

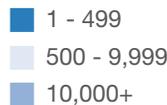
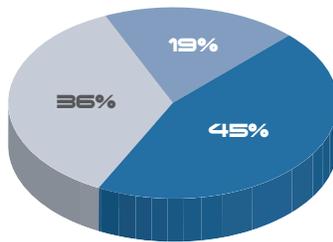
BLACK HAT RETURNS TO ASIA

Black Hat Asia 2014 welcomed more than 1,000 of the security community's most renowned experts, in our first year back to the APAC region. The event featured 29 sessions presented by 33 of the industry's most cutting edge researchers, and a robust Sponsor Hall with more than 20 of the region's most prominent security solution providers.

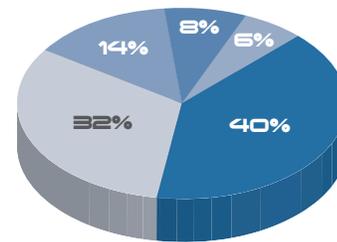
ATTENDEE HIGHLIGHTS

- **JOB LEVEL:** One-third of Black Hat Asia attendees are Manager-Level or higher and nearly half are Technical-Level Security Professionals.
- **GEOGRAPHIES:** 90% of Black Hat Asia attendees were locals from Singapore, but the event welcomed a mix of attendees coming from 41 countries around the world.
- **CONTACTS:** Nearly 70% of Black Hat Asia attendees indicated they would follow-up with a Black Hat Asia Sponsor to continue the conversation or visit the sponsor's website after visiting the Sponsor Hall.

COMPANY SIZE



TOP 5 INDUSTRIES



RESEARCH AND FEATURED STORIES

Black Hat consistently attracts top-tier press, analysts and bloggers from around the world. Returning to Asia after a 5-year hiatus, Black Hat Asia 2014 saw incredible international coverage from the US and UK to Russia, Africa, Asia and everywhere in-between. Media outlets in attendance included Reuters and the BBC as well as several well-known regional and trade publications. More than 350 articles appeared in top-news sources such as CNN, The Daily Mail, The Guardian, VICE Motherboard, NBC News, Forbes and many more.

HIGHLIGHTS INCLUDE:

- Talk, "Machines That Betrayed Their Masters" filmed a full segment with CNN in London prior to the event that ended up being a top story in the Tech Section and was shared more than 12 thousand times with more than 1200 comments on the article alone.
- Talk, "Tomorrow's News Is Today's Intel: Journalists as Targets and Compromise Vectors" hit the international headlines as Reuters published a story following an in-person interview with the researchers in Singapore.
- Talk, "Abusing the Internet of Things: Blackouts, Freakouts and Stakeouts," was also covered by Reuters after an in-person interview onsite.

