



# eEvidence

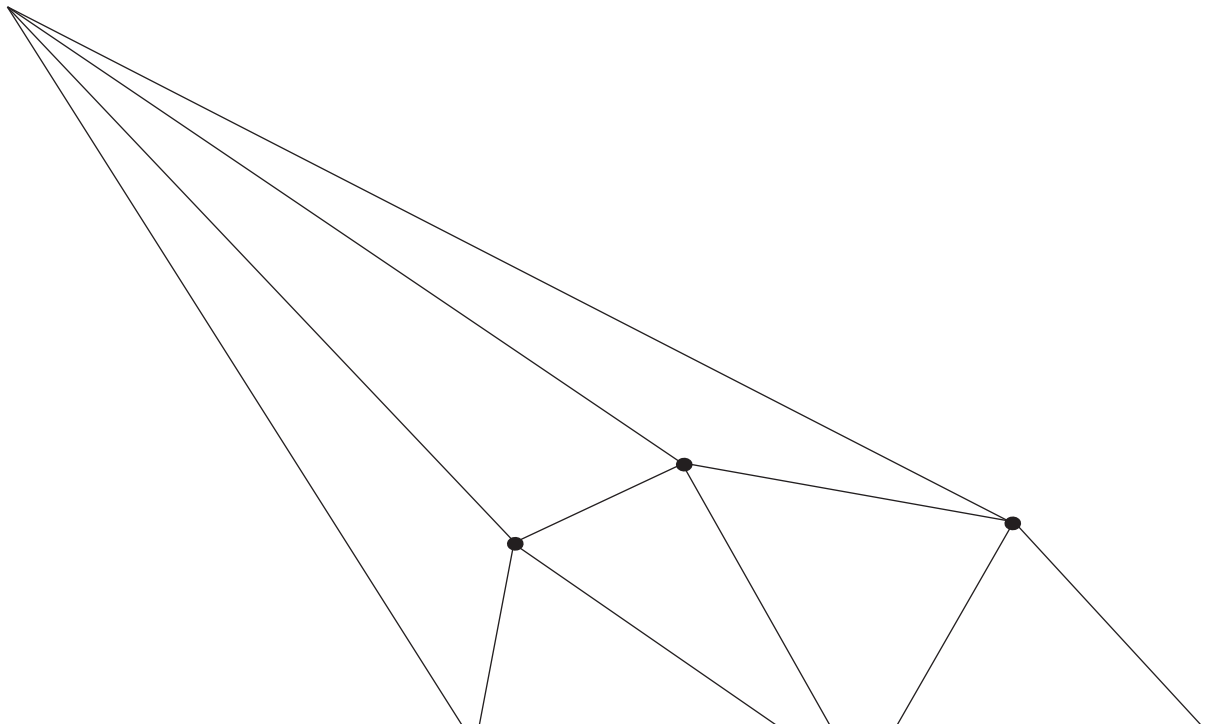
*Register it by email. Just in case*



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## **Company and Product Presentation for 2017**

Be with one of the most successful companies in electronic registered messaging. Discover why we stand out in this growing market with a value proposition that changes the rules in how we use email to communicate.





# Welcome to our company presentation and to a new world of opportunities for the use of email.

How could it be that the most universally used communication tool, email messaging, didn't have a reasonable degree of legal admissibility?

This was the question that started the eEvidence project.

Thinking that we will be in a position to prove to have communicated something by simply sending it by email, is little more than a myth. When it comes to showing what has been sent, to whom and when, especially when the other party is denying it or when we are in need to prove it to a regulatory body, our word and a simple copy of the email message we have presumably sent won't be enough.

What it's required is an unquestionable and immutable record that can prove the exact content of what was communicated, its effective delivery to the recipient and when did that take place. Only a trusted service, provided by an independent party, can supply such level of proof.

With more than 25 million registered emails for thousands of customers in countless industries and countries, eEvidence is the most widespread, easy to use and strong electronic registered delivery service to proving electronic communications via email. It is also the smartest and most cost-effective alternative to the expensive traditional methods of paper-certified communications.



# A successful business project.

What began in 2010 as a challenging question to see the light in 2012 as an innovative way to register the contents and delivery of emails, today is a product acknowledged by companies and organizations worldwide. Our role is actually pretty simple. We get your email, we register its contents and delivery and we issue the evidence receipt that proves who sent what, to whom and when.

Today, thousands of companies around the world trust us in securing millions of email evidences every year. Just in case.

**+170%**

Average year growth rate in sales revenue over the past 4 years.

**+70** countries

With customers in all industries, including banking, insurance, e-commerce, health and education.

**+26** MM

In 2012 we registered 131,529 emails throughout the year. Today we average 1 million a month.

<sup>(1)</sup> Patent 14/372,431 for United States and Patent EP 12708702.1 for Albania, Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, the former Yugoslav Republic of Macedonia, Malta, Monaco, Netherlands, Norway, Poland, Portugal, Romania, San Marino, Serbia, Slovakia, Spain, Sweden, Switzerland and Turkey.



# Products are always the answer to a problem or need. eEvidence exists because email messaging exists.

When in need to secure an unquestionable record of the exact contents of a communication, it is necessary to rely on an independent third party for doing the job. This has been the case with traditional paper-certified methods, such as royal mail. These, however, are expensive and unfriendly ways to communicate with others, for what their use in our daily communications is not advisable.

Email messaging was not really designed as a proof of communication. Even delivery and opening confirmation receipts, or the traffic records that mail servers may store, become useless when it comes to prove what was exactly sent and received at destination and when. This may lead to disputes regarding what we have sent by email, for what email cannot be

trusted as a reliable means of communication to supply evidence of what has been communicated. Until now.

eEvidence succeeds in solving this limitation of email, acting as a third party to provide undisputable evidence of who sent what, to whom and when by email.

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**An innovative solution to prove in time the contents and delivery of an email, without requiring to call the recipient for action.**

When in need to supply proof of a communication in arbitration processes or in court, or to fulfill with an obligation to inform, eEvidence empowers companies to trust email as a safe way to communicate.

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# Our Mission

## Switch your paper and email notices to registered email. You will thank us.

When we designed eEvidence, we had no particular use in mind. We simply came up with a method that is strong in what it does and at the same time easy to understand and deploy. By not requiring the recipient intervention for the registration process to succeed we made our approach unique, and we finally packed it all together to offer a value proposition that suites any project regardless the volume of emails and data to be registered.

Beyond requiring the registration of email messages and digital files, the projects in which eEvidence is being deployed don't have much more in common. Sometimes the goal is to achieve a higher level of legal protection for what it's being delivered by email. Others see eEvidence as an opportunity to improve business processes that include communicating with

third parties. Most of them value the fact that there's no need to call the recipient for action; this exclusive feature allows them to implement the registration of emails from a preventive perspective, "just in case". In addition, many have become to realize that eEvidence can be trusted as a reliable alternative to paper-based notification services, nowadays clearly unsuitable and noticeably more expensive.

We're proud about the milestone achieved by eEvidence in providing individuals and organizations alike with a simple, yet effective, way to award global probative value to what they communicate to others via email, regardless of their message contents, needs, technology and country.



# We do nothing that any other mail server wouldn't do when delivering an email to its intended recipient.

Whether you are in need to register a few emails now and then, or looking to implement email registration as part of your business processes and transactional communications, we are sure you will be surprised by the results.

eEvidence is an email delivery gateway designed to generate electronic evidence of the exact contents and successful delivery of an email message, without the recipient intervention. This unique feature offers new opportunities for registered communications, especially when it comes to prevent future disputes or to comply with the regulations that increasingly challenge businesses.

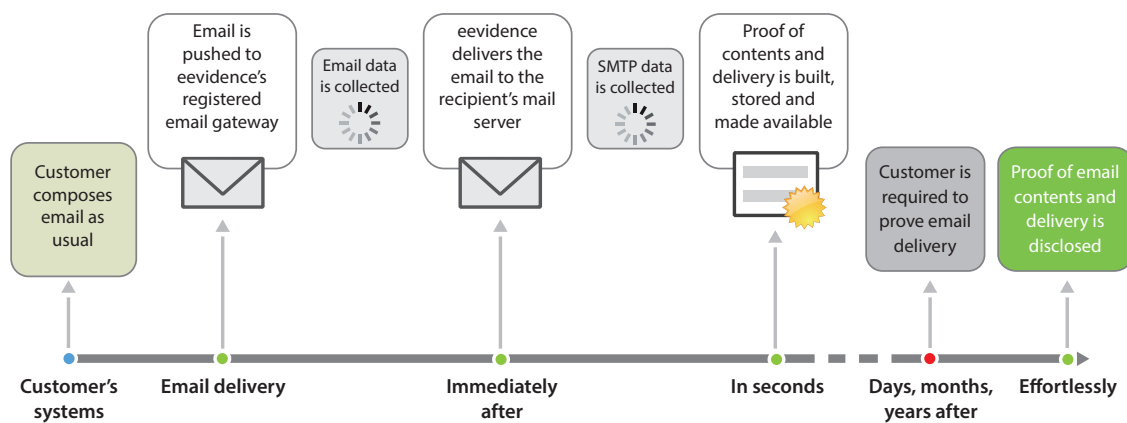
The guys that created the Internet wanted an easy way to exchange messages electronically. With this in mind they came up with the SMTP protocol, creating the most universal means of electronic communication in history. Today, billions of emails are exchanged every day around the world, for countless purposes and with all kinds of contents.

In order to register your emails, we need you to forward them to our platform from your email system, so we can deliver them to the intended recipients. Do not worry: other than obtaining a few digital footprints from it, we don't need to, and never will, access the contents of your messages. Once it reaches us, we do what any mail server would do when delivering an email: we connect to the intended recipient's mail server and we deliver the email using a regular SMTP transmission.

The recipient will receive just that; a regular email message from you with no references whatsoever to the registration process. And you will have in your hands the electronic evidence that proves it, supplied by us in no more than a few seconds.

# In 3 simple steps

## This is how it works



### 01

#### Forwarding

The registration process begins as soon as you forward your email to us. You have several ways at hand for doing so, all based in Internet standards. Whether you send your emails from a computer, from a smartphone or from an ERP or CRM environment; whether you run your own mail server or rely on a third party email service; no matter what your case is, if you can send an email you can register it with eEvidence.

### 02

#### Delivery

This is a fast and straightforward process based in SMTP standards. If the destination mail server validates the recipient's email address, we will deliver the message immediately and register the transmission details. If the address is rejected, or we cannot connect to a destination mail server, we will let you know without delay via email and from the user website and the API service.

### 03

#### Receipt

Once the email delivery is confirmed, we build a PDF document containing relevant the data about the email, electronic footprints from it and from its attachments, and transmission data confirming its effective delivery and acceptance at destination. The PDF is completed by enclosing a full copy of the original email and by a qualified electronic signature that guarantees its integrity.



# In compliance with the Regulation (EU) No 910/2014 on electronic identification and trust services - eIDAS.

In July 1st, 2016, the **Regulation (EU) No 910/2014 of 23 July 2014 on electronic identification and trust services** ("eIDAS") came into force. Amongst its goals, to set a common regulatory framework in the definition and identification of trusted services for electronic transactions. Under the Regulation, eEvidence is defined as an "electronic registered delivery service":

*«a service that makes it possible to transmit data between third parties by electronic means and provides evidence relating to the handling of the transmitted data, including proof of sending and receiving the data, and that protects transmitted data against the risk of loss, theft, damage or any unauthorised alterations.» (Article 3.36).*

to add that:

*«Data sent and received using an electronic registered delivery service shall not be denied legal effect and admissibility as evidence in legal proceedings solely on the grounds that it is in an electronic form or that it does not meet the requirements of the qualified electronic registered delivery service.» (Article 43.1).*

eEvidence is a trust service that complies with the EU regulation and whose goal is to provide electronic evidences of the contents and delivery of email messages. To achieve this, we validate the sender's address ownership and we use electronic signatures and qualified time stamps to guarantee the integrity of the evidence receipt.





# Regulatory Framework

## United States

The United States has two laws that regulate the legal admission of electronic signatures:

- *Uniform Electronic Transactions Act* ("UETA") released by the *National Conference of Commissioners on Uniform State Laws* (NCCUSL) in 1999.
- *Electronic Signatures in Global and National Commerce Act* ("ESIGN", 2000).

These two frameworks give electronic signatures the same validity and legal effects as to traditional mediums such as paper contracts with handwritten signatures.

## Rest of the World

There are different organizations that have set up guidelines to the international use of electronic signatures, including the OCDE, the United Nations Commission on International Trade Law (UNCITRAL) and the International Chamber of Commerce (ICC).

In line with how this has been approached in the European Union and in the United States, Argentina, Australia, Canada, Chile, China, Colombia, Costa Rica, Dominican Republic, Ecuador, Guatemala, Honduras, Hong Kong, India, Japan, Mexico, Nicaragua, New Zealand, Paraguay, Peru, Philippines, Russia, Singapore, South Africa, South Korea, Switzerland, Turkey, United Arab Emirates, Uruguay and Venezuela fully validate electronic signatures or acknowledge its use.



# Case study



## An online travel agency doubles their chargeback dispute recovery rate in less than 6 months by securing evidence of all booking emails.

Online merchants spend every year a great deal of resources in preventing fraud. What merchants still find night impossible to prevent is friendly fraud. How do you anticipate that an authorized cardholder will turn to be a fraudster by later filing a false chargeback?

This European leading travel agency entrusted eEvidence to deliver all booking confirmation emails to customers and to supply evidence of these communications. This is the type of evidence that card networks ask the merchant to supply when disputing a chargeback related to card not present online sales.

With several million booking emails registered a year, the customer has been able to double its chargeback recovery rate in no more than 6 months, improving its profits and its reputation in front of card networks and shareholders.

**6 million**  
booking emails a year

**18.7%**  
chargeback recovery  
rate, starting from 8%



# BigBank, Ok Money and other fintechs looking to secure strong electronic evidence of communications related to consumer credit.

Securing evidences of what has been communicated to third parties can help resolve disputes between companies and other stakeholders, including customers, providers, investors or regulatory bodies.

European legislation requires the financial industry to promptly deliver all types of information to consumers. In consumer credit, these include from pre-contractual and contractual information, to credit termination and outstanding balance notices. This obligation entails the ability to supply proof of compliance before regulatory bodies, such as data protection agencies or financial market authorities.

Delivering this information through eEvidence gives credit companies peace of mind on being able to prove at any time what has been delivered, to whom and when. By regular email.

**1.2 million**  
notifications a year

**0.025 €**  
starting price per  
registered notification



# This is about new opportunities for an extended and more responsible use of email messaging.

## Insurance

DM Interface, a leading email marketing company from Netherlands, reached us to implement electronic registered delivery for complying with the Dutch and German insurance regulations regarding the obligation to inform.

Following a performance test for 100,000 email deliveries, since 2013 DM trusts eEvidence the electronic delivery of more than 500,000 email notices a year sent on behalf of their customers.

## e-Commerce

When selling consumer products online, merchants must comply with several obligations, including the obligation to inform consumers about purchase conditions and their rights.

Stokers Ltd., an online furniture merchant from the UK, has implemented eEvidence as part of their selling process, making sure that all legal terms related to an online purchase is delivered to the customer in a responsible way.

## Education

ESADE and the Open University of Catalunya (UOC) were looking for a way to grant legal security to the exchange of emails with students, suppliers, and organizations. Ensuring that a communication has been delivered within the deadline, registering the date in which an application has been received or accrediting the acknowledgement of certain legal conditions by third parties, are amongst the reasons why we register more than 4 million emails a year in education.



# Case study

## Data Protection

Advised by Ecija Legal, Obra Social “la Caixa” opted for eEvidence to comply with data protection requirements in notifying stakeholders the ownership changes of their personal data file.

In cooperation with Selligent, 650,000 email notices were delivered through registered email within the 72 hours timeframe that the customer demanded, at an average cost of 0.02 € per notice and an estimated savings of 98% over traditional postal services.

## e-Invoicing

Sending invoices electronically via email does not guarantee that payments will arrive on time. Without a reliable way to prove the effective delivery of these emails, customers find it easy to delay their payment obligations by simply denying having ever received the invoice.

Voz Telecom did not hesitate to invest 2.5 cents of a Euro per invoice to preventively secure evidence of their delivery, turning denial a nonsense.

## IT Services

As part of their business processes, Bureau Veritas must supply their customers with several reports that are generated by their ERP. These reports need to be delivered by contract before a certain date.

Delivering these reports by registered email provides each department the ability to prove contract fulfillment, as well as a way to monitor in real time the status of delivery of each report and quickly detect if any needs to be managed by other means of communication.



### Email contracts

With minimal technical adjustments to get them through our platform, eEvidence is also available to supply electronic evidences of emails sent to you by third parties.

Primal GS, an online videogame manufacturer in Budapest (Hungary), went for this solution to ensure legal protection for all contractual communications with designers, programmers and clients, from business agreements to the registration of the exchange of information subject to confidentiality.

### Data records

Virtually anything that is written, visually designed, and unique to an individual or organization is intellectual property, which means that millions of individuals and businesses own more than they think.

Fluidra is a clear example of a company that takes intellectual property protection very seriously. This is the reason why they chose eEvidence's electronic footprint registration service to register technology innovations and marketing materials to be protected as intellectual property.

### Formalities

With sectors and professional activities becoming increasingly regulated, keeping strong records of communications with third parties is nowadays an act of corporate responsibility, when not an obligation.

Whether this is in relationships with investors, customers, suppliers or collaborators, traditional methods of registered communications are inadequate and clearly too expensive. In a world in continuous digital transformation, the market demands reliable and low-cost solutions for an easy integration.

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***“From the Academic Secretary Service at ESADE, emails on important academic subjects and procedures are sent to students daily. Sending them through eEvidence provides us great confidence, allowing us to prove that for every procedure the information has been delivered to recipients on time. I highly recommend it.”***

**Nuria Mayo**

Registrar's Office Director, ESADE Business School (Spain)

# Project Workflow



## Project Stages

Stages	1	2	3	4	5	6
Licensing	●	●	●			
Start up				●	●	●

### Stage 1: Performance test

Depending the size of your project, you may be eligible to run a test for registering up to 100,000 emails, free of charge and with no commitment. The goal of this test is to offer you the opportunity to get used to our solution and verify if it performs as promised and expected.

### Stage 2: License

Confirming a license is an easy step that the account administrator can do totally online and in which the service and pricing conditions for the project get fixed.

### Stage 3: Set up

The service offers features that can be adjusted to meet the customer requirements. In addition to the ability to make individual adjustments per user, a default configuration ensures greater control over how the solution will be used throughout the organization.

### Stage 4: Advanced settings

We are to deliver emails in your name, for what it pays to look at the details to avoid any possibility of being rejected at destination. We will guide you in making the adjustments that we find advisable, ensuring zero impact in your company's ordinary email communications.

### Stage 5: Adding users

The default process for adding users is simple: the administrator sends an invitation and the user registers in our website. We offer alternatives, including the ability to create users on-the-fly or linking multiple senders to a single user account within the same domain name.

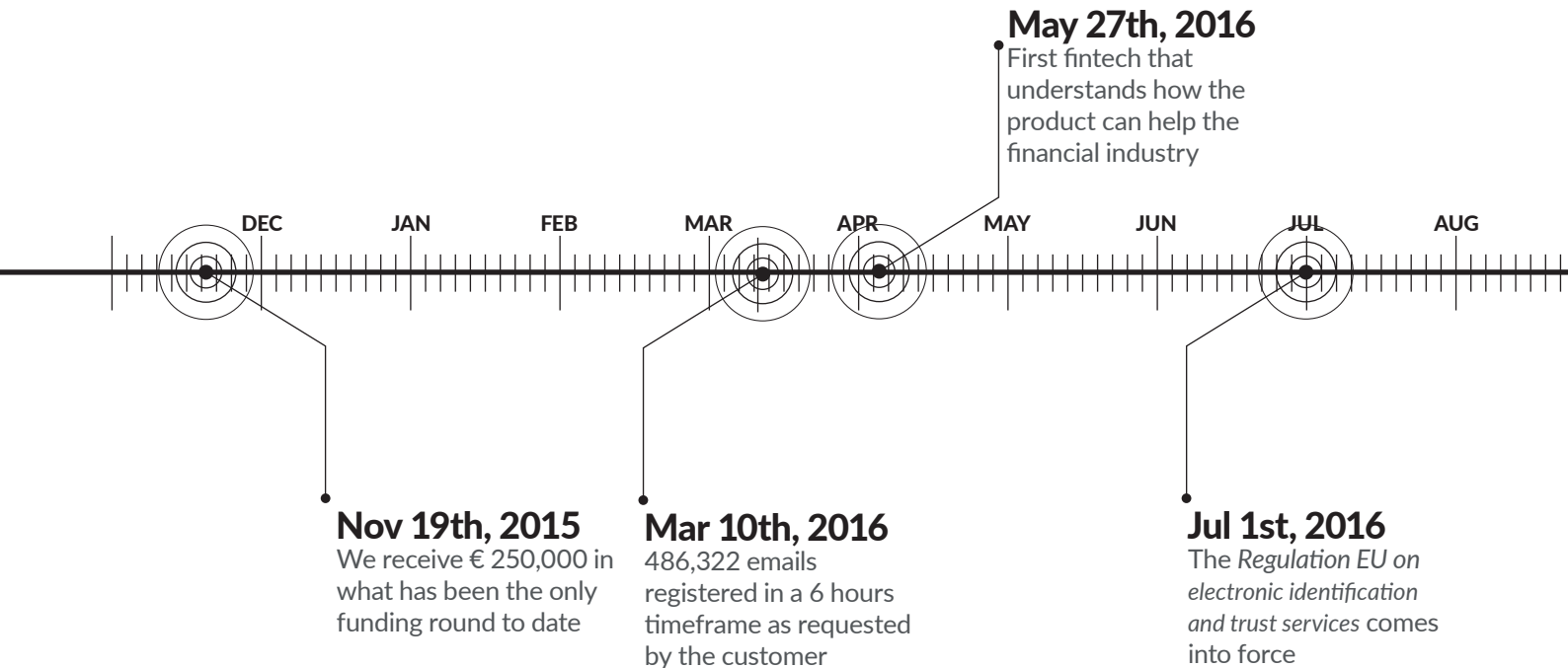
### Stage 6: Launch

The decision is always yours. As soon as we confirm that everything looks good, we will start processing and registering your emails as soon as you start forwarding them to us .



# Some of our business milestones.

Since we launched eEvidence in 2012, we have come a long way in convincing businesses from many industries and countries about the benefits and opportunities of our email registration approach.







# 2017

The eEvidence technology combines Internet and cryptography standards to provide the smartest approach to registered email delivery. Simplicity, not regulation, was our main focus. By doing so and backed by the latest legal frameworks, we have been able to come up with a simple, yet strong, solution to provide legal validity to email messages worldwide.





**We want you to see the benefits of registering all your emails, even at large scale. And we show this can be achieved at an exceptional cost.**

Our service proposal is based in a pure pay-per-use pricing model in which you only pay for the emails that you register.

All our paid licenses come with unlimited users and unlimited storage of your evidence receipts, emails and files for as long as you stay with us. With the Business plan you can also benefit from the API service to remotely retrieve records and download receipts. Some other advanced features, designed for an easy integration from your systems and communication workflows, are also at hand.

Find out your project cost at:  
<https://www.evidence.com/howmuch>

# Pricing Plans

## Starter

Up 1,000 emails a year,  
for only

**50 €**

billed yearly,  
or 5 € billed monthly

## Business

More than 1,000 emails a year,  
starting at

**0,025 €**

per email, first 10,000 (250 €)  
billed upfront yearly

## How does the pay per use model work?

We offer you a tiered pricing model, so the more you use it during the license year, the less your cost per email is.

Tier 1	First 100,000 registered emails	0.025 €
Tier 2	Next 900,000 up to 1 million	0.020 €
Tier 3	Next million up to 2 million	0.017 €
Tier 4	Next 3 million up to 5 million	0.014 €
Tier 5	Next 5 million up to 10 million	0.010 €
Tier 6	Next 10 million up to 20 million	0.007 €
Tier 7	From 20 million onwards	0.005 €

Prices are per issued email receipt, regardless the number of recipients on copy.  
Taxes may apply and are not included.

# Feel free to get in touch

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