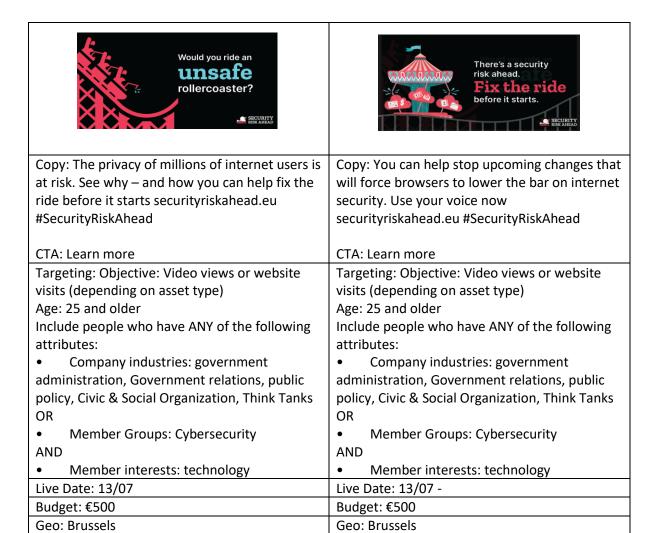
LINKEDIN campaign 1 - budget for all below = €2000





What if your data was no longer yours?

Copy: There's a #SecurityRiskAhead. Browsers will be forced to suspend web security checks, putting internet users at risk. See how you can help fix this dangerous ride before it starts securityriskahead.eu

Copy: Details like your passwords, credit cards, and message content could be at risk of interception and exploitation. Help stop the #SecurityRiskAhead now securityriskahead.eu

CTA: Learn more

CTA: Learn more

Targeting: Objective: Video views or website visits (depending on asset type)

Age: 25 and older

Include people who have ANY of the following attributes:

- Company industries: government administration, Government relations, public policy, Civic & Social Organization, Think Tanks OR
- Member Groups: Cybersecurity AND
- Member interests: technology

Targeting: Objective: Video views or website visits (depending on asset type)

Age: 25 and older

Include people who have ANY of the following

attributes:

- Company industries: government administration, Government relations, public policy, Civic & Social Organization, Think Tanks OR
- Member Groups: Cybersecurity AND
- Member interests: technology

| Live Date: 13/07 | Live Date: 13/07 |
|------------------|------------------|
| Budget: €500 | Budget: €500 |
| Geo: Brussels | Geo: Brussels |

LINKEDIN campaign 2 - budget for all below = €2000



Copy: Proposed changes in the EU would force browsers to accept Qualified Website Authentication Certificates (QWACs) and lower security protections. Use your voice to stop the #SecurityRiskAhead and help browsers keep protecting users securityriskahead.eu



Copy: Proposed EU legislation would force browsers to accept qualified website authentication certificates (QWACs), which are not secure. Use your voice to stop the #SecurityRiskAhead and help browsers keep protecting users securityriskahead.eu

CTA: Learn more

Targeting: Objective: Video views or website visits (depending on asset type)

Age: 25 and older

Include people who have ANY of the following attributes:

- Company industries: government administration, Government relations, public policy, Civic & Social Organization, Think Tanks OR
- Member Groups: Cybersecurity AND
- Member interests: technology

Targeting: Objective: Video views or website visits (depending on asset type)
Age: 25 and older

CTA: Learn more

Include people who have ANY of the following attributes:

- Company industries: government administration, Government relations, public policy, Civic & Social Organization, Think Tanks OR
- Member Groups: Cybersecurity
 AND
- Member interests: technology

| Live Date: 20/07 - 27/07 | Live Date: 20/07 - 27/07 |
|--------------------------|--------------------------|
| Budget: €500 | Budget: €500 |
| Geo: Brussels | Geo: Brussels |



Copy: Your browser protects you from unsecure website connections. But upcoming changes could lower the bar for protection. Stop the #SecurityRiskAhead now securityriskahead.eu

CTA: Learn more

Targeting: Objective: Video views or website visits (depending on asset type)

Age: 25 and older

Include people who have ANY of the following attributes:

 Company industries: government administration, Government relations, public policy, Civic & Social Organization, Think Tanks OR

• Member Groups: Cybersecurity AND

Member interests: technology

Live Date: 20/07

Budget: €500

Geo: Brussels

You wouldn't ride an unsafe rollercoaster. Don't allow an unsecure internet.

Copy: Your browser protects you from unsecure websites. But if eIDAS article 45.2 passes, the bar for those protections would be lower. Stop the #SecurityRiskAhead now securityriskahead.eu

CTA: Learn more

Targeting: Objective: Video views or website

visits (depending on asset type)

Age: 25 and older

Include people who have ANY of the following

attributes:

 Company industries: government administration, Government relations, public policy, Civic & Social Organization, Think Tanks OR

Member Groups: Cybersecurity
 AND

Member interests: technology

Live Date: 20/07

Budget: €500

Geo: Brussels