



# OVERVIEW

Digital technology has irreversibly transformed the way we do business. It has impacted every sphere of corporate life and changed the way we communicate.

Along with boundless opportunities, technology has also brought about new threats. Cyber crime is growing exponentially every year, affecting businesses of all sizes by hitting the front pages and the bottom line. Too many companies are still leaving their cyber response to chance. Meanwhile, the regulatory climate is changing.

With the EU data protection rules becoming law in 2018, every business that uses European personal data will be affected. Companies will be required to follow strict data protection and breach notification rules or face financial penalties for non-compliance. The corporate world has an urgent task at hand – and a very limited time to deliver it.

As one of the world's leading strategic communications agencies, Finsbury can help your company to fully prepare for this new reality, providing intelligent, dedicated support with day-to-day cyber security compliance, as well as in crisis situations.

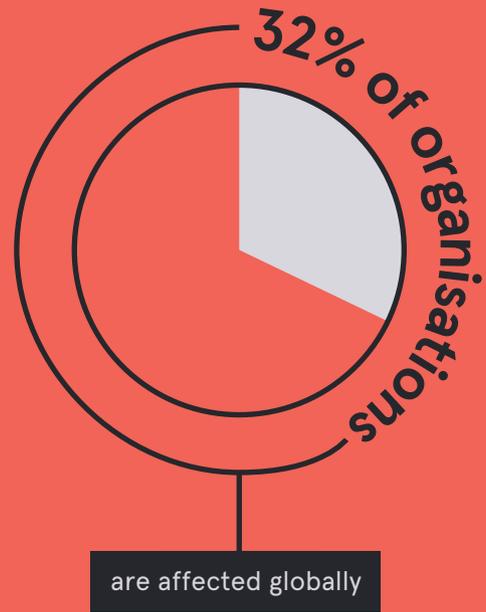
We have been an advisor to dozens of FTSE 100, Fortune 500, EuroFirst 300, private companies, and other firms confronting a wide spectrum of challenges, including some major data breaches and cybersecurity crises.

These challenges have been tackled with the help of our multi-disciplinary team of more than 500 professionals with expertise in media, political and regulatory affairs, digital, data privacy and litigation operating across 15 locations.

The Finsbury Cyber team will carry out a Cyber Health Check to review your cyber crisis readiness. We can help you create a comprehensive cyber crisis playbook which will provide the framework to guide your response in the event of an attack.

Importantly, we help ensure it is a living, breathing part of your organisations DNA through frequent real-time crisis simulation training which provide hands-on practice for both communications and operational teams so they are "crisis ready".

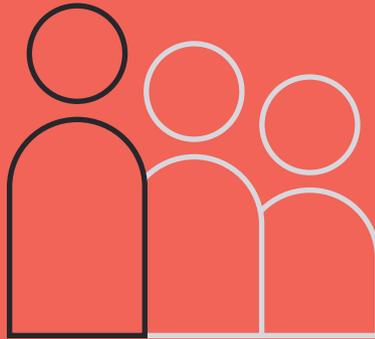
When a cyber attack strikes, our teams are on standby 24/7 to deliver dedicated professional support from advising on strategy to drafting of key stakeholder communications for employees, customers and the media.



LESS THAN

**1/2**

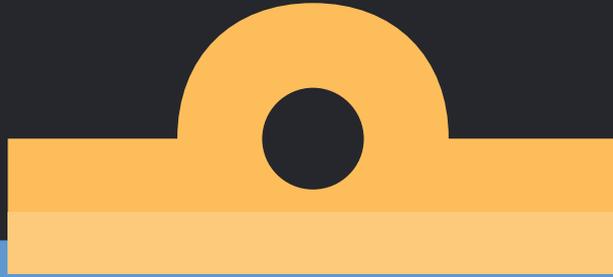
of board members are informed about their organisation's cyber readiness



**REPUTATION**

loss was considered the most damaging impact of a cyber breach

# HOW WE CAN HELP



- Cyber Health Check to identify gaps in cyber crisis planning and key risk areas

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- Analysis of peer response to cyber breaches and reputational response and impact

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- Embedded Finsbury team to help with development of a cyber crisis playbook with response protocols and framework

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- Cyber crisis simulation

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- Cyber digital strategy

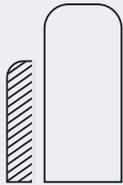
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- Hands on 24/7 crisis support – rapid development and execution of a comprehensive communications action plan including messaging, Q&A for all key stakeholders

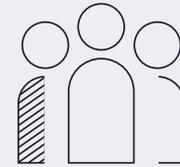


# WHAT SETS US APART

Global reach and local knowledge | Strategic thinking and counsel | Frank advice and objective assessments | Thorough execution with continuous attention to detail | Political campaign-style focus and intensity | 24/7 availability, partner involvement on every assignment



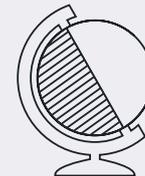
**15 locations**



**500 communication professionals**



**26 languages spoken**



**3 continents**



Won the Financial Communications category for SABMiller/AB InBev M&A Communications Support at 2016 Sabre EMEA Awards

Voted by City Editors as the most influential Financial Public Relations company

Strategic partnership with Glover Park Group and Hering Schuppener Consulting, #1 advisers in their respective markets

Part of the WPP global network with unique access to communications specialists in over 100 countries



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