



Guardians of Cyber Safety: Netsafe, CYBERA, Dolla and Akahu unite to combat scams and fraud targeting kiwis in banking, crypto and telco sectors

Media Release
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Netsafe is making a significant step forward in enhancing end to end fraud and scam victims' services across the banking, crypto and telecommunications sectors, by joining forces with Dolla and Akahu from New Zealand and CYBERA from Australia.

The new commercial alliance combines the expertise of Netsafe, a leader in scam incident response and consumer protection services, with the specialised safety tech skills of CYBERA, Dolla, and Akahu.

CYBERA specialises in fraud money recovery support and intelligence sharing, involving local and international banks and crypto exchanges. Dolla provides cutting-edge scam SMS filtering and blocking technologies. Akahu is the first provider to offer a "confirmation of payee" service in New Zealand.

By joining forces, our aim is to provide a comprehensive suite of solutions to protect people from financial fraud and scams and help them recover. These partnerships underscore our commitment to ensuring better non-governmental and private sector led cyber security and cyber safety products and services for people in New Zealand and increasingly offshore where money and personal information freely travels around the world.

"We are thrilled to embark on these collaborations with Akahu, Dolla, and CYBERA" said Brent Carey, CEO of Netsafe. "Together, we will leverage our collective strengths to deliver innovative and robust consumer services, fraud recovery, and scam prevention measures, and assist the sectors most targeted by fraudsters."

"These partnerships will not only bolster our safety tech capabilities in scam prevention but also reinforce our dedication to helping scam victims. As cyber threats continue to evolve and cost the New Zealand economy up to 2 billion in losses per year, our united front aims to stay one step ahead of fraudsters, safeguarding the financial interests of people in New Zealand."

Ben Lynch, Founder and CEO of Dolla says "SMS scams have become increasingly difficult for people to identify. By partnering with Netsafe more users will be able to better filter their incoming text messages for harm, and help make more informed decisions to protect themselves and their loved ones from digital scams."

"I'm thrilled to join forces with Netsafe, Dolla, and Akahu. This partnership is a major stride in fighting financial fraud and scams. At CYBERA, we bring our expertise in fraud recovery and AML intelligence to this collaboration, enhancing cyber safety in New Zealand. Together, we're not just tackling fraud; we're

proactively safeguarding financial well-being against evolving cyber threats.", says Nicola Staub, co-founder and CEO of CYBERA.

Netsafe is working with Akahu as its "confirmation of payee" service is rolled out in New Zealand. This service enables a payer to check the name on the bank account that they're paying. Netsafe case workers can also use the service as a tool for investigating scam reports to disrupt scammers.

Akahu's co-founder, Josh Daniell says, "As scams evolve, our anti-scam tools need to evolve too. By using confirmation of payee, Netsafe can investigate scams faster, enabling mule accounts to be identified and frozen more quickly in order to prevent further harm."

Netsafe's 'backed by Netsafe' brand promise is continuing to explore commercial and NGO partnerships as part of the local and global safety tech market to protect New Zealanders from harm online.

A recent International State of Safety Tech Report 2023, led by Paledin, Public and Perspective Economics estimated the global safety tech market to be worth 4.2 billion in 2022/23. See <https://www.public.io/report-post/the-international-state-of-safety-tech-2023>

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About Netsafe:

Netsafe is an independent charitable organisation supporting people in Aotearoa to have safe and positive online experiences. We keep people of all ages safe online by providing free support, advice, and education. Visit netsafe.org.nz or phone 0508 Netsafe for free resources or to report incidents of online harm.

About CYBERA:

Cybera is renowned for its expertise in fraud money recovery services and AML intelligence, consistently delivering results for clients across industries. Their proven track record makes them an invaluable partner in our pursuit of securing financial well-being.

About Dolla:

Dolla enables Kiwis to seamlessly and securely connect their existing bank accounts to a mobile app in order to send and request money amongst friends, generate QR payment codes and provide advanced, automated bill payment and fraud detection functionality that reduces the likelihood of customers falling victim to invoice fraud as well as bank payment and SMS scams.

Dolla's mission is to create an intelligent, low cost, domestic payments platform that innovates for the benefit of all New Zealanders on top of our existing inter-bank settlement network.

About Akahu:

Akahu provides open finance infrastructure for New Zealand, serving a range of Government, corporate, bank, and fintech customers. Akahu's confirmation of payee service is a first in New Zealand, and is designed to help prevent mistaken payments, invoice fraud, investment fraud, and other types of scams that rely on obfuscation of the destination bank account holder.