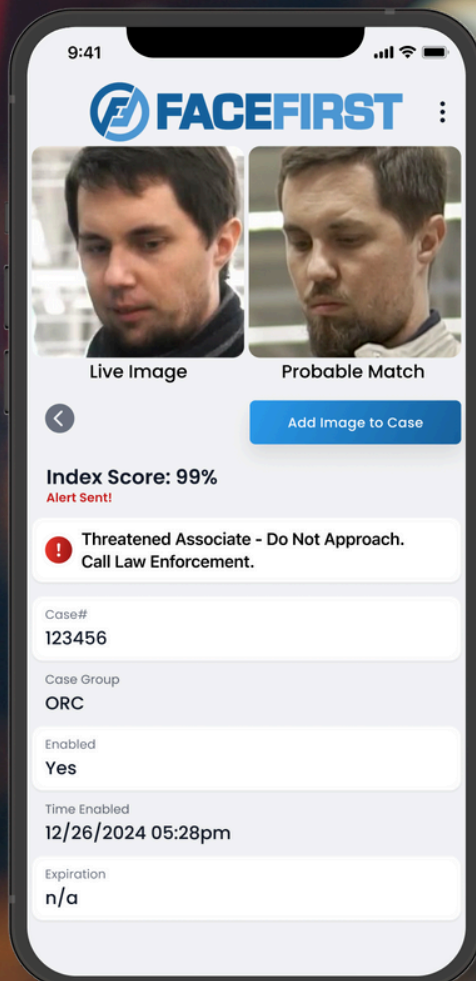




# Protect Your People

## How Face Matching Technology is Keeping Employees and Customers Safer



## Beyond Theft Prevention

### Safety is Paramount

In an era when retail losses have reached unprecedented levels, businesses need innovative tools to stay ahead. Enter face matching technology—a game-changing solution that has helped reduce shrink and transformed how companies approach loss prevention. Now, face matching technology is helping to combat crime proactively.

### Violence in Retail

Violence in retail stores is a growing concern. Face matching technology helps protect employees, customers, and the brand itself. This tool helps prevent violence by providing real-time alerts when known offenders enter. This proactive measure helps ensure a safer environment for everyone.



“When we initially rolled out FaceFirst, our focus was theft prevention. However, we quickly saw the value of the investigative piece as a proactive tool for employee and customer safety, and it has been highly impactful. The peace of mind this tool brings to our company is unprecedented.”

– A FaceFirst Client



Protect Your People

## The FaceFirst Difference

### Violence and Safety in Retail

For loss prevention professionals, the message is clear: Face matching technology is the cornerstone for store safety and asset protection programs. With its unparalleled ability to identify bad actors, manage alerts, and seamlessly integrate with case management systems, it's a tool no retailer can ignore. One loss prevention industry veteran said, "If you don't have it, you will get left behind."

**8X**

More efficient

**4X**

Case value

**2X**

Incident locations identified

Investigator using FaceFirst 8X more efficient with 4x case value and 2x incident locations identified, according to recent LPRC research. Build stronger cases faster at [facefirst.com](https://facefirst.com)

## Protection is Priceless

"There's simply no better tool you can have in your tool chest. Period. Our number of cases and case value have more than doubled, our investigative efficiency is unprecedented, beyond human capabilities, and we are mitigating 75% or more of loss with good old-fashioned customer service. Many of those individuals end up buying something. From a store safety and situational perspective, you can't put an ROI on it. It's priceless."

– A FaceFirst Client

Results may vary

[FaceFirst.com](https://facefirst.com)



Protect Your People

## By the Numbers



### Proactive Solutions for Safety

“While it’s important to know when a shoplifter returns, it’s far more essential to know when a shoplifter who has been violent walks into a store; that’s where life safety becomes a vital element.”

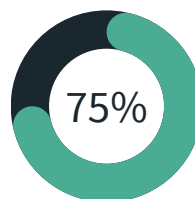
– Dara Riordan, President and COO of FaceFirst

## By the Numbers

A retailer reports 75% to 93% reduction of theft events with FaceFirst—immediate alerts with an excellent customer service approach help prevent loss safely.

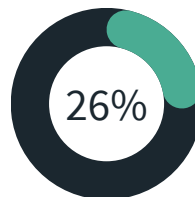
A retailer using FaceFirst found that 26% of enrolled offenders were targeting six or more locations. Build better cases faster to facilitate arrests and successful prosecutions for safer stores.

A FaceFirst client says, “Theft plus violence is robbery, and we file charges on every one of those. We get great support from the law enforcement agencies we work with.”



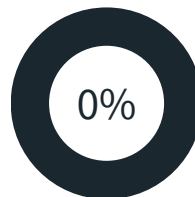
### Deterrence Without Conflict

75%-93% reduction of theft events with FaceFirst



### ID Multi-Store Offenders

of offenders were targeting six or more stores



### Tolerance for Violence

tolerance for violence against employees and customers



## About FaceFirst

FaceFirst is a global leader in highly effective face matching systems now deployed in three of the top 10 U.S. retailers, more than a dozen U.S. grocers, as well as in banking, hospital, casino, airport, shipping, stadium, and arena environments. FaceFirst's software leverages artificial intelligence and human oversight to prevent violence, theft, and fraud. We design our patented video analytics platform to be fast, accurate, and scalable while maintaining high levels of security, privacy, and accountability. FaceFirst is based in Austin, Texas.

## Connect Today

### Contact Us



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