



AWARENESS

Cybersecurity Toolkit for SME Owners

ACTION

Cybersecurity Toolkit for

- Employees
- IT Teams (*coming soon*)

Commercial Products/Solutions
In partnership with industry

ADOPTION

Cybersecurity Certification for Enterprises



CYBER ESSENTIALS



CYBER TRUST

Join us at our launch event



<https://go.gov.sg/launchofcsamarks>

Mastercard Trust Centre



- The Mastercard Trust Center offers easy, centralized access to free and wide-ranging research, education, resources, and tools designed to help secure cyber ecosystems.
- Mastercard provides small and medium enterprises worldwide trusted and essential cybersecurity solutions.
- Mastercard is one of the early partner for CSA's SG Cyber Safe Partnership Program.

3 Pillars of collaboration to SG implement Cyber Safe Initiatives

Content



Mastercard Trust Centre cross-linking with CSA's Cybersecurity toolkit

Offerings to All



Mastercard Cybersecurity offerings to complement SG Cyber Safe Initiatives

Outreach



Joint Marketing Outreach with Industry players to enterprises/SMEs to increase cybersecurity awareness and adoption

Where are you on your cybersecurity journey?



I'm a beginner who's feeling overwhelmed

Many budding entrepreneurs or owners of smaller businesses can feel anxious just thinking about implementing cybersecurity solutions. But protecting your, and your customers' data is crucial – and less difficult than you may think.

[Learn the basics](#)



I'm fairly experienced but want to learn more

You might have some cybersecurity practices in place, but do you know what your vulnerabilities are? Discover how you can be one step ahead with proven advice, resources and solutions.

[Expand your knowledge](#)



I'm an expert looking to keep one step ahead

You've established cybersecurity best practices, but the ever-changing risks mean taking defense protocols to the next level. Making Mastercard a trusted partner can help set you up for success.

[Master your security](#)

Advocate for CSA's Cyber Safe Partnership Programme



Content & Outreach

Joint outreach with industry players and associations to promote cybersecurity awareness and adoption



Product/ Service

Launching soon: Authentication-as-a-Service for SMEs



Strong
Authentication



Cloud
Services



Unified
Management

Build a strong foundation based on cyber security and trust

Level up cyber security awareness and practices among businesses and individuals

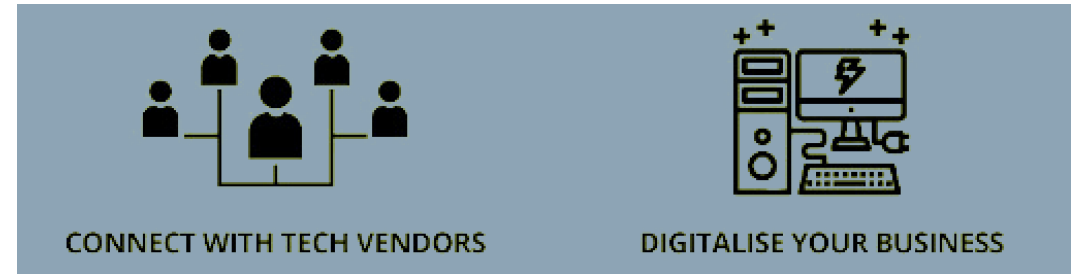
Thought Leadership & Outreach



- Advocate for CSA's SG Cyber Safe Partnership programme
- Cyber Security 101 Webinar Series with Singapore Business Federation
- Cyber Security 123 Guide for SMEs
- Partner IMDA on SMEs Go Digital Programme
- Outreach to Institutions of Higher Learning to groom future cyber security talent

Product/ Service

Tech **Match**



- Leverage SGTech's TechMatch platform to find potential solution partners to
 - enhance business capabilities through digital technology; or
 - tackle business problems that might require a digital solution
- TechMatch is a complimentary service for companies to connect with digital solutions providers



SCAN ME

Get your FREE Customized Immunity Report :

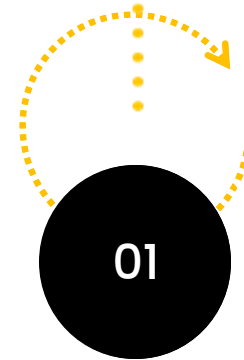
- Identify your company's cyber exposures
- Highlight any real time cyber breach in your company

100% Cyber Security does **NOT** Exist.

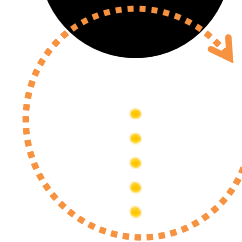


When there's a **system failure**, a company might face a **direct loss of income**. The system failure could be due to many reasons such as criminal hacking, malicious inside elements, and distributed denial of service (DDoS) attacks.

Identify

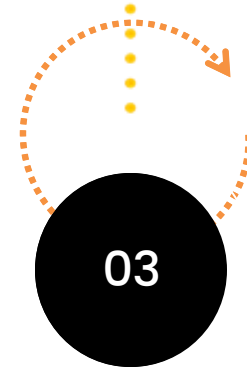


02



Quantify

Treat



04



Transfer