

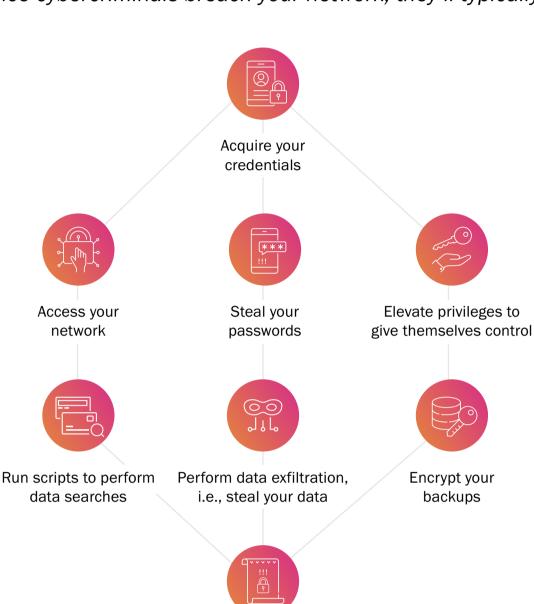
CYBERATTACK: WHEN IT HAPPENS TO YOU

What to expect when you weren't expecting



WHEN THEY GET IN

Once cybercriminals breach your network, they'll typically:



Leave a note telling you what you need to do to get your network back



HOW IT IMPACTS YOU Your business will effectively be shut down as:

Staff won't be able to work

Customers are impacted or shut out



<u>/!\</u>

Your reputation is damaged

Sales come to a standstill

Revenue takes an enormous hit

You receive a ransom demand

(double ransoms are becoming

more common)



You deal with potential legal issues

You deal with cybersecurity insurance,

You take on unplanned costs for hardening your network



RANSOM

INSURANCE COST

COST TO BRAND

which may not pay out in full



The cost of a cyberattack is significant:

DATA RECOVERY Remediation costs — \$1.4mn - 1.8 mn Average cost — **\$570,000 - \$812, 360**

Class-action lawsuits and settlements **LEGAL EXPENSES** Repeat attacks occur roughly 80% of the time REPEAT ATTACKS

TOTAL: **\$\$\$**

Possible repeat offender penalties

Stunted growth to out of business

