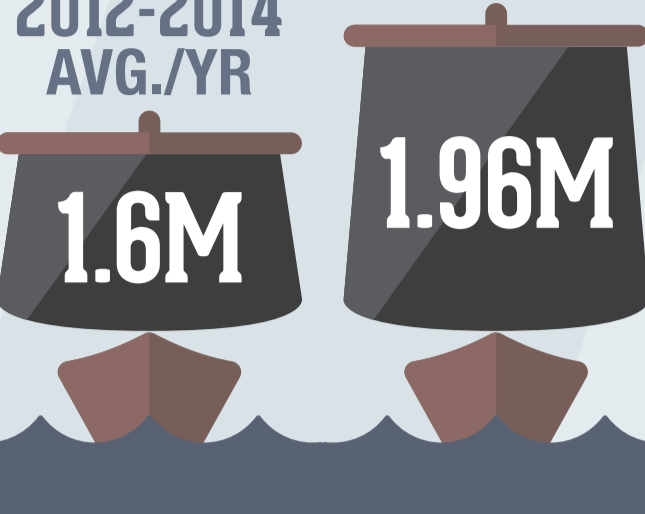


## STATE OF PIRACY

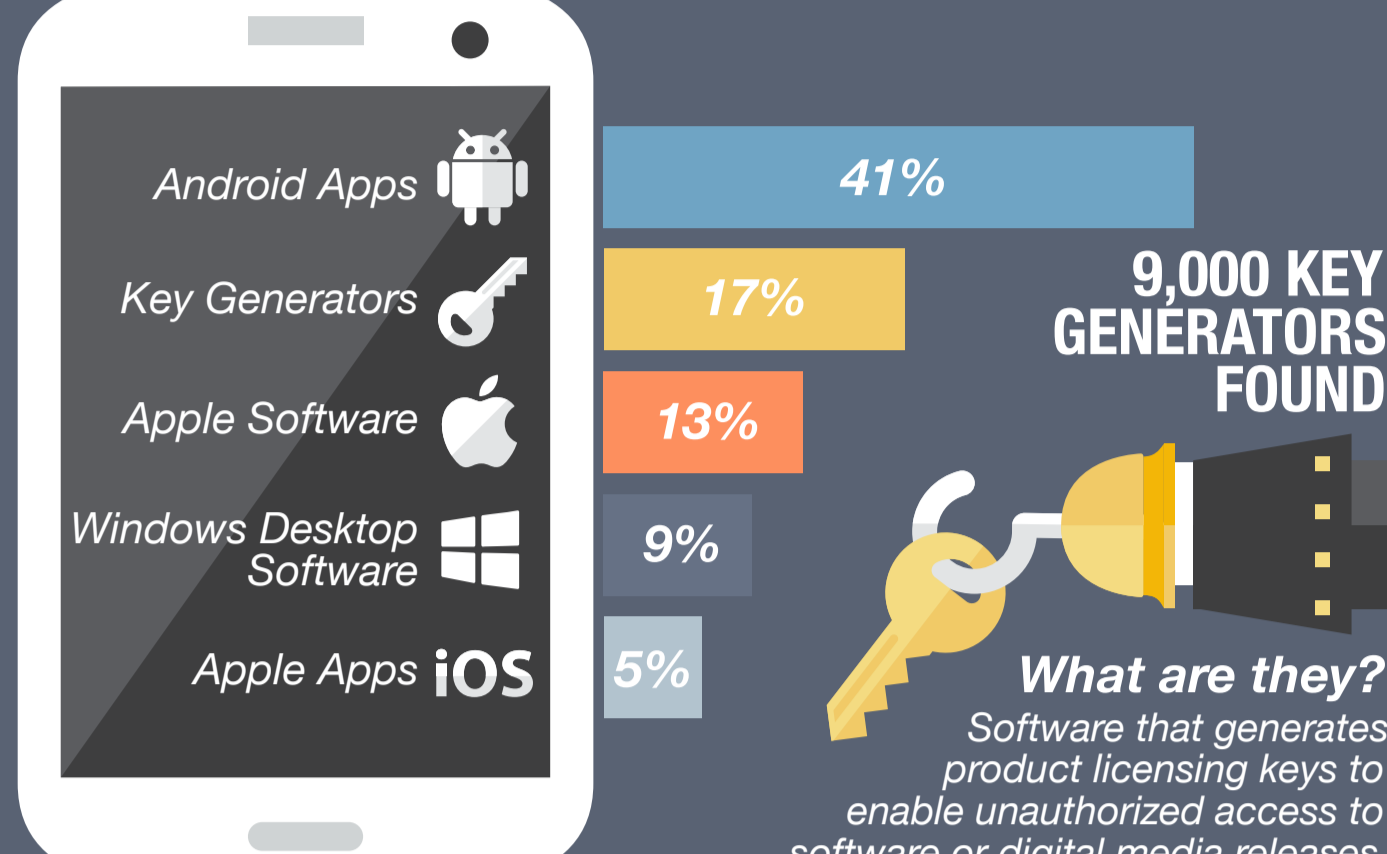
### NUMBER OF PIRATED ASSETS IS EXPECTED TO INCREASE 22%

Between 2012 and 2014 the average number of pirated assets found per year was **1.6M**. In 2015, the total number of pirated assets is expected to hit **1.96M**.  
(Source: iThreat Cyber Group & Arxan Technologies)



### BREAKDOWN OF SOFTWARE PIRACY

Pirated software found between Jan. 2012 and Mar. 2015



### APPLICATION RISKS ENABLING PIRACY



#### REVERSE-ENGINEERING

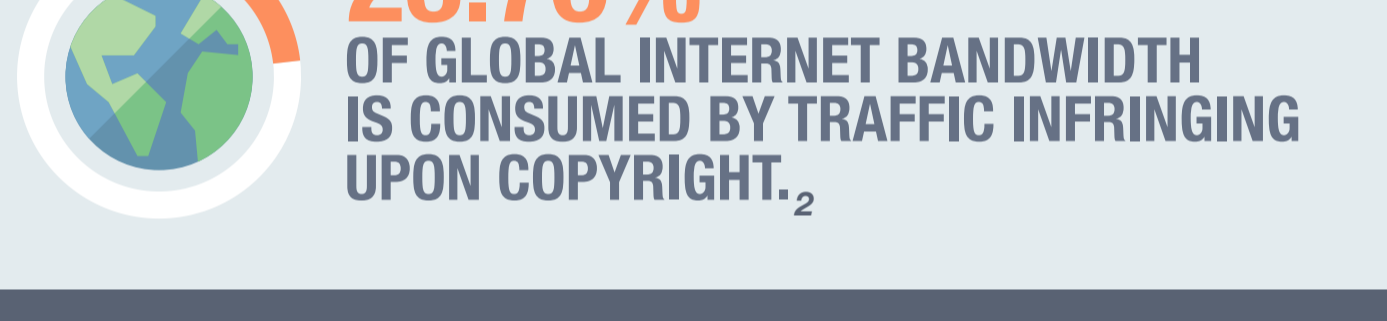
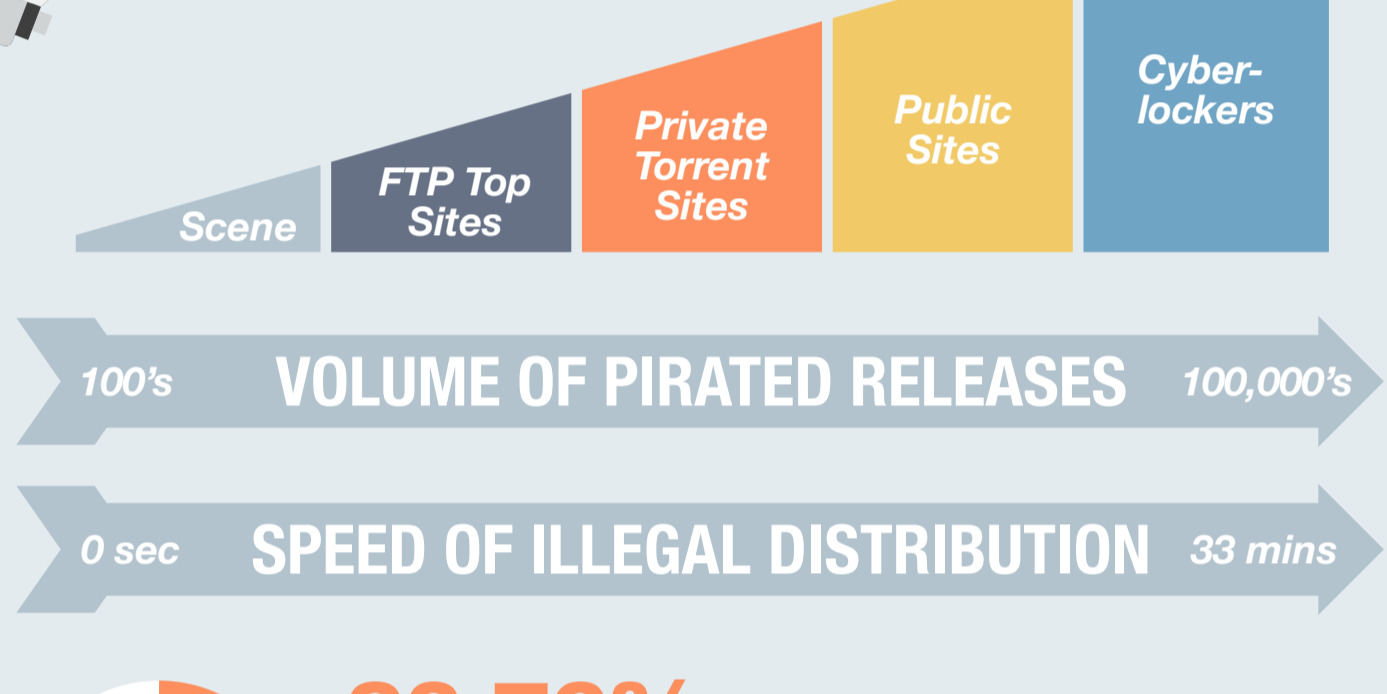
With readily available tools, hackers can quickly convert unprotected binary code back to source-code, repackage and distribute.



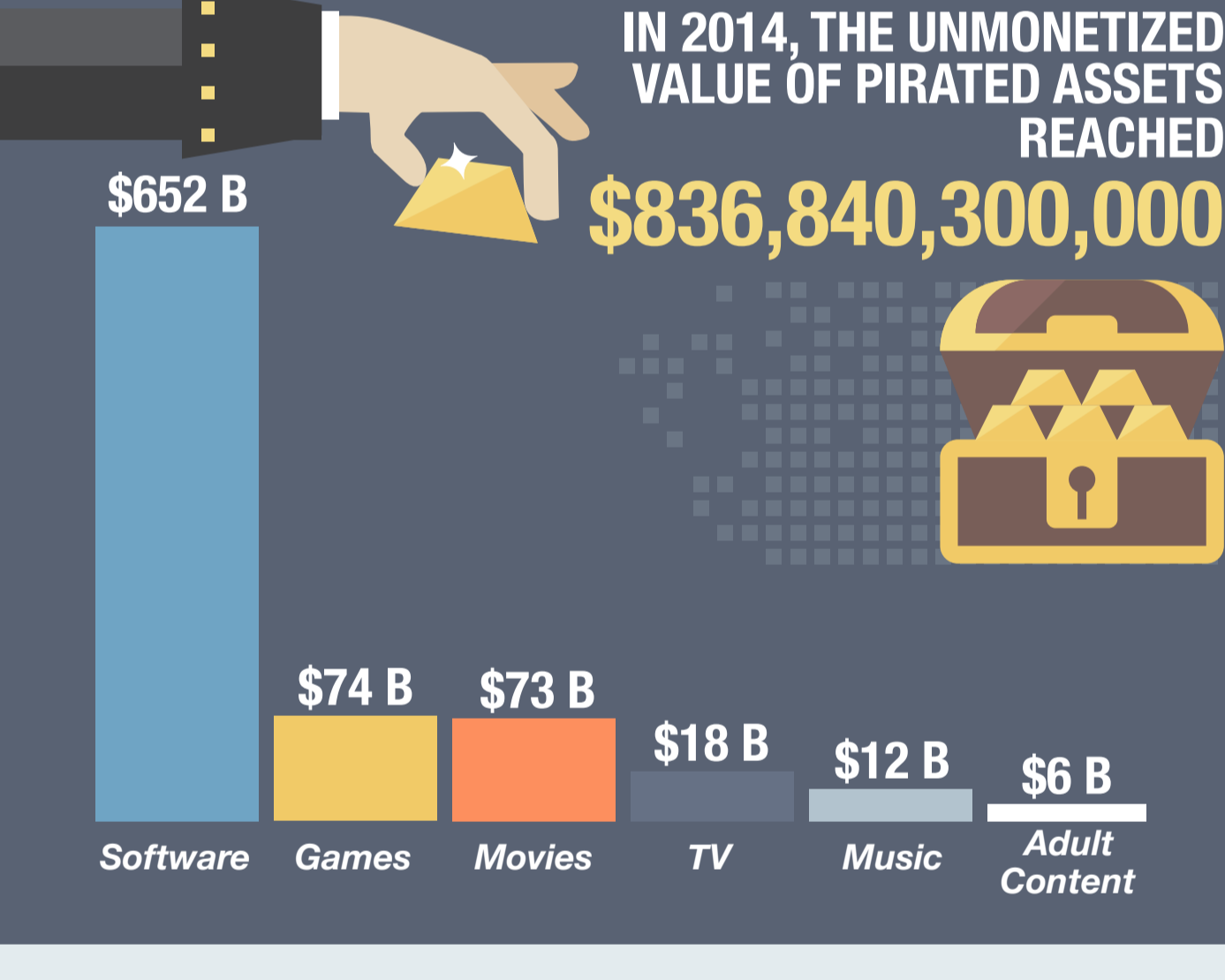
#### APPLICATION TAMPERING

Applications can be modified or injected with malware at run-time to steal keys, and alter execution in line with hacker objectives.

### DISTRIBUTION MODEL FOR PIRATED SOFTWARE

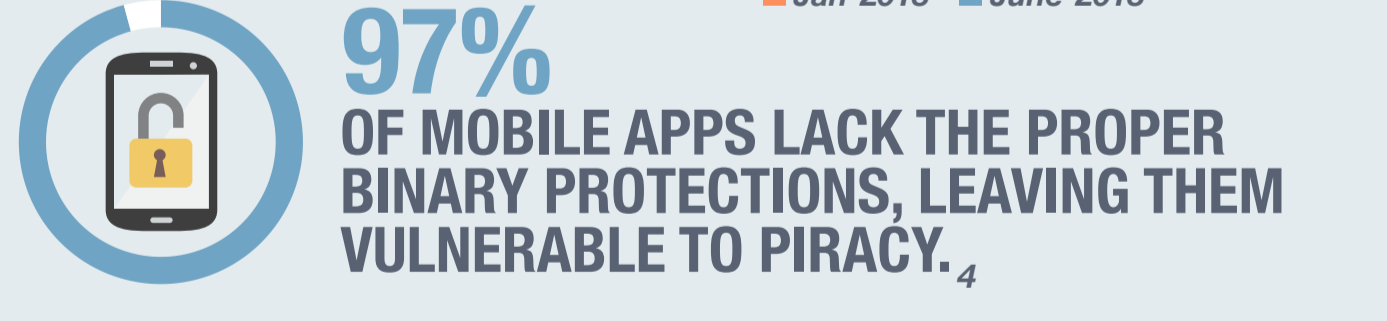
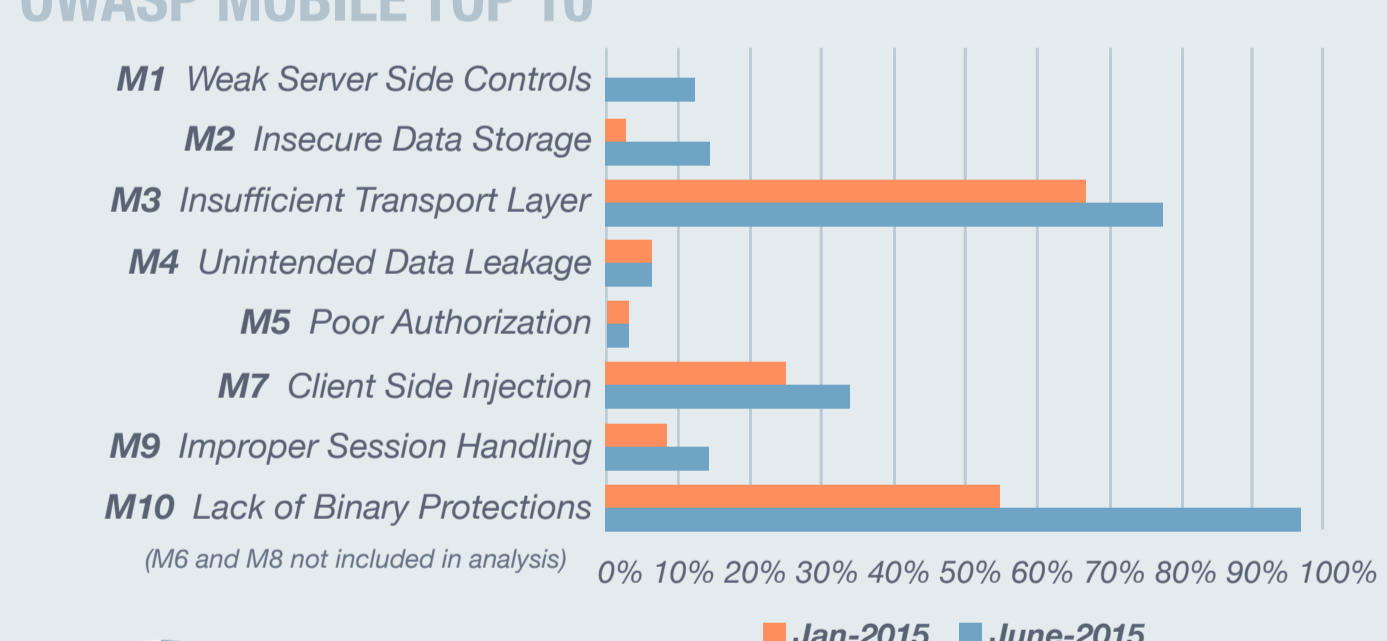


### ECONOMIC IMPLICATIONS OF PIRACY

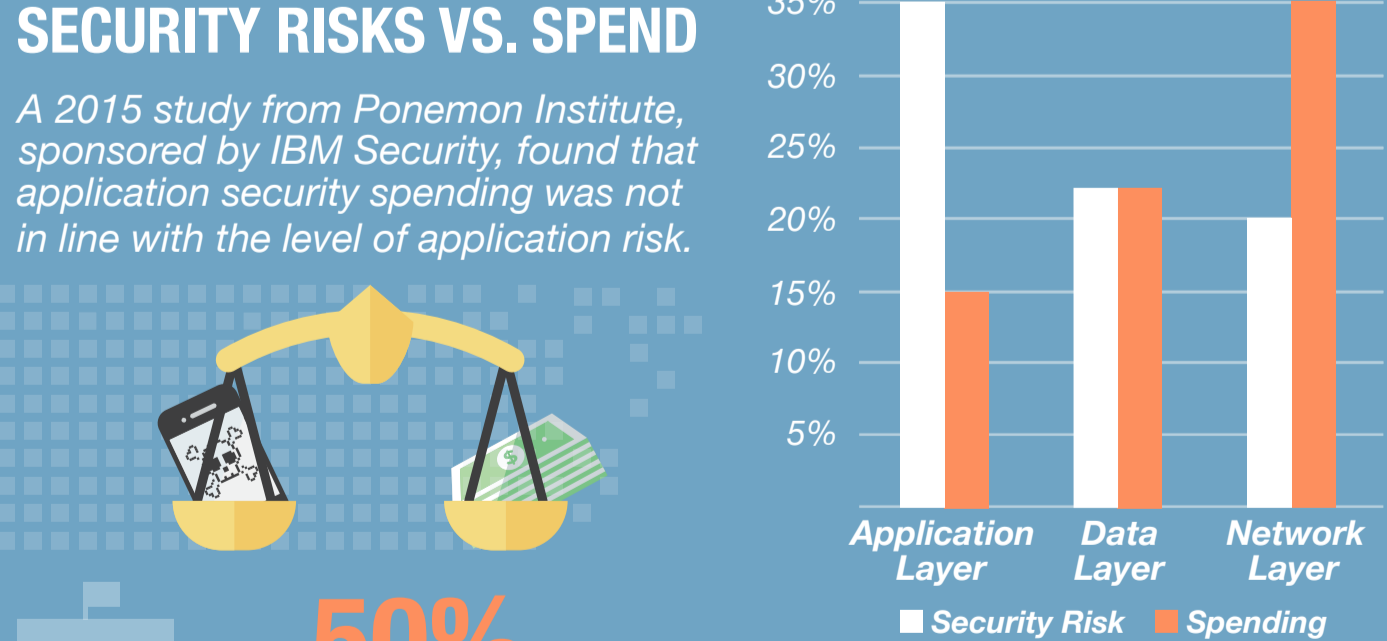


### UNADDRESSED APPLICATION VULNERABILITIES

A recent study analyzed over 96,000 Android apps to measure how well they addressed the OWASP Mobile Top 10 vulnerabilities. The graph below shows the percentage of apps that failed to address these vulnerabilities over time.  
(Source: MetaIntelli, 2015 Research)



### SECURITY INVESTMENTS NOT IN LINE WITH LEVEL OF RISK



### RECOMMENDATIONS TO MITIGATE SOFTWARE PIRACY

- RETHINK YOUR SECURITY INVESTMENT APPROACH**  
Consider how much money is spent on application security versus other areas.
- BUILD RUN-TIME PROTECTIONS INTO YOUR APPLICATIONS**  
Implementing run-time protection will enable self-defense against tampering and malware attacks.
- PROTECT YOUR CRYPTOGRAPHIC KEYS**  
White box cryptography solutions can mask both static and dynamic keys.