



NYA International

Crisis Prevention and Response Services for Private Clients





Safeguarding you, your family and your assets

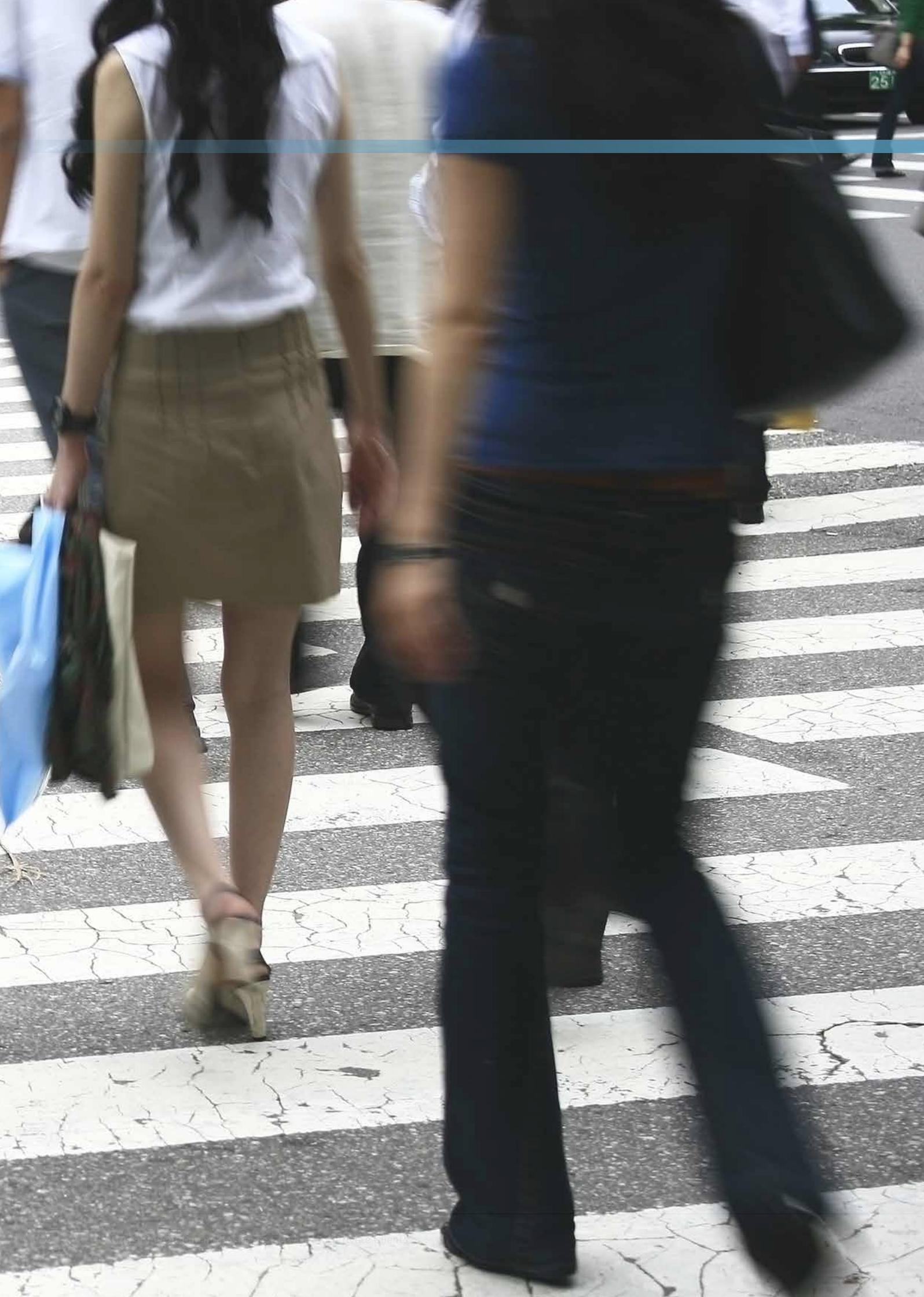
With perceived or relative wealth and/or a high profile, comes an increase in personal security risk.

High net worth individuals, business executives, celebrities and their family members are attractive targets for both criminal elements and terrorist groups, who use kidnap or other forms of extortion for financial gain or other motives.

The threat may even come from leaks in information by domestic staff, employees or other acquaintances and you are particularly vulnerable if following a regular and predictable routine, which many people do.

There is much you can do to reduce your exposure, and help safeguard yourself and your loved ones from criminal or terrorist attack. In the event that something still goes wrong, a properly structured and coordinated negotiation is proven to be the most effective way of securing the release of a kidnap victim or dealing with an extortionist, and helping reduce the potential for future threats.

However a kidnap or extortion incident can cause a huge amount of emotional and financial hardship for everyone involved. Faced with a situation like this, it is important that you have access to the very best advice and support available, from professional and experienced crisis response advisors.



A specialist crisis prevention and response consultancy with over 25 years' experience.

Trusted advisor to clients around the world

NYA International (NYA) is a specialist crisis prevention and response consultancy, with over 25 years' experience of helping private clients protect themselves against, and respond to, emergency situations such as:

- Kidnap for ransom
- Abduction
- Extortion
- Malicious threats
- Illegal detention
- Other security problems and crises

In the event of a crisis we respond immediately, providing experienced advisors to help manage the incident to a successful conclusion.

Clients throughout the world choose NYA because of our:

- **Guaranteed response**

NYA has one of the largest teams of full-time or exclusively retained kidnap and extortion response consultants in the industry. This enables us to guarantee our response to clients anywhere in the world.

- **Team**

NYA's selection and training process is extremely rigorous. This ensures that our clients have access to the very highest calibre individuals at the time they need them most.

- **Experience**

NYA responds to an average of 80 - 100 kidnap, extortion and marine piracy incidents each year, plus a wide range of other related crises.

- **Unique response protocols**

NYA is the only response team of its kind that always deploys a minimum of two, and up to four, consultants upon notification of an incident, providing maximum levels of support during the critical early stages of a crisis.

- **Reputation**

Our reputation for excellence, integrity and utmost confidentiality, combined with our service oriented approach, is why NYA is selected as the trusted advisor to clients around the world - from private individuals and families to multinational corporations, governments and non-governmental organisations.

We listen, approaching every task from your perspective and proposing solutions that fit with, and are most relevant to, your particular situation and lifestyle.

Crisis prevention consulting services

NYA's crisis prevention advisors can help you reduce your exposure to security threats.

We listen, approaching every task from your perspective and proposing solutions that fit with, and are most relevant to, your particular situation and lifestyle, rather than presenting a 'one size fits all' approach. Our consultants help you to identify and understand the threats that are most likely to impact upon you, your family, staff and assets, and more effectively manage the risk.

Our consulting services are delivered or project managed by our specialist response consultants, thereby ensuring you receive the most relevant experience and a knowledgeable approach to security risk.

Our crisis prevention consulting services include (but are not limited to):

Personal security profiling

NYA provides risk assessments and personal security profiling for individuals and families. Our assessments evaluate your risk profile and 'pattern of life', identifying any vulnerabilities in your security and recommending effective counter measures for the better protection of both you and your dependents, as well as giving consideration to any wider business interests that you may be involved in.

Personal security awareness training

Designed for individuals who are living in, or travelling to, high-risk parts of the world. This training provides a comprehensive understanding of the security issues that you and your dependents need to be aware of, and offers practical solutions to help avoid falling victim to a criminal or terrorist attack.

Hostage survival training

In any kidnap situation there are some basic rules you should follow to reduce the likelihood of coming to harm. Hostage survival training provides a better understanding of what you should and should not do during a period of captivity, in order to minimise the physical and mental impact of the ordeal.

Embedded advisors

NYA deploys embedded advisors to provide direct or remote support where there are security or capability gaps within your household or business, or for temporary assignments where you or your family may be travelling or have a specific requirement that cannot be met with your existing resources. NYA's advisors are discrete and able to seamlessly integrate themselves into domestic arrangements, maintaining appropriate security arrangements whilst respecting your family's privacy, so as not to interfere with their daily lives any more than is necessary.

Project management

Our collective experience and ability to build trusting relationships with our clients often involves the project management and delivery of solutions in difficult situations, where the immediate resolution is not apparent. These solutions focus on providing the most appropriate resources to address the problem. In the past NYA has managed varied tasks, including investigations, surveillance and counter-surveillance operations, travel security management and a variety of bespoke training packages.

Crisis response

NYA's unique approach to crisis response has been refined by many years' experience of incident management. Our primary objective is the successful resolution of any crisis, whilst implementing the highest level of security for the parties involved and reducing potential risks for the family.

Role of the response consultants

Throughout any crisis, the role of our response consultants is to provide practical advice based on NYA's collective experience, helping you prepare for both likely and unforeseen eventualities and pursue a controlled, structured strategy which is firmly grounded on tried and tested procedures. Every case is different, but the consultants will typically provide advice on:

- Assessment of the situation as it develops
- Formulation of an effective response strategy
- Communication with the perpetrators and the handling of threats
- Dealing with the media, local and international authorities and legislation
- Liaison with all stakeholders
- Care of other family members
- Preparations for ransom payment and safe release of the victim(s)
- Future risk mitigation

Upon notification of an incident

We provide support by phone and immediately deploy our response consultants.

Within 24 hours

Our consultants are deployed within 24 hours, subject to immigration or other regulatory requirements.

First 10 days

Two consultants remain with you for the first seven to ten days, to provide maximum levels of support during the critical early stages of a crisis and ensure that you get to know your advisors from the start.

Throughout the incident

Subsequently, the two consultants work on a 21-day rotational basis with a two to three day handover period for each rotation. This maintains continuity throughout the case whilst ensuring that the consultants can provide the optimum level of service and support. Our collaborative approach means that you benefit from the collective experience of the NYA team. We remain with you until conclusion of the incident, regardless of its duration.

Conclusion of the incident

On resolution of the incident, NYA conducts a detailed debrief of the victim(s), which is an extremely important part of the rehabilitation process for all of those involved.

We listen, approaching every task from your perspective and proposing solutions that fit with, and are most relevant to, your particular situation and lifestyle.

The NYA team

NYA maintains a dedicated team of specialist crisis response consultants, based in strategic locations throughout the Americas, EMEA (Europe/Middle East/Africa) and Asia Pacific.

Whilst this provides critical local expertise and understanding, and allows for the most rapid and effective response, our consultants are chosen for their international experience and ability to support the unpredictable nature of crisis incidents, wherever in the world they occur.

Experience

NYA's response consultants are carefully selected from a variety of backgrounds, including all arms of the military, national law enforcement, international intelligence agencies and the commercial and corporate security and risk management sector. All are on permanent standby to deploy and are either full-time employees or exclusively retained by NYA, as it is our policy never to subcontract response services to third parties or external consultants.

A number have been decorated by the military or nationally recognised, and collectively they have worked for virtually every industry sector and in all regions of the world where security problems such as kidnap and extortion are prevalent. Fluent languages spoken include English, Spanish, Portuguese, French, German, Mandarin and Japanese.

Training

NYA invests significantly in its team. Following initial selection, and regardless of prior experience, every response consultant is required to complete a lengthy and rigorous training programme, and further training is provided throughout their career to maintain best practice standards.

Dedicated Operations Centre

Our clients and consultants are supported 24/7/365 by NYA's dedicated Operations Centre. Comprising former military personnel, the Operations Centre team has extensive crisis management experience and access to the most up to date information and intelligence tools.

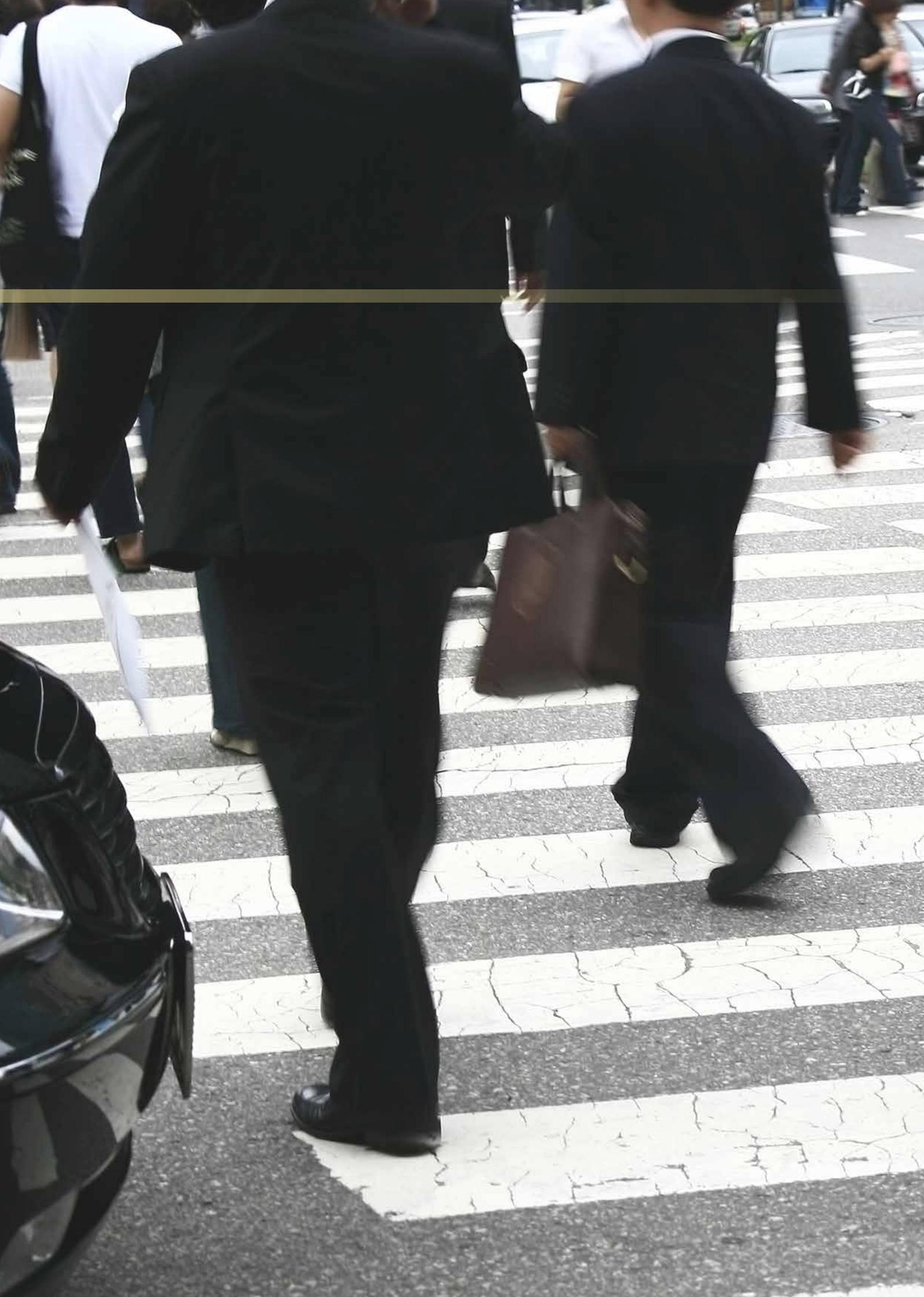
Information

Other information available from NYA International:

- **Crisis Prevention and Response, Services for Corporations**
- **MarTrack**
Maritime security threat monitoring, vessel tracking and risk management
- **Personal Security Guidelines**
A detailed introduction to the key principals of personal security, designed for individuals living or working in high-risk environments
- **A Corporate Guide to Crisis Prevention and Response**
A comprehensive guide to the complex principles and issues of crisis risk management (issued on certain consulting projects)

For further details about NYA and our crisis prevention and response services, please visit our website or contact our management team. For contact details see back cover.





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