

AI-POWERED SCAMS

 PRIOR YEAR AI FRAUD INCREASE
200%

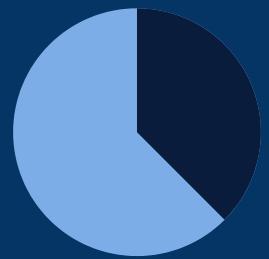
- FIRST HALF 2025 CLAIMS RECEIVED (CONDUSEF): \$2.48M PESOS
- OIL PROFIT APP FALSELY MARKETED AS PEMEX-BACKED

FINANCIAL IMPACT

 **78%**  **+18%**  OF ORGANIZATIONS REPORTED MORE FRAUD ATTEMPTS; 61% CONFIRMED SUCCESSFUL INCIDENTS.
IN 2024, FRAUDSTERS STOLE OVER \$1 TRILLION GLOBALLY AND IN 2025 THE TREND CONTINUES UPWARD WITH INCREASINGLY SOPHISTICATED ATTACKS

DIGITAL FRAUD

OVER 50% OF FRAUD-RELATED LOSSES NOW ORIGINATE FROM DIGITAL CHANNELS
ACCORDING TO RECENT ANALYSES IN LATIN AMERICA



DIGITAL FRAUD OVERVIEW



EMERGING PAYMENT METHODS (DIGITAL WALLETS, CRYPTOCURRENCIES) ACCOUNT FOR 38% OF FRAUD CASES EXPANDING THE ATTACK SURFACE

REPUTATIONAL RISK



FRAUD NEGATIVELY IMPACTED BRAND REPUTATION AND CUSTOMER EXPERIENCE IN **75%** OF COMPANIES



ATTACK CHANNELS

46.3% OF CASES OCCURRED THROUGH DIGITAL CHANNELS



SYNTHETIC & STOLEN IDENTITIES USED AT ACCOUNT OPENINGS

TECHNOLOGICAL SHIFTS

NEED FOR ROBUST & DIGITAL IDENTIFICATION AUTHENTICATION TRANSFORMS INDUSTRY



 AI AND DEEPFAKES ARE DRIVING COMPLEX SCHEMES