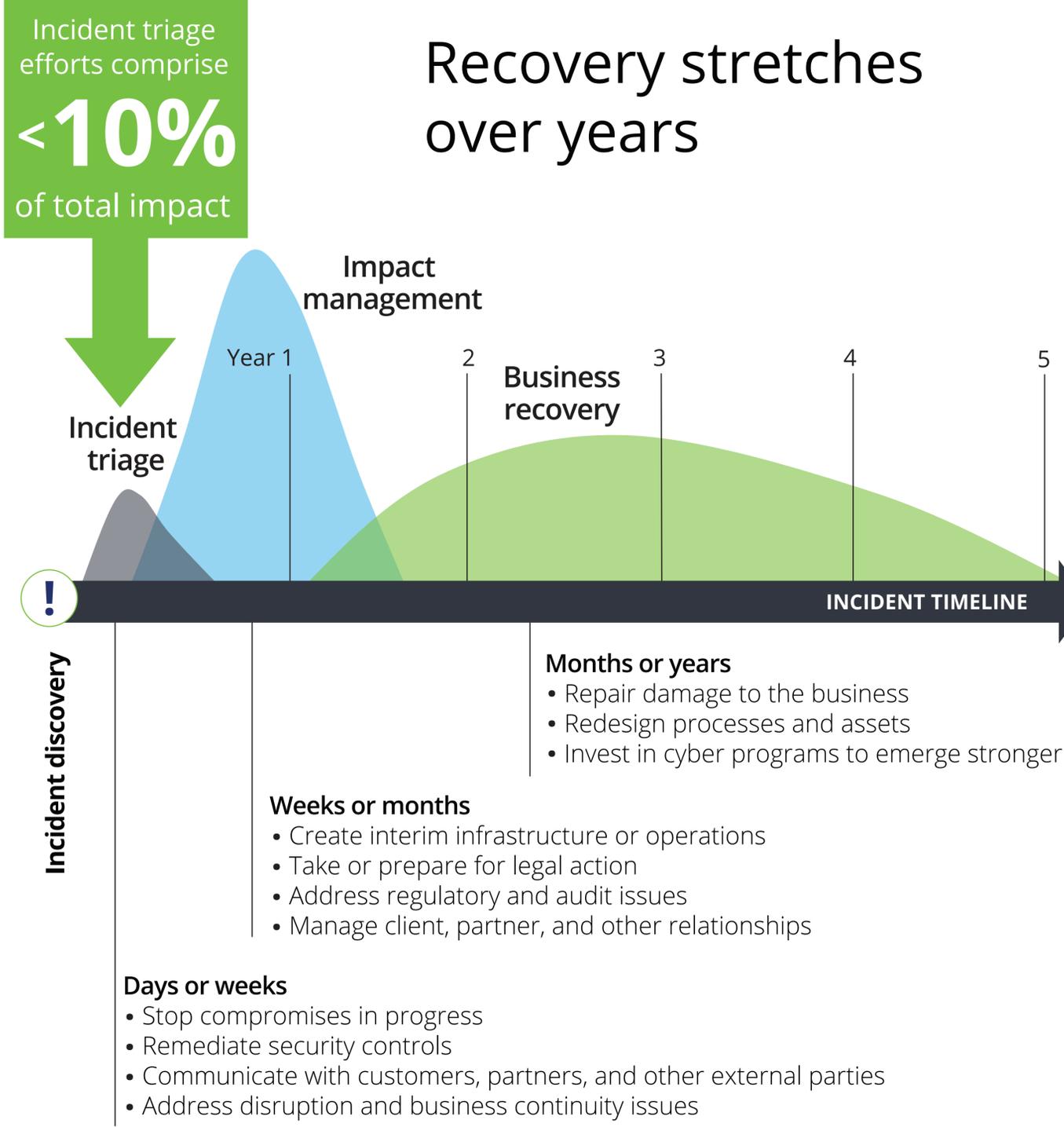


## Beneath the surface of a cyberattack

A deeper look at business impacts

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/cyber](http://www.deloitte.com/cyber).



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

## Intangible damages account for over 40% of the total impact