



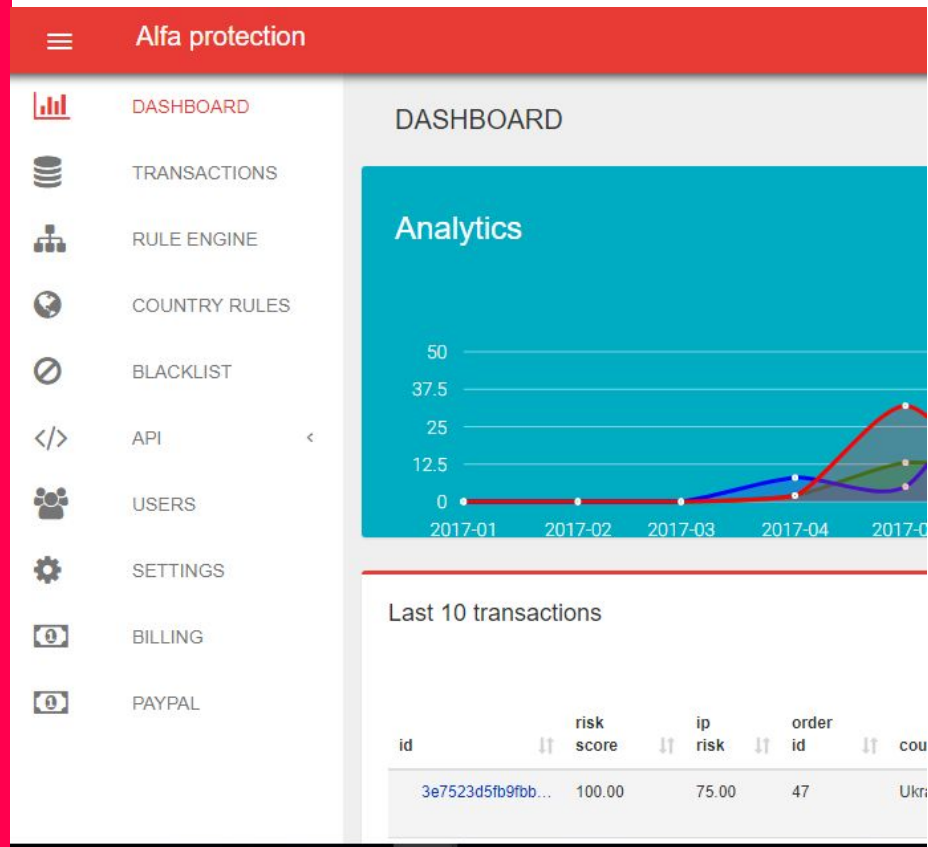
Alfa Protection

Real-time automated fraud prevention system

About the project

Who do we help and how:

- Click fraud protection
- Payment fraud protection
- Account hijacking protection
- Poor-quality content
- Abuse of promotions



Rule Engine



Alfa protection

ACCOUNT



DASHBOARD



TRANSACTIONS



RULE ENGINE



COUNTRY RULES



BLACKLIST



API



USERS



SETTINGS



BILLING



PAYPAL

Rules

ADD RULES

Risk score

Select approved/manual check/insecure:



Complete

Save

Limit orders

Need input data user_id and order

Max orders

100.00

Days

30

rules *

Manual check

Save

ISP Usage Type

ISP name

* SAT LTD

rules *

Decline

Save

Total Transactions By Credit Card

Need input data card

Max quantity

3

Days

30

rules *

Manual check

Save

Manager's Workplace



Alfa protection

ACCOUNT



DASHBOARD



TRANSACTIONS



RULE ENGINE



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BILLING



PAYPAL

Favorites

Risk score	100.00
Ip risk	75.00
Organization	PJSC Ukrtelecom

Change status

Decline

Change

History

10

Search

Date



User



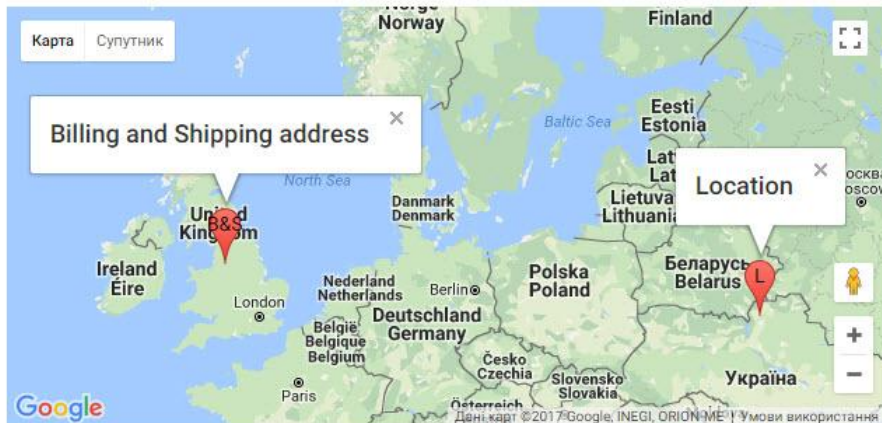
Changes Log



No data available in table

Showing 0 to 0 of 0 entries

Sublime Text 3



Status messages

Risk score change status to decline.

Transactions log



DASHBOARD



TRANSACTIONS



RULE ENGINE



COUNTRY RULES



BLACKLIST



API



USERS



SETTINGS



BILLING



PAYPAL

id	score	risk	order id	country	status	ip_address	isp	created	action
3e7523d5fb9fbb...	100.00	75.00	47	Ukraine	DECLINE	95.132.138.6	PJSC Ukrtelecom	2017-08-29 12:27	Detail
e94e37e62c521...	100.00	75.00	47	Ukraine	DECLINE	95.132.138.6	PJSC Ukrtelecom	2017-08-29 12:23	Detail
df3c530336e6b...	100.00	75.00	47	Ukraine	DECLINE	95.132.138.6	PJSC Ukrtelecom	2017-08-29 12:18	Detail
2bbc2b2bbfecd...	3.70	0.01	123	Ukraine	APPROVED	5.58.67.106	Lanet Network Ltd	2017-08-29 12:09	Detail
27f4b44f5889b0...	26.48	0.01		Ukraine	MANUAL CHECK	5.58.67.206	Lanet Network Ltd	2017-08-29 12:06	Detail
88cd36a01f9c7...	3.70	0.01	123	Ukraine	APPROVED	5.58.67.106	Lanet Network Ltd	2017-08-29 11:46	Detail
40baafe166528...	3.70	0.01	123	Ukraine	APPROVED	5.58.67.106	Lanet Network Ltd	2017-08-29 11:45	Detail
bc6674d54a6e6...	3.74	0.01	123	Ukraine	APPROVED	5.58.67.106	Lanet Network Ltd	2017-08-29 10:23	Detail
4bf3d062962cd...	3.74	0.01	123	Ukraine	APPROVED	5.58.67.106	Lanet Network Ltd	2017-08-29 10:18	Detail
f3f5e888e0ca03...	3.74	0.01	123	Ukraine	APPROVED	5.58.67.106	Lanet Network Ltd	2017-08-29 10:17	Detail
15ac03dd7e1d9...	3.74	0.01	123	Ukraine	APPROVED	5.58.67.106	Lanet Network Ltd	2017-08-28 13:57	Detail
3cdf889ed7959...	27.05	0.01		Ukraine	MANUAL CHECK	5.58.67.206	Lanet Network Ltd	2017-08-25 11:43	Detail
f95b910e0310d...	26.31	0.01		Ukraine	MANUAL CHECK	5.58.67.206	Lanet Network Ltd	2017-08-22 09:07	Detail
2f1a22ae52016...	26.31	0.01		Ukraine	MANUAL CHECK	5.58.67.206	Lanet Network Ltd	2017-08-22 08:12	Detail
29e04d14364d0...	97.70	75.00	25	Ukraine	DECLINE	95.132.137.224	PJSC Ukrtelecom	2017-08-17 12:21	Detail
063860b1ca128...	82.94	75.00		Ukraine	DECLINE	95.132.137.224	PJSC Ukrtelecom	2017-08-17 12:04	Detail

Fragment from the API doc

The Device Tracking Add-On is JavaScript code for you to add to your website. It runs on a visiting device so that the service can assign a Device ID and begin collecting fingerprint information. We recommend including the JavaScript below on your product and landing pages as well as all the pages within your purchase flow. This will help detect fraudsters if they change or enable proxies while browsing your website.

JavaScript for your site:

```
<script type="text/javascript">
(function() {
  var loadDeviceJs = function() {
    element = document.createElement('script');
    element.src = 'https://alfaprotection.com/static/js/fingerprint.min.js';
    document.body.appendChild(element);
  };
  if (window.addEventListener) {
    window.addEventListener('load', loadDeviceJs, false);
  } else if (window.attachEvent) {
    window.attachEvent('onload', loadDeviceJs);
  }
})();
</script>
```

Cookie and Web Storage Usage

The device tracking add-on uses both a cookie and local storage as one method of distinguishing unique devices. The add-on sets a cookie with a two-year expiration for the effective second-level domain of your site; Both the cookie and the local storage key are named __malfpriid.

Who we target

Every organization that accepts payments online such as:

- Payment gateways
- Banks
- e-Commerce

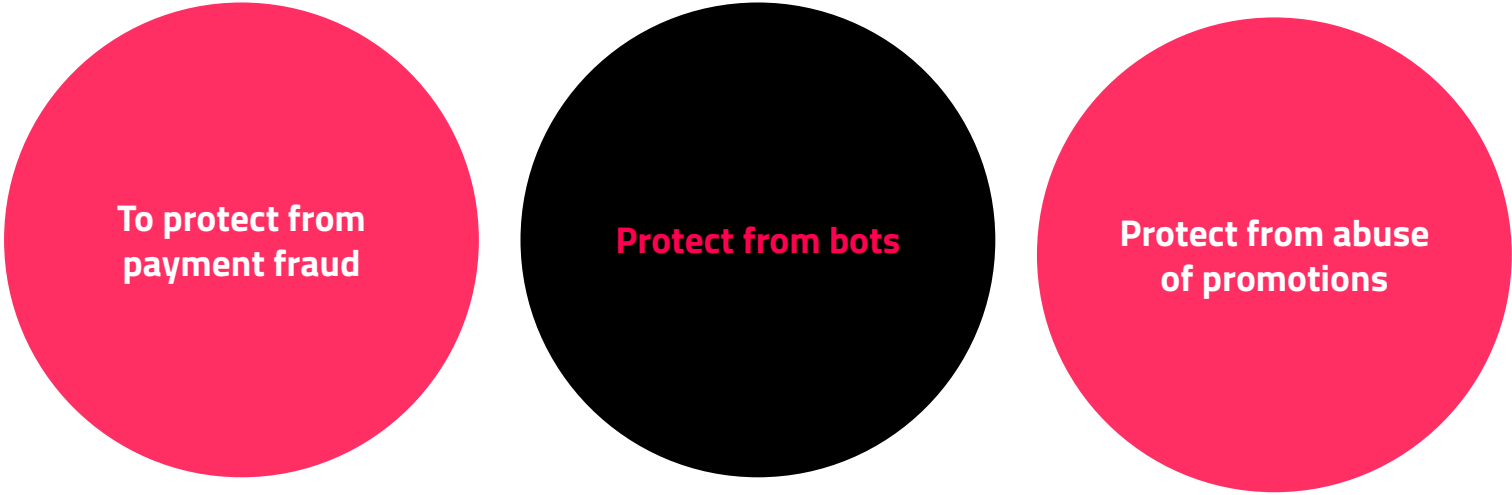
Companies that work in the field of internet marketing:

- Advertisers
- Marketers
- Forums

Everyone who wants to protect confidential data:

- Corporate networks
- Customers' accounts

Why they need Alfa Protection



To protect from
payment fraud

Protect from bots

Protect from abuse
of promotions

Our solution is based on 3 things



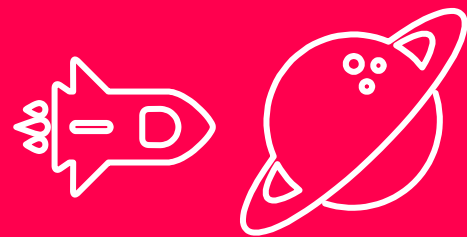
**1. Device
fingerprint**

2. Rule engine

3. Risc score

Our secret sauce

we use the latest advances in the identification of computing devices in our product



THE MARKET

Global Market Share of FDP Market

■ North America ■ Europe ■ Asia Pacific ■ Latin America
■ RoW

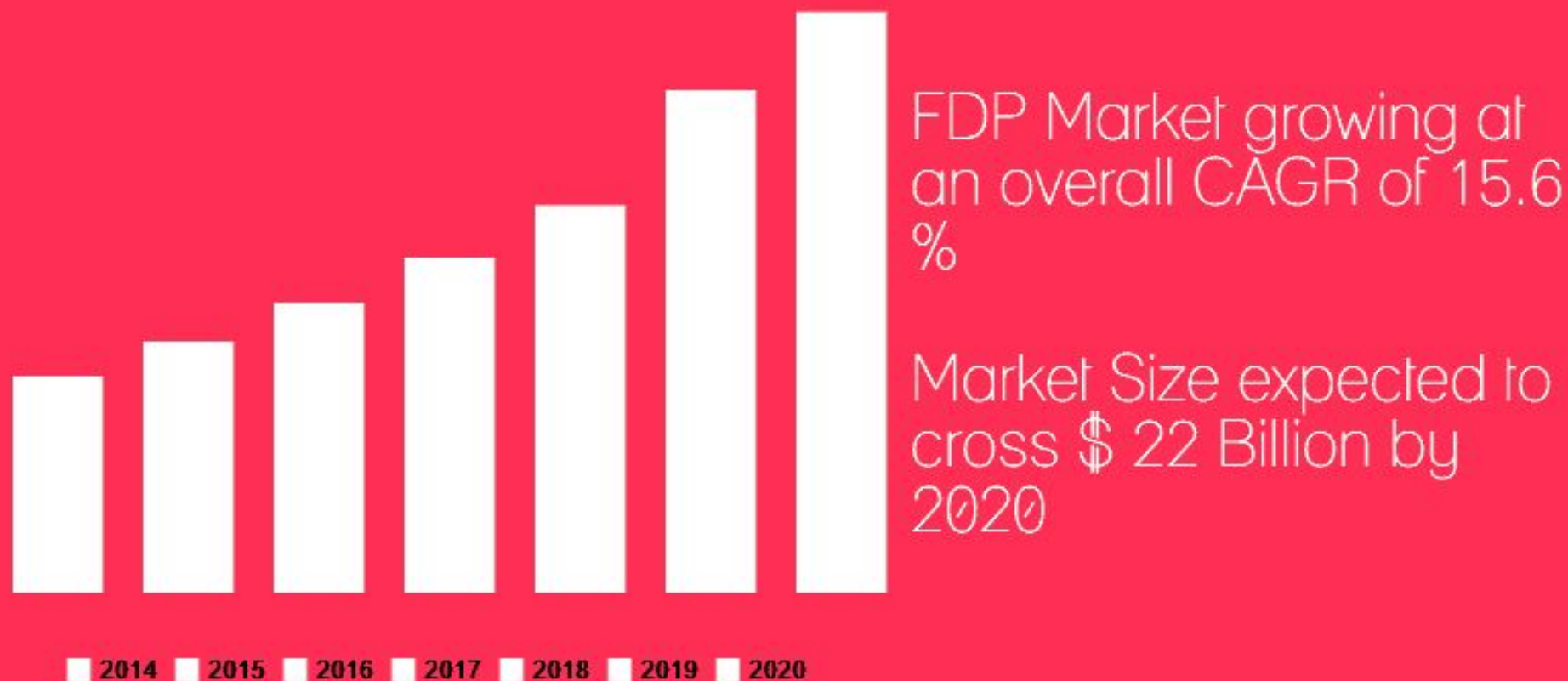


North America occupies the largest market share

Asia Pacific and Latin America exhibiting highest growth rate

High rate of adoption in China, India, Brazil and Mexico

Global Market Forecast of FDP Market





Competition

Kount

kount.com

Cybersource

cybersource.com

Fraudhunt

fraudhunt.net

Competitive advantages



1. Price

2. Moderation
team

3. Ready
extensions



Business model

Money for
requests per month

Charging for
User pays for each
API request

**Pricing is
based on**
Now: prepaid model
Then: pay as you go
model

Money sought & use of seeds

- To expand the development team (enhance machine learning development)
- Marketing



Thanks!!