









### **MISSION**

Become essential to our clients by providing unique intelligence and support that allows them to counter the threat of cybercrime.

Partner with our clients to grow and mature their intelligence capabilities so they can better counter the threat of cybercrime.

# **VISION**

To be the premier, most respected and most called on cyber threat intelligence company and to be best in class in all that we provide.

Unlock the power of cyber threat intelligence to support all aspects of the business and across the range of maturity levels.

# **TAGLINE**

Your Voice of Reason & Truth.

# **DIFFERENTIATION**

Timeliness: ability to identify near real-time identification and indication tactics, techniques, and procedures.

Relevance: Surfacing the most relevant intelligence, which is mapped to specific customer needs in a GIR (General Intelligence Requirements) framework.

#### Operationalization:

- Ease of integration or structured and actionable data exposed on our TITAN platform or via RESTful API and third-party tools.
- Clean data that translates into zero false-positive results and minimizes both analyst fatigue and the need for additional resources.



# OPERATE WITH INTEGRITY

Our company culture emphasizes ethical conduct and upholds the highest standards of honesty and transparency in all that we do. We always seek to do the right thing, even when it hurts.

# CELEBRATE COLLABORATION AND CAMARADERIE

We foster a culture that thrives on teamwork, mutual support, and a strong sense of camaraderie, valuing collaboration as a catalyst for success.

# TACKLE PROBLEMS HEAD ON & EMBRACE ACCOUNTABILITY

We encourage a proactive approach to problemsolving, promoting a culture of accountability where individuals take ownership of challenges and work together to find effective solutions.

# **IDEAL CUSTOMER PROFILE (ICP)**

Cyber hreat Intelligence Market ~15,000 target orgs globally \$2.2B TAM

#### **Tier1: ICP 1,000 orgs:**

- Organizations with annual revenue of \$5B or greater
- High level of CTI maturity; executing against multiple use cases with specialized teams; has executive and/or Board level support

#### Tier2: ICP 3,000 orgs:

- Organizations with annual revenue of \$1B or greater, but less than \$5B
- Mid-level CTI maturity; often a single team handling all aspects of cybersecurity led by an experienced senior level professional

#### Tier3: ICP 11,000 orgs:

- Organizations with annual revenue of \$500M, but less than \$1B
- Low level of CTI maturity; minimal staff with little connection to the corporate goals







# **LOGO USAGE**

The primary logo contains red and monochromatic hues. Version with dark hues should be used on light backgrounds, and light version on dark backgrounds. The logo should be legible regardless of background.

# **LOGO ELEMENTS**

Intel 471 logo consist of an Owl icon that reflects knowledge and wisdom. These characteristics are the voice and tone of the company. The font Manun is used for the main name.

## **CLEAR SPACE**

The amount of clear space around the logo is equal to the height of the owl's eyebrow in the logo image.





Reverse Color



Reverse 1-Color



### **MINIMUM SIZE**

It's important that our logo is in our customer's field of view, but we understand they are not going to our website or viewing our collaterals to look at our logo.

A larger-than-the-norm logo can get in the way of communicating our promises; and could accidently send a message that "we (the brand) is more important that our customers."

Using Intel 471 logo at a small size is feasible when necessary but should never be reduced below 1.5 in wide  $\times$  .4157 in high.



# **OTHER LOGO USAGE**

For cases when primary logo can't be used, it is acceptable to use a monochrome version of the logo. Examples include black and white print advertising.

It is preferred to use two separate colors for logo elements. Preferred replacement for the brand red color is #707070 (C0 M0 Y0 K65). It is acceptable to use all-white and all black versions of the logo if no other version can be used.

The owl can be separated and used as an independent element ("bug") for social media and other uses with limited space.

The owl can also be removed and the wordmark used to accomidate spacing and for stronger identity.



Reverse Color



















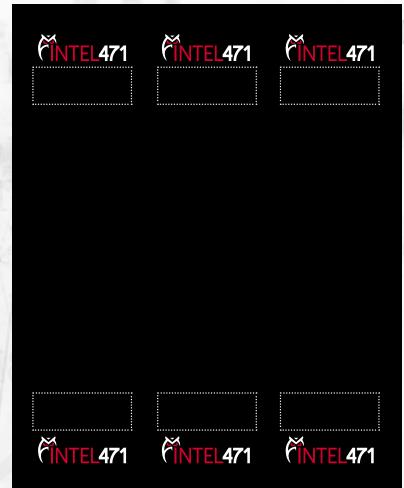
#### Logo placement top right

# **LOGO POSITIONING**

The logo should be used on a light background in a position of prominence. It should always have the required clear space around it. Do not use it more than once on a page. You should only use the black and white or reverse alternative when the color logo is not an option.

The logo can be used in-line with endorsement marks. If you have any questions about this, please contact us at the information listed on the last page.

Do not use the logo in the middle of a sentence or paragraph. Preferred positions are right, center, or left at the top or bottom of a page with the required clear space around it. The exact placement and positioning within the guidelines are flexible, as indicated with the dotted white rectangles in the sample to the right.





#### Logo placement top left

The most-impacted region in the fourth quarter of 2021 was North America, amounting to about \$2.2% of all reported attacks, followed by Europe at 28.4% and Asia at 8.4%. The number of entities impacted in these regions did not change the leading placement from the previous quarter and likely will not change for the first quarter of 2022. The least-targeted sectors for the fourth quarter of 2021 were the nonprofit and financial services sectors, which was the same placement we observed in the third quarter of 2021.

# Ransomware Attacks Per Sector Q4 2021 vs. Q3 2021 Consumer and industrial products ↑ Up 42 Manufacturing → Down 14 Professional services and consulting Real estate ↑ Up 15 Life sciences and health care ↑ Up 27 Technology, media and telecommunications Energy, resources and agriculture ↑ Up 9 Public ↑ Up 13 Financial services Nonprofit ↑ Up 11

Table 2: This table depicts the change in ransomware attacks per sector from the third to fourth quarter of 2021

\*Note: These rankings are for illustrative purposes only and the assessment is made from intel 471 data only

guarter were observed in the fourth guarter of 2021, there also were some significant differences. In the third quarter, BlackMatter ransomware was in the top three most prevalent ransomware variants, accounting for 6.9% of all reported ransomware incidents from July 2021 to September 2021. By the fourth quarter, our analysis of attacks attributed to any versions of BlackMatter only accounted for 1.8% of all reported attacks. In early November 2021, we reported the personas affiliated with BlackMatter on the Exploit and XSS underground forums were deactivated and all post threads and individual posts associated with them were deleted. . Then, on Nov. 5, 2021, the BlackMatter

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Although many similarities from the previous quarter were observed in the fourth quarter of 2021, there also were some significant differences. In the third quarter, BlackMatter ransomware was in the top three most prevalent ransomware variants, accounting entered in transomware variants, accounting

Observations from this report should be seen as an overview of activity highlighted across individual breach events that were correlated to a specific ransomware strain. They are not categorized at the service operator or affiliate level, which would be difficult to ascertain based on information available in breach notifications.





#### VALEUR AJOUTEE

Bénéficiez d'une large couverture sur des espaces où les cybercriminels communiquent, achètent, vendent et planifient des attaques

Une visibilité unique et continue sur communications de bot, en profondeur analyse des logiciels malveillants, technique approfondie rapports et haute fidélité indicateurs de compromis (IOC) le tout en temps quasi réel

Surveillance complète et système d'alerte pour suivre l'activité des logiciels malveillants et des acteurs menaçants, statuts d'exploitation de vulnérabilité et identifiants compromis

Premiers avertissements de compromission liés à votre tiers vendeurs et fournisseurs et autres activité malveillante

Demande d'information (RFI) et support des analystes

Premier système d'Intelligence Requirements Program du marché pour assurer que les renseignements soient le plus strcturés et adaptés à votre organosation.

Facilité d'intégration pour la consummation de renseignemen au travers de notre portail en ligne ; RESTful API et outils de Third Party et plateformes.

sales@intel471.com

#### Lutte proactive contre la cybercriminalité

L'impact de la cybercriminalité sur presque tous les aspects de l'entreprise est une réalité qui les praticiens de la sécurité et du renseignement d'aujourd'hui se battent quotidiennement. Non seulement nous nous battons des adversaires sophistiqués sondent nos réseaux, mais nous sommes maintenant confrontés à une pléthore de menaces telles que le piratage de compte, les logiciels nalveillants en constante évolution, les intrusions, fiéau des rançongiciels, fuites massives de données, fournisseur tiers et compromis des fournisseurs, un surplus apparemment infini de vulnérabilités critiques étant relâché dans la nature et la liste est longue. Réagir au prochain incident n'est plus un approche acceptable ou efficace.

#### Couverture et capacité à opérationnaliser

La capacité d'intelligence globale inégalée d'Intel 471 consiste en une collecte automatisée systèmes et des équipes de renseignement humain qui siègent dans 14 pays pour fournir près couverture en temps réel de l'activité des acteurs de la menace et des logiciels malveillants. Notre Intelligence Cybercriminalité offre une large couverture dans quatre domaines principaux :

Adversary Intelligence: collecte automatisée continue, rapport de renseignement humain, et alerte haute fidélité des cybercriminels de premier plan ciblant et affectant près de toutes les industries et zones géographiques à travers le monde.

Malware Intelligence: analyse et surveillance en temps quasi réel de l'activité des logiciels malveillants et infrastructure de commandement et de contrôle fournissant un flux constant d'indicateurs techniques, rapports de campagne et informations techniques approfondies sur les principales familles de logiciels malveillants déployés par les acteurs de la menace.

Vulnerability Intelligence: rapports réguliers sur les vulnérabilités et surveillance continue des les précurseurs de l'exploitation tels que l'intérêt de l'acteur, le statut d'exploit, la militarisation, productisation et bien plus encore.

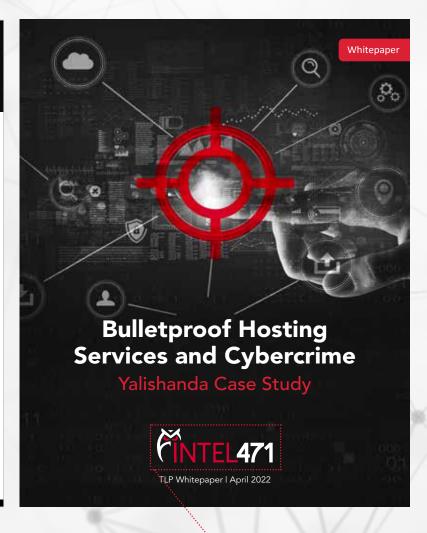
**Credential Intelligence:** surveillance continue et alerte des informations d'identification compromises associés à vos employés, VIP, clients et fournisseurs tiers et vendeurs.

#### Avantages du renseignement sur la cybercriminalité

Obtenez un aperçu continu et en temps quasi réel de l'underground cybercriminel. Cybercrime Intelligence fournit des informations proactives et révolutionaires sur méthodologie des cybercriminels de premier plan – sélection des cibles, actifs et outils utilisés, associés et autres facilitateurs qui les soutienneul.

La collecte sur le terrain et l'analyse au siège d'Intel 471 sont capables de directement prendre en charge les besoins en matière de renseignement dans une organisation couvrant votre sécurité, équipes de direction, de vulnérabilité, de risque, d'enquête et de fraude.

Accédez à l'intelligence finie ou exploitez la collection sous-jacente et brute, c'est à vous de décider tu! Nous fournissons des livrables pour plusieurs équices et niveaux de maturité.



Logo placement bottom right

Logo placement bottom middle

# **LOGO DON'TS**

Intel 471 logo should never be altered. The guidelines apply for all elements use to create the logo and any content that is owned and controlled by Intel 471. Using our logo consistently ensures brand recognition and allows for creativity elsewhere.





Oppor't change or substitute approved fonts.











# **LOGO TYPOGRAPHY**

The typeface Avenir Book reflects the authenticity of Intel 471's knowledge of cyber security and their products and services. It is balanced with the Avenir bold font to bring in the modern day visual. These fonts may be substituted for Arial if Avenir is not available.

# TYPOGRAPHY FOR **MARKETING**

**Headline: Avenir Bold** Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Subhead or Body Copy: Avenir Medium Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Body Copy: Avenir Book Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

# **SUBSTITUTE TYPOGRAPHY**

**Headline: Arial Black** Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Subhead or Body Copy: Arial Regular Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

#### Typography use examples



streamline their operations.

reports, finished intelligence reports and instant as Silobreaker's suite of analytical tools, visualizations, messaging with Silobreaker's open web intelligence and workflow features. This fully integrated solution and sophisticated analytical tools, intelligence teams enables a smarter, stronger, leaner intelligence team will experience a data-rich, consolidated interface to while serving as a force multiplier for operational capacity, expertise, and decision-making,

https://intel471.com/intel-471-and-silobreaker

# Leading Ransomware **Variants for** Q4 2021

- INTEL 471 observed 722 ransomware attacks during the fourth quarter of 2021, an increase of 110 attacks recorded from the third quarter.
- The most prevalent ransomware variants in the fourth quarter of 2021 in descending order were LockBit 2.0, Conti, PYSA and Hive
- The most-impacted sectors in descending order were consumer and industrial products; manufacturing; professional services and consulting; real estate; life sciences and health care; technology, media and telecommunications; energy, resources and agriculture; public sector; financial services; and nonprofit.
- The most-impacted regions in descending order were North America, Europe, Asia, South America, Oceania, Middle East, Central America and Africa.

INTEL 471 reported 34 ransomware variants were used to conduct 722 attacks from October 2021 to December 2021, an increase of 110 and 129 attacks from the third and second quarters of 2021, respectively. The most prevalent ransomware strain in the fourth quarter of 2021 was LockBit 2.0, which was responsible for 29.7% of all reported incidents, followed by Conti at 19%, the total number of observed ransomware attacks. Intel 471 also captured some initial ransom payment requests sent to victims, of which the average was US \$1 million - a drop from our previous report. However, more ransom demands were made public during the fourth quarter of 2021, which increased the number of demands from which the average was taken.

Each recorded ransomware event was sourced from Intel 471 Spot Reports or Breach Reports, which listed impacted entities and domains when available and were tagged with a sector, industry, region and country that aligned to our General Intelligence Requirements (GIR) framework. It is important to highlight that our analysis in this review was based on ransomware variant-related events specifically observed and recorded by Intel 471.

#### EL471

# **Intel 471's Annual Threat Landscape Report**

Intel 471 is one of the premier providers of cybercrime intelligence available on the market. We provide businesses with an unparalleled global intelligence capability, empowering security teams to be lead to be a compared to the compared proactive with relevant and timely insights into the cyber underground. Whether you're scaling a global cybersecurity presence or just starting to build your team, we can help you fight cybercrime with better insights and tools than you've ever had before. Your voice of reason and truth. This report identifies the year's key cyber threats as understood by Intel 471's analysts and researchers. It seeks to demonstrate trends, provide assessment, and predict future threats and courses of action.

- Our analysis of the most frequent TTPs adopted by threat actors in the cybercrime underground, revealed the formative stages of the cyber attack chain were more prevalent, or easier to identify, than the destructive latter stages.
- Prominent cyber threats presenting significant risk to businesses over the past year were compromised access and data; ransomware; the return of Emotet and vulnerabilities.
- Other evolving threats to be on the lookout for include hacktivism, one-time password bypass (OTP) services, supply chain attacks and information stealer malware.
- · Looking ahead, the cyber threat landscape likely will continue to be shaped by an increase in ransomware attacks and a demand for network access; threat actors will persist in capitalizing on security vulnerabilities; and hacktivism likely will remain a threat, but in a smaller capacity than



## PRIMARY AND ACCENT COLORS

Our company primary colors are red and black. This presents a strong mood of optimism, passion, and trust. Our alternate colors are amber, yellow, and white. We have carefully selected these colors and feel they do not compromise the strength of our brand.

### **COLORS FOR PRINT**



#### **RED: PRIMARY**

CMYK: 9, 100, 88, 0 RGB: 214, 0, 47 #D6002F



#### **BLACK: PRIMARY**

CMYK: 73, 67, 65, 82 RGB: 18, 18, 18 #121212



#### **AMBER: ACCENT**

CMYK: 11, 53, 97, 0 RGB: 221, 136, 45 #DD882D



#### **TEAL: ACCENT**

CMYK: 86, 31, 49, 8 RGB: 0, 128, 128 #008080



#### **GRAY: ACCENT**

CMYK: 57, 48, 48, 15 RGB: 112, 112, 112 #707070

# **COLORS FOR DIGITAL**



#### **RED: PRIMARY**

CMYK: 0, 100, 75, 20 RGB: 196, 17, 52 #CC0033



#### **BLACK: PRIMARY**

CMYK: 0, 0, 0, 95 RGB: 27, 27, 27 #1B1B1B



#### **AMBER: ACCENT**

CMYK: 0, 25, 75, 20 RGB: 209, 162, 75 #CC9933



#### **TEAL: ACCENT**

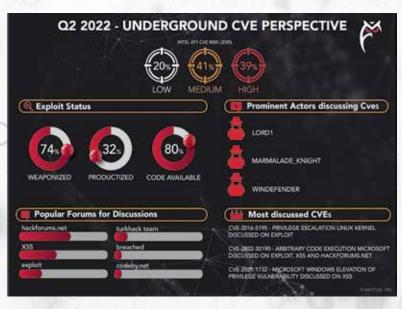
CMYK: 81, 20, 42, 1 RGB: 0, 153, 153 #009999

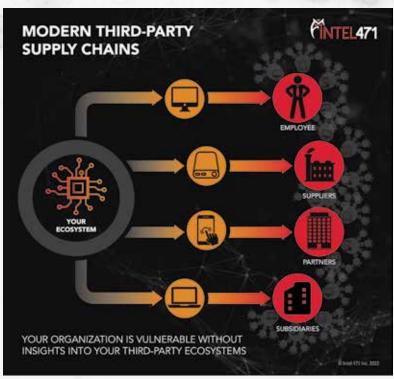


#### **GRAY: ACCENT**

CMYK: 60, 51, 51, 20 RGB: 102, 102, 102

#666666





### Color use examples





#### What you can do

While businesses may not be able to protect themselves from every threat emimnating from the cybercriminal underground, there are a handful of priority security steps and considerations organizations can focus on to protect themselves in the future. Based on the risks presented by the prominent and evolving cybercrime trends discussed above, mitigation recommendations include:



#### Harden

- includes a robust password policy and multi-factor authentication policy
- Keeping platforms and software up to date with a comprehensive patching and update policy Conducting frequent vulnerability assessments to identify and harder
- Reducing the amount of information stored on third-party infrastructure Fostering a culture of cybersecurity awareness to combat intentional
- and unintentional employee negligence
- service plan to increase security readiness and mitigate post-incident impact
- vendors manage supply chain risk



#### Detect

- · Inputting identified indicators of compromise (IoCs) into the network
- security information and event management (SIEM)

   Monitoring all servers and active directories for unrecognized user
- Auditing user accounts with administrative privileges to limit access to
- Deploying intrusion prevention and detection technologies to detect IoCs and malicious activity



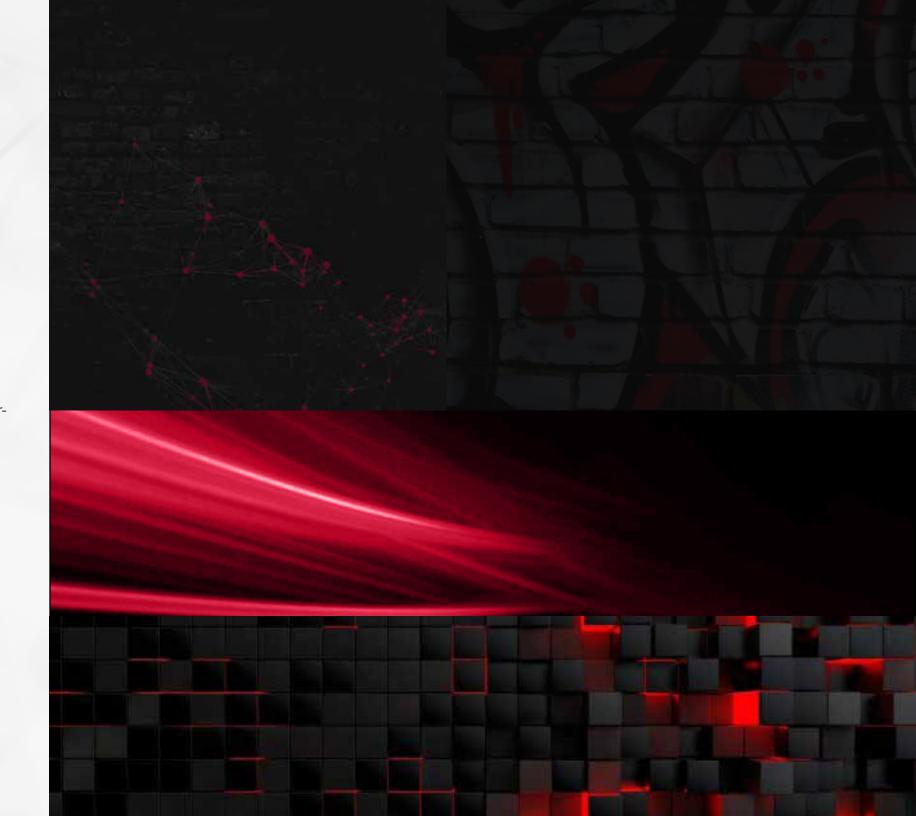
#### Isolate

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# TEXTURE BACKGROUND

Photo-realistic imagery is preferred over computergenerated renders. When choosing background images, look for dark, monochrome, low contrast photography, abstract, or graffiti images.





# **MARKETING IMAGES**

- We like to show technical images
- We like show underground hackers
- We like to show the owl that reflect our brand
- We like to show cyber security themes
- We treat our images with brand colors
- We like to use monochrome images for a dramatic mood



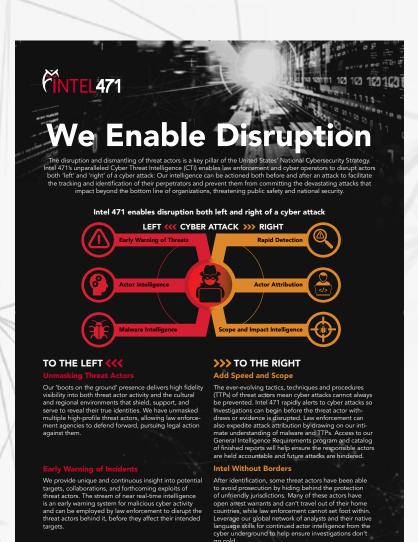


# MARKETING



# **BRANDING**

We will use our brand to enrich our products and services. We will give meaning to our organization by creating and shaping our identity in consumers' minds. Our goal is to help people quickly identify and experience our brand, and give them a reason to choose our products over our competition by clarifying our differences. Our success will be to attract and retain loyal customers and other stakeholders by delivering a product that is always aligned with what the brand promises.





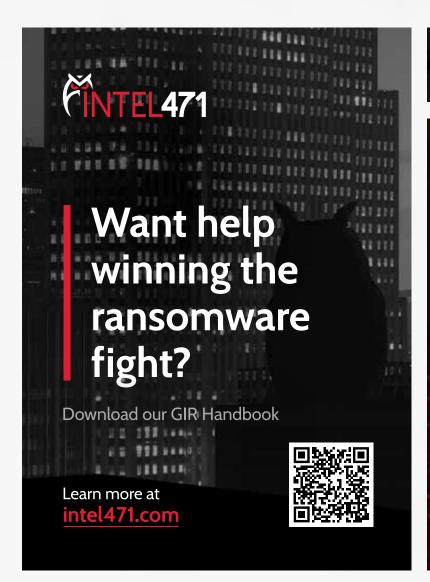




Protect your organization, your assets and your people from cybercriminals.

✓ sales@intel471.com





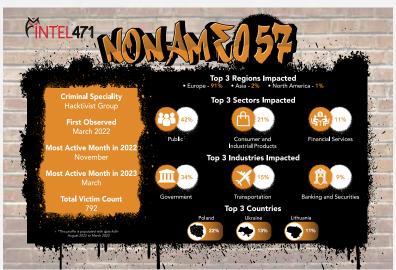




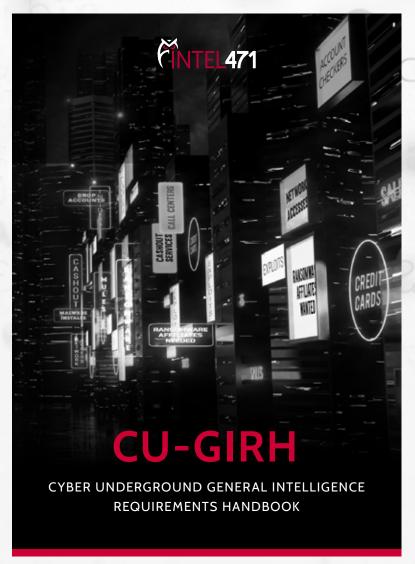
# **COLLATERAL**

We will use a collection of media to support the sales of our products and services. Materials such as Datasheets, Whitepapers, Powerpoint Presentations, Decks, and Videos will be utilized as sales tools. Our collateral will enhance our brand through a consistent message and other media, and use a balance of information and promotional content.







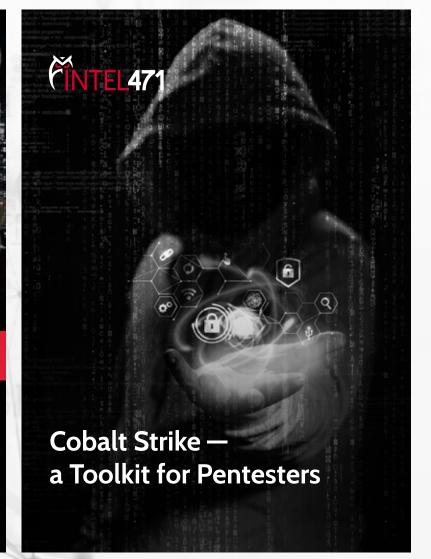




See you there!

**WORKSHOP DATE:** WED. MAY 17TH, 2023 9:00 A.M.-1:00 P.M. EST

Participants will receive a copy of the latest GIR Handbook, an intelligence planning workbook, templated planning documents, samples of completed materials, and access to demonstration



# INTERNET AND SOCIAL MEDIA

We use social media and the internet to attract clients, get their feedback and build customer loyalty. This has led to an increase in our market reach, including international markets. We require our brand colors, fonts, and images for all designs in a continued effort to strengthen our company's identity.



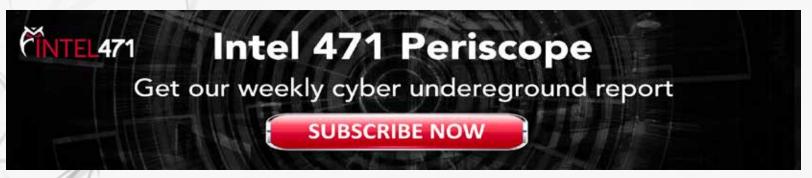


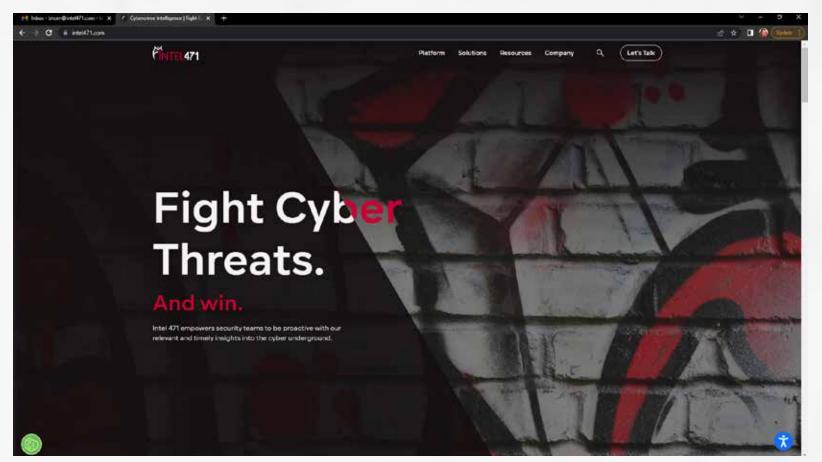


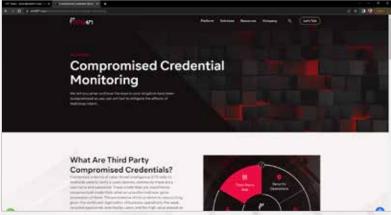


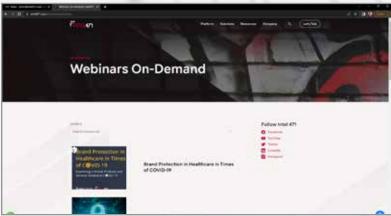


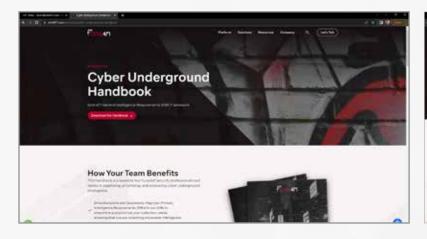


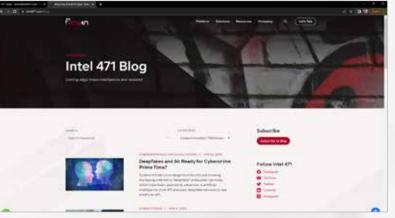


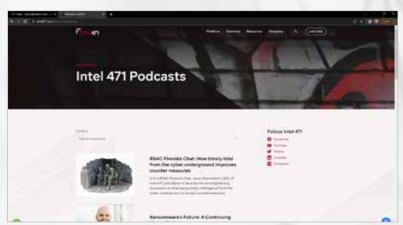












# **EVENTS**

We sieze every opportunity to share valuable insights with potential clients such as establishing an agile security program; fostering a human-centric, security-conscious culture; devolving risk ownership; and establishing a new simplified cybersecurity mesh architecture. Our brand sends a clear message that we are evolving and remain knowledgable of effective defences to prevent cyber attacks.







CONCLUSION

Intel 471 continues to provide our clients with unparalleled global intelligence capability for humans and machines. Whether scaling their cybersecurity presence or just starting to build their team, we can help fight cyber threats.

