

AURA

FACT SHEET

Company Overview

Aura is a mission-driven technology company dedicated to creating a safer internet for everyone. We believe that people should be able to live with the peace of mind that their identity, online accounts and devices will remain safe, private and protected, no matter where they go. With an easy to use, integrated suite of services trusted by millions, Aura makes comprehensive digital security accessible to all.

The Industry Today



Every **7 seconds** someone is a victim of identity theft or fraud.



As of 2020, **677M** known malware programs in existence



4.7 Million reports of identity theft and related crimes in the U.S. in 2020, **2X** increase from 2019

And, more than **1/3** of those reported losing money as a result.



In Q1 2021, identity theft grew more than **230%** from the year prior driven by a dramatic increase in government benefits fraud, up nearly **4,000%**



\$3.3B USD lost to ID theft in 2020, an **83%** increase YoY



46K new phishing and scam sites were detected every week in 2020.



350K new malware programs are discovered each day.

Aura Fast Facts

\$100 BILLION

TOTAL ADDRESSABLE MARKET (TAM)

1.7 MILLION+

CUSTOMERS

\$220 MILLION+

IN ANNUAL REVENUE

500

GLOBAL EMPLOYEES

150,000+

IDENTITY FRAUD CASES RESOLVED

4X FASTER

FRAUD DETECTION AND ALERTS THAN COMPETITORS

24/7

LIVE SUPPORT

7+ YEARS

AVERAGE TENURE OF AURA AGENTS

\$1 MILLION

INSURANCE PROVIDED TO EVERY AURA CUSTOMER

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Product Overview

Aura's all-in-one digital security solution combines financial, identity, network and device protection. Aura seamlessly integrates best-in-class tech solutions that offer protection across multiple threat vectors including financial, credit, identity theft, malware, ransomware, scam sites and more. The award-winning tech is easy to use, simple to set up with 24/7 U.S.-based customer support, and all subscription plans include \$1M identity theft insurance for your peace of mind.

Key Features



FINANCIAL
TRANSACTION
MONITORING



CREDIT
SCORES &
REPORTS



LOST
WALLET
RECOVERY



DARK WEB
SCANS & DATA
CLEAN-UP



WIFI SECURITY
VPN



MULTI-DEVICE
PROTECTION



ANTIVIRUS

Leadership

EXECUTIVE TEAM

Hari Ravichandran, Founder & CEO
Alison Dillon, Chief Strategy Officer
Blake Cunneen, Head of Corporate Development
Chen Li Wang, Chief Product Officer
Christopher Bray, Chief Revenue Officer
Dafna Sarnoff, Chief Marketing Officer
Debasish Biswas, Senior Vice President, Engineering, Security
Duane Berlin, Chief Legal Officer & General Counsel
Gerry Baldwin, General Manager, Employee Benefits
Howard Clabo, Chief Communications Officer
Kristin Covi, Senior Vice President, Brand & Product Marketing
Ryan Toohil, Chief Technology Officer
Sofia Kaufman, Chief People Officer
Taylor Hawes, Senior Vice President, Growth
Will Porter, Chief Financial Officer
Yuriy Dvoinos, General Manager, Privacy

BOARD MEMBERS

Sujay Jaswa (Chairman), Co-Founder & Managing Partner, WndrCo
Hari Ravichandran, Founder & CEO, Aura
Bruce Lev, Managing Director, Loeb Partners
Chandler Reedy, Managing Director, Warburg Pincus
Jeffrey Katzenberg, Co-Founder & Managing Partner, WndrCo
James Cash, James E. Robison Professor of Business Administration, Emeritus, Harvard Business School
Michael Stanfield, CEO (Retired), Intersections Inc.
Sameer Gandhi, Partner, Accel
Trevor Oelschig, Managing Director, General Catalyst
Zulfikar Ramzan, Chief Digital Officer, RSA Security

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Company Timeline

2014

Hari Ravichandran is the victim of identity theft and becomes an Identity Guard customer.

DECEMBER 2017

iSubscribed is formed with the vision to simplify security.

SEPTEMBER 2018

Intrusta antivirus launches providing malware, spyware and adware protection for consumers with excellent customer support.

OCTOBER 2018:

WC SACD One Parent, Inc., a joint venture entity formed by iSubscribed, WndrCo and General Catalyst announce the acquisition of Intersections Inc. and Identity Guard solutions, to help fuel iSubscribed's Intrusta brand offerings and significantly expand its customer base.

JULY 2019:

iSubscribed and Intersections Inc. announce that the combined business entity has been renamed Aura, uniting their respective brands Intrusta and Identity Guard®. Aura™ announces they've raised more than \$150 million of capital with partners WndrCo and General Catalyst to grow an integrated security platform.

JULY 2020:

Aura announces the acquisition of Pango, FigLeaf and PrivacyMate, expanding Aura's offerings to provide even greater identity protection and security for customers with the addition of world-class products such as VPN HotSpot Shield.

JUNE 2021:

Aura announces a \$150 million Series E funding round led by Warburg Pincus.

Social Media

