



Our brand strategy

# Color Palate

Our visual design elements -logo, color, typography, imagery, graphic and elements allow us to express the brand in a way that is both powerful and unique.



**#1581C**



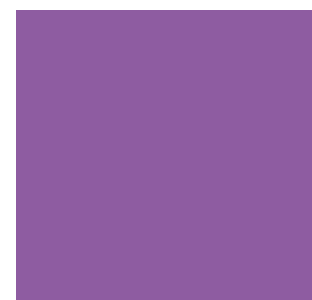
**#4872A**



**#86818**



**#23293**



**#95569**



**#6E399**

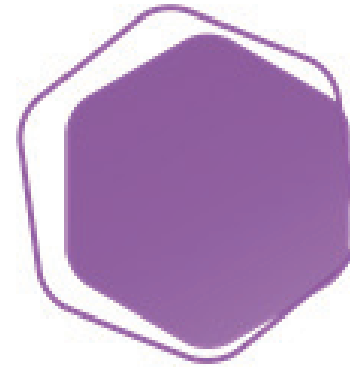


**#EC1C2**



**#B0111**

# Presentation Template



Financial Crime & Compliance  
Solutions & Services

# Added Value



**500+ Projects**  
leading banks,  
worldwide  
**Since 2006**

**Leader**  
in FinCrime  
implementation  
services



**Global presence**  
US, Europe,  
Asia and Middle  
East

**Specialized**  
Solutions for  
the Financial  
Sector



**Leading partner**  
of Actimize, SAS  
Oracle, Blue  
Prism, Pitney  
Bowes...

**Cost effective**  
ROI focused  
implementation



**Matrix-IFS** is a fully owned subsidiary of publicly traded Matrix IT Ltd (symbol MTRX.TA), with 8,900 employees worldwide and \$824 million in revenue

# Financial Crime 360



# Email signature

using a common format for all email signatures ensures that we present a professional and consistent image.

Customer Facing  
(SMEs, Upper Management, Project Managers)





**Idan Tohami**  
Head of Marketing  
Cell: 917-862-8035  
[www.matrix-ifs.com](http://www.matrix-ifs.com)



Non Customer Facing



**Idan Tohami**  
Head of Marketing  
Cell: 917-862-8035  
[www.matrix-ifs.com](http://www.matrix-ifs.com)



# Graphic elements

The Hexagon may be used in the abstract as a visual metaphor of an idea or for pure aesthetic reasons.



The Matrix-IFS shield will accompany us throughout our communication. Symbolizes protection



# Brouchure

Always relate color, imagery, typography and graphics throughout the design to achieve matrix IFS unique look and feel.

## AML Practice Solutions & Services

Matrix-IFS is a leading IT Anti-Financial Crime service provider, specializing in delivering advisory, technology and managed services to the financial sector for more than 12 years. Our certified team of Financial Crime experts has been implementing a wide range of products and services for financial institutions worldwide, addressing Financial Risk, Compliance & Regulatory challenges and their impact on Anti-Money Laundering.

### Your One-Stop Shop for AML Services

Matrix-IFS is the only service provider that offers end-to-end AML Services:



#### Advisory Services

Our experienced SMEs offer a unique and broad range of advisory, staffing and technology services to assist Financial Institutions in implementing effective AML programs and achieving their compliance, IT, and operational objectives, while meeting their budget guidelines.



#### Implementation

With more than over 500 successful AML projects implemented, our team has the experience & expertise to deliver a full range of AML solutions including **Automation**, **KYC / CDD / EDD**, **Transaction Monitoring**, **Sanctions Screenings**, **ETL** & more.



#### Model Validation & Optimization

Our experts work closely with each bank's AML investigation and compliance teams to develop tuning techniques that improve AML systems by setting up appropriate thresholds to reduce false positives and better meet regulatory requirements. We also assist clients with their regulatory annual Model Validation to ensure models are performing as intended and to help reduce the model risk.



#### Managed Services

Post-implementation, we help clients with their IT related needs: Change the Bank (CTB) / Run the Bank (RTB) activities, periodic model validation & tuning and future system upgrades, to keep up to date with regulatory requirements and ensure ongoing optimal performance.



#### Support Services

Our dedicated team will support your IT staff around the clock, regardless of the technology used in-house, providing custom development when necessary. We also offer complete Cycle and Business Support with user training on AML products & solutions.



# Business card

Our business card is one of our most widespread forms of communication and often our first point of contact in a business relationship. Our business card template, illustrated at right, features the proper hierarchy for information that may appear on a card.

Option 1



**matrix**  
International Financial Services  
Advise. Plan. *Deliver!*

**Idan Tohami**  
**Head of Marketing**

idan.tohami@matrix-ifs.com  
O: +1.201.204.5075  
C: +1.917.862.8035  
[www.matrix-ifs.com](http://www.matrix-ifs.com)

Harborside Plaza 10  
Jersey City, NJ, 07302

Option 2



**matrix**  
International Financial Services

**Idan Tohami**  
**Head of Marketing**

+1.201.204.5075  
+1.917.862.8035  
[www.matrix-ifs.com](http://www.matrix-ifs.com)  
idan.tohami@matrix-ifs.com  
Harborside Plaza 10, Jersey City, NJ, 07302

Option 3

**Idan Tohami**  
Head of Marketing  
Cell: 917-862-8035  
idan.tohami@matrix-ifs.com  
[www.matrix-ifs.com](http://www.matrix-ifs.com)



**matrix**  
International Financial Services

Harborside 5, 185 Hudson st.  
Suite 2720, Jersey City, NJ 07311

# Font

Using a consistent font across our external communications, in line with the new branding (when possible).

## Libre Franklin Font Family

### Thin

Matrix-IFS (formally known as Matrix-Exzac) is a leading provider of world-class business & technology solutions to the Financial Industry.

### Regular

Our focus is in the areas of Compliance, Financial Risk, Fraud Prevention, Business Intelligence and Cyber-crime.

### Bold

**Matrix-IFS operates globally with offices in New Jersey, Florida, Great Britain, Israel and Australia**



Thanks