

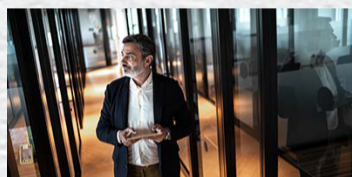
Key Findings in South Africa

Over the last 12 months.

A New Urgency for Online Brand Protection

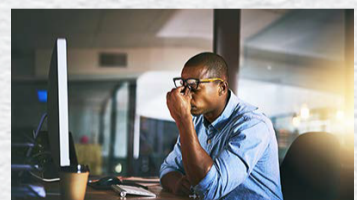
38%

saw an increase in brand impersonation via counterfeit websites



47%

had a rise in malicious email spoofing



94%

would be concerned if a counterfeit website misappropriated their company's brand

(Compared to 84% in 2020)

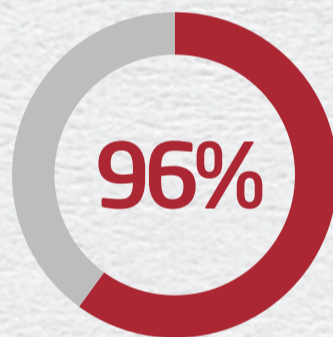
99%

concerned if bad actors spoofed their company's email domain

(Versus 78% in 2020)

7

the average number of attempts to clone websites or create lookalike web domains



either use or have near-term plans to use a brand protection service

88%

have already deployed such a service



86%

of respondents indicated that their companies are:

30%

already making use of DMARC

21%

in the process of implementing the protocol

35%

plan to do so over the next 12 months

mimecast