

*MITIGATING RISK & SECURING BUSINESS  
SINCE 1982*



# PICA's TRUSTED BRANDS



# HISTORY



- Professional Investigating & Consulting Agency, Inc. dba PICA was founded in 1982
- PAICA is PICA's Portuguese designation
- IPRCENTER is a non-profit for Intellectual Property Rights Protection formed by PICA
- LifeLine® is PICA's brand for travel security
- Guardian Angel is PICA's global tracking tech and response network
- PICA owns all these marks and TM devices



# MISSION



To protect the integrity, markets, infrastructure, human and natural resources of our clients and help them pursue new opportunities and expand market share in a secure and efficient way on a worldwide basis.

***Creating opportunities and facilitating market access globally often in challenging environments.***

# THE WORLD OF PICA AND YOUR BUSINESS

- 39 years of experience
- Quality team
- Customized service
- Global network
- Fortune 500 clientele
- Government liaisons
- Global offices and partners
- State-of-the-art technology
- Operational and legal control



# INDUSTRIES SUPPORTED BY PICA



- Apparel
- Automotive
- Consumer products
- Construction
- Energy and extractives
- Entertainment
- Finance
- Food and beverages
- Government
- Insurance
- Logistics
- Pharmaceuticals
- Retail
- Technology



# ENTERPRISE BRAND PROTECTION

- Anti-piracy, anti-counterfeiting, anti-diversion programs
- Brand promotion and management
- Domain name management
- Hotline management services
- Internet monitoring and enforcement
- Law enforcement training and liaison
- Legal support (e.g. registrations, POAs)
- Market surveys and consulting
- Market intelligence services
- Product security and authentication devices
- Secure product sell-off and destruction



# BRAND PROTECTION CAPABILITIES

Brand protection finalist for  
the RIO 2016 Olympics  
and Paralympics Games



# DRIVEN BY RESULTS



## **Fact:**

PICA reduced the counterfeit market share for a client in a key geography from 12% to less than 1% in 2 years, creating opportunity valued at \$500 million USD



# PERSONNEL AND ASSET PROTECTION

- Advance travel briefings
- Convoy security operations
- Facility and event security
- Global emergency response
- LifeLine® travel protection programs
- Maritime counter-piracy programs
- MEDEVAC from remote locations
- Non-combatant evacuation operations
- Security details and VIP protection
- Security awareness training
- Security officer services and training
- Transportation and logistics security



# LifeLine<sup>®</sup> SERVICES

PICA has experienced personnel on the ground in over 350 cities around the world that are available 24x7 to respond immediately to any crisis, threat, or travel-related issue.

## ***Advantages:***

- 24x7 toll free emergency number
- Immediate crisis response
- Small monthly retainer
- Similar protection as executive protection programs

## ***Example response services:***

- Support for expatriates and their family's
- Major injury or medical emergency assistance and evacuation
- Man-made or natural disaster assistance and evacuation
- Crime victim assistance (assault, kidnap, hostage, extortion)



# DRIVEN BY RESULTS

## Fact:

In the February, 2011 “Arab Spring”, PICA client triggers LifeLine® service requesting exfiltration of four Americans out of Alexandria, Egypt trapped in their hotel by violent protests. Eighteen hours later PICA assets link with all four Americans and safely lead them out of Egypt unharmed



# CORPORATE FRAUD



- Asset tracing and theft recoveries
- Breach of contract
- Cyber crimes and IT forensics
- Financial crimes and corporate theft
- Insurance fraud
- Litigation support
- Policies and procedure enhancements
- Subrogation
- Theft of trade secrets
- Unfair competition

# DRIVEN BY RESULTS

**Fact:**

PICA saved a healthcare client over \$40 million USD in the first six months of investigation of refund fraud and continued to save the client hundreds of millions of dollars over the next ten years in preventing illegal and unfair competition



# CONSULTING AND AUDITING



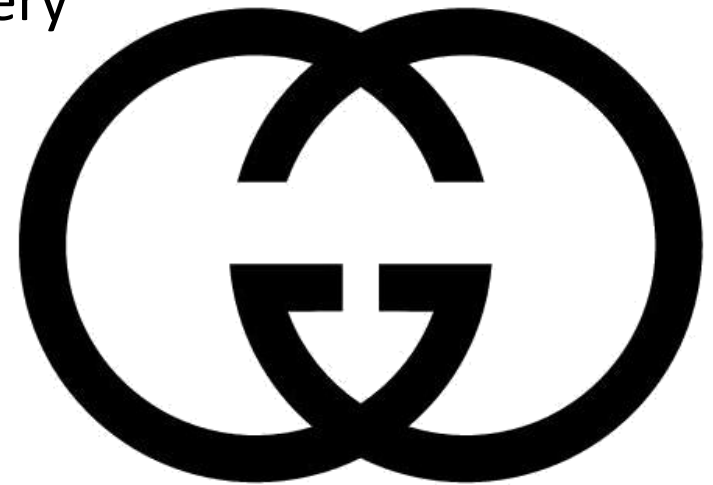
- Audits ISO 31000 NTC 5254 NZ 4360
- Cyber-security
- Distribution channel integrity
- Facilities and process integrity
- Information and operations fusion
- Loss prevention programs
- Supply chain integrity  
C-TPAT and ISO 28000
- SWOT analysis
- Systems integration,  
policies and procedures

# DRIVEN BY RESULTS

# GUCCI

## Fact:

PICA has performed thousand of audits for Gucci. The audits inspect nearly every aspect of the supply chain. PICA has assured subcontractors were not using illegal workers, factories had safe working conditions and good physical security



# PORTS AND DUTY FREE SECURITY

- BASC management systems
- Bonded warehousing
- C-TPAT
- Contraband control
- Government training
- Security diagnostics



**PICA CONFIDENTIAL**

# DRIVEN BY RESULTS



## Fact:

The Organization of American States (OAS) selected PICA to provide training to Mexican Customs and Naval Port officials in five major Mexican ports on combating contraband, counterfeiting and narcotics

In the past year PICA has trained over a thousand law enforcement officers from 41 separate countries on 4 continents



# MARITIME SECURITY

- Anti-piracy solutions
- Cargo document analysis
- Cargo inspection techniques
- Contraband enforcement team (CET)
- Drug identification
- Personnel and passenger risk
- Seal management
- Ship and oil platform risk evaluation
- Track and trace technology



# DRIVEN BY RESULTS

**Fact:**

PICA convenes the first-ever shippers coalition in Hong Kong of twelve of the largest global companies to address piracy

**PICA CONFIDENTIAL**

# OVERLAND TRANSIT INTEGRITY



- En route response and training
- Preventive action plan
- Risk analysis NTC 5254, NZ 4360, ISO 28000, OHSAS 18001
- Route analyses
- Scenario mapping
- Terminal and distribution control
- Topographic evaluation
- Vulnerability assessment

# DRIVEN BY RESULTS

**PICA CONFIDENTIAL**

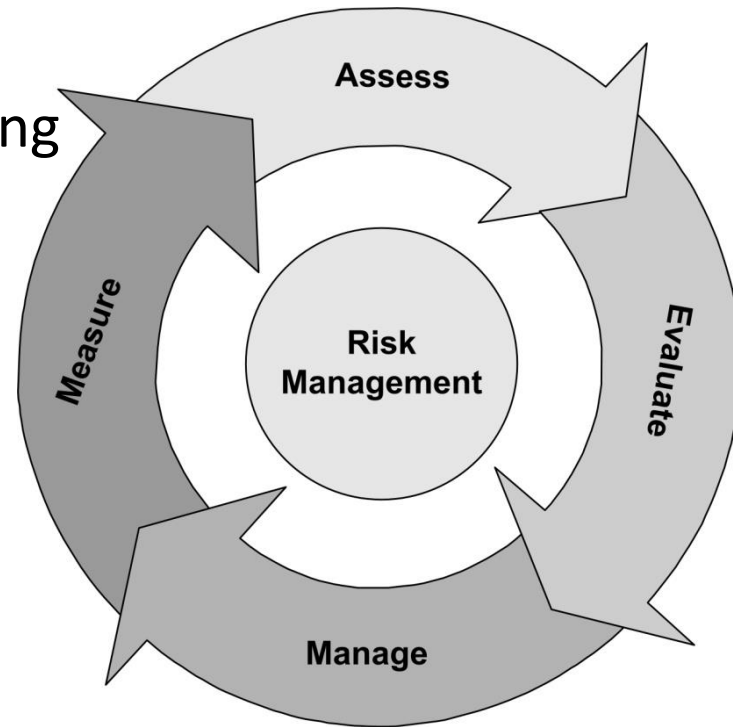
## **Fact:**

Client: Navistar International (Mexico)

- Victoria, Tamaulipas
- Six-vehicle convoy hits a bloqueo just West of the city
- All the vehicles to include drivers taken by TCO (Transnational Criminal Organizations)
- One driver had the presence of mind to hit the panic device alerting PICA
- Following the process matrix, PICA immediately attempted contact with the driver and discerned the alert was genuine
- Consequently, the QRF (Quick Reaction Force) was triggered:
  - PICA engaged:
    - Mexican Navy (given proximity to Altamira)
    - Mexican Federal Police
    - Mexican Federal Highway Police
  - 35 minutes after notification Mexican Navy deployed squad of Mexican Marines in Blackhawk to begin flyovers outside target area
  - 36 hours later Mexican Federal Police secured release of all drivers and recovered all six vehicles.

# RISK MANAGEMENT

- Business continuity and recovery planning
- Corporate auditing and investigations
- Crisis management and response training
- CBRNE training
- Employee awareness programs
- Environmental impact analyses
- Insurance and environmental claims
- Kidnap and ransom specialty services
- Litigation support
- Pre-employment screening



# DRIVEN BY RESULTS

## Facts:

The University of Chicago reports that the research suggests that more than 50% of applicants lie on their resumes.

The Harvard Business Review estimates that 80% of employee turnover is due to bad hiring.

Yearly, PICA completes thousands of background checks for clients like Michael Kors. Through our unique algorithms and human analytics-based background checks, PICA has identified numerous omissions like criminal records. PICA has also identified anomalies and falsified employment histories and educational backgrounds, allowing our clients to make informed decisions regarding hiring.



# BUSINESS INTELLIGENCE

- Competitive intelligence
- Compliance audits
- Market surveys and industry conditions
- Predictive analytics
- SWOT analysis
- Transactional due diligence for investments, M&A
- Training
- Vendor and business partner vetting



# THREAT INTELLIGENCE

- Geo-political risk analysis
- Integrated incident response solutions
- Predictive analytics
- Prevention strategies
- Risk and vulnerability assessments
- Threat identification



# DRIVEN BY RESULTS



## **Fact:**

After implementing a PICA due diligence program, a client discovered that nearly 25% of the accounts PICA reviewed were materially violating their agreements.

# OFFICES AROUND THE WORLD

## Offices and Partners on Six Continents



# REPRESENTATIVE CLIENTS

*PICA CONFIDENTIAL*



**Microsoft**



**DIAGEO**



*Johnson & Johnson*

invent

**GUCCI**



**tomtom**



# REPRESENTATIVE CLIENTS

**PICA CONFIDENTIAL**



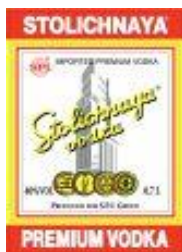
**Kimberly-Clark**



MICHAEL KORS

**AMGEN**

**MARS**



**MYLAN®**



**MERCK**



**NOVARTIS**

**biogen idec**

VICTORIA'S  
SECRET



THE  
HARTFORD



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