

CASHRUN MEDIA KIT

Mission

CashRun supports e-business with effective and affordable online payment and fraud protection solutions, which help e-merchants develop firmly their core competencies, protect as well as maximize their revenues and growth, and minimize the risks online fraud presents to their operations.

Markets

Global company serving e-merchants and e-commerce professionals around the globe, in any online fraud-sensitive industry.

Location

Headquartered in St. Gallen (Switzerland) with additional offices in Germany, USA, Singapore and China.

Customers

Supporting effectively a growing number of online companies worldwide.

Products

CashShield – innovative fraud protection solution ensuring **the market's only 100% Chargeback Protection** and featuring an exclusive multilayered technology, including **more than 200 automated verification tests** to efficiently filter out fraudulent orders during online sales.

CashPay – comprehensive solution to consolidate localized payment options in **one single interface**, including bank transfers, enabling management of incoming funds in different currencies from multiple sources and offering an unbeatable funds reimbursement policy.

Credit Card Processing – secured with **256-bit SSL encryption**, accepts all major credit and debit cards, and **includes support from application to integration and usage**. All transactions made through Credit Card Processing are PCI DSS compliant.

Contact Details

CashRun is an international company, headquartered in St. Gallen, Switzerland, with additional offices in Germany, Singapore, United States and China.

Media enquiries: please contact Ms Irene Brime at marketing@cashrun.com or visit the **Resources** section on our website for details on our Press Releases, Articles and Downloads.

Maintain Focus. Accelerate Revenue Growth. Mitigate Risks.



Four Questions About Online Fraud

01. Why does Online fraud exist? The anonymity and global reach of the Net and the new online payment methods help fraudsters perpetrate their cyber crimes and remain unpunished.

02. What is a Chargeback? A fraudulent chargeback occurs when the card holder contacts the issuing bank and orders the payment cancellation alleging an illegitimate reason. Even though e-merchants can claim the payment back from the holder's issuing bank, this is a lengthy and costly procedure, with a low success result rate.

03. How can e-merchants prevent Online Fraud? Traditional anti-fraud solutions tend to reject any suspicious order, including those which are in fact genuine transactions. With such tools e-merchants not only lose sales, they also produce a negative customer experience.

04. Are all anti-fraud solutions the same? Effective fraud-preventing tools must be designed as a comprehensive system which detects only real fraudulent orders as fast as possible and adapts to new ways of fraud.

Four Facts About Online Fraud

01. Online Fraud is expensive. US merchants are estimated to spend an average of US\$190 billion in fraud losses every year, of which US\$100 billion are solely attributed to identity fraud. The cost of retail online crime in the UK totaled £3,863 million in 2009.

02. Online Fraud is increasing. In the US, 2009 saw an increase of 33% in complaints related to fraudulent activities on the Internet, and 40% of large e-tailers saw an upsurge of fraudulent transactions. 56% of UK e-merchants were victims of online fraud in 2010.

03. Online Fraud is complex. Online fraud entails "hidden" costs associated with fees and penalties levied by banks; costly, ineffective and time-consuming in-house verification systems and loss of potential customers due to rejected genuine orders.

04. Online Fraud is challenging. Fraudsters are sophisticated, professional and often operate internationally. Fraud methods change as fast as fraud-preventing tools evolve, forcing e-merchants to stay alert and constantly adapt their verification schemes.

Four Reasons Why We Are Different

01. Stay Protected. CashRun protects e-merchants with state-of-the-art software, which **effectively combats any form of online fraud** at one of the industry's most convenient fees. Our **Committed Team** tracks any new form of fraud, and integrates our solutions with further fraud-combating parameters.

02. Maintain Focus. Enjoy **comprehensive protection against online fraud at the most convenient rate.** Our solutions are the ultimate platform to optimize online fraud and monitor risk management, with no set up or monthly fees.

03. Accelerate Revenue Growth. Focus on core competencies by retaining the maximum number of genuine orders, and gaining real-time automated order verification, topped up with extensive background details on customer, order and device, to help unmask past, present and future fraudsters.

04. Mitigate Risks. Optimize the risk per chargeback with the **market's unique 100% Chargeback Protection Policy,** an insurance covering all online orders approved by our CashShield solution, in case of an undetected chargeback.