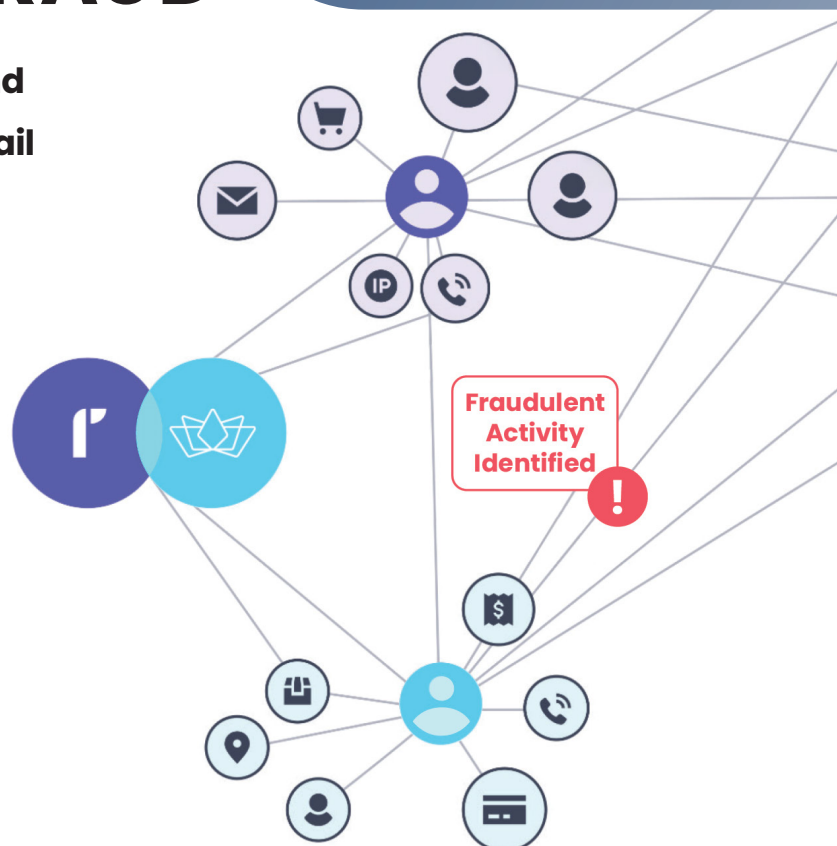


360° PROTECTION TO OUTSMART FRAUD

Safeguard revenue, boost efficiency, and build customer loyalty with Appriss Retail and Riskified, your partners in fighting online and in-store fraud and abuse.

Bridging disconnected customer journeys

Retailers face a fragmented customer journey across checkout, returns, claims, support interactions, and chargeback disputes. Each touchpoint generates isolated data, making it nearly impossible to detect patterns of fraud and abuse. This lack of a unified view leaves retailers struggling to identify risky behaviors and vulnerable to exploitation.



Better Together – Partnership Benefits



Clear, Precise Decisions

Ensure consistent and accurate decisions across online and in-store channels, enhancing both efficiency and customer trust.



Improved Profitability

Higher approval rates, fewer fraud losses, and stronger margins boost revenue while reducing risks.

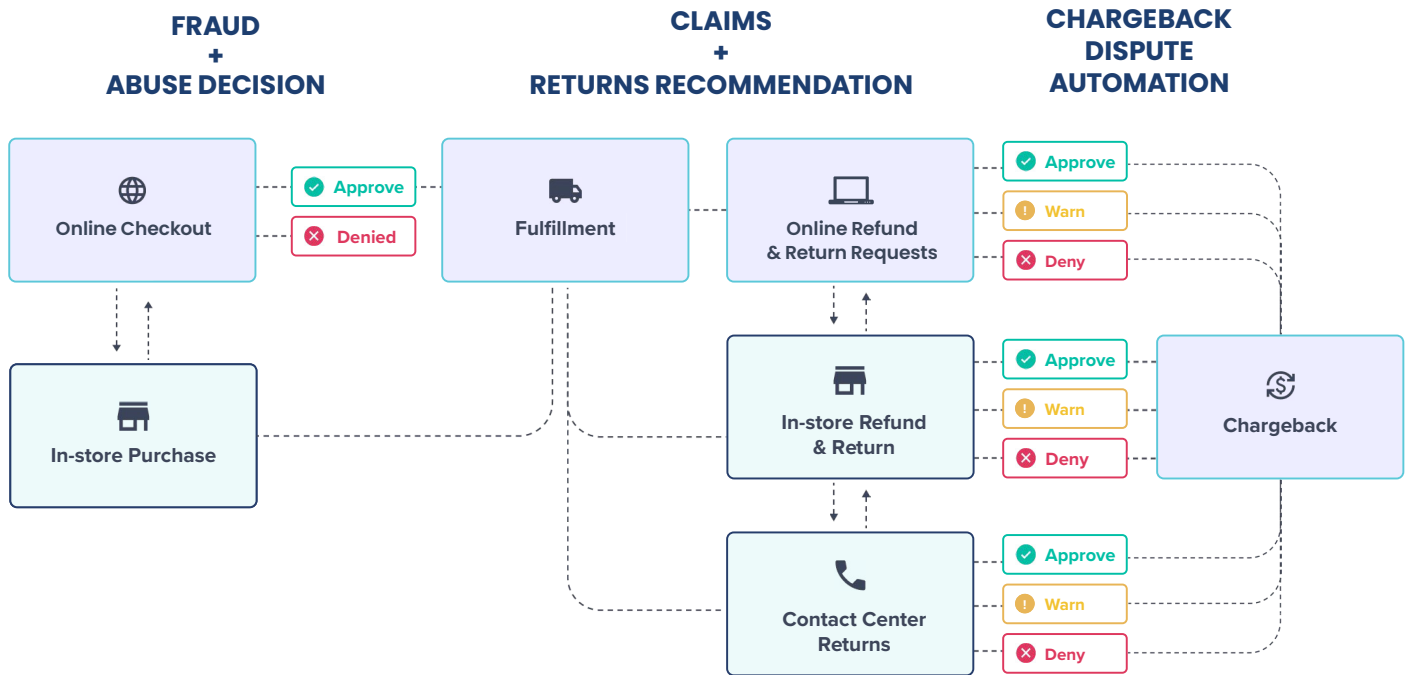


Advanced Omnichannel Risk Insights

Gain a 360-degree view of customer behavior across all channels.

How It Works

Gain Insight. Take Action.



360° Customer View

We harness machine learning to uncover the true identity behind shopper accounts by analyzing diverse data points across all transactions—whether in-store or online. This unified view of customer behavior helps businesses recognize trustworthy customers and flag fraud or abuse early.

Network-Wide Risk Recognition

Using global merchant data and advanced models, our technology uncovers hidden connections across channels. Appriss' Linking System integrates purchases, returns, claims, credit cards, and more, while Riskified's ML engine evaluates 50+ data points and millions of transactions to deliver precise recommendations.

Automated and Actionable Intelligence

Together, we cover every stage of the customer journey—from checkout to claims and chargeback disputes—across all channels. We reduce friction for loyal customers, stop fraud and abuse, and protect profits at every touchpoint. The result? Higher approval rates, lower fraud losses, and stronger margins.

Appriss Retail provides retailers with protection against fraud and abuse for every transaction, no matter where it happens. With more than 20 years of retail data science expertise and experience, we've built a collective, omnichannel intelligence platform that is trusted by over 60 of the top 100 U.S. retailers, covering one-third of all U.S. omnichannel sales across 150,000 locations. Globally, Appriss Retail reaches 45 countries across six continents. The company provides relevant, actionable, and profitable collective intelligence to retail operations, finance, marketing, and loss prevention teams. Appriss Retail's performance-improvement solutions yield measurable results with a significant return on investment. For more information about Appriss Retail, visit apprissretail.com or our [LinkedIn page](#)

Riskified (NYSE:RSKD) empowers businesses to grow ecommerce revenues and profit by mitigating risk. An unrivaled global network of merchant brands including partner with Riskified for guaranteed protection against chargebacks, to fight fraud and policy abuse at scale, and to improve customer retention. Developed and managed by the largest team of ecommerce risk analysts, data scientists and researchers, Riskified's AI-powered fraud and risk intelligence platform analyzes the individual behind each interaction to provide real-time decisions and robust identity-based insights. Learn more or book a demo at riskified.com