



First Analysis leads investment in global digital risk protection company AppDetex

Global digital risk protection leader in combatting fraud, piracy and online brand infringement

Industry:

Cyber security / Infrastructure

Headquarters:

Boise, Idaho

Website:

www.appdetex.com

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CHICAGO – March 21, 2019 – First Analysis, a leading venture capital investor, has made a new investment in Boise, Idaho, based AppDetex, leading its \$10 million Series B equity financing to expand sales and marketing and to invest in product development. Existing investors, EPIC Ventures and Origin Ventures, also participated. AppDetex helps brand owners and intellectual property experts tackle the ever-changing and time-consuming process of online detection, assessment, and enforcement of online infringements. The company's global digital risk protection solutions are used by some of the world's leading companies to combat misuse of their intellectual property across the Internet.

AppDetex focuses on the digital segment of the rapidly growing market of brand protection. The expanding scope of a brand's omni-channel presence raises the complexity and urgency of protecting against brand misuse and dilution, including counterfeits, piracy, phishing sites, cybersquatting and unauthorized use of trademarks.

First Analysis has a long history researching and investing in cyber security, internet infrastructure, digital marketing, and e-commerce opportunities ranging from venture-stage companies to established industry leaders. This perspective was key to understanding AppDetex's tremendous potential and the path to realize that potential.

"We believe that First Analysis, with its deep expertise in many adjacent areas, will make a strong contribution to our ongoing success," said AppDetex founder and CEO Faisal Shah. The funding from First Analysis along with Origin Ventures and Epic Ventures will allow AppDetex to continue developing cutting-edge technology to help brands proactively address brand misuse worldwide.

First Analysis Managing Director Howard Smith commented, "AppDetex offers a differentiated product in a rapidly growing market. We're thrilled to partner with a management team known for its history of innovation and leadership in this industry."

Howard Smith has joined the AppDetex board of directors.

About AppDetex

AppDetex is a full-service digital risk protection company offering online and mobile app protection solutions as well as corporate domain name registration and management services. AppDetex specializes in the areas outside of the company's firewall to prevent brand infringement and dilution, including fraud, and piracy within the increasingly complex worlds of mobile apps, marketplaces, social media, websites and domains.

The company focuses on developing and delivering best-in-class technologies and methodologies that expose brand infringements and enable takedowns of the many egregious undertakings found online today. AppDetex's strengths include its depth of experience in the brand protection

industry and willingness to serve as an extension of its client's IP team, and the company's nimble approach to software development and the robustness of the solutions. AppDetex understands how to reduce consumer confusion, brand dilution, and fraud while protecting reputations, credibility, and company bottom lines.

Founded by Faisal Shah and Chris Bura, the original pioneers of the online brand protection space, AppDetex has quickly become the first choice for many of the world's most recognizable brands.

About First Analysis

[First Analysis](#) is a leading venture capital investor, having invested more than \$780 million over four decades. With our integrative research process, we aim to invest in the best, established rapid-growth companies in the targeted sectors where we are acknowledged experts and where our success benefits not only our investors, but also our broader society and environment. The integrative research process combines 1) dynamic investment research on thousands of publicly traded and privately held companies with 2) thousands of relationships among executives, investors, and other key participants in our focus areas, yielding a deep, comprehensive understanding of each sector's near-term and long-term potential. We help companies become profitable leaders in large markets, funding growth plans, working closely with management in areas including strategy, recruitment, sales and marketing, and corporate development, and typically investing \$3-10 million as lead investor or as a syndicate partner who brings valuable perspective.