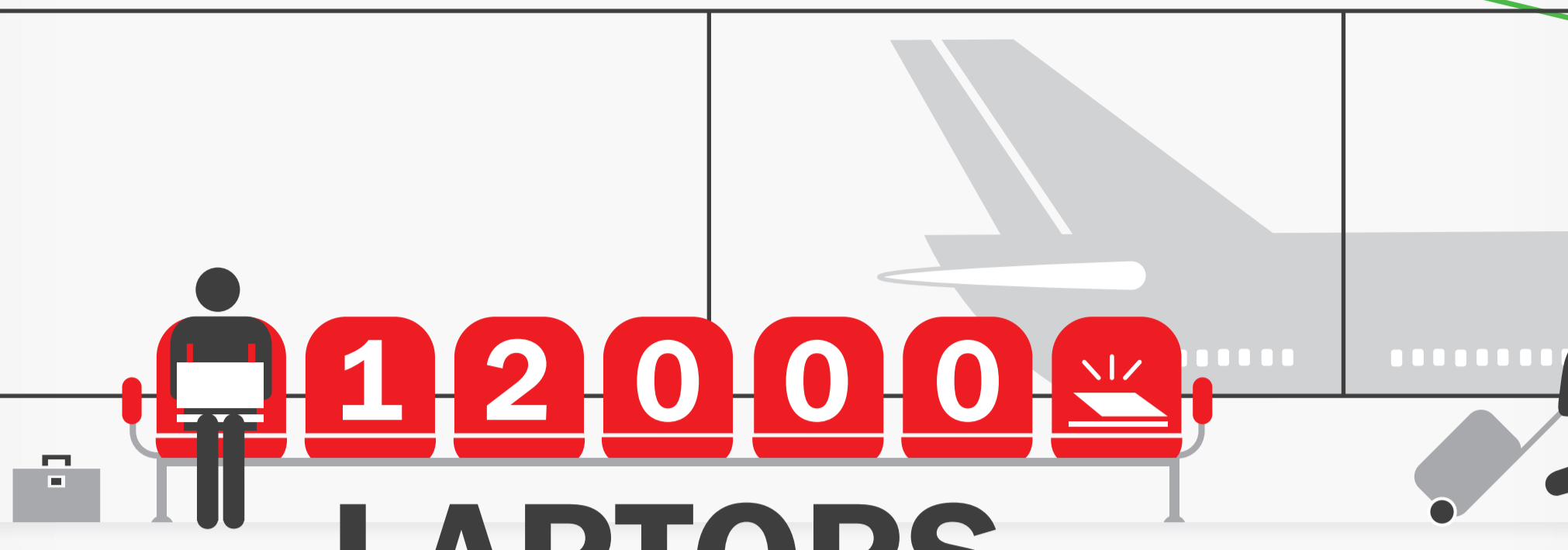


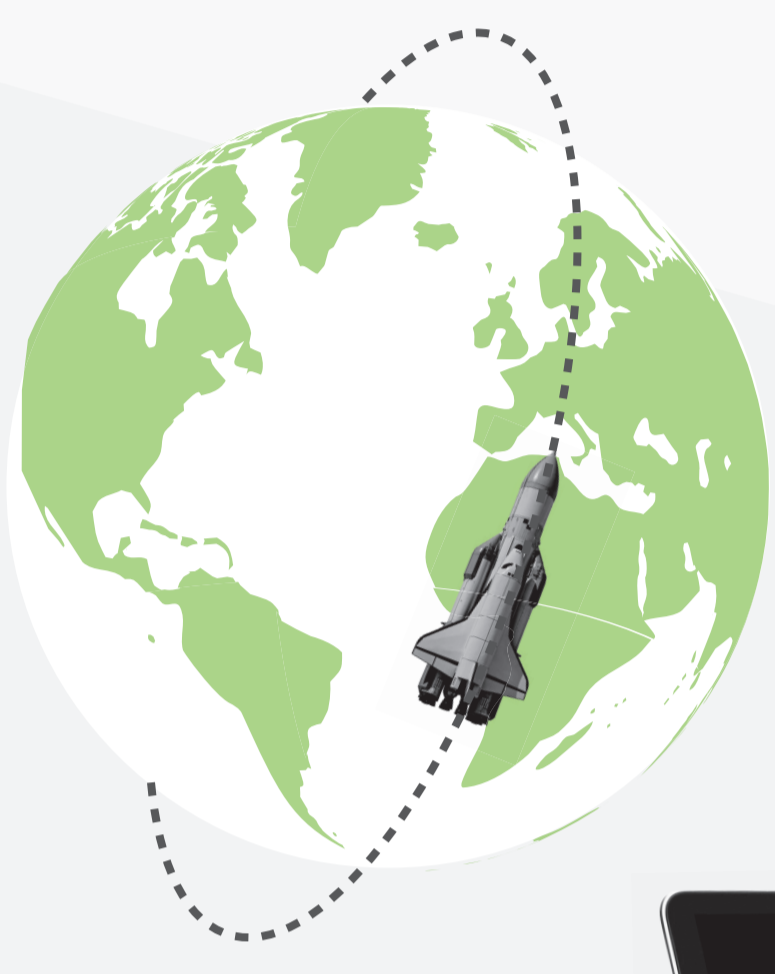
**▶ LOST LAPTOPS.  
THE REAL COST TO YOUR BUSINESS.**



**120000**

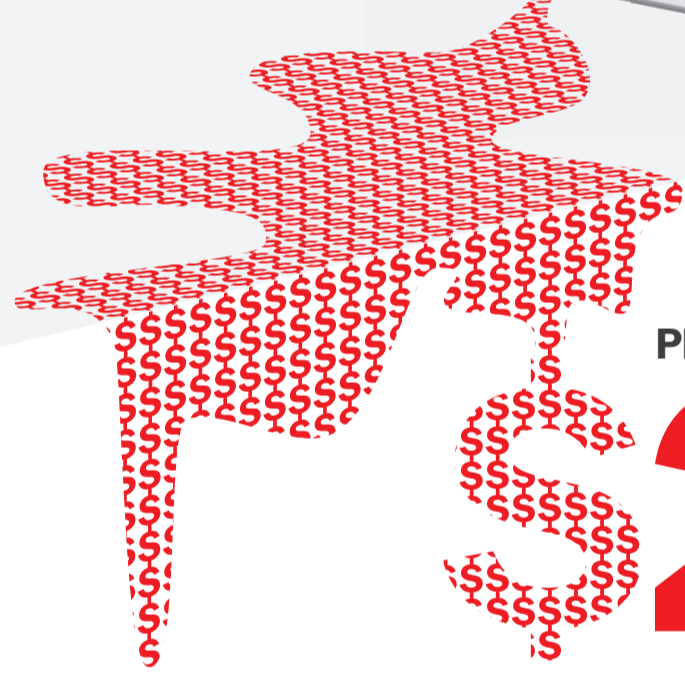
# LAPTOPS

filled with sensitive personal and business information are left in airports  
**EVERY WEEK**



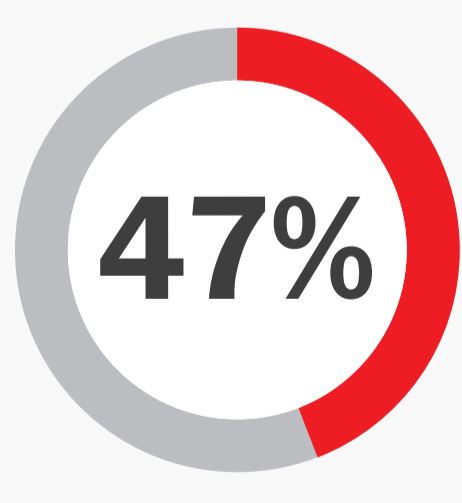
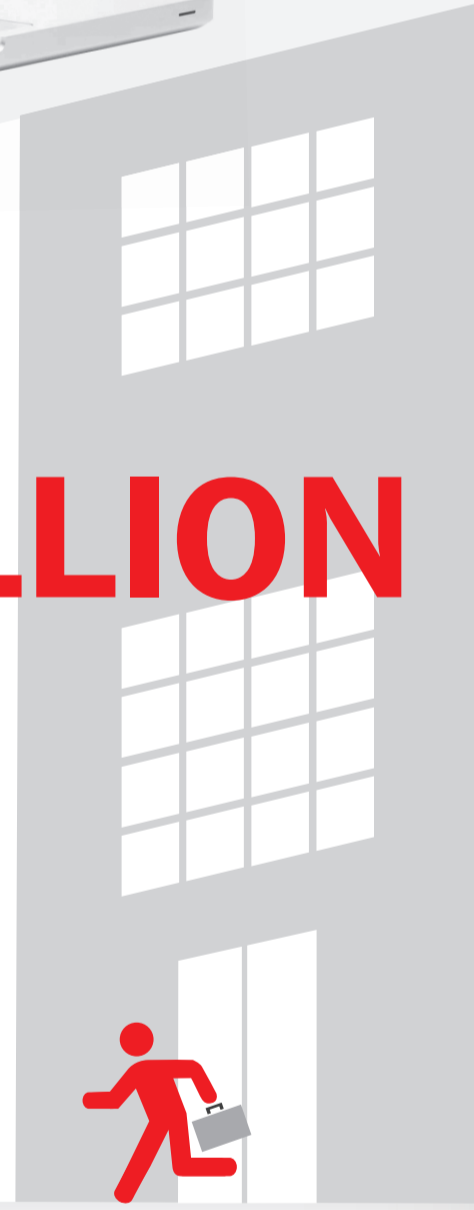
Annually, laid end-to-end  
**THAT'S ENOUGH  
LAPTOPS TO REACH  
A SPACE SHUTTLE  
ORBITING THE  
EARTH**

**This equals  
an estimated  
hardware  
value of**



Plus data leakage costs of up to  
**25 BILLION**

**85** %  
of customers would take  
their business elsewhere if  
a company lost their data



**WOULD TAKE  
LEGAL  
ACTION**



Sources: WBMF News October 2012, Newspoll survey November 2011 and Ponemon: The cost of a lost laptop April 2009

**▶ SEE IT. CONTROL IT.  
PROTECT IT.**

Kaspersky Endpoint Security for Business