

FW:

Agensky, Adam

Mon 4/9/2018 10:09 PM

To: Adam Agensky <AAgensky@cs-alliance.org>;

To whom it may concern:

We are a tech company that has been on a market for close to a decade providing our customers with a set of tools and solutions to their computer problems.

We would like to file a complaint regarding Appesteem's behaviour and their attitude that has worsened significantly towards businesses like ours for the past year.

For that we present you the instances when this behaviour and tone took place:

1. Certification Requirements and Premium Package

Appesteem has an extensive list of certification requirements to software vendors. Many of those chapters require unquestionable provision of private data such as financial statements and access and control to call-center processes. Previously, the cost of certification with Appesteem consisted of 1% of our total revenue per each product. Recently, Appesteem introduced new business model in which certification is free but the review of requirements to certify is \$300 per hour, if proceeding with their premium package.

We have been submitting the same software for 3 months now and they return it with a new suggestion for improvement with no certification in sight.

2. Constant referral to Appesteem's standards by antivirus vendors

Whenever we submit a file for analysis regarding false-positive detects to Antivirus vendors, these vendors do not pinpoint issues that need to be addressed in compliance with their own standards, but rather refer to Appesteem as a way to deal with the issue.

This happened numerous times with Avast, that has its own list of requirements to software vendors, but when we comply with Avast, we still get referred to Appesteem as to some sort of universal code.

3. Ability of Appesteem to negotiate terms for its partners

When asked directly, Appesteem did not deny ability to negotiate terms with Antivirus partners in order to overlook certain aspects of certification.

4. Deceptor's Listing

Appesteem had been listing us in their Deceptors list for more than a year constantly having if not one but the other of the products included. If we decide to certify with Appesteem having products in the Deceptors list, that delays the process of the certification and allows Appesteem to coerce and manipulate. Whenever we take out one product off of that list, the other one is immediately added.

5. Threatening or coercive messaging

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FW: - Adam Agensky

We receive a letter from Appesteem with the request to get certified as soon as possible whenever there is a scare instance in tech, such as a virus or a new policy rolled out by an authority player. For example, when Microsoft Defender started blocking software, we received a letter scaring us into certification as a way of gaining protection from such blockings.

Having these in mind, please review and investigate Appesteem's behaviour towards software vendors and their business tactics of gaining profit, authority and setting themselves as a power to set rules for the market.

Regards,
