

FraudFinder 2.0

Product Study

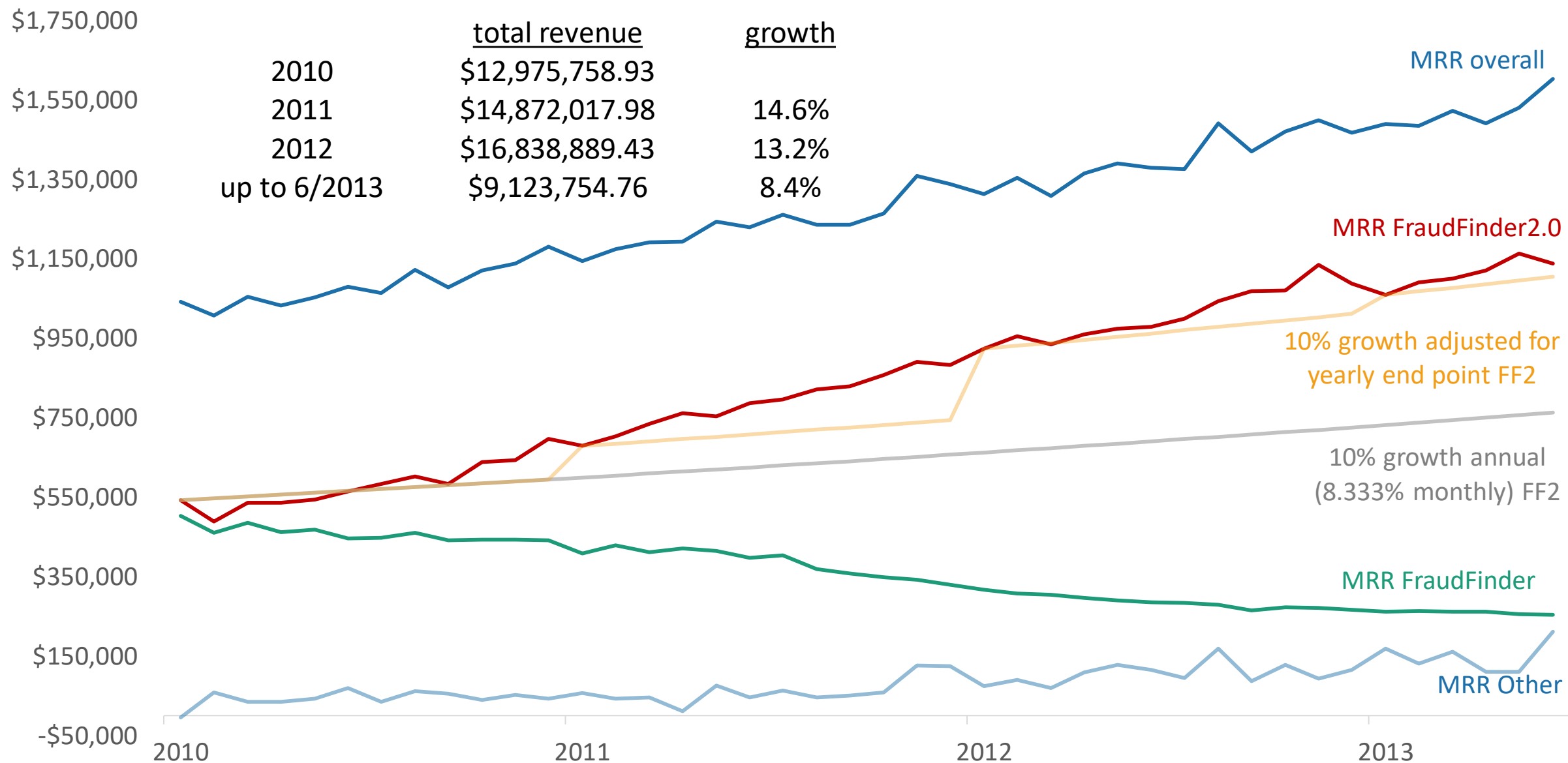
Evan Miracle

Agenda

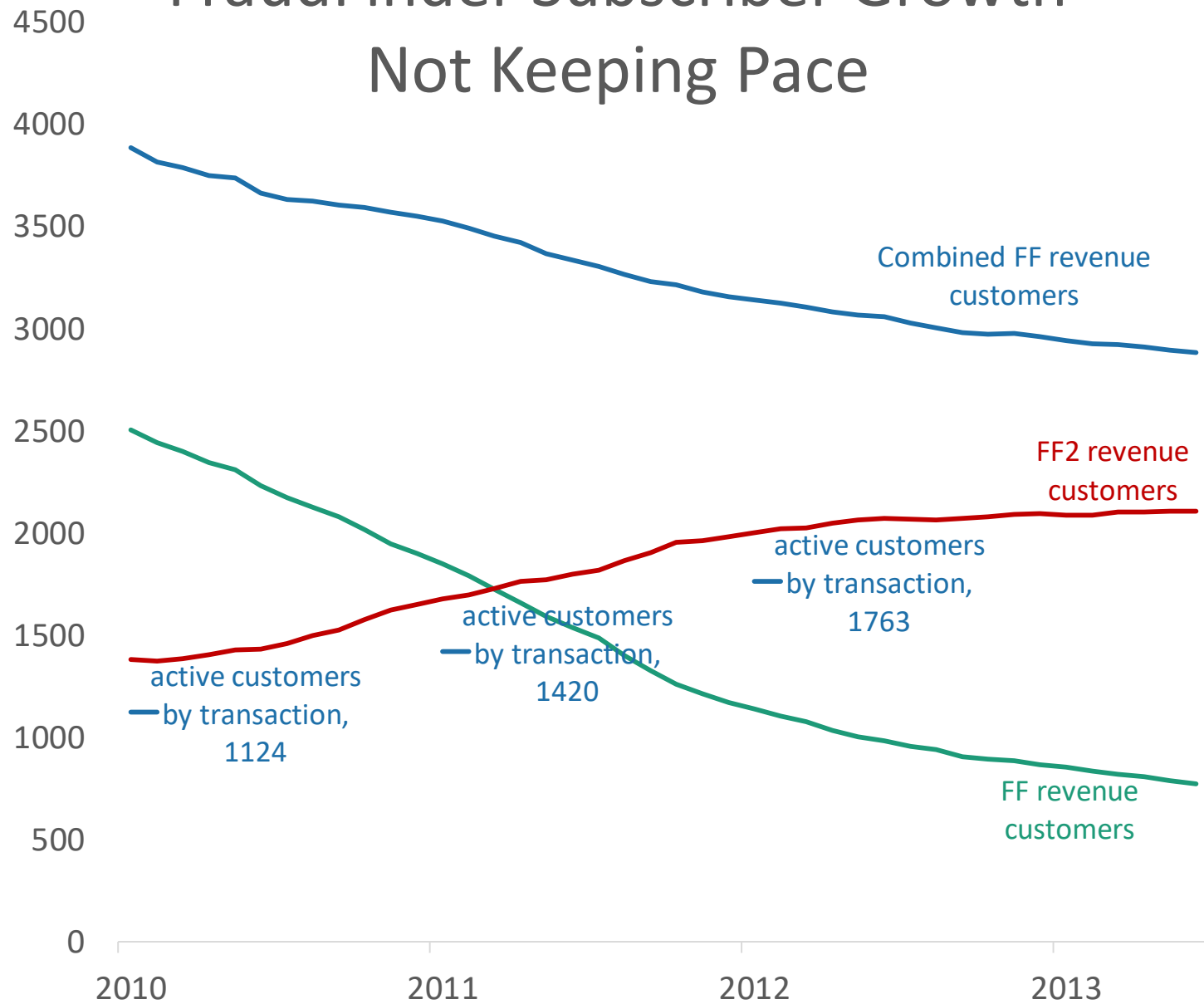
- Monthly Recurring Revenue (MRR)
- Customer Counts and Revenue Churn
- Average Revenue Per Account (ARPA) / Revenue Per Transaction (RPT)
- Customer Engagement (transactions)
- Risk
- Customer Churn (survival)

Summary: FraudFinder2.0 is growing, but **revenue is at risk**

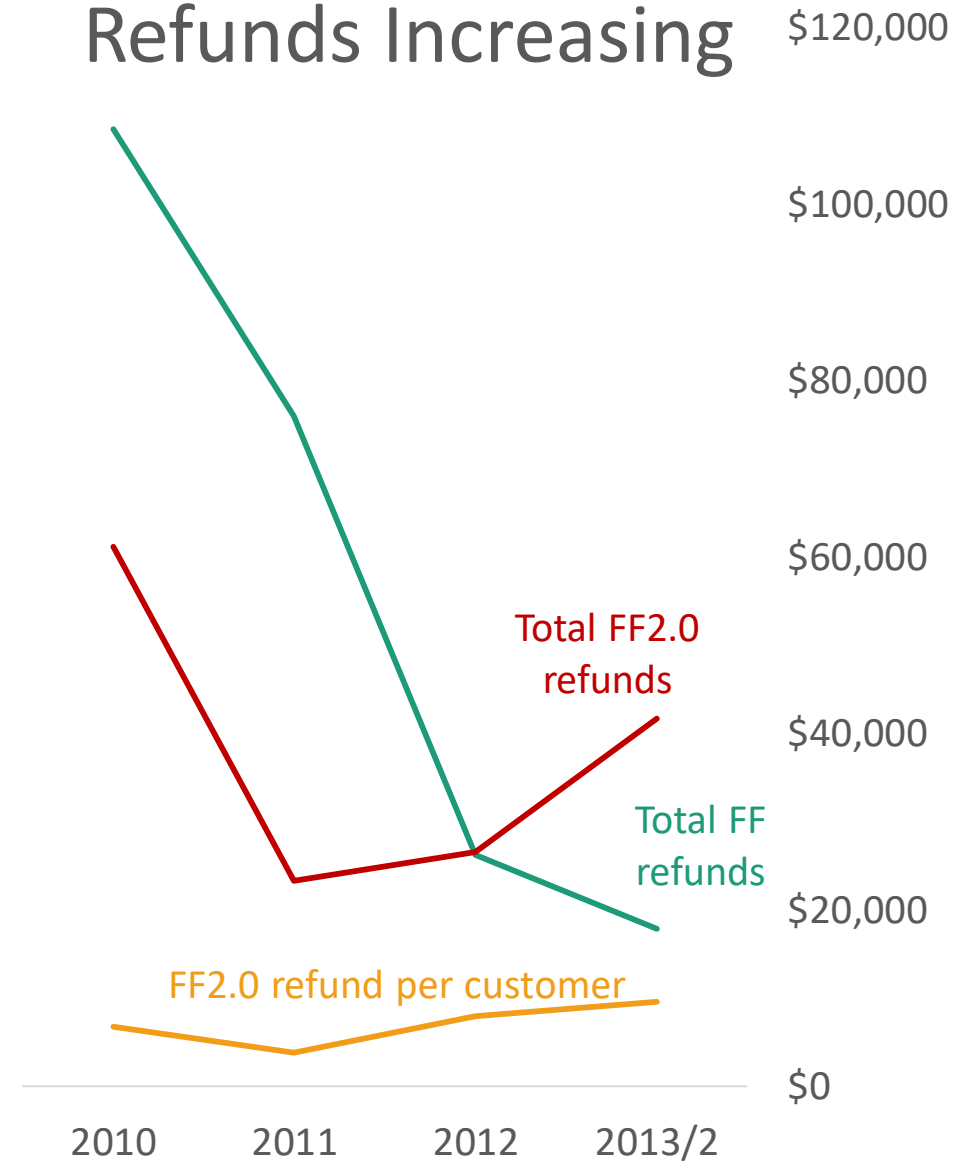
Monthly Recurring Revenue against 10% benchmark FF2 MRR

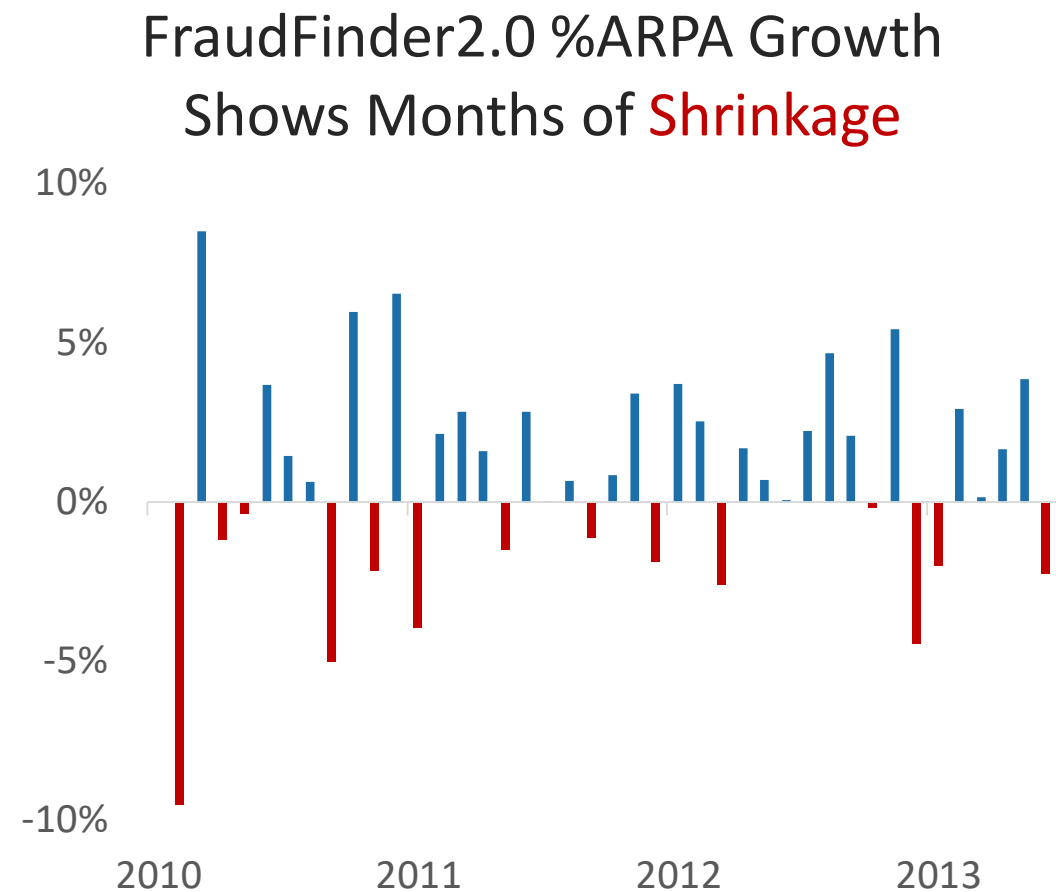
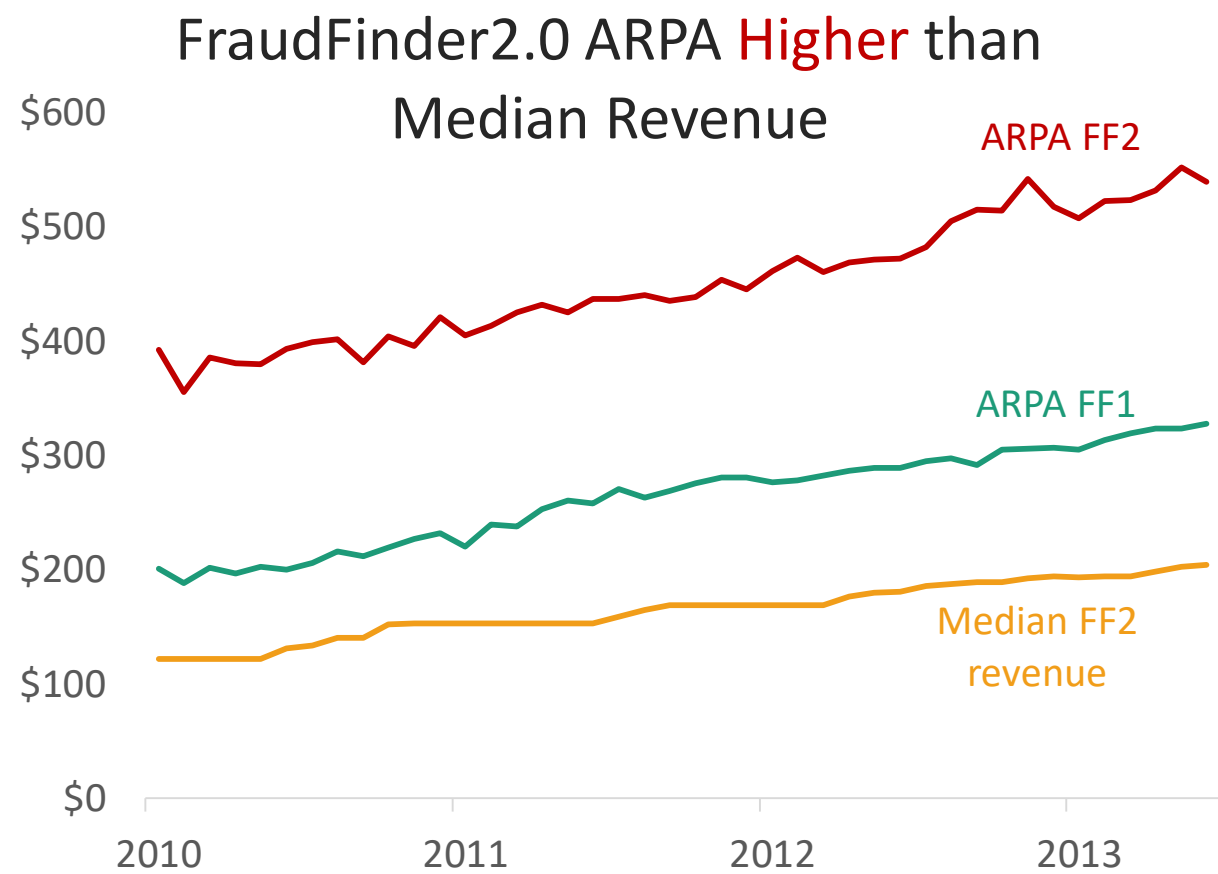


FraudFinder Subscriber Growth Not Keeping Pace



FraudFinder2.0 Refunds Increasing





Revenue per Transaction

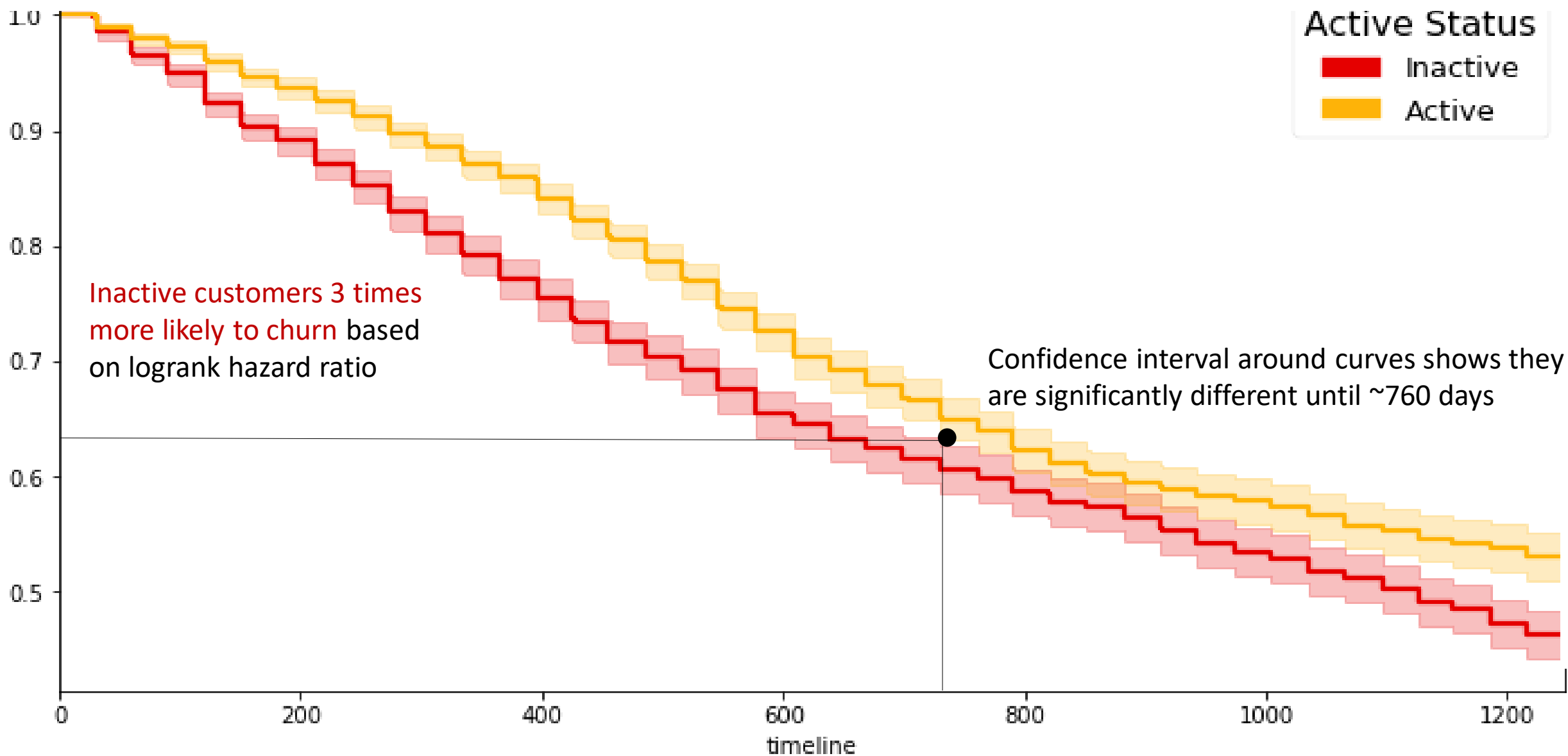
	2010	2011	2012
Average RPT	\$116.57	\$46.28	\$31.00
Median RPT	\$0.0400	\$0.0415	\$0.0489
Average # transactions	860291	1144050	1334759
Median # transactions	37687	40783	41904
Active transaction customers	1124	1420	1763

Revenue per transaction (RPT) analysis for 2012 revealed significant number of inactive subscribers **putting revenue at risk**

% active in the top 100 revenue generators	40
% inactive in the top 100 revenue generators	60
Total Revenue	\$16,838,889.43
Revenue generated top 100	\$7,271,687.59
% of revenue generated by top 100	43.18%
Active top 100 customers generated	\$1,799,957.60
Inactive top 100 customers generated	\$5,471,729.99
Represents % of total revenue	32.49%

Kaplan-Meier Estimate of Customer Retention by Active Status within 3 Years

Indicates **FF2 Revenue from Inactive Subscribers at Elevated Risk**



Questions and Discussion