



**FOR IMMEDIATE RELEASE**

**19 October 2018**

## **WhiteHawk Announces 3.0 Launch of CyberPath AI Tool and Website**

*Scaling SME online access to a tailored Risk Profile, Risk Rating, and Action Plan*

---

### **Highlights**

- **New AI Driven Customer Account Maturity Environment:**
  1. **Release 3.0 Advanced Risk Profile, Product Matching & Tailorable Product Bundles**
  2. **Best of Breed Cyber Risk Rating on Demand**
  3. **Customer view of desired maturity state and timeline**
  4. **An easy to understand customized cyber risk action plan**
- **Release 3.0 of Website with Updated look, feel, Ease of Navigation through WH Services**
  1. **Cyber Profile Fitness Scale based on the CyberPath, demonstrating customers' cyber risks based on industry trends**
  2. **Risk Rating that summarizes cyber strengths and weaknesses**
  3. **Maturity framework showing core areas to be addressed**
  4. **Produces associated action plan to increase cyber maturity**
  5. **Customer Impact/Automation**
    - **Scales customer online automated WhiteHawk Journey**
    - **Produces actionable insights & maturity action plans, empowering customers**

Perth, WA and Alexandria, VA – WhiteHawk Limited (ASX:WHK) (“WhiteHawk or “the Company”), the first global online cyber security exchange enabling small-to-medium businesses to take smart action against cybercrime and fraud, has today announced the launch of its Release 3.0 Advanced Risk Profile, Product Matching & Tailorable Product Bundles.

The online platform and risk profile features are demonstrated in this YouTube Video:

<https://www.youtube.com/watch?v=PdOhV5mU2cg&feature=youtu.be> .

Release 3.0 is the direct result of the WhiteHawk development and data science team and their ability to transition WhiteHawk’s CIO’s vision of an easy to understand Customer Journey, providing an enabling, intuitive, and impactful online experience for all the Company’s business customers.

Today, there is no other cybersecurity platform or offering that can effectively service SME businesses at scale across the US .A global roll-out is expected in the near future.

With Release 3.0, WhiteHawk’s online technology has advanced from a vertical implementation of core cyber risk framework capabilities (risk rating, marketplace) to an integrated, horizontal, and holistic approach to aligning solutions and services based on industry best practices for cyber maturity, to individualized needs of a company/customer. The WhiteHawk platform now sets the path for SME customer actionable Cyber Risk decision making and resourcing that is easy to demonstrate to their Executive teams and boards with real insight.

For personal use only



In this way, WhiteHawk has a customized partnership with each customer to assist them on their path to cyber maturity and resiliency to cybercrime and fraud.

In addition to the WhiteHawk AI Questionnaire, WhiteHawk integrates cyber risk ratings from strategic partners to further identify key cyber weaknesses and vulnerabilities in which the customer (with or without the aid of our cyber consultants) can capture and plan actions to mitigate known weaknesses while at the same time increase cyber awareness and maturity.

Furthermore, WhiteHawk's CyberPath Decision engine continues to mature in the collection and continuous learning of information gathered across open sources, industry sources, and the WWW, thereby increasing the automation and matching of cyber solutions and services tailored to the customer. In addition, WhiteHawk continues to automate and integrate with external services for customer management and strategic partners to provide an end-to-end approach to mitigating cyber risks and vulnerabilities (such as Salesforce, BitSight, Interos, CSN).

Terry Roberts, Executive Chair of WhiteHawk, commented, "After a year of deep research and development, refinement and testing, with Release 3.0 we are achieving our original vision of a deeply customized, intuitive and scalable customer experience either via our 360 Cyber Risk Frameworks, as urgent referrals from the Cybercrime Support Network website, or with online customers looking to advance their cyber resilience affordably."

-ENDS-

**For more information:**

WhiteHawk media inquiries (USA)  
LeighAnne Baxter  
publicrelations@whitehawk.com  
+1 833 942-9237

WhiteHawk investor inquiries  
(AUS)  
Kevin Kye  
investors@whitehawk.com

**About WhiteHawk**

Launched in 2016, WhiteHawk began as a cyber risk advisory service with a vision to develop the first online self-service, cyber security exchange, simplifying how companies and organizations discover, decide, and purchase cyber security solutions that directly mitigate their key cyber business risks.

Today, we help US companies to connect to content, solutions, and service providers through evolving our rich data and user experience. WhiteHawk is a cloud-based cyber security exchange platform that delivers virtual consultations, Artificial Intelligence Cyber Risk Profile's that immediately match SME customers to tailored 'solutions on demand. The platform enables customers to leverage their tailored Security Story to find affordable and impactful cyber tools,

For personal use only



WHITEHAWK

content, and relevant services through our algorithms and expertise, to better understand how to improve and stay ahead of today's cyber threats. The Platform enables companies to fill their needs on an ongoing basis with demonstrated cost and time savings. For more information, visit [www.whitehawk.com](http://www.whitehawk.com).

For personal use only