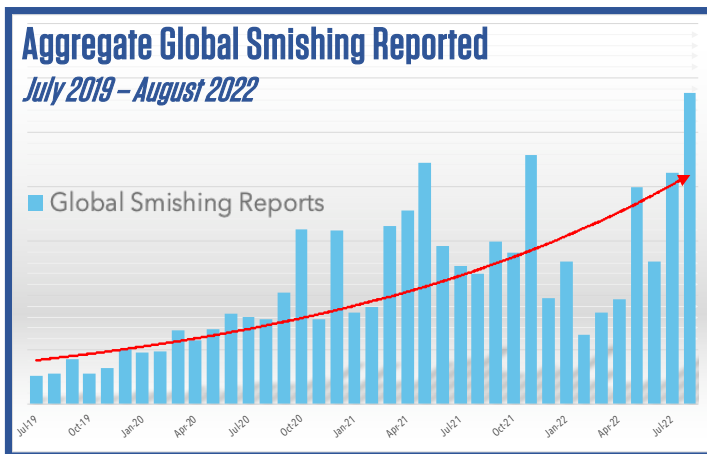


Cloudmark Mobile Sender Security

Premium Release

Increase Margin and Protect Revenue by Securing Your Reputation

- Improve messaging delivery capabilities by providing clean streams to mobile operators
- Protect your reputation and priority by delivering consistent and acceptable message steams
- Increase revenues and margin by increasing customer delivery rates
- Decrease operating expense by removing undeliverable messages and maintaining preferred mobile operator/carrier rates

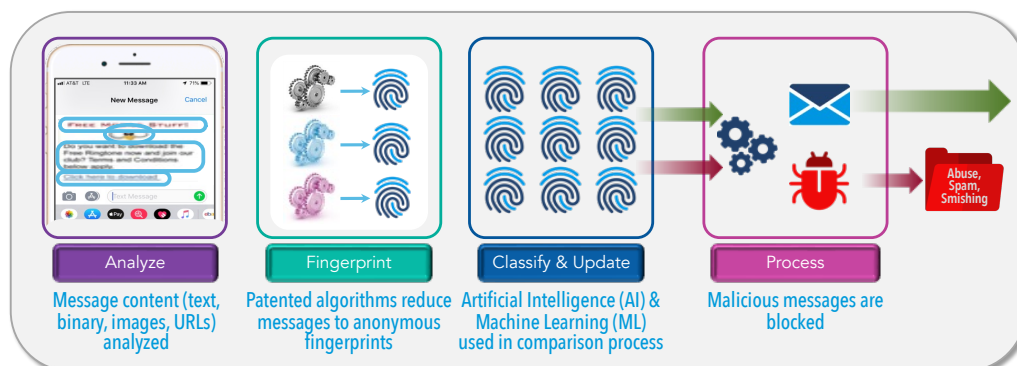


Mobile Abuse Continues to Increase

- Messaging abuse is increasing, threatening consumer financials and jeopardizing trust in the ecosystem
- Mobile Network Operators (MNOs) work aggressively to protect and maintain this trust
- Unclean message streams are at risk of being shutdown or deprioritized
- Delivery expense is related to the quality of the messaging stream

Cloudmark: The Global Standard for Message Protection

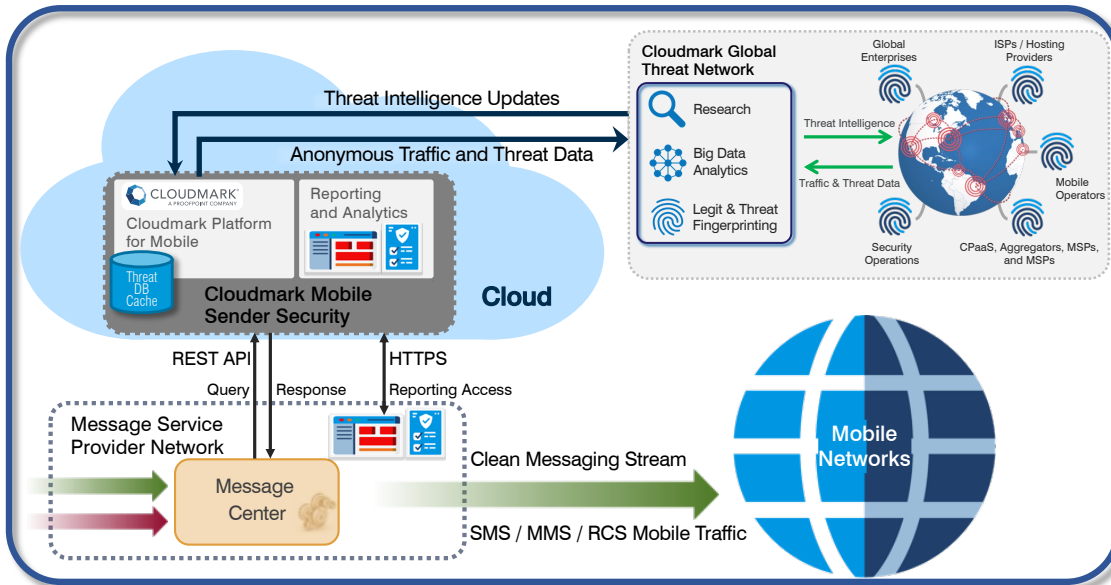
- Market leading technology supported by millions of data points worldwide, the largest commercial Global Threat Network, enables rapid detection of abuse and threats
- Comprehensive detection utilizes pioneering technology, artificial intelligence (AI) and machine learning (ML), combined with global data to quickly remove unwanted abuse
- Leverages Cloudmark security expertise and threat data from hundreds of mobile, email, and internet service provider networks feeding the Global Threat Network



Messaging: Rest Assured

- Focus on Your sender/ messaging business
- Let Cloudmark, with its unique understanding of mobile ecosystem, provide security and messaging cleansing

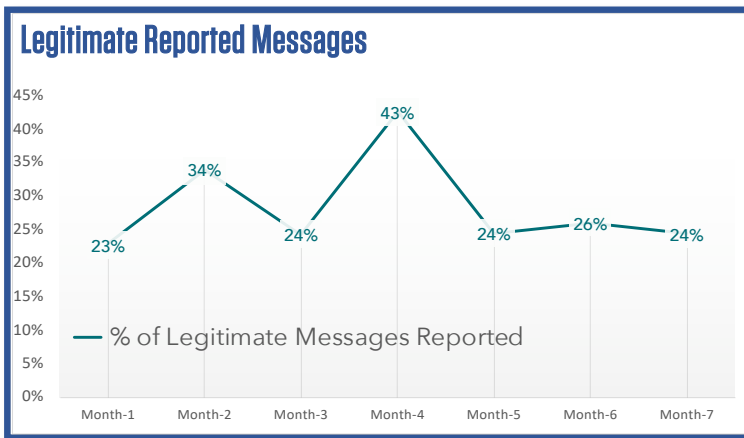
Turnkey Service: Seamless, Immediate Cloud-based Protection



Stress-Free Protection

- *Elegant, easy to use Cloud-based service*
 - *Standard REST API, supports SMS, MMS, RCS message content*
 - *No infrastructure change*
 - *Minimal setup and configuration*
- *Detailed Reporting: Data visibility and analysis*
- *Insight into abuse origin*

Messaging Tracking, Deliverability Monitoring and Improvement



** Example data, representative of actual reported trends across various brands

- Proofpoint reporting provides valuable insight into customer perception of delivered marketing campaigns
- Data analysis identifies tendencies that lead to improper abuse/spam reports
- Planning and communication improves Enterprise Customer's deliverability
- Increased visibility into end-customer perception improves satisfaction throughout the ecosystem

Solution: Platform for Mobile Messaging Security

- Provides a turnkey, industry-leading messaging protection solution ensuring your messaging stream is deliverable: clean from abuse and unwanted spam
- Allows you to focus on your messaging business, while Cloudmark focuses on your protection, cleaning your messaging stream, and maintaining your reputation
- Increases your margin by growing delivery rates and reducing undeliverable and unwanted content

ABOUT PROOFPOINT

Proofpoint, Inc. is a leading cybersecurity and compliance company that protects organizations' greatest assets and biggest risks: their people. With an integrated suite of cloud-based solutions, Proofpoint helps companies around the world stop targeted threats, safeguard their data, and make their users more resilient against cyber attacks. Leading organizations of all sizes, including more than half of the Fortune 1000, rely on Proofpoint for people-centric security and compliance solutions that mitigate their most critical risks across email, the cloud, social media, and the web. More information is available at www.proofpoint.com.

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