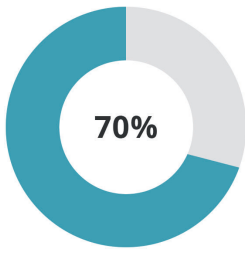


Brand Guard Data Sheet

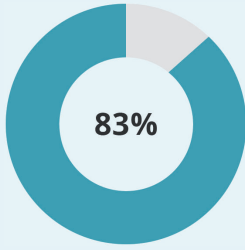
Building a defamation-free internet environment.





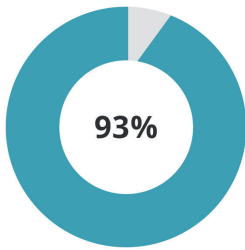
Online sentiment influences nearly 70% of purchasing decisions.

Reputation threats are at the forefront of political and corporate discussion across all continents. They come in many forms, including activism, data leaks, espionage, cyber extortion, fake news, character assassination, or simply online libel or slander. Such threats have increased enormously in the past year alone with statistically proven impressions on national and global markets.



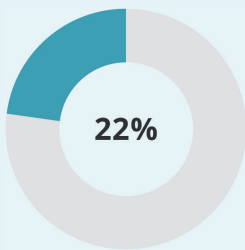
83% of investors use brand reputation in their stock strategies.

The fallout from such incidents takes its toll on corporations and their executives, and with this we see the gap between Corporate Communications, Crisis Management, and PR getting smaller by the day.



93% of internet searchers do not go past the first page of Google.

Since 2012, Massive PR, based in the United Kingdom and the USA, has been providing high profile public individuals, executives, and enterprise organizations with a unique approach to reputation management.



A single negative article posted online can result in the loss of 22% of business.

Using human forensics, cyber mitigation, and strategic media relationships, Massive empowers our clients with an auxiliary and risk-free Reputation Management service designed to silently and effectively protect your image.

Online Removals

The integrity of a brand can be lost overnight with altered, fabricated, or targeted disinformation being spread online.

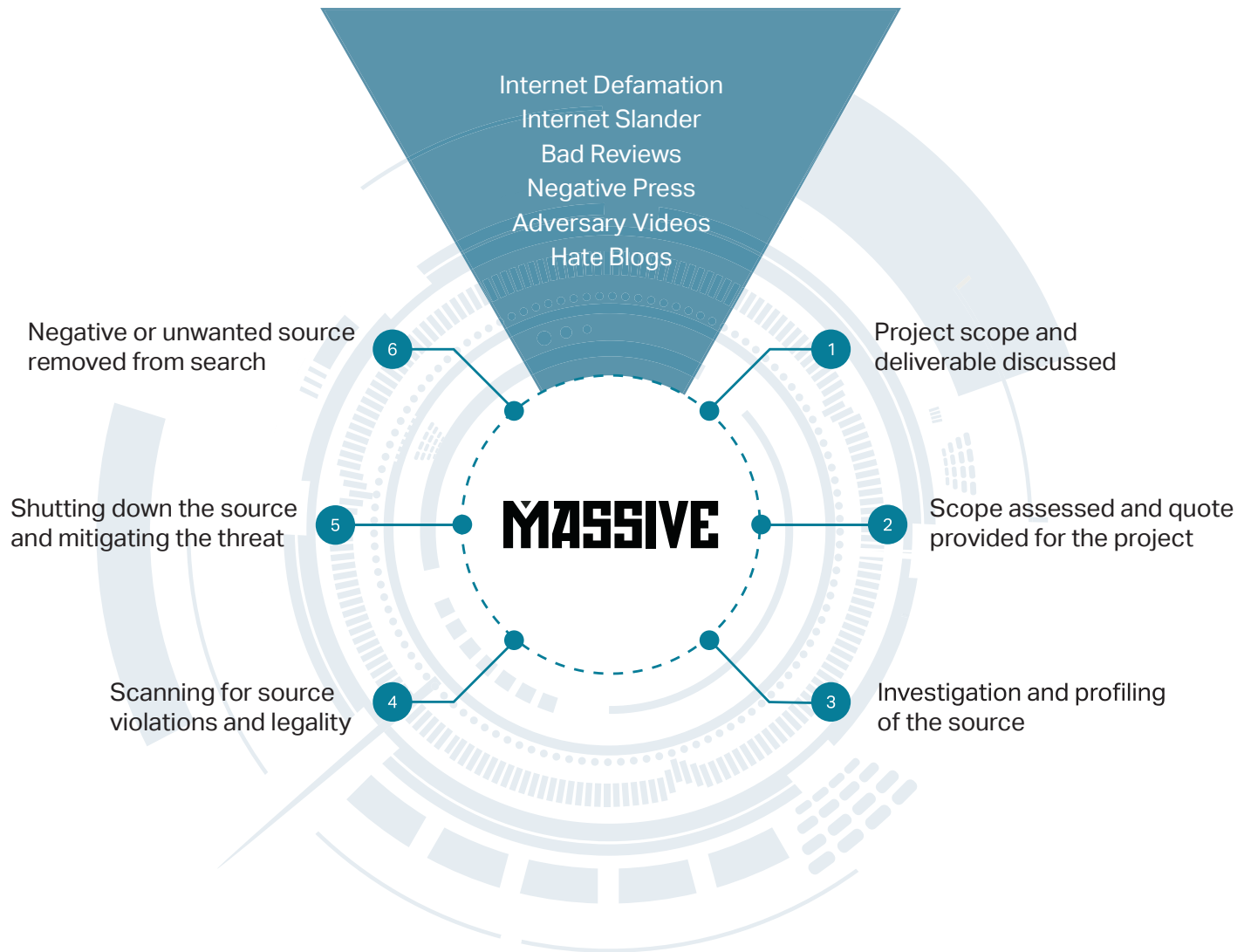
Your Google Page 1 is your most powerful credibility asset -- that's why Brand Guard assists with the following collective reputation management solutions:

- ◇ Internal matters, criminal investigations, or misconduct reported negatively in the media
- ◇ Executive personal reports made public, including termination, divorce, civil matters, and private investigations.
- ◇ Government or other Public Body reports listed online.
- ◇ Hate sites and defamation campaigns from anonymous or known attackers.
- ◇ Brand damage in the form of online complaints and reports from consumers about the brand, its products, programs, and support.
- ◇ Foreign media and report websites targeting executives or brands.

 *The ability to remove disinformation is key to a clear branding message.”*

How it works

With Massive, you have a rapid-response removal mitigation service to move in on reputation threats.



Massive Alliance is the first to pioneer a cyber forensic approach to Online Reputation Management.

Every case of defamation is carefully processed using our proprietary software and human forensics. The source of the unwanted search results is inspected as to cause and approach and is then checked against:

- ◇ The laws of the land
- ◇ ISP terms of use
- ◇ The hosting terms of use
- ◇ The hosting site terms of use
- ◇ Google terms and quality guidelines
- ◇ Yahoo terms and quality guidelines
- ◇ Bing terms and quality guidelines
- ◇ Motive and intent
- ◇ Background of the author

In fact, on any individual case there are 50,000+ points of legal, regulatory, and publication guidelines which we assess your search results against. If our first assessment proves that we can resolve the unwanted link(s), then we proceed to **fully remove** the content from search engines or the website itself.

Because of this approach, Massive is able to provide payment-on-result-only services. Our analysis will tell us if the reputation management project is doable or not, and if we agree to take you on, we will get it done with no upfront fees.

And, Massive's reputation management options are not just limited to defamation. We can also remove instances of sensitive data exposure, piracy, stolen data, or personal (private) information.

MASSIVE

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