

press release

Doba becomes first product sourcing provider to protect merchants from fraudulent transactions

ecommerce fraud protection program protects Doba members

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Doba™, the leader in product sourcing solutions, announced today a comprehensive fraud protection program designed to protect Doba members who transact business through the Doba marketplace platform. This program protects members against fraudulent payment reversals and against claims of non-receipt of merchandise if they follow good selling practices. With this announcement Doba becomes the first product sourcing provider to offer merchants protection against fraudulent buyers. The Doba Fraud Protection Program is also the only protection program that covers the use of drop shipping for order fulfillment.

As part of the fraud protection program, Doba has a dedicated team of anti-fraud specialists whose sole job is to make every Doba transaction as safe and seamless as possible. Using sophisticated risk models and advanced technology, the team is able to detect suspicious activity to help eliminate fraudulent transactions. When a possible fraudulent transaction is identified, the merchant is contacted directly by a member of the Doba anti-fraud team in an effort to save the member from being defrauded as well as to educate them on how to avoid fraudulent buyers in the future.

"Doba is committed to providing the best service to our members. Fraud is one of the biggest concerns for eCommerce merchants," said Jeremy Hanks, CEO of Doba. "By offering protection against fraudulent orders, we are helping to address security concerns around ecommerce, for merchants and consumers alike."

The highest costs associated with the management of fraud are typically loss of potential revenue. A key source of revenue loss occurs when good orders are rejected for fear of fraud, or worse, when fraudulent orders are accepted as good and merchandise is lost. The Doba Fraud Protection Program provides another safeguard for eCommerce merchants.

To be covered by the Doba Fraud Protection Program, sellers must follow the risk-reduction procedures specified in the Fraud Protection Program. Doba allows for \$500 per transaction with a maximum number of five claims per year.

In addition, Doba offers educational resources for members such as a fraud prevention tutorial, which instructs

members on how to spot fraudulent orders, what to do to protect against unscrupulous consumers, and how to investigate possible fraud.

For further information the fraud protection program, visit doba.com.

about Doba

A leading product sourcing solution, Doba streamlines product sourcing for the emerging market of web-based entrepreneurs starting and growing a retail business. Through an exclusive web-based platform Doba empowers entrepreneurs to find and sell products, and suppliers to connect to retailers. By aggregating product distribution and purchasing power through a single connection point, Doba creates unique opportunities for suppliers and retailers. Doba also offers a wide variety of educational tools, features, and services that enable members to sell products online quickly, safely, and conveniently.

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