

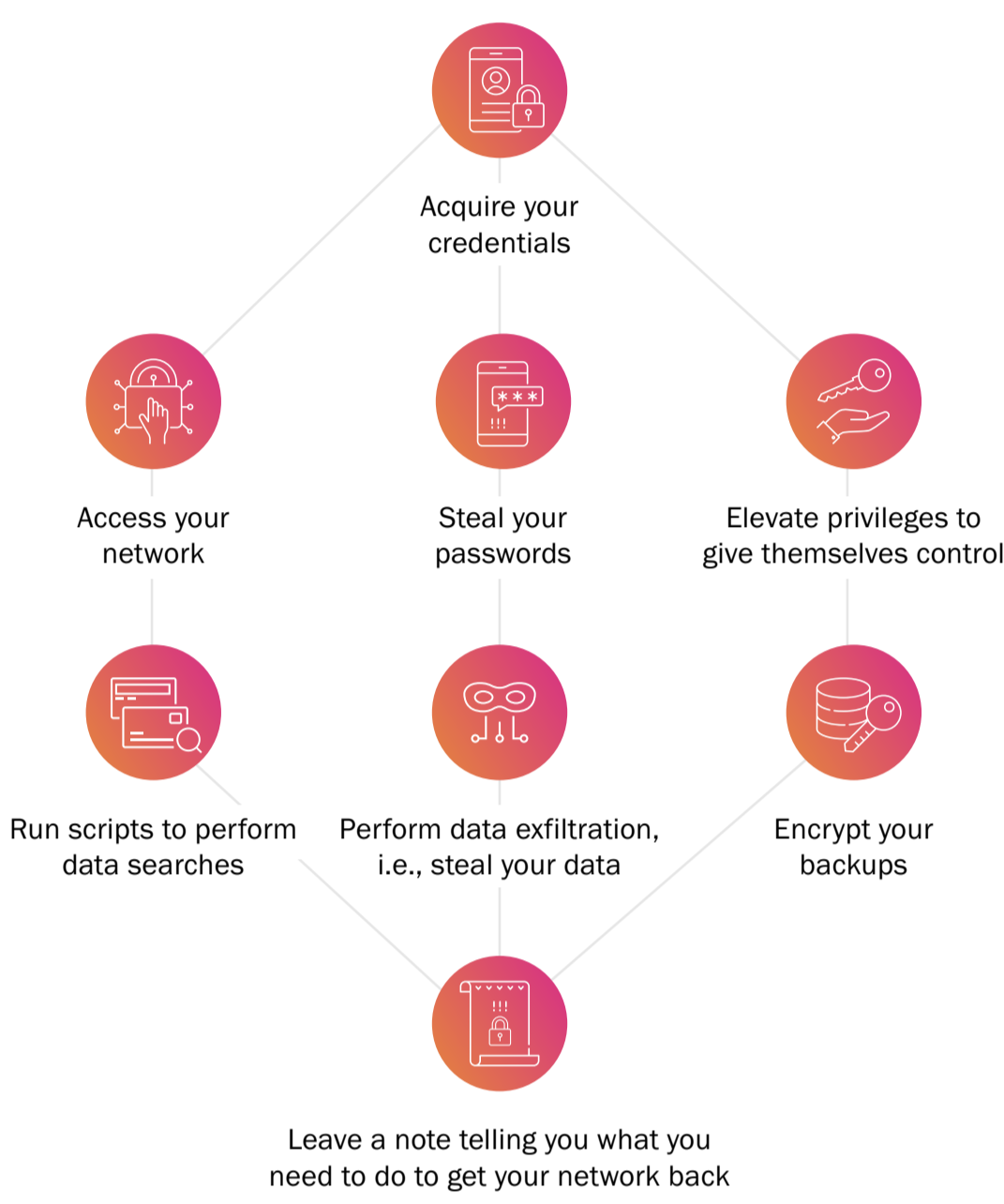
CYBERATTACK: WHEN IT HAPPENS TO YOU

What to expect when you **weren't** expecting

1

WHEN THEY GET IN

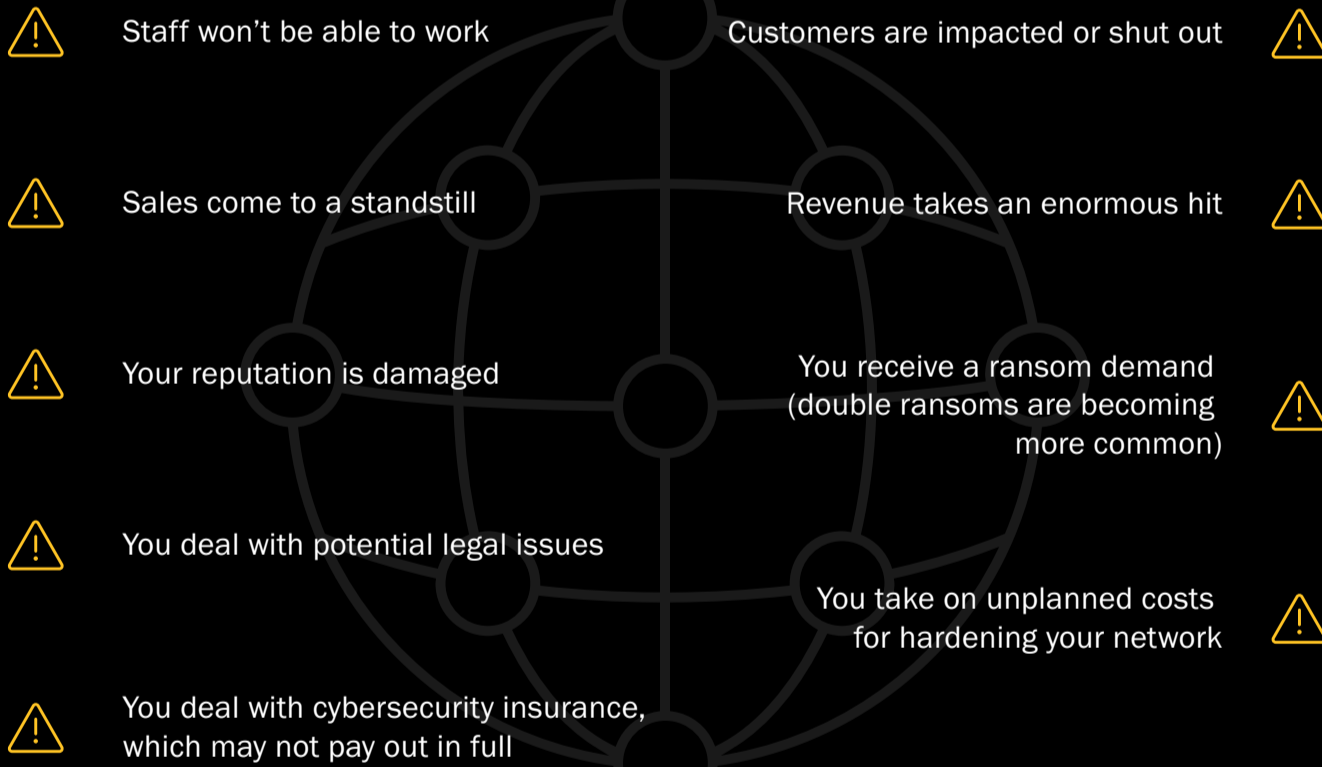
Once cybercriminals breach your network, they'll typically:



2

HOW IT IMPACTS YOU

Your business will effectively be shut down as:



3

THE BOTTOM LINE

The cost of a cyberattack is significant:

DATA RECOVERY	Remediation costs – \$1.4mn - 1.8 mn
RANSOM	Average cost – \$570,000 - \$812, 360
INSURANCE COST	Possible repeat offender penalties
LEGAL EXPENSES	Class-action lawsuits and settlements
REPEAT ATTACKS	Repeat attacks occur roughly 80% of the time
COST TO BRAND	Stunted growth to out of business

TOTAL: \$\$\$