attack. Arkose Labs bankrupts the business of fraud by sabotaging attackers' ROI and making it uneconomical to attack you. This is a fundamental shift from fraud prevention to fraud deterrence.

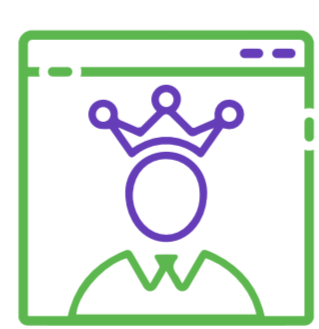
Global financial services companies trust Arkose Labs to detect and deter attacks at user authentication touchpoints where account takeovers, payment fraud, credential stuffing, and fake account creation attacks originate. By rooting out fraud early, companies are able to strengthen relationships with customers by offering an increasingly secure financial platform without sacrificing a positive user experience.

### PROTECTION FOR THE MOST TARGETED USER TOUCHPOINTS



#### Account Takeover

Protect user accounts against credential stuffing and account takeovers, which puts users' critical financial accounts at risk



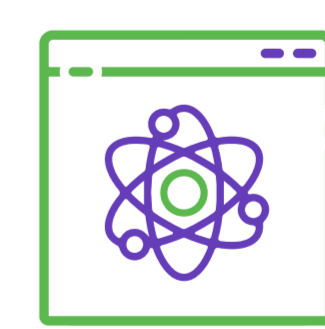
#### New Account Fraud

Eliminate fake accounts in order to prevent genuine customers falling victim to scams issued by users with false identities



#### Payment Fraud

Accurately detecting and protecting against payment fraud, prevent excessive chargeback costs, and helps keep to compliance standards



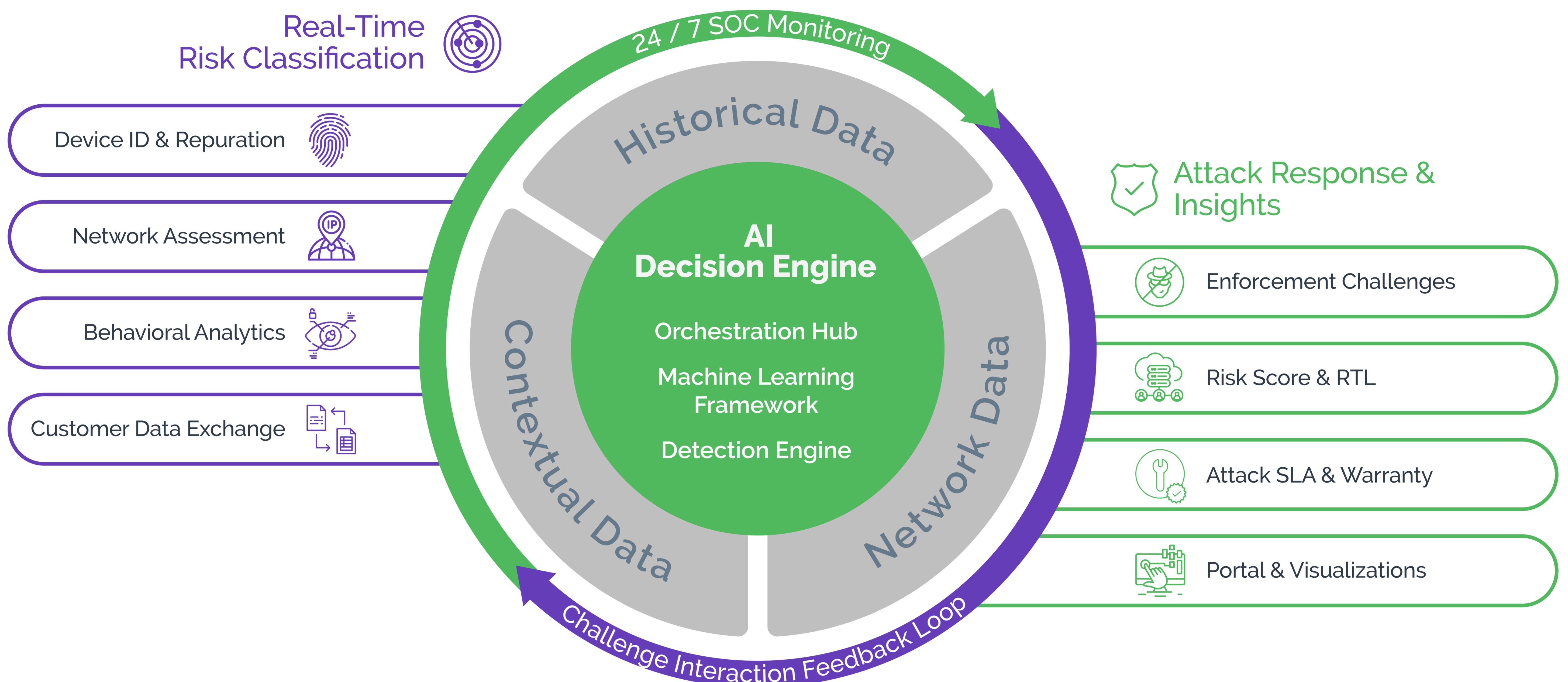
#### Micro-Deposit Fraud

Protect any user action within web and mobile applications, for example adding linked accounts that are abused for micro-deposit fraud

# The Arkose Labs Fraud Deterrence Platform

The Arkose Labs platform empowers security and fraud teams to root out large-scale, persistent attacks, with real-time risk classifications of traffic, powered by multi-faceted machine learning and 24/7 analysis from a Security Operations Center.

Unlike black box solutions, our "clear box" approach focuses on delivering actionable insights with clear explanations for risk classifications and a clear path to remediation. This goes beyond solutions that provide probabilistic risk scores, which often require a great deal of resource time to integrate, fine tune, and define downstream authentication workflows. Our unique combination of risk classification and dynamic attack response delivers the appropriate pressure to the attack signature, while keeping disruption to legitimate users to a minimum.



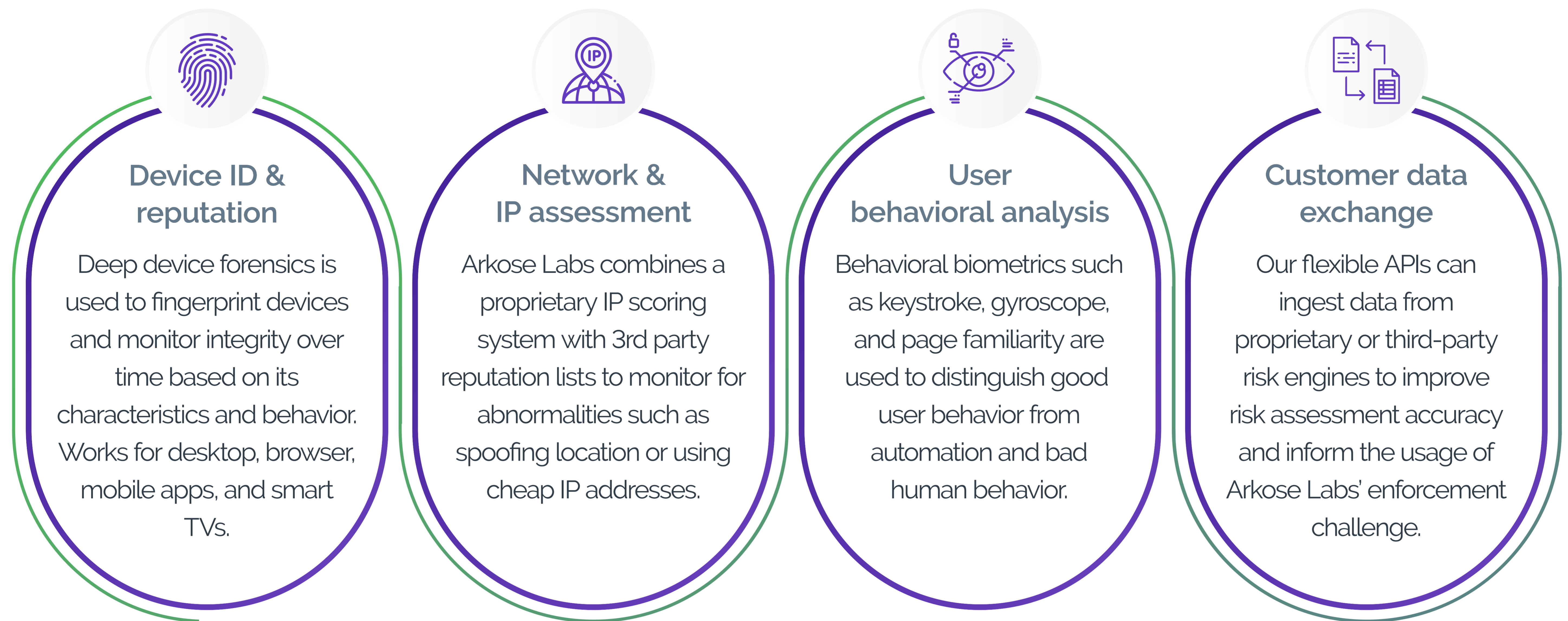
## Arkose Decision Engine: Big data & advanced analytics

The Arkose Labs platform is centered around an AI-driven decision engine that processes real-time signals with our deep historical intelligence to orchestrate a targeted attack response. It is continuously learning from real-time assessments and challenge interaction data, ensuring that genuine users are able to pass seamlessly whilst detecting evolving attack techniques.



## Arkose Detect: Real-time risk classification

Arkose Detect collects real-time intelligence to unearth fraudulent behavioral patterns across devices, networks, and third-party risk engines. It accurately uncovers the underlying intent of the user, which informs the appropriate attack response.



## Arkose Enforce: Attack response & deterrence

When traffic is flagged as suspicious, Arkose Enforce provides secondary screening and targeted attack response that break the economics of bot and human-driven attacks. Challenges collect user interaction data to further validate the user's intention and deliver truth data back to the decision engine.



### Solving the False Positive vs False Negative Conundrum

The combination of risk decisioning and targeted enforcement allows platforms to be more aggressive against persistent attacks without fear of impacting good users. In the event of a false positive, Arkose Labs user-centric secondary screening diminishes the risk of good users being blocked or impacting conversion rates.

High-risk traffic is challenged, never blocked

Invisible screening means customers rarely see challenges

Flagged good users easily solve challenges on the first try

Challenge interaction data trains the decision engine

Improve user experience by reducing reliance on MFA

# The Arkose Advantage

## Guaranteed Efficacy

Powerful protection backed by commercial assurance and industry-first limited warranty

## Managed Services

Arkose Labs empowers your teams by working as a true partner in fighting fraud and delivering insights specific to your business

## Minimum friction

Unified workflow brings together the detection and the proprietary challenge. The lower the risk is, the easier is the challenge

## Privacy Friendly

Arkose Labs technology achieves unparalleled accuracy without compromising data protection compliance



## Early detection

Eliminate losses, reduce costs, and streamline efforts by preventing attacks before they advance in your ecosystem

## Results fast

New customers will see results within days, not weeks or months

## Arkose in Action



### Fintech Neobank Beats ATOs

One of the world's most prominent fintech firms was targeted by bots executing credential stuffing attacks at scale. Successful attacks lead to the draining of customer funds and poor user experience.

#### ✘ Impact:

- Appeared untrustworthy to customers and damaged overall relationships
- High repayment costs as a result of ATOs

#### ✔ Results:

- 75% reduction in ATO attempts
- Slashed compromised account costs previously hitting \$100,000 per week
- Resources saved from reduction in resetting credentials on compromised accounts



### Leading Digital Bank Platform Prevents Fake Account Creation

This leading digital bank was hindered by fake accounts that caused for further dissemination of spam on their platform

#### ✘ Impact:

- In effort to maintain good user experience, fraudsters were able to sneak by convenient onboarding processes and further exploit the platform
- Fraudsters would apply and qualify fake accounts toward loans and credit cards with no intention of paying back the money

#### ✔ Results:

- Arkose Labs prevented against fraudulent loan dispersal
- Streamlined the new account process to avoid fake account creation



### Blackhawk Network Puts an End to Carding

Blackhawk Network has grown rapidly and has engaged in partnerships and created innovative solutions to enable gift card use in the digital realm. It is trusted by retailers and consumers alike.

#### ✘ Impact:

- Fraudsters would test stolen gift cards and prepaid cards to drain the remaining balances leaving the company to repay the victims of stolen cards.
- Other bot and human-driven attacks on their website caused for a poor user experience.

#### ✔ Results:

- 98% reduction in bot attacks
- 60% reduction in human-driven fraud

Arkose Labs bankrupts the business model of fraud. Recognized by Gartner as a "Cool Vendor in Fraud and Authentication," the company offers an industry-first warranty on account protection. Its AI-powered platform combines powerful risk assessments with dynamic attack response that undermines the ROI behind attacks, while improving good user throughput. Based in San Francisco, CA with offices in Brisbane, Australia and London, UK, the company was honored as the 195th fastest growing companies in the United States on the 2021 Inc. 5000 list.

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