

AI-DRIVEN ADVERSE MEDIA

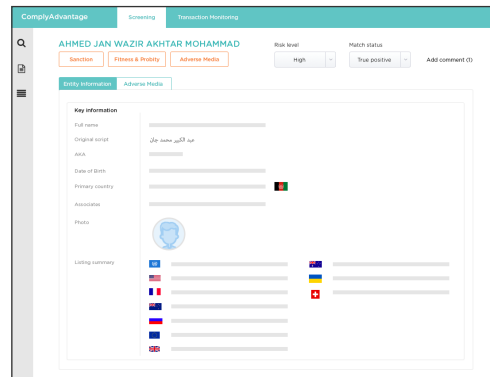
The challenge: how to identify risks from real-time, unstructured sources

The volume, velocity and dynamic nature of Adverse Media makes it impossible for analysts alone to process and structure all risk-relevant data that is generated online each day. By harnessing the latest technology, such as Artificial Intelligence, guided and quality assured by risk experts, ComplyAdvantage makes it possible to identify relevant risks efficiently and cost-effectively.



How we generate higher-quality data

1. We use machine learning algorithms combined with curated feedback from research analysts to monitor tens of thousands of media and risk sources (Sanctions, PEPs, Adverse Media)
2. We then create structured profiles of people and companies that pose potential financial crime risk.
3. We enable clients to search this dynamic, structured, database seamlessly within their workflow with minimal operational overhead: typically checking new customers and monitoring existing databases.



ComplyAdvantage structured entity profile

- ✓ Dynamic searching
- ✓ Automated workflow
- ✓ Proactive alerts

Our global database of people & companies with adverse media

21m
adverse media mentions

500m
web pages and tens of thousands of sources analysed

Every **24hrs...**

5m articles analysed
on avg. **400k** new adverse mentions identified



30,000 existing profiles updated every day e.g. new events identified, profiles enriched with information

10,000 new risk profiles identified every day e.g. new people involved in criminal activity

 **200+** countries and territories covered

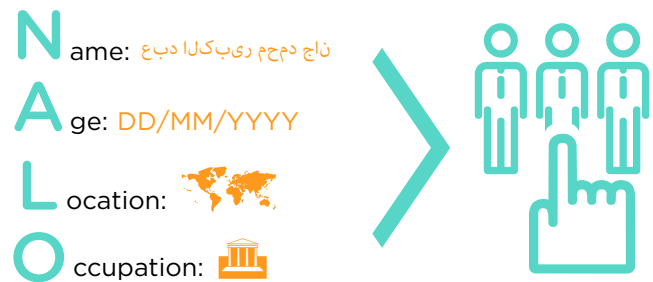
Media analyzed in local languages, e.g. English, Spanish, Russian, French, Portuguese, Arabic, Chinese, German, Japanese, etc.



OUR ENTITY PROFILES

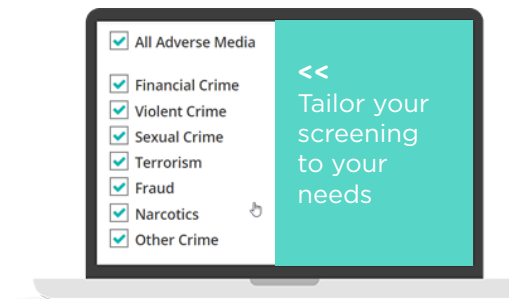
How our profiles are structured to aid identification

1. Profiles are built around four key data points to aid positive attribution of identity - NALO. Key secondary identifiers are: age (date of birth), location (country associations) and occupation (e.g. political position).
2. Our profiles are then enhanced with contextual information – such as pictures, media articles with easy to read snippets, background history.
3. The web of connections is built with a major focus on Relatives and Close Associates (RCAs)



- ✓ **Quality Assured**
Name, Age, Location & Occupation (NALO)
- ✓ **Source Credibility**
Reputable, traceable, archived open source data
- ✓ **Match Relevance Score**
Closeness and type of match
- ✓ **Risk Categorization**
Stage (accusation/conviction), Age (date of incident), Type (crime category) etc.

Adverse Media sub categories:



How our Adverse Media enhances your compliance workflow:

Rich, real-time data with smarter analytics to help you make better risk decisions and comply with global AML and CTF regulations



CLIENT ONBOARDING

Fast, seamless onboarding with richer insight into client risk



AUTOMATIC MONITORING

Tailor criteria to see only relevant changes, with proactive alerts



PAYMENT SCREENING

Screen payments for a broader set of risks to help prevent fraud

Why the alternatives don't work

Traditional approaches struggle to drive easily accessible insight from vast amounts of unstructured data:

1 **Manually built, structured profiles**



- Lack coverage and depth, slow to update
- Subjective, hard to trace information, broken links, etc.

2 **Media archives / news stream analysis tools**



- Articles not consolidated to one profile
- False positives - not actually adverse or the wrong entity

It takes less than 0.1 second for our algorithms to read an article, while it would take an analyst at least 1 minute.



To find out more:

+44 (0)20 7834 0252

contact.uk@complyadvantage.com
www.complyadvantage.com

ComplyAdvantage