

IFW Global Limited Pty Ltd.

IFW GLOBAL LIMITED

BRAND PROTECTION 2016

**COMBATING AND SAFEGUARDING AGAINST CYBERCRIME.
AROUND THE WORLD, AROUND THE CLOCK.**



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IFW GLOBAL LIMITED

OUR COMPANY OVERVIEW

TABLE OF CONTENTS

SECTION 1 ABOUT US	PAGE 4
SECTION 1 ABOUT OUR SERVICES	PAGE 6
SECTION 2 ABOUT OUR RESULTS	PAGE 10
SECTION 3 ABOUT OUR TEAM	PAGE 14
SECTION 4 OUR SOLUTIONS	PAGE 18
SECTION 5 OUR CLIENTS	PAGE 22
SECTION 6 A CASE STUDY	PAGE 28
SECTION 7 WHY CHOOSE IFW GLOBAL	PAGE 32
SECTION 8 NEXT STEPS	PAGE 34

IFW GLOBAL LIMITED

THE END OF CYBERCRIME

We hate cyber crime, more than most. In fact it's the reason we exist. Our mission is to "relentlessly expose and eliminate cybercrime from the face of the internet"

While we understand cyber threats are ever evolving and increasing, we don't believe it will always be that way. Which is why we are dedicated to making the internet a safer place for all businesses and individuals by exposing, disrupting and eliminating threats.

IFW Global is an international cyber investigation agency and solution provider. Our head office is in Australia with a fully staffed operation and monitoring and enforcement centre in the heart of Asia. IFW conducts Internet monitoring, investigations and enforcement actions to protect intellectual property rights on the Internet.

We provide services to multinational brand owners and rights holders on every continent and in every language. We have an around the clock, integrated approach and attitude to combating cybercrime and safeguarding our clients from every threat.

IFW Global started in its early form over 20 years ago, starting as a private personal investigation company. As the business moved to the digital world, the uprise of cybercrime was only starting to emerge and unleash it's devastating reach across the globe. IFW Global adapted to meet the new security needs of the cyber world. Now in 2016 IFW Global protects Fortune 500 companies as well as investigating notorious and international criminals. Every solution is carefully designed, integrated and tailored to the client's threats, needs and goals.

THE WAY WE WORK

ABOUT US



WHEN WORK BECOMES A LIFETIME PASSION

Mr Ken Gamble is the founder and Executive Director of IFW Global formerly GII Australia Pty Ltd and Internet Fraud Watchdog. Ken has worked successfully in the investigations and security industry since 1988 and now sits on executive boards, speaks at conferences and is seen as a thought leader in the world of cybercrime.

Ken's passion has seen him work successfully in more than thirty countries around the world solving many cases and consulting to many reputable companies. It is his dedication to results and details that has put Ken in such a unique position of thought leadership.

"I'VE SPENT OVER 28 YEARS INVESTIGATING CRIMINALS AND FRAUD BECAUSE I BELIEVE THE INTERNET SHOULD BE A SAFE PLACE, FOR ALL."

INTELLIGENCE & ENFORCEMENT SOLUTIONS

GLOBAL INVESTIGATIONS

IFW investigation operations help to uncover fraud, piracy, counterfeiting and other crimes that damage your reputation, brand equity and customer loyalty.

The global value of counterfeiting, piracy and fraud is worth over \$2 trillion each year. The global total of all anti-counterfeiting and anti-piracy seizures done is less than 1% of \$2 trillion. This low level of anti-counterfeiting action on the ground has encouraged entities to produce and distribute counterfeit.

Counterfeit goods from apparel, aircraft engine parts, to life-saving medicine have saturated the market. The dilution in sales leads to lost revenue. Counterfeit and substandard products erodes brand equity and potentially cause life threatening situations and lawsuits.

IFW Global can help companies identify and target high profile targets and take action by seizing and shutting down factories and warehouses on the ground through collaboration with local law enforcement agencies globally. Our investigations are built on delivering lasting results.

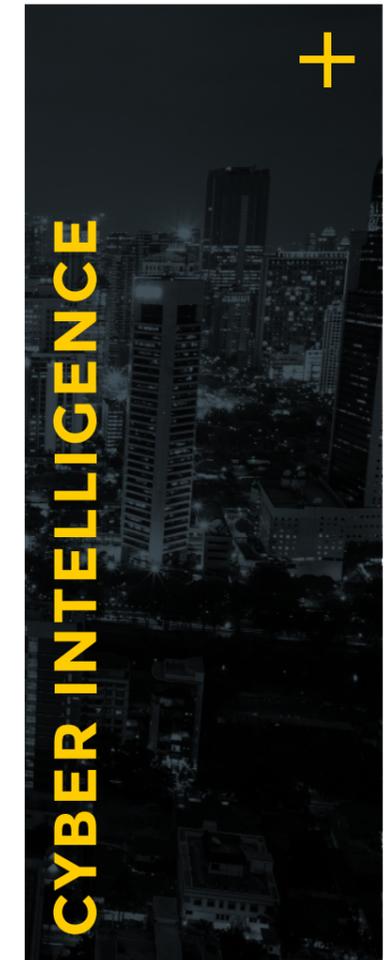
BRAND PROTECTION

IFW can protect one of your company's most valuable assets – your brand. IFW has the technology and capability to preserve brand equity and customer loyalty by reducing the use of your brand that causes confusion and fraud. The IFW Brand Protection Program reduces the amount of infringing advertisements by up to 80% in the first six months of implementation.

The universal access to the internet has fostered the exponential growth in e-commerce. The Chinese e-commerce spending is worth over \$560 billion, and is expected to continue to grow.

IFW provides a fully integrated service that identifies and takes action against infringements in real-time. IFW Global analyses infringement statistics and conducts online investigations to develop actionable intelligence on the ground. IFW has a proven track record in identifying wholesalers and shutting down their operations through raids and seizures on the ground which ultimately leads to arrests.

The IFW Brand Protection Program has the technology that can further reduce the availability of your counterfeit products on the global market.



IFW Global offers the three core pillars of solutions needed against cybercrime. By tailoring every solution around situation, our clients get the results that matter, in an affordable and integrated solution.



CYBER INTELLIGENCE

IFW, through relationships with local enforcement units across the globe has provided actionable intelligence on the ground that has led to numerous raids, seizures and arrests in Australia, Egypt, United Kingdom, the Philippines and China.

Intelligence can be used for civil and criminal cases, our cyber intelligence arm prides it's self on being detail orientated. We look under every rock and ensure no detail is missed. Our technology and skilled team of analysts and investigators are able track down anyone or anything, at any time, anywhere.

// 01

**THE RESULTS
MATTER
MOST. IT'S
OUR PASSION,
DEDICATION
AND ATTENTION
TO DETAILS ARE
WHAT SET US
APART.**

INTEGRATED SOLUTIONS & SERVICES

AN INTEGRATED APPROACH TO EFFECTIVE BRAND PROTECTION

Brands face new risks and threats every day, global brands need an integrated approach which incorporates a good offense and defence. Brands are losing hundreds of billions of dollars each year to online counterfeiting and pirated content. But cost doesn't end there, soft and hard costs are staggering. The negative impact on customer experience, long-term loyalty, marketing investments, campaign performance, safety of customers and workers, the list goes on.

An effective and integrated brand protection strategy allows you to recapture revenue, enjoy direct cost savings, and safeguard your marketing spend.

WHAT'S YOUR'S IS YOUR'S. WE WANT TO HELP YOU KEEP IT THAT WAY.

The IFW Brand Protection solution is the only proactive solution that goes beyond traditional methods and instead, integrates cyber intelligence, investigations, monitoring and enforcement into an end to end superior brand protection solution. IFW leverages 20 years of investigative and ground based operations experience. Which enables us to identify operators on the ground and take action to eliminate offenders and permanently disrupt

your cyber crime threats. Additionally, the IFW Sentinel™ system protects your revenues through identification and disruption of promotion and distribution channels online. The IFW Global Brand Protection Program can reduce the number of infringements of up to 95% in the first eight months of implementation. The solution goes a step further by identifying and shutting down operations on the ground.

WHAT BENEFITS CAN YOU EXPECT?



IMPROVED ROI

Companies often see a 60:1 ROI in terms of money saved vs money spent. As well as more benefits that reach well into the future.



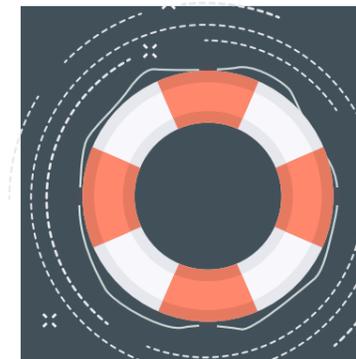
INCREASED BRAND LOYALTY

We help brands to deliver brand promises consistently so customers can become loyal advocates without criminal impersonators hurting the brand.



HIGHER CUSTOMER SATISFACTION

Brand infringements lead to customer complaints. Whether it's counterfeiting, grey market sales, illegal promotions or trademark abuse. We can eliminate them all.



IMPROVED SAFETY

A decrease in customer perceived risk and actual product risk. Especially in the pharmaceutical and engineering industries.

Decreased incidents, lawsuits and insurance costs.



HEALTHIER BRAND IMAGE

Counterfeiting, piracy and fraud can tarnish a brand's image and reputation rapidly. An integrated brand protection strategy can improve brand integrity and health which can become a competitive advantage.



OPTIMISED MARKETING INVESTMENTS

Around 20% of search traffic ends up on unauthorised sites, by taking action against imposters brands can reclaim lost traffic and sales.

RESULTS THAT DELIVER CONFIDENCE.

IFW GLOBAL BRAND PROTECTION RESULTS

WE ARE LASER FOCUSED ON OUR RESULTS. BECAUSE THEY MATTER THE MOST.

Ken Gamble,
Executive Chairman
of IFW Global Limited.

WE FIND AND REMOVE COUNTERFEIT LISTINGS

We monitor all major market places for unauthorized listings and liaising directly with site owners to remove listings.

WE TAKES ACTION AGAINST DOMAIN NAME INFRINGEMENTS

Our unique relationships with Registrars, ISPs and law enforcement allows us to suspend any website that infringes against copyrights, trademarks or content on a global basis.

WE DETECT AND ENFORCE AGAINST OFFENDERS

Anyone who is using your brand or copyright material on general Internet content, including social media sites, e-commerce, job listings, online forums and more.

WE MONITOR IN REAL TIME AND TAKE DOWN SWIFTLY

Our technology system allows us to monitor in real time, which means counterfeit advertisements on marketplaces are taken down in the shortest time possible which minimises the risk for your customers.

WE PROVIDE CLEAR RETURN ON INVESTMENT

We analyse and report in clear customized formats to allow for complete visibility of brand protection actions and results.

ABOUT IFW GLOBAL



IFW Global has been exposing and eliminating cybercrime for more than nearly ten years. We have been eliminating unauthorized activity on the Internet that harms brands, reputations and customers. With cybercrime continuing to grow in scale and sophistication, organizations face increased

complexity and challenges in taking action against online brand abuse. In response, IFW Global have developed an industry-leading brand enforcement capability - delivering timely, prioritized, accurate and cost effective takedown action against all types of online brand infringements.

SOME HARD FACTS

Name:
IFW Global Limited Pty Ltd
(Originally Gamble Investigations & Internet Fraud Watchdog)

Founded:
1991

Customers:
1675



FOUR VALUES THAT OUR COMPANY STANDS FOR

WE ARE OBESSED WITH OUR MISSION

We relentlessly expose and eliminate cyber crime from the face of the internet. It's why we exist. We were founded on this beleif and it's woven into every fibre of company.

WE TAKE A BOLD STANCE AGAINST CYBERCRIME

The cyber world is dark, mysterious and secretive. But were not, we stand out by taking a bold stand against cyber crime. We can't be bribed, threatened or beat into submission. We are here to stay.

WE PUT RESULTS FIRST, SUBSTANCE OVER FLASH

We are laser focused on our results, because they matter. Confidence only comes from knowing the best possible results where delivered.

WE PROVIDE SOLUTIONS NOT BAND-AIDS

We beleive all cyber threats ar elike weeds, they can only be removed when you take out the roots. Unlike other brand protection servces, we design solutions by taking at threats at the source.

COMPANY MILESTONES



2007
Internet Fraud Watchdog was founded Ken Gamble



2012
Endorsed by the ACCC and the International association of of cybercrime prevention.



2014
Exposed and shut down one of Australias Largest boiler room scams



2015
Merged Internet Fraud Watch Dog & GII Investigations into one company

OUR INVESTIGATORS, EXPERTS AND ANALYSTS

IFW Global has a team of over 17 professional and highly skilled investigators, experts and analysts. Our industry experts sit on councils, boards and governing bodies and regularly presents at international events. – The IFW Global network expands across

borders, with deep roots in Asia, North America and Europe. Our leadership team includes some of the most experienced investigation and IT professionals in the industry, with unrivalled knowledge on the cyber threats businesses face.

SOME MEMBERS OF OUR TEAM



Alan Watson
Director of Global Investigations

Allan Watson has 30 years' experience in investigations, brand protection, business intelligence, security and crisis management in both the corporate and government sectors.

Alan has experience working in numerous overseas operations relating to fraud, anti-piracy, anti-counterfeiting.

His vast experience in the investigations industry coupled with his intricate knowledge of online brand protection programs and anti-counterfeiting is unique in the industry.



Dr Alana Maurushat
Non-executive Director

Dr. Maurushat has a B.A. in Communications (University of Calgary), B.C.L. (McGill), LL.B. (McGill), LL.M. with Concentration in Law and Technology (University of Ottawa), PhD (University of New South Wales). She is the Senior Lecturer, Academic Director of the Cyberspace Law and Policy Community, at UNSW.

Dr Maurushat's PhD involves inter-disciplinary research in cybersecurity and botnets. She has keynoted and presented at many conferences including CSI, AusCERT, High Tech Crime Conference and ISOI, and is in the media on a regular basis.



Josh Oastler
National Project Manager

Joshua Oastler has studied a B.A. in IT at Newcastle University. He has over five years experience in logistics and IT management working for national organisations. Since commencing with IFW in late 2014, Joshua has developed extensive skills in cybercrime investigations through co-ordinating complex financial crimes as well as acting as lead technical support to cyber investigation and brand protection.

ABOUT THE TEAM

The combined experience in the cybercrime, IT and investigation industry of our IFW Global team is diverse and unparalleled. The team of IT experts, Phd analysts, investigators, security specialists, lawyers and business specialists uniquely positions IFW Global as one the most integrated end to end solution providers in the industry. The most up to date information, systems, processes and technology allows our team to be ahead of any threats. Solving complex business and technology problems as well as doing good for our clients is what keeps our team motivated.

INTEGRATED SOLUTIONS. ONE OBJECTIVE.

To expose and eliminate cybercrime. IFW Global offers dozens of unique services in one tailored and integrated solution. A market-leading monitoring, analysis and enforcement solution. IFW Global can rapidly detect and enforce against infringements

across all online channels. Our solutions services go further than online channels alone; they are the most comprehensive and integrated brand protection solutions available, and help many companies around the world stay protected.

CORE SERVICE SOLUTIONS OF IFW GLOBAL BRAND PROTECTION

 ANTI-COUNTERFEITING	 ANTI-PIRACY	 ANTI-PHISHING
 SURVEILLANCE	 GREY MARKET SOLUTIONS	 DOMAIN PROTECTION
 ENFORCEMENT SOLUTIONS	 EVIDENTIAL PURCHASING	 E-COMMERCE PROTECTION
 SOCIAL MEDIA PROTECTION	 TRADE MARK & IP SOLUTIONS	 PRODUCT TAMPERING SOLUTIONS

OUR COMPANY CREDO

RESULTS.	INTEGRITY.	DETAILS.
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SOME RECENT PROJECTS

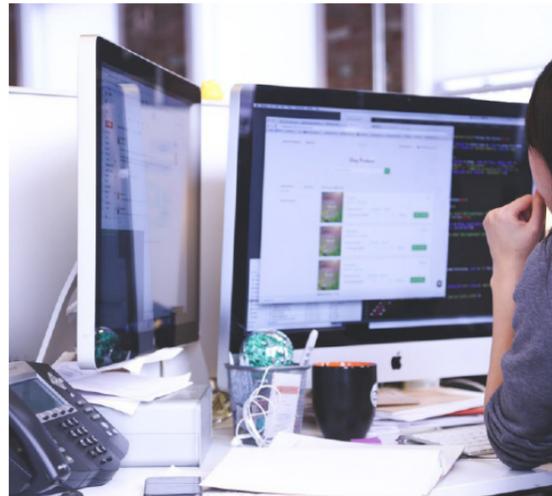
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PFIZER PHARMACUTICALS CASE STUDY

IFW Global located and monitored a number of online pharmacies selling counterfeit products in the Philippines. IFW Global conducted test purchases of products and conducted cyber research on the domains, IP addresses and hosting companies and other related information associated with the offenders.

In coordination with Philippines National Police Anti-Cybercrime Group IFW Global conducted on the ground surveillance and intelligence gathering to confirm that an illegal online call centre was operating. A consequent raid was organised and all operations were stopped and offenders were charged.



PROCTOR & GAMBLE CASE STUDY

One of the largest consumer product companies consulted IFW Global to monitor social media profiles, IFW conducted research and intelligence gathering and commenced conducting test purchasing.

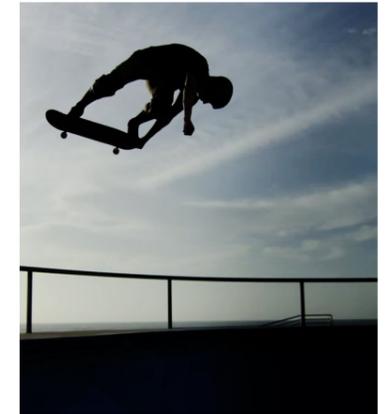
operations so the products can be tested and analysed. After a number of test purchases, the product was found to be genuine product without any packaging. IFW's investigations and forensic research tracked all the sellers to two major suppliers and distributors who are now under investigation.



GRUNDFOS BRAND PROTECTION INVESTIGATIONS INTELLIGENCE



WEIR MINERALS BRAND PROTECTION INVESTIGATIONS INTELLIGENCE



OAKLEY BRAND PROTECTION INVESTIGATIONS INTELLIGENCE



MINELAB BRAND PROTECTION INVESTIGATIONS INTELLIGENCE



ABS-CBN INVESTIGATIONS



OLYMPIC COMMITTEE INVESTIGATIONS INTELLIGENCE

RESULTS SPEAK LOUDER.



WANT MORE INFORMATION ON OUR PREVIOUS WORK?

You can request a more detailed case study report, by emailing us at resources@ifwglobal.com.



JUST SEE A CASE STUDY

ABOUT THE PROJECT

Founded in 1871, Weir Group is the world's largest engineering company. In the world of engineering, the Weir brand is the one of the most reputable companies. If you purchase a Weir product, it is likely that you will have it for a lifetime. The company stands for quality, value and innovation and seeks to produce the most

valued engineering solutions in the world. Weir is the leading designer, manufacturer and distributor of highly-engineered products and services for minerals, oil and gas as well as power industries.

001. // THE CHALLENGE

IFW was instructed to monitor certain Chinese pump and part replicators selling Warman pumps over the Internet to customers in the European market.

Until recently Weir had no formal online brand protection strategy for their product lines. Tracking and enforcing online infringements were cumbersome and difficult for Weir and it's products.

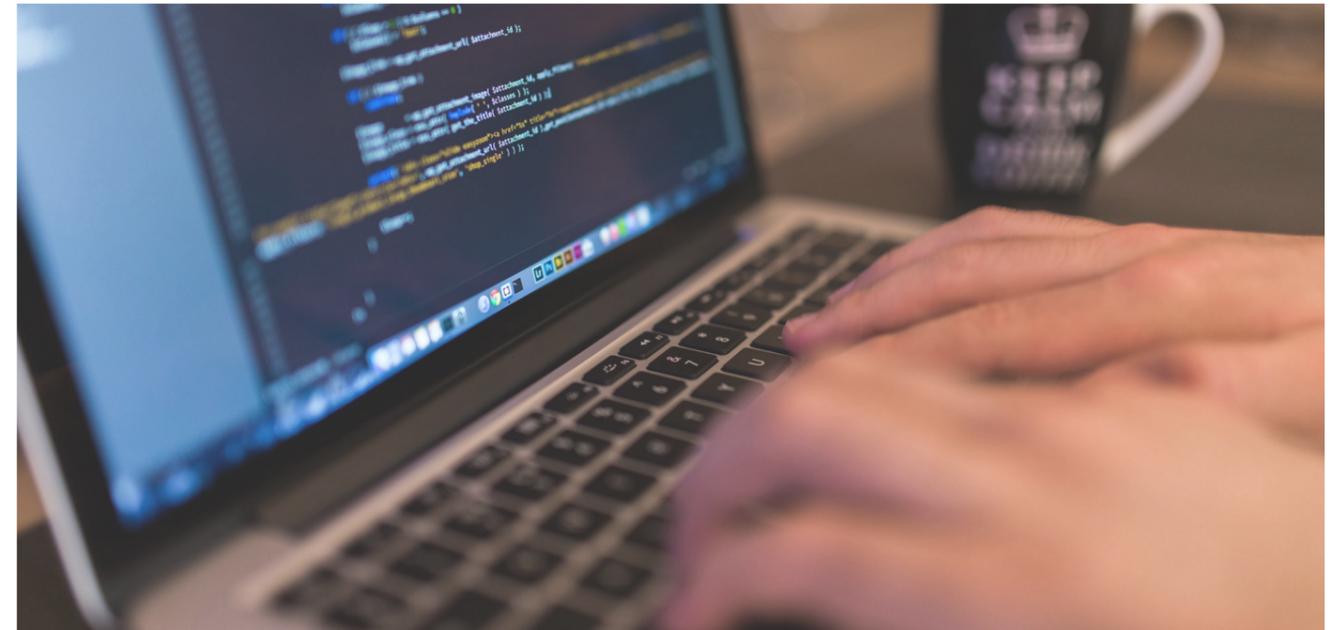
The company decided to partner with IFW Global for its integrated brand protection solutions including investigations, intelligence and brand protection capabilities.

002. // THE SOLUTION

IFW undercover agents travelled to China to meet with the Chinese sellers to inspect their factories and conduct test purchasing of products so they could be examined by Weir engineers for breaches of patents and theft of technology.

IFW ran a successful 6-month undercover operation. IFW agents were offered a European distributor agreement by the Chinese offenders. Using information gathered the Chinese Police conducted a successful raid on the Chinese factory, closing down the operations and dismantling a major international distribution network of replicated pumps and parts.

IFW Global additionally provides an integrated online protection solution that monitors, enforces and protects against any infringements.



RESULTS ARE IN THE DATA

PROJECT STATISTICS

Period:
2014 - 2016

Explanation:
IFW Global continues to provide Brand Protection for Weir products, the business benefits have been remarkable with a 60:1 ROI.



43

unauthorised advertisements shut down each week



\$50,000,000+

of counterfeit sales shut down



100:1 ROI

\$100 saved for \$1 dollar spent.



9,187

Total infringements taken down



95%

of all online infringements removed



+ 1200 %

Increase in Online B2B Market

+

WHY CHOOSE IFW GLOBAL?

WE RELENTLESSLY EXPOSE AND ELIMINATE CYBERCRIME.

WE WANT YOUR BUSINESS TO SUCCEED. WE GO BEYOND REACTIVE, TO PROACTIVE.

IFW Global Integrated Brand Protection delivers key benefits to business that go beyond a financial ROI. We provide a multi-layered approach to enforcement in order to achieve the quickest, most impactful and most cost-effective results for brand owners.

Depending on the desired outcomes and the budget that can be assigned to the program, we can work with you to find the correct balance and ensure the programs meets your needs.

WHAT WE DO FOR OUR CLIENTS

 <p>WE PROTECT What's yours is yours. We help keep it that way.</p>	 <p>WE ANALYSE Our Phd analysts can see every detail and detect every threat</p>	 <p>WE ARE 24/7 Cyber threats come at any hour, but we are always ready.</p>
 <p>WE DOCUMENT Receive the intelligence you want in the format you need.</p>	 <p>WE TRACK We keep track of all offenders trends, patterns and behaviours</p>	 <p>WE SUPPORT We support your brand protection team and lawyers.</p>
 <p>WE HELP Talk directly to our project managers at any time.</p>	 <p>WE NAVIGATE We help keep you aligned with up to date information on new threats</p>	 <p>WE PROVIDE A financial ROI that goes far into the future.</p>

WHAT MAKES US DIFFERENT

 <p>WE ASK Each clients has different needs, we ask the right questions to really understand them.</p>	 <p>WE SEE Our vast experience and networks of experts allow us to see and predict threats before they come.</p>	 <p>WE KNOW We know data. Our huge team of IT specialists know a thing or two about cyber threats.</p>
 <p>WE INNOVATE New problems require new solutions. Our whole company is based on innovation</p>	<p>WE EXPOSE & ELIMINATE</p>	<p>CYBER CRIME.</p>



IFW GLOBAL LIMITED

THANK YOU.

IFW Global Limited
Company Overview

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IFW GLOBAL

Around The Clock, Around The World.
Exposing and Eliminating Cybercrime.
