



Corporate Fact Sheet

Corporate Overview

Abaca Technology Corporation is an innovator in email protection and messaging security. Abaca's patent-pending technology, ReceiverNet™, offers an advanced approach in the fight against spam — providing unprecedented levels of accuracy and guaranteeing 99 percent spam filtration. Abaca has created a portfolio of innovative products and services based upon this core technology, thereby assuring users unparalleled messaging protection from spam, as well as viruses and phishing attacks.

Founded

Abaca was founded by Steve Kirsch with the vision to create the perfect spam filter.

Incorporation

Abaca was incorporated on November 23, 2005 as a Delaware corporation.

Corporate Structure

Abaca is a privately held company.

Market Overview

[Email Security Boundary Market](#)

Market penetration is very high in Global 2000 companies, and most sales activity is related to the replacement of first-generation anti-spam software that is less effective at filtering unwanted email and/or requires too much administration. Current buyers are looking to consolidate existing infrastructure and replace software with appliances or buy services to simplify administration.

SMB market is less-penetrated and more likely to have open-source solutions with high administration overhead. This market is very sensitive to price, and ease of use is a priority.

Globally, the market is growing at approximately 40%. Most market growth has been in North America and Europe, the Middle East and Africa; however, the Asian market, which is underpenetrated, is beginning to heat up, and we expect this market to be a significant source of growth during the next two years.

Peter Firstbrook, Arabella Hallawell. [Magic Quadrant for Email Security Boundary, 2006](#). Gartner, Inc.

Technology

Abaca's patent-pending technology, [ReceiverNet™](#), offers an advanced approach in the fight against spam. ReceiverNet is a *receiver reputation* system based on a mathematical formula that precisely differentiates spam from legitimate messages.

The technique is new, unique, and revolutionary. It provides levels of accuracy 10 to 100 times better than existing approaches and delivers customers unparalleled messaging protection against spam, viruses, and phishing attacks.

Main Products

Abaca's email protection solutions include:

[Email Protection Gateway](#)

EPG 100, EPG 1000, and EPG 3000—hardware appliance and software

[Virtual Email Protection Gateway](#)

VPG 1500—virtual appliance and software

[ReceiverNet Service](#)

Anti-spam and anti-phishing service

[ReceiverNet Premium Service](#)

Anti-virus, anti-spam and anti-phishing service

Partners **Technology Partners**

Abaca has established technology partnerships with Authentium, Coyote Point, Microsoft, and VMware.

Additional strategic and technology partnerships are currently in discussion.

Channel Partners

Abaca has a multi-tiered, channel program for system integrators, service providers, value-added resellers (VARs), and resellers.

Abaca launched the channel program in January 2008. Customers can purchase Abaca's products and services from a growing network of channel partners.

Target Markets Market focus is SMB and small enterprises from all industries (financial services, energy, healthcare, etc.) and leading educational institutions.

Leadership Steve Kirsch
Founder and Chairman of the Board

Leo Jolicoeur
Chief Executive Officer

Andrew E. Newton
Vice President, General Counsel, and Secretary

Geoffrey Berneck
Vice President of Sales

Kathy Contreras
Vice President of Marketing

David Hansmann
Director of Finance

Bill Kasje
Director of Business Development

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Data Sheet
FS091108