

NetClean Announces Reorganisation and Brand Change to Safer Society Group, Reinforces Commitment to Creating a Better World with Technology

To mark Safer Society Group's commitment to tackling societal ills, the organisation's world leading visual forensics technology, Analyze, will be donated to the International Centre for Missing and Exploited Children (ICMEC)

London, August 10, 2015 – Today, NetClean Technologies has announced the launch of a new parent company and a division of its existing technology into two separate businesses. Parent company, the Safer Society Group will focus on developing technology companies with the aim to create a safer and better global society.

The new umbrella organisation will govern subsidiary companies NetClean, leading developer of technical solutions to fight child sexual abuse material and Griffeye, provider of the world's premier intelligence and visual big data platform for collecting, processing, analysing, visualising and managing images and videos.

Donation to the ICMEC

To seal the organisation's enduring dedication to tackling child sexual exploitation on a global scale the Safer Society Group will donate the Analyze DI technology, now operated by the Griffeye brand to the International Centre for Missing and Exploited Children (ICMEC), which also works with Project VIC to stop child sexual abuse. More than 2,500 law enforcement agencies in over 30 countries currently use the Analyze platform.

"Donations like these are crucial in helping us achieve our mission to save more children from child sexual abuse," said Maura Harty, President and CEO of ICMEC. "We are confident the donated Griffeye Analyze technology will have a tremendous impact as we will be able to incorporate the tool into our international training programs, giving law enforcement all over the world a solid foundation to excel in their work of finding and identifying victims of child sexual abuse. At ICMEC, we strongly believe this is an extraordinary opportunity and we are very grateful for the Analyze donation."

"We have seen firsthand how our solutions have assisted our world-wide network of users to more efficiently and effectively solve their most challenging cases," said Johann Hofmann, head of Griffeye. "By donating Analyze to ICMEC we are making a pledge that Griffeye Analyze will remain free of charge for those working on child sexual abuse investigations. We are honored to be able to donate this technology to those working on some of the world's most horrendous crimes, as well as excited to extend our services into new industries."

Partners in crime: NetClean and Griffeye

Capitalising on the expertise and heritage of NetClean Technologies, Safer

Society Group's in-depth technical knowledge and thorough understanding of the challenges that society and law enforcement face allows more industries to utilise its tools to solve some of today's most difficult societal challenges. The two subsidiaries, NetClean and Griffeye, are separated to provide technology solutions tailored to meet the specific needs of the challenges they address.

"Our global society continues to digitise and with that we see new challenges and crimes emerging on the digital world," said Christian Berg, CEO and co-founder of Safer Society Group. "Safer Society Group is focused on making the world a better and safer place with technology. Core to that is overcoming the crimes facilitated by the peculiarities of the Internet, such as the deluge of data and ease of anonymity, with the use of specialised intelligence solutions."

NetClean, now a subsidiary to Safer Society Group, will solely focus on technical solutions to fight the spread of child sexual exploitation material. NetClean Whitebox and NetClean ProActive are already used by multinational companies, government agencies and Internet service providers worldwide to stop and prevent child sexual exploitation. NetClean Whitebox is a powerful URL blocking solution for ISPs, designed to block access to websites containing child sexual abuse material. NetClean ProActive is a solution for businesses, governments, hotels and Wi-Fi networks to protect their computers and networks against child sexual abuse material. To ensure products address key legal issues and preserve evidence, NetClean technologies are developed in conjunction with leading technology developers, partners and police authorities.

Griffeye, a new business which is also a part of Safer Society Group, will house Griffeye Analyze. Encompassing Analyze Digital Investigator (DI), Collaboration Server (CS) operations and Collaboration Server enterprise. The Analyze platform is a versatile software platform applicable to any investigation containing digital media. Law enforcement, defense, public safety, insurance and health care agencies worldwide will benefit. The platform offers interoperability and state-of-the-art tools through open standards, an open and extensible API for data transfer and possibility for plug-ins. It is the leading technical solution to efficiently process large volumes of images and videos, filter irrelevant digital files and aid the user in identifying the most pertinent material through automated routines and visual navigation.

###

About Safer Society Group

Safer Society Group develops technology companies with the aim to create a safer and better society through IT solutions. The group consists of the two subsidiaries NetClean and Griffeye. NetClean is the leading developer of technical solutions to fight child sexual abuse material. Griffeye provides the world's premier intelligence and visual big data platform for collecting, processing, analysing, visualising and managing images and videos.

For more information visit: www.safersocietygroup.com, www.griffeye.com,
www.netclean.com

Contacts

LEWIS PR for Safer Society Group

Charmaine Chan or Lola Targett

SaferSocietyGroup@lewispr.com

T: +44 (0)20 7802 2626

M: +44 (0)7860 414265

Safer Society Group

Anna Creutz

press@safersocietygroup.com

+46 703 081 077