

A Quick and Easy Path to Increased Consumer Loyalty and Value

- Deliver the online safety and privacy services consumers demand
- Quickly add new services to your offerings
- Create new revenue streams

“72% of Americans feel that all or most of what they do online is being tracked and 55% want better tools to secure their personal information and activities online. Yet very few are actually doing something about it.”

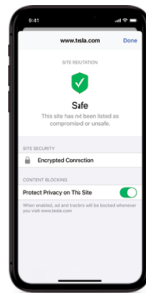
All the benefits, none of the heavy lifting

Ensure consumers’ digital experiences are secure and private and insulated from data tracking and exposure of PII. Sudo Platform provides a modular, quickly implemented, and powerful collection of the most important privacy and safety tools consumers would expect. Through Sudo Platform you can add important capabilities to your app or offer them as a stand-alone solution branded as you like.

Your Digital Identity Protection offering could include:

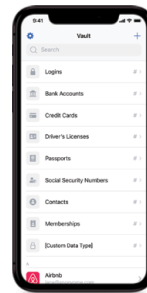
Site Reputation Service

Empower users to make informed choices about what they do online based on the latest AI-driven risk and site reputation. data.



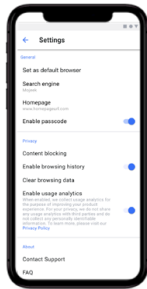
Password Management

Empower users to safely create, store, and use secure credentials with all their online services and accounts making logging in quick and secure.



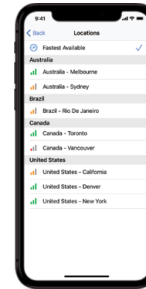
Private Browser

Ensure mobile users can engage online safely and privately.



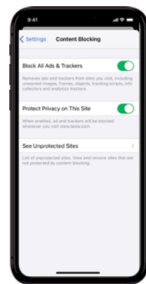
Virtual Private Network

Enable end-users to access a secure and private internet connection through an unlimited virtual private network.



Ad & Tracker Blocker

Protect end-users from unwanted ads and tracking to ensure complete privacy.



Safe Browsing Extension

Ensure end-users can confidently, privately, and securely browse the web on desktops.



Make it your own!

All optimized to give you everything you need to quickly bring new products to market or augment existing products with value-add privacy and identity protection tools to gain new customers, better retain existing consumers, and create competitive differentiation. Sudo Platform is an API-first developer-focused ecosystem that brings a modular, turnkey, customizable approach to digital privacy and safety across the devices your members prefer to engage with.

It includes:

- Developer-focused documentation • APIs • SDK source code via GitHub
- Sample applications for test-to-deploy of various capabilities
- Brandable white-label apps and UI kits across all use cases for quick go-to-market.

What your offering could look like

PLAN FEATURES	ESSENTIALS Our standard identity protection package		ADVANCED Advanced identity and fraud protection, plus more.		PREMIUM Our best deal with the most features	
	Individual \$9.99/mo	Family \$19.99/mo	Individual \$14.99/mo	Family \$24.99/mo	Individual \$19.99/mo	Family \$29.99/mo
Private mobile browsing	✓		✓		✓	
Safe desktop browsing	✓		✓		✓	
Ad and tracker blocker	✓		✓		✓	
Site reputation service	✓		✓		✓	
Password Management	✓		✓		✓	
Virtual private network	✓		✓		✓	
Family digital safety			✓		✓	
Identity theft monitoring					✓	
Credit monitoring and reports					✓	