

Two Powerhouses in One

 **EZShield®**  **IdentityForce®**

**THE MARKET IMPACT**



### Q: WHY IS EZSHIELD + IDENTITYFORCE REBRANDING ITSELF?

A: *Just as EZShield + IdentityForce united in August 2018, we are making this unification even stronger by introducing a master brand, where the strengths and power, along with the brand equity that has been built, can continue to grow. Sontiq is a new brand uniting two identity security powerhouses, EZShield + IdentityForce, into one industry leader that can meet the identity security needs intelligently, proactively, and responsibly for all audiences we serve, from consumers to partners to organizations of all sizes.*

### Q: EZSHIELD JUST ACQUIRED IDENTITYFORCE LAST YEAR SO WILL THE NAME CHANGE APPLY TO BOTH COMPANY NAMES?

A: *Both the EZShield and IdentityForce brands have been united under the new parent company, Sontiq. Both brands will continue to exist in relation to products and services we offer, and the audiences we serve, but Sontiq will now be the company name.*

### Q: HOW DID YOU DECIDE ON THE NEW COMPANY NAME, SONTIQ?

A: *Sontiq's name is derived from the Latin word "sonticus" meaning serious or critical. Our intelligent identity security solutions focus on protecting every component of an identity in today's highly volatile digital world where security incidents, cyber threats and data breaches are the norm. This is at the core of what Sontiq delivers. Owning an identity is a serious responsibility, and through our intelligent and proactive identity protection and mobile cybersecurity product offerings...we're all less vulnerable.*

*Sontiq, as our new name and master brand, demonstrates the alignment between EZShield + IdentityForce to put the needs of their customers, partners, and members first by delivering world-class innovation and tailored programs fueled by intelligent identity security.*

### Q: WHAT DOES THE NEW LOGO SYMBOLIZE?

A: *The Sontiq brand icon is indicative of a thumbprint — the ultimate symbolism of your physical and digital identity. The icon represents the coming together of EZShield and IdentityForce through the two lines that form the "S" — showing the unification of two identity security powerhouses.*



### Q: HOW DO YOU PRONOUNCE YOUR NEW NAME?

A: *Sontiq is pronounced "Son-tick."*



**Q: CAN YOU EXPLAIN YOUR NEW TAGLINE?**

**'INTELLIGENT IDENTITY SECURITY'**

*A: Intelligent Identity Security is at the fulcrum of what we believe: Owning an identity is a serious responsibility. It's through our intelligent, proactive, and responsible identity protection and mobile cybersecurity product offerings we are all less vulnerable.*



**Q: WHAT IS THE IMPACT ON EZSHIELD + IDENTITYFORCE CUSTOMERS?**

*A: EZShield and IdentityForce customers will not experience any change in product or service delivery. As they have since EZShield acquired IdentityForce in August of 2018, our customers will receive best-in-class service from our certified experts and support services, who deliver 100% restoration success rate, an NPS score of 71, and have earned a Customer Satisfaction rating of 9 out of 10.*

**Q: WILL EXISTING SERVICES CHANGE FOR EZSHIELD + IDENTITYFORCE?**

*A: EZShield and IdentityForce will continue as the brands our customers and partners know and trust under the Sontiq umbrella, and these services will remain intact. As a company uniting two rich heritages from EZShield + IdentityForce, there's strength in partnership with Sontiq for those who believe that security and privacy of confidential information, both at the individual and business-level, must be continuously protected. Sontiq's world-class and award-winning restoration and support services deliver peace of mind and we are experts in identity and fraud restoration.*

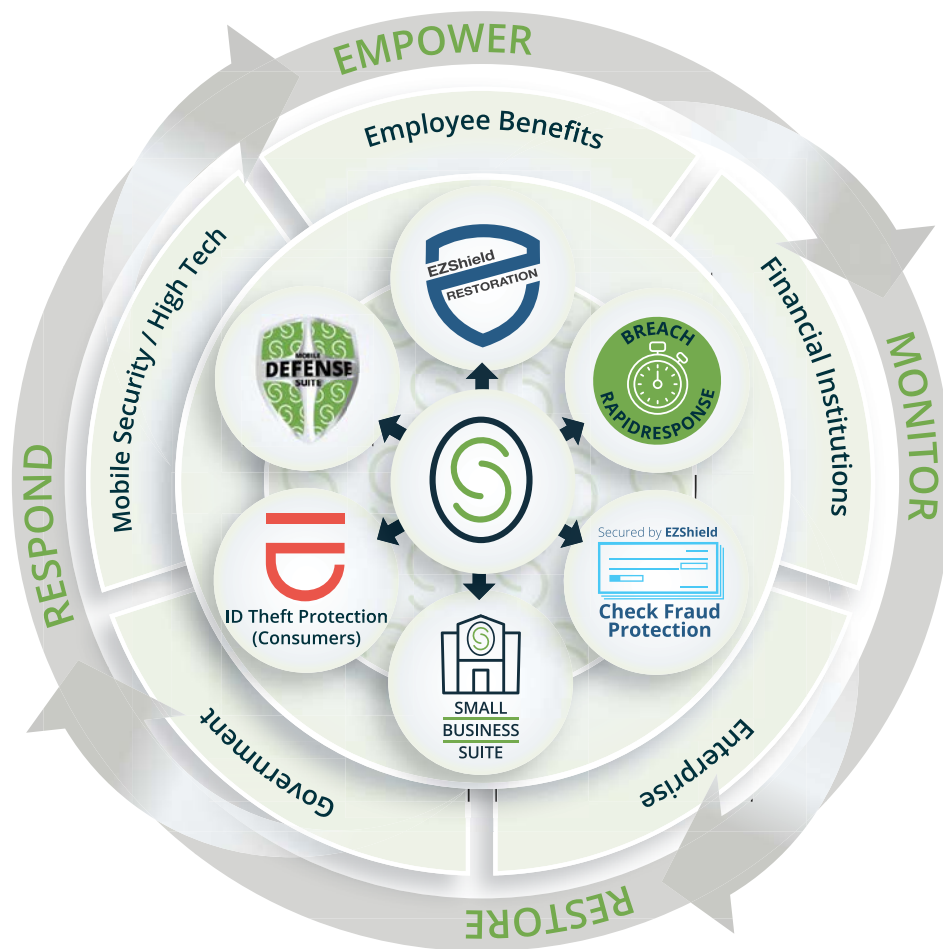


Q.

**WILL THE COMPANY OFFER NEW PRODUCTS?**

A: Our dedication to delivering intelligent identity security services to today's enterprises and their employees, customers, and partners, will drive continued innovation in identity theft protection and mobile cybersecurity solutions. Sontiq will remain at the forefront of providing a sophisticated set of proactive services that will protect the entire digital footprint from data breaches to cyber threats — and all types of security incidents. This includes our new Mobile Defense Suite, launched in November 2018, and our new Small Business Suite, launched in April 2019. All of our products will continue to be built not only with the powerful and award-winning capabilities found within the EZShield and IdentityForce platforms, but also infused with new and innovative features as we address the dynamic security needs of our customers, partners, and consumers.

Below, please find a visual representation of how the products will come together under Sontiq.



**Q. WILL IDENTITYFORCE STILL OFFER SERVICES TO CONSUMERS?**

*A: IdentityForce remains the consumer-facing brand for Sontiq. IdentityForce members will continue to receive the same exceptional identity theft protection and customer support and resolution services, while also benefiting from new product innovation.*

**Q. WILL THE COMPANY'S TARGET MARKETS CHANGE OR EXPAND?**

*A: Sontiq will continue to provide a full range of identity monitoring, restoration, and response products and services, empowering businesses and individuals to be less vulnerable to the financial and emotional consequences of identity theft and cybercrimes. We will continue to work with enterprises of all sizes, along with government agencies, to mitigate the financial and emotional consequences of cyber threats and identity crimes.*

**Q. WILL THE EZSHIELD + IDENTITYFORCE WEBSITES AND SOCIAL CHANNELS REMAIN?**

*A: EZShield and IdentityForce brand properties will continue to operate as usual. This includes all websites and social accounts for each brand. In addition, Sontiq will have its own website and social channels as the corporate brand.*



## ABOUT SONTIQ

Sontiq, headquartered in Nottingham, MD, is a high-tech security and identity protection company providing best-in-class products built to protect what matters most. Sontiq's brands, EZShield and IdentityForce, offer a full range of proactive identity monitoring, restoration, and response products and services empowering businesses and individuals to be less vulnerable to the financial and emotional consequences of identity theft and cybercrimes.

Sontiq's comprehensive offering includes mobile cybersecurity with its Mobile Defense Suite and its Small Business Suite. These sophisticated services ensure the entire digital footprint of today's enterprises and their employees, customers, and partners are protected from data breaches and security incidents.

Sontiq's name is derived from the Latin word "sonticus" meaning serious or critical, demonstrating the alignment between EZShield + IdentityForce to put the needs of our customers, partners and members first. As a company uniting the rich heritages of EZShield and IdentityForce, there's strength in partnership and peace of mind with Sontiq.

With Sontiq, you can go about your business intelligently, knowing the industry's top brands are working for you. Learn more at [www.sontiq.com](http://www.sontiq.com) or engage with us on [Twitter](#), [Facebook](#), [LinkedIn](#), or [YouTube](#).

## ABOUT EZSHIELD & IDENTITYFORCE

In August 2018, EZShield, a portfolio company of [The Wicks Group](#) ("Wicks"), merged with IdentityForce, and became known as EZShield + IdentityForce. For a combined 60 years, EZShield and IdentityForce have helped individuals, enterprises of all sizes, and trusted partners protect what matters most — through secure, digital identity protection and resolution services that enhance customer relationships, while adding value to existing products. Together, EZShield and IdentityForce have trailblazed the identity theft protection space, receiving consistent recognition by Javelin Strategy & Research as a [leader in Identity Protection](#), most recently as the 2018 Identity Protection Service Provider Best-in-Class award winner. Today, thousands of [financial institutions](#) rely on EZShield and IdentityForce's [award-winning](#) solutions, all delivered on a secure, flexible platform backed by best-in-class customer support. Additionally, EZShield and IdentityForce provide identity theft, privacy, and credit protection solutions to consumers, businesses, and government agencies. With EZShield and IdentityForce, individuals and companies benefit from the most robust and [award-winning](#) identity protection to keep personal and business information safe. In June 2019, EZShield and IdentityForce unified as two distinct brands that sit under their parent company, Sontiq.

Follow EZShield on [Twitter](#), become a fan on [Facebook](#), and engage with us on [LinkedIn](#). Learn more at [www.ezshield.com](http://www.ezshield.com). Follow IdentityForce on [Twitter](#), become a fan on [Facebook](#), and engage with us on [LinkedIn](#). Learn more at [www.identityforce.com](http://www.identityforce.com).

## ABOUT WICKS

The Wicks Group is a private investment firm based in New York City that invests in lower middle market information businesses that create and deliver niche content and services to the business, consumer and education markets. Since its founding in 1989, Wicks has invested over \$1 billion of capital in more than 30 platform companies and approximately 100 add-on acquisitions. The firm has applied a consistent investment strategy since its founding, partnering with high-quality, experienced management teams to build businesses organically and through acquisitions. Learn more at [www.wicksgroup.com](http://www.wicksgroup.com).

