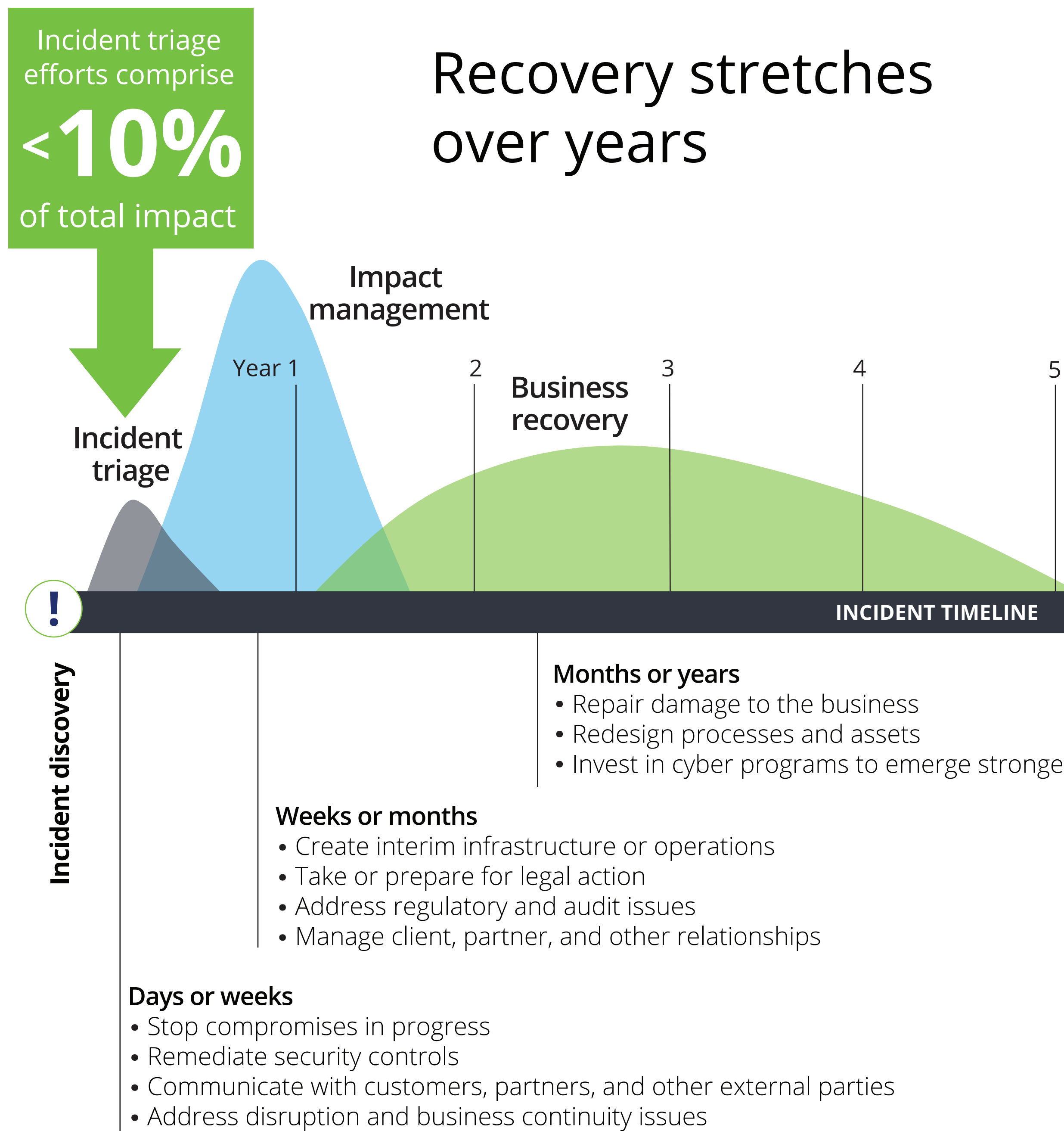
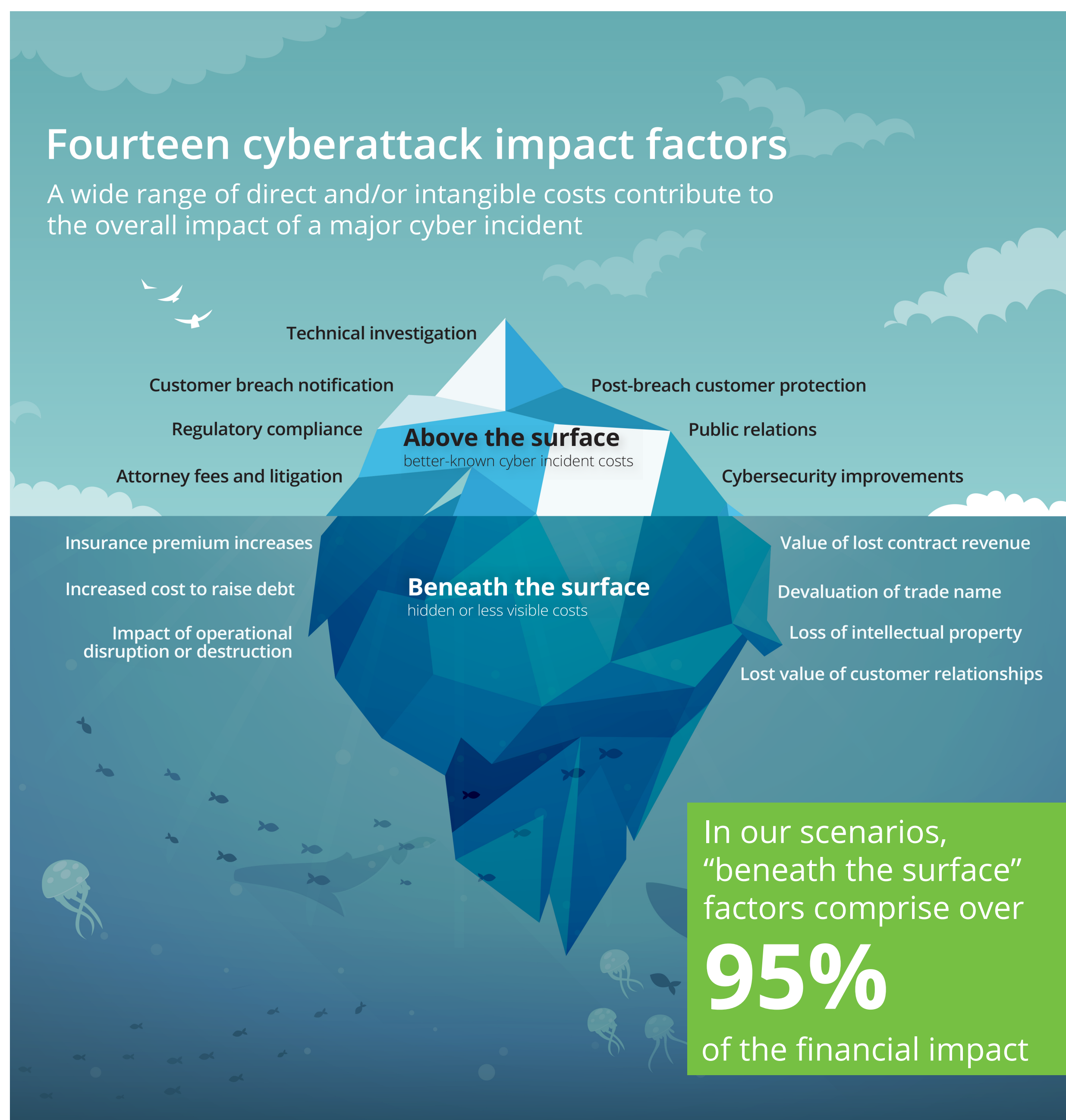


Beneath the surface

A deeper look at the business impacts of a cyberattack

Publicly disclosed information about data breaches only provides a partial view of how cyberattacks can impact an organization's performance. To take a deeper look, Deloitte analyzed the financial consequences of two hypothetical cyberattack scenarios.

For more details on this topic visit us at www.deloitte.com/us/cyberattack.



Difficulty quantifying intangible factors can mask the true extent of the impact

Intangible damages account for over 40% of the total impact

About Deloitte
 Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee ("DTTL"), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as "Deloitte Global") does not provide services to clients. Please see www.deloitte.com/about for a detailed description of DTTL and its member firms. Please see www.deloitte.com/us/about for a detailed description of the legal structure of Deloitte LLP and its subsidiaries. Certain services may not be available to attest clients under the rules and regulations of public accounting.