PRIVATIS

Connect Confidently

Privatis Technology Corporation

www.privatis.com

Vancouver ▪ Los Angeles ▪ Ottawa

Management

Steven McAuley | ***Founder & CEO***

Managing Director, GE Capital UK
Senior VP, Penske Automotive Group
CEO, Xpel Technology Corp. (TSXV:DAP.U)

Joseph Cohen | ***Chief Technology Officer***

AutoLand, ZAG, Honda Motors
Author, "The Web Programmers Desk Reference"

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Management

Kerry Mortimer | *Chief Marketing Officer*

AT&T, Vienna Systems (Nokia)
Mortimer Marketing Group
IABC Ottawa Past President

Jay Innes | *Director Business Development*

Privacy Analytics, Down Syndrome Assoc.
Stornoway Productions, CBC
Journalist and Producer

Noah Oiknine| *Product Manager*

Softsmart Systems
California State University - Northridge

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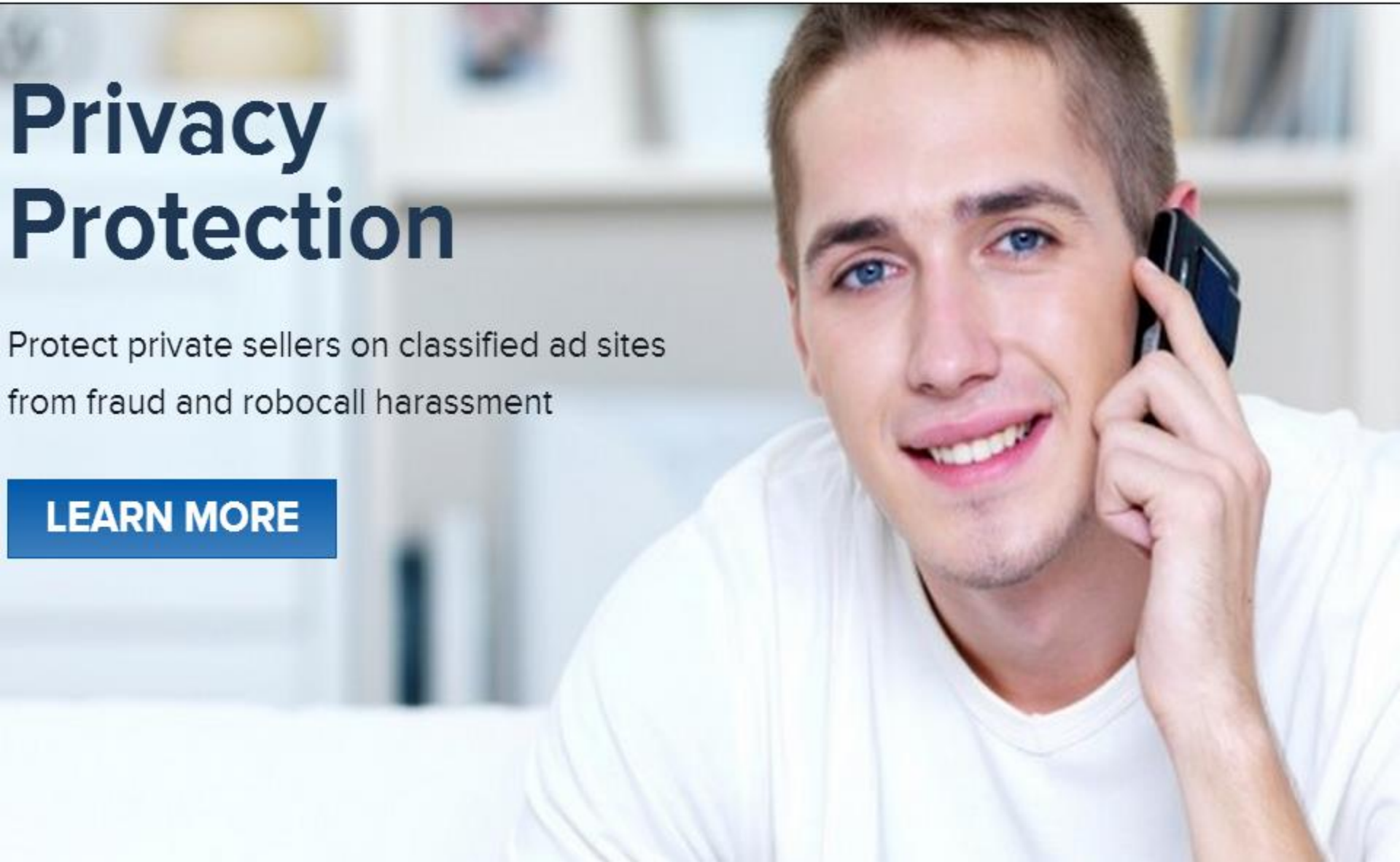
Privacy Protection

Protect private sellers on classified ad sites from fraud and robocall harassment

LEARN MORE



Key Features

PRIVACY PHONE NUMBER

Masked phone number provided and posted in the classified ad so the private seller real personal phone number is not revealed

IDENTIFY AND BLOCK ROBOCALLS

The Rapid Autodialer Detector™ (RAD) identifies and blocks phone calls and text messages from fraudsters and telemarketers

ANONYMOUS EMAILING

Email communications preserve anonymity without exposing personal email addresses

REPORTING AND ANALYTICS

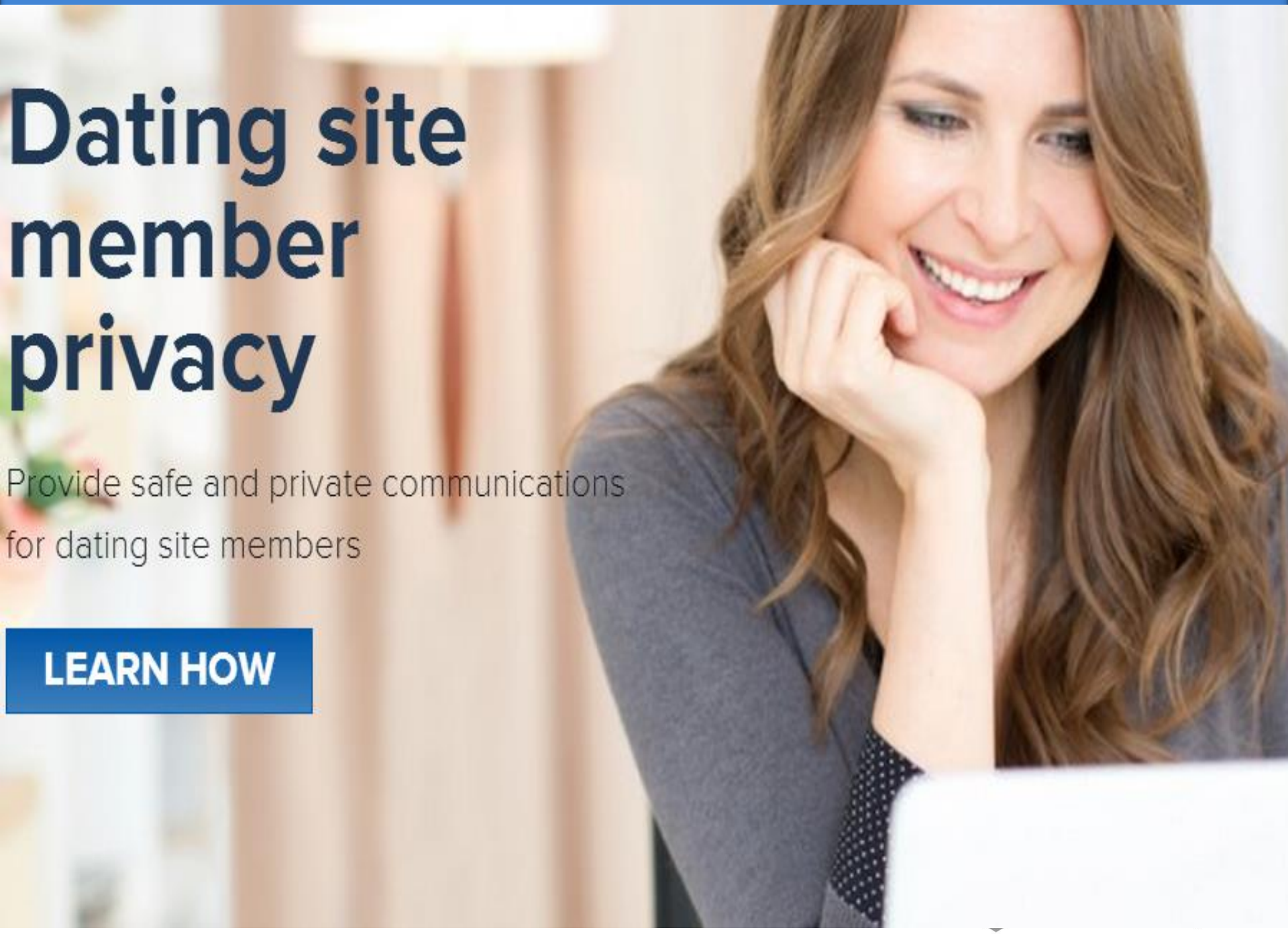
Customer call records, SMS, emails and voicemail data can be analyzed to provide valuable communication insights

SECURE MESSAGING™ DASHBOARD

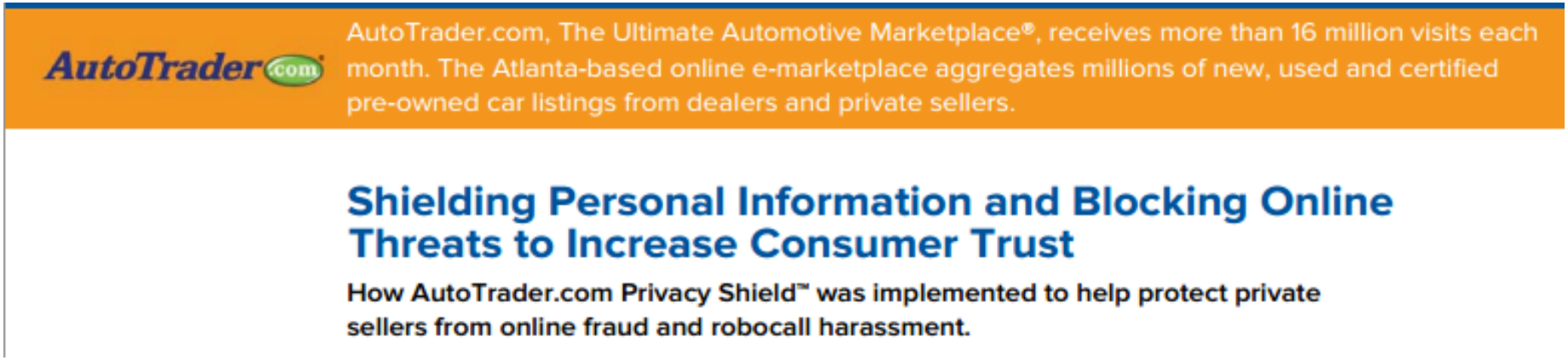
Personalized management for calls, SMS, emails and voicemails in a centralized communications dashboard

EASY API INTEGRATION

Quick to integrate, easy to scale with a simple API requiring minimal personally identifiable information


Dating site member privacy
Provide safe and private communications for dating site members
LEARN HOW

AutoTrader.com Case Study



2009 Customer Product Survey…

- "I don't want my real phone number on the Ad"
- "Make my email anonymous"

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Problem

- Telemarketer harassment, robocalls, fraud
- Privacy, personal safety and threats when connecting online
- Protecting personal contact details (phone and email)
- SMS Text – The new entry to fraud
- Daunting task of effectively managing online interactions in a central dashboard
- Global issue for enterprises and consumers
- Lack of consumer trust

THE NEW WAY TO CONNECT CONFIDENTLY ONLINE

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Value Proposition

- Empowers and protects consumers
- Mitigates brand damage
- Decreases liability
- Reduces legal expenses
- Increases user satisfaction
- Increases user confidence site

AutoTrader.com

ebay

cars.com

craigslist

kijiji

match.com

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Privacy Shield 2012 Metrics

Total calls processed

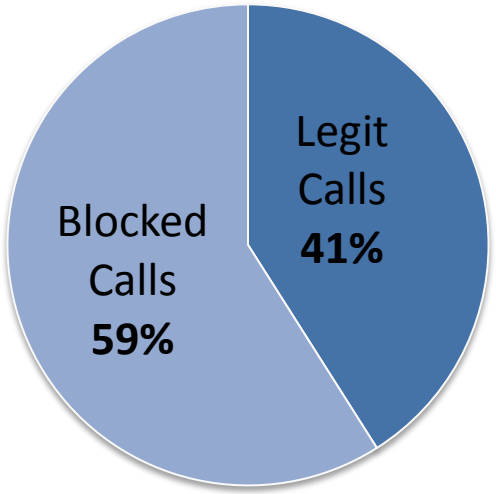
1.35MM

Total Blocked Calls

795K

Emails processed

180K



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2013 Metrics – As of September 30th

Total calls processed

1.06 MM

Emails processed

198K

Total Blocked Calls

616K

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Engage your users…

- Privacy Shield as a platform
- Advertisement & communication
- Targeted and Strategic Campaigns
  - **Messages Tab**
  - **Telephone Ad Inserts**
  - **Email Campaigns**
  - **SMS Campaigns**

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2013 Consumer Impressions Per User Autotrader.com

Calls

8 per user/month

Messages Tab visits

3 min 30 sec

Emails per Seller

2 per user/month

Total Impressions

12 per user/month

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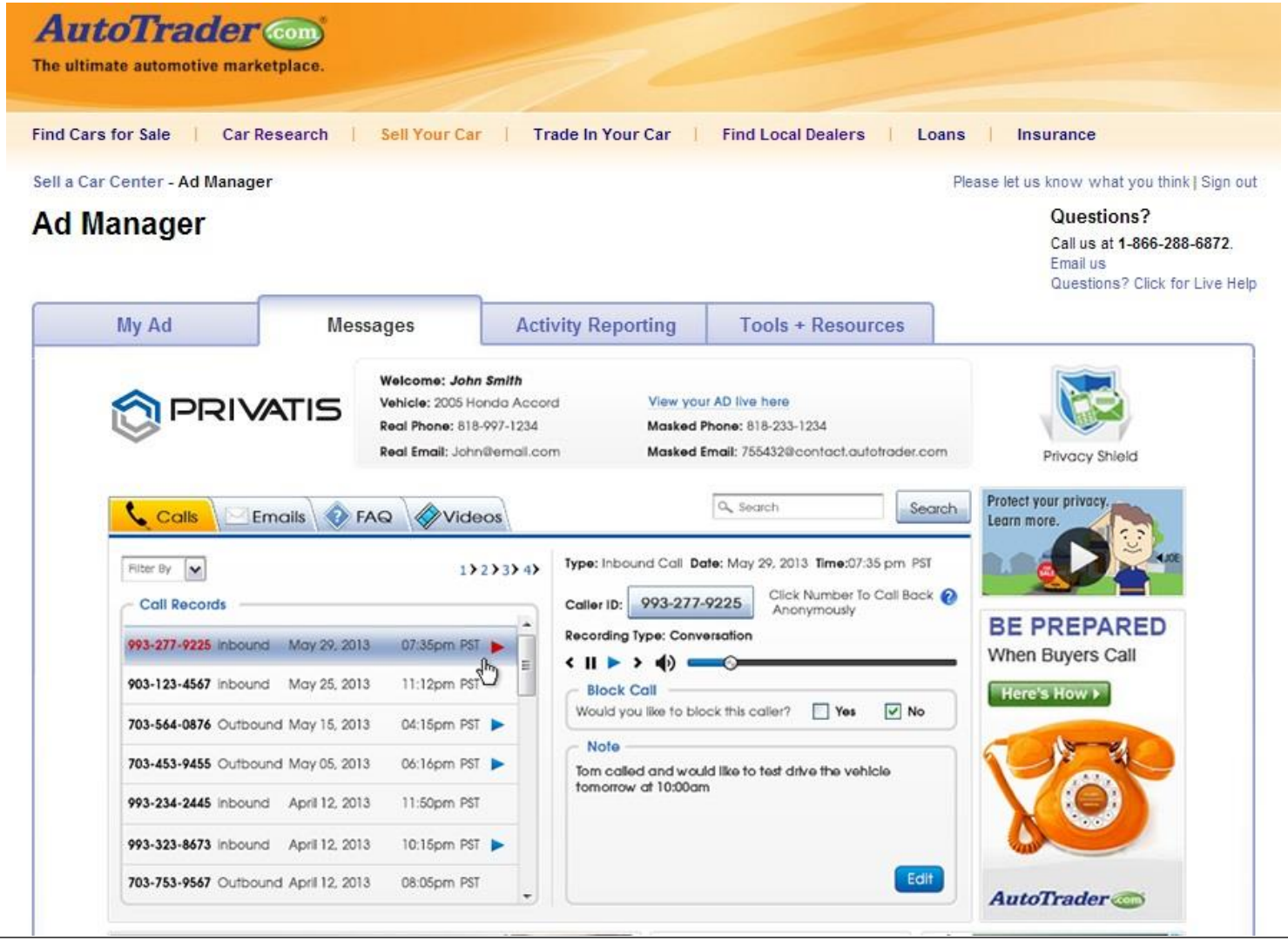
Messages Tab



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Messages Tab

- Organize online interactions:
  - View call & email records
  - Listen to calls & voicemails
  - Securely contact shoppers
  - Block telemarketers, fraudsters or personal threats
- Consumer Control: Secure Messaging is a conversation management tool that empowers consumers and is accessible from any mobile device
- Mobile APP version with imbedded Softphone available 4Q 2013

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Summary

ICMA Prague: November 12th – 17th, 2013

Thank you
Questions and Answers

Contact us: www.privatis.com

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