

MOVE TO THE AMSTERDAM RAI WELCOMES MORE ATTENDEES

Black Hat Europe 2014 welcomed more than 1,000 security professionals to the Amsterdam RAI Convention Center– the largest Black Hat Europe to date. Eight Trainings, 44 Briefings sessions and an impressive lineup of Arsenal tools made up four days of cutting-edge content.

The Black Hat Business Hall welcomed nearly 20 exhibitors and offered attendees more opportunities to network and engage with the top security companies and organizations.

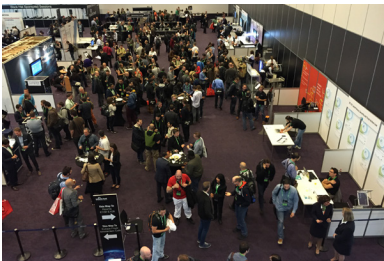


KEY ATTENDEE HIGHLIGHTS FROM BLACK HAT EUROPE 2014

- ▶ **GEOGRAPHY** – Top countries represented are Netherlands, United Kingdom, Germany and the United States.
- ▶ **INDUSTRY** – Top three include IT Telecommunications, Information & Network Securities and Financial Services.
- ▶ **COMPANY SIZE** – 44% are from companies with more than 1k employees, including 25% from companies with more than 10k employees.
- ▶ **PURCHASE AUTHORITY** – 80% influence solution selection and one out of five signs-off to purchase solutions.
- ▶ **JOB TITLE** – Over half are Manager-level and above.

SPONSORSHIP VALUE AND ROI

- ▶ **87%** of Sponsors say Black Hat Europe has the right Target Audience for their business.
- ▶ **75%** of Sponsors indicated that they generated new sales leads, met new contacts and raised awareness of their brand, products or services as a result of attending Black Hat Europe.
- ▶ **THE MAJORITY** of Black Hat Europe Sponsors say that the Business Hall, number of attendees and overall ROI improved YOY.
- ▶ **75%** of Sponsors say Black Hat Europe offers good value for their money.
- ▶ **87%** of Black Hat Europe 2014 Sponsors plan to sponsor Black Hat again in the future.



PRESS AND MEDIA COVERAGE

Black Hat consistently attracts top-tier press, analysts and bloggers from around the world. Black Hat Europe 2014 earned at least 100 unique articles published internationally that highlight the high-intensity Briefings and special events throughout the week. At least 30 members of the media and analyst community covered Black Hat Europe, including top outlets such as Reuters, BBC News, Forbes, Mashable, Dark Reading, The Register, SC Magazine UK, IDG News and more.