

̄AURA

# Aura Digital Wellness

2/18/2022



# Agenda

- Introductions
- Digital Wellness
- Trends in Cybercrime
- The Aura Difference
- Pricing and Commissions
- Q&A

# Digital Wellness

# Brokers have helped clients embrace digital protection as a part of employee total well-being.



**78%**  
employers intend to offer ID theft protection benefit in 2022<sup>1</sup>

## • Digital wellness

- 89% stay engaged at work after an incident<sup>2</sup>
- 80% have improved opinion of their employer<sup>3</sup>
- 90% more invested in company's cybersecurity<sup>3</sup>

Sources:

1 - [The Emerging Trends in Healthcare Survey](#)

2 - [HR Daily Advisor](#)

3 - [The Impacts of Employee Identity Theft on Employees and their Workplaces](#)

# Employees need digital protection more than ever.



**300**

Average # of  
accounts of an  
online consumer<sup>1</sup>

**7 hr**

Average time  
spent per day on  
the internet<sup>2</sup>

**10**

Average # of  
devices connected  
to the internet<sup>3</sup>

# Cybercrime tactics continues to evolve as our lives become more digital.

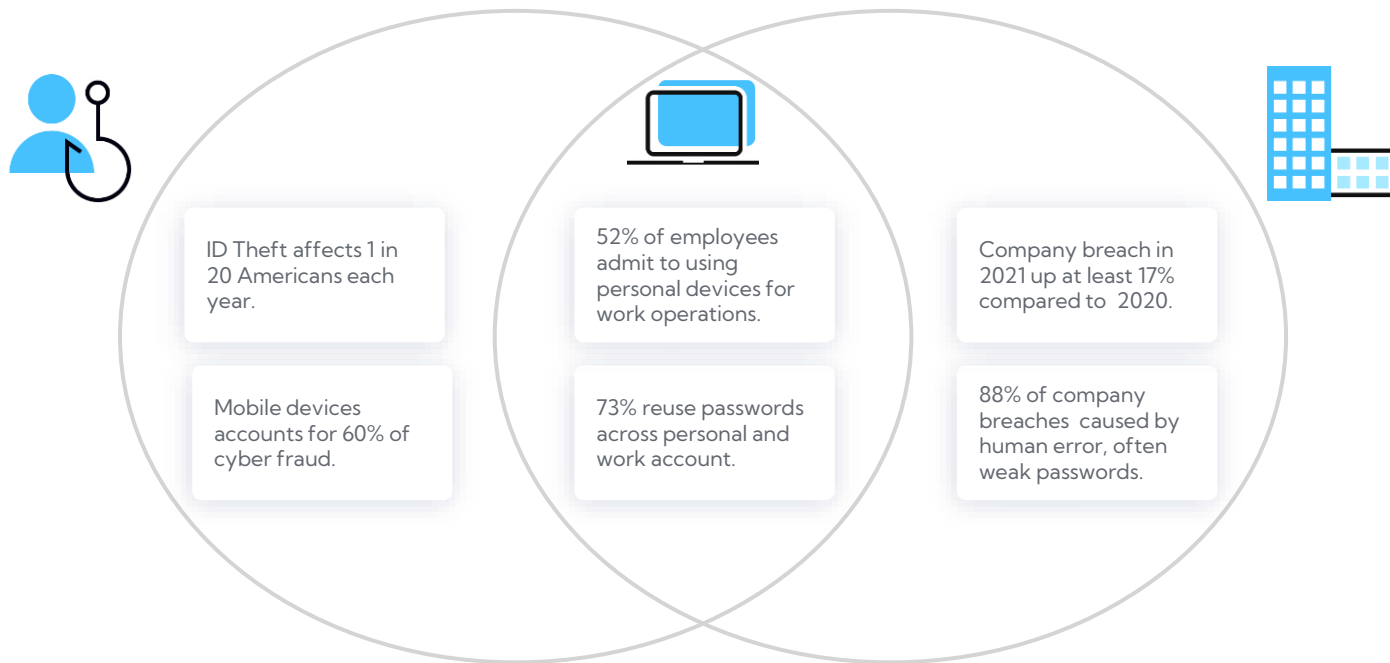
“Homeworking, the ongoing digitization of society, and the increasingly online nature of our lives mean opportunities about for phishers, hackers, scammers, and extortionists. **As we head into 2022, there is, unfortunately, no sign of this letting up”**

-Forbes, November 2021



- Identity theft
- Unemployment fraud
- Tax fraud
- Child identity theft
- Account hacking
- Credit theft
- Phishing scams
- Ransomware
- Social media manipulation
- Device takeovers
- Spyware & Malware
- Data privacy

# The line between work and personal continues to blur.

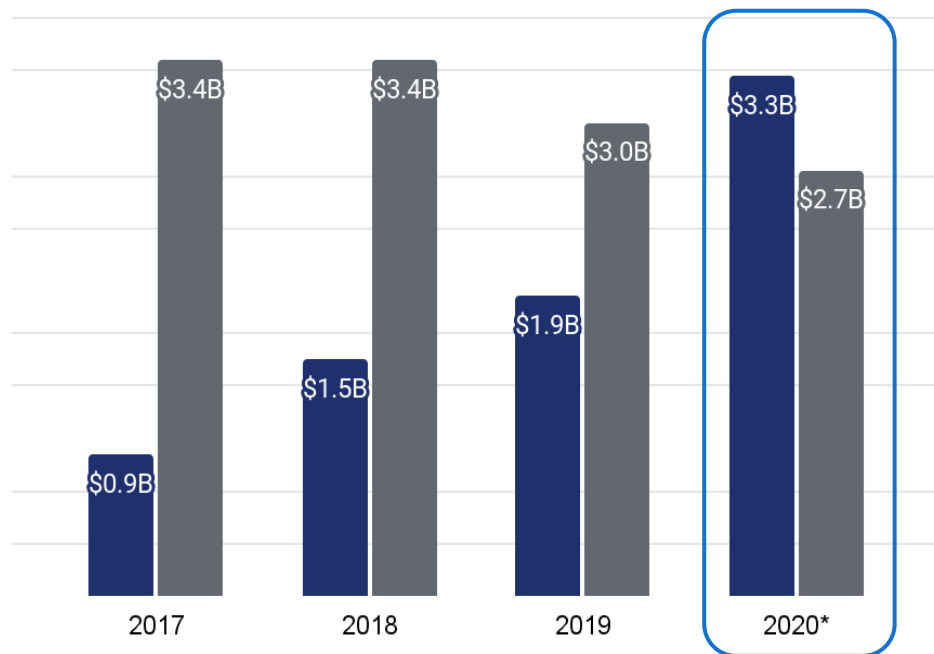


90% of employees reported being more engaged in company security when offered a digital security benefit, resulting in stronger *front-line defenders*.

# But traditional ID theft solutions aren't working.



■ Digital Crime Financial Losses ■ Home Burglary Financial Losses



Americans now lose more each year to digital crime than home burglary.



We're not new to the market, we've just changed it.

Λ



**25+**  
years

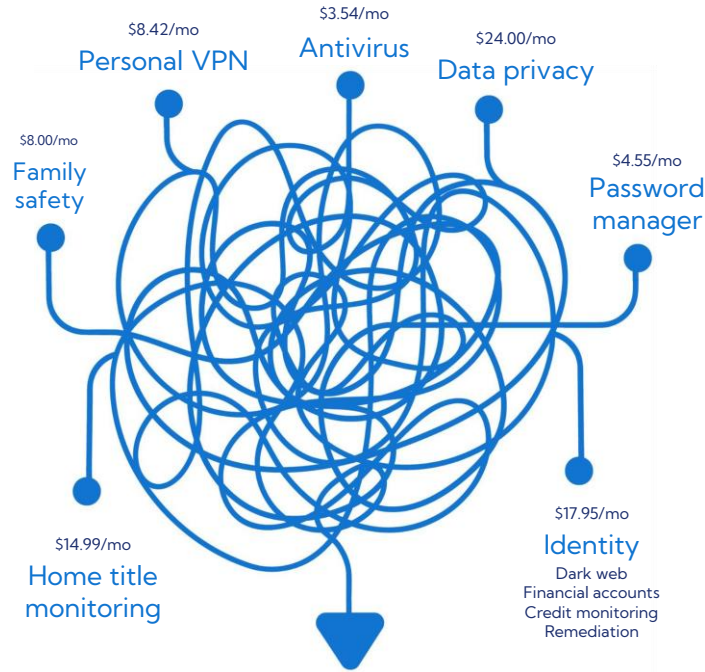
**47M+**  
lives

**\$250M**  
revenue

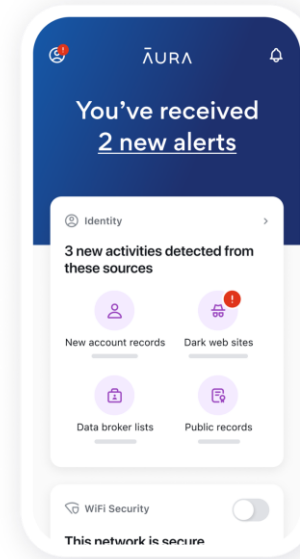
**97%**  
retention

# The Aura Difference

# Aura removes the chaos from a fragmented market.

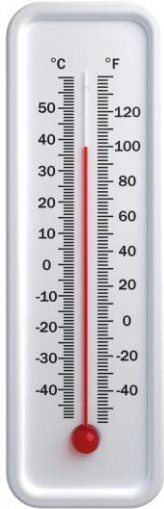


**Multiple solutions**  
**Multiple bills**  
**Multiple logins**  
**Multiple support lines**



**1 solution**  
**1 bill**  
**1 login**  
**1 support line**

# We do the work so employees don't have to.



Visibility

Manual

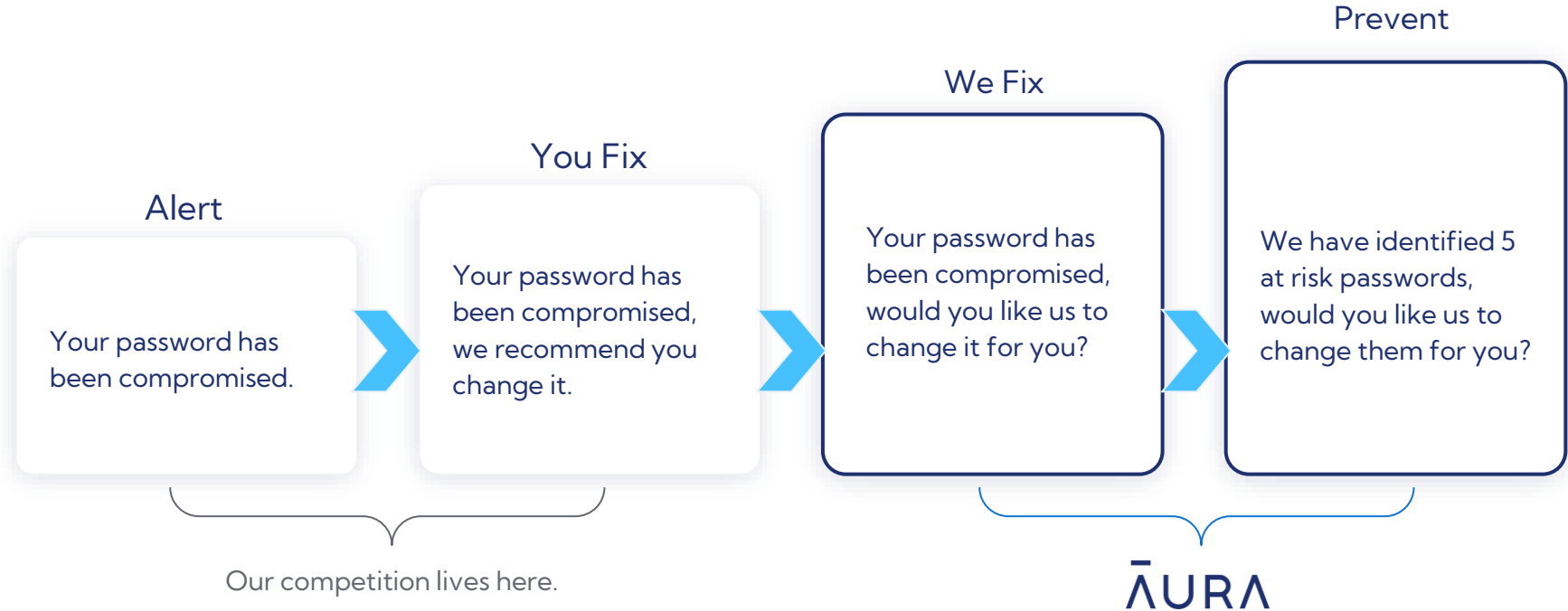
**Intelligent Safety**

What was available with traditional ID Theft solutions

What consumers wanted

# We do the work so employees don't have to.

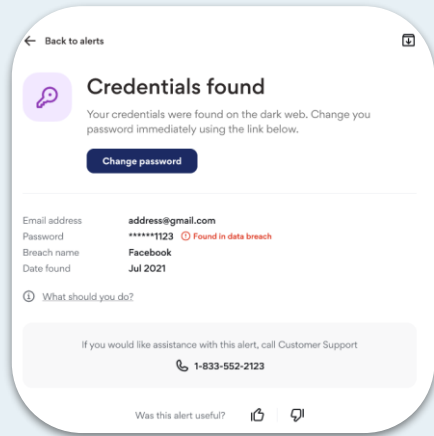
## Password protection



# We do the work so employees don't have to.

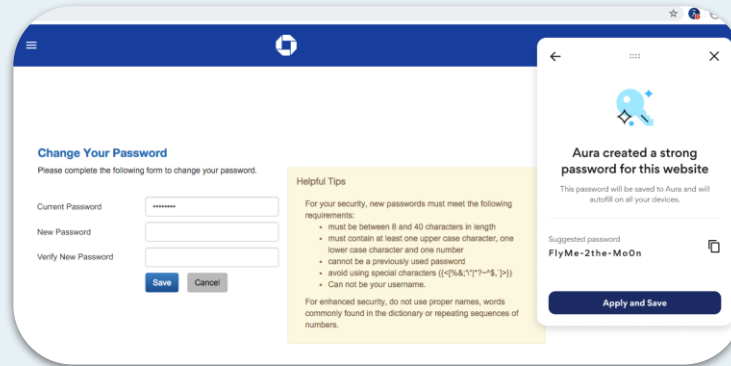
## Password protection

1



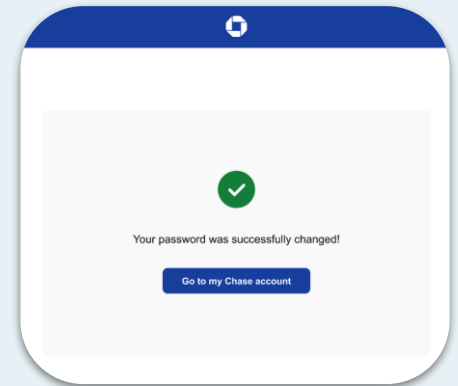
Click on "Change password" from alert notification

2



Click on "Apply and Save" in Aura browser extension

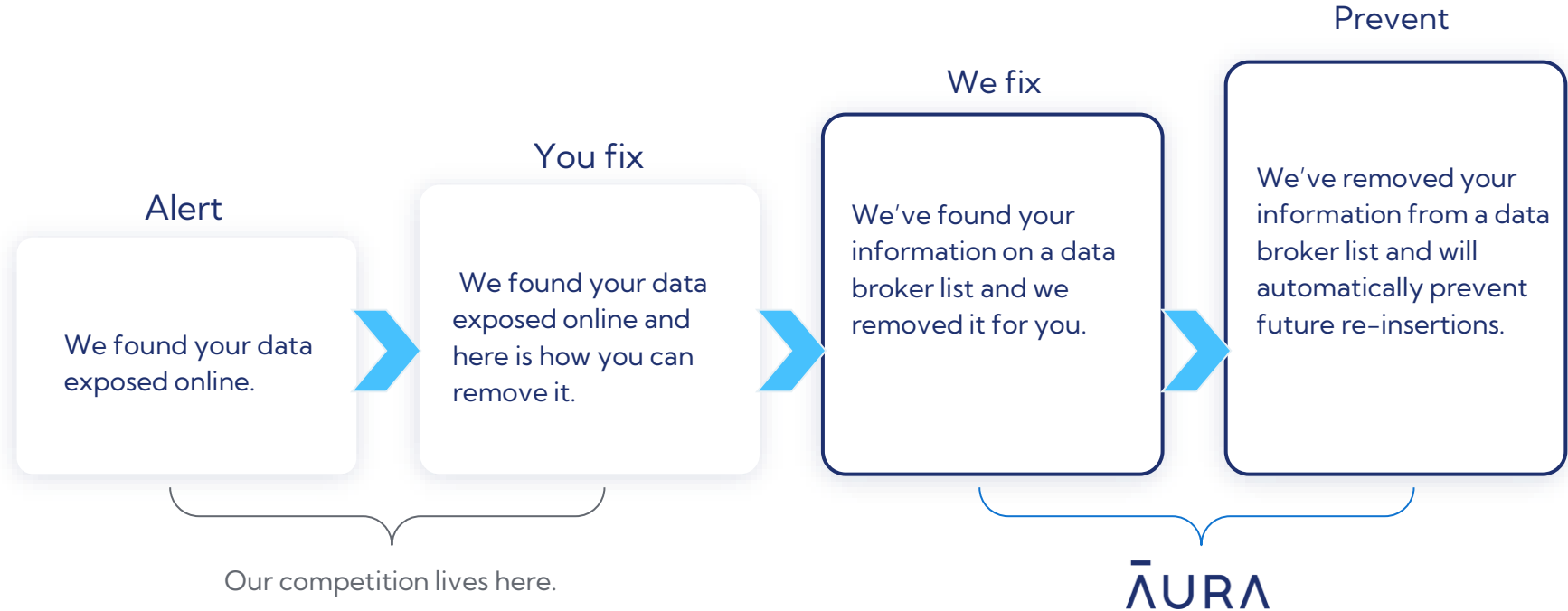
3



Done!

# We do the work so employees don't have to.

## Data privacy

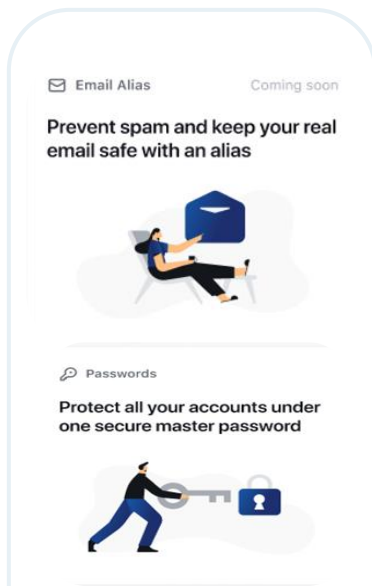


# Aura's innovation continues.

## Features on-deck for release in 1H 2022

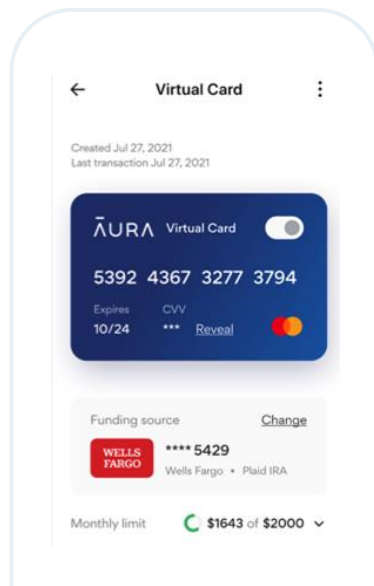


### Email alias



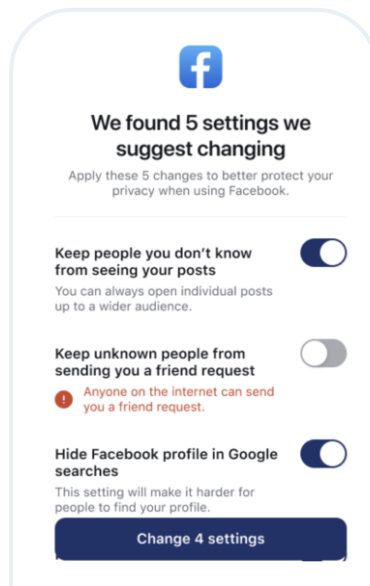
Mask emails for any online account or transaction.

### Virtual card



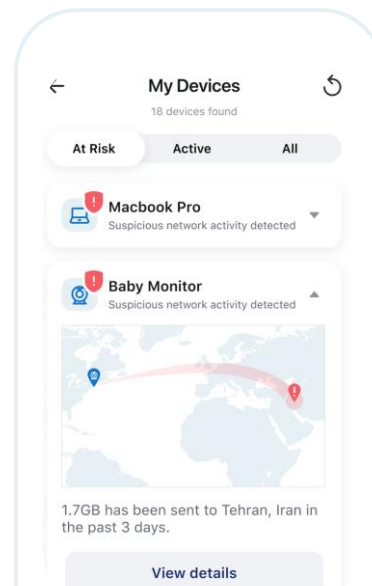
Prevents credit card number(s) from being stolen or exposed.

### Social media check up



Proactively optimizes and secures social media privacy

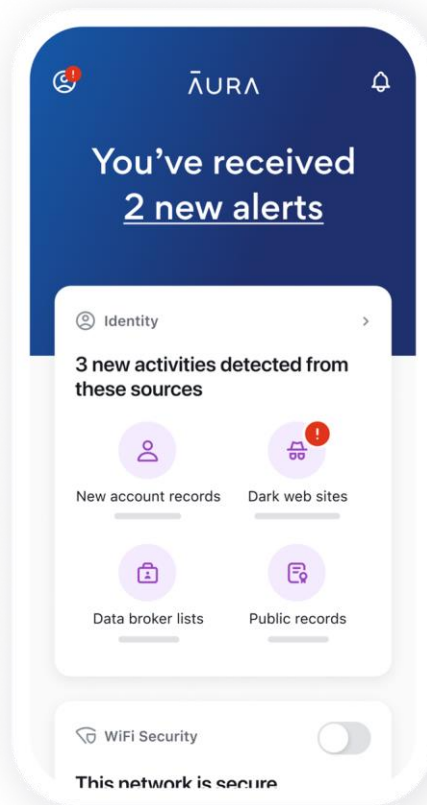
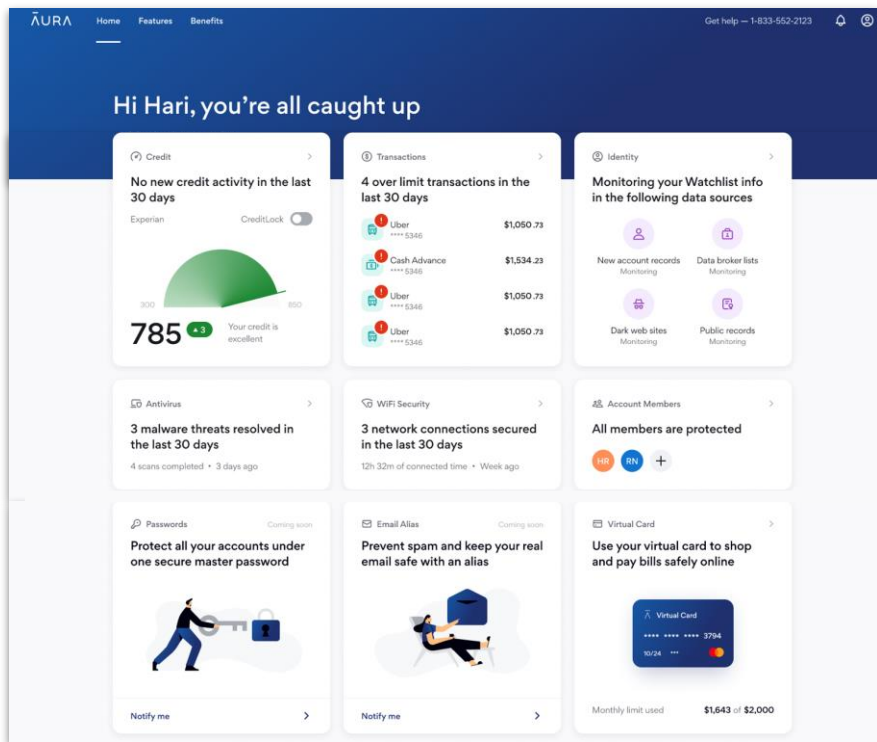
### Family Safety



Parental controls and home network security for all connected devices.



# Proactive. Effortless. Everywhere employees are.



# Forbes

"I believe Aura is a modern digital security platform that steps into the modern digital problems we have today and away from services like Norton and McAfee that still sell virus protection in a box. I think **Aura's offerings to the consumer could change much of the way consumers view security on the internet and the way we do security on the internet in unique ways.**"

-Forbes, June 2021

Thank you!