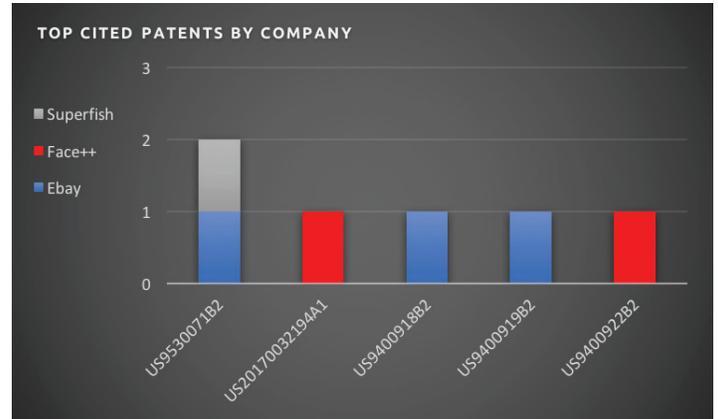


## COMPANY OVERVIEW

Face++ is the world's largest face-recognition technology platform.

They are a privately held company that has raised \$508 million through Series C investment rounds.

Their technology is already being used by several major Chinese technology companies including Alipay, a mobile payment app that is used by more than 120 million people, and Didi, China's version of Uber and Lyft.



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### ANALYSIS:

Face++ has a relatively young portfolio with the earliest patent families publishing in 2016. They are almost exclusively focused on the Electrical Engineering sector, and their portfolio is projected to double in 2017.

Face++ is focused on various forms of image recognition including facial features, living, and non-living objects, and motion analysis as they continue to build their facial recognition platform. They are also investing in infrastructure for integrating with their customers including patenting on Cryptography, E-commerce, and Neural Networks.

Their entire portfolio has been grown organically.

All of the top inventors are still with the company suggesting stability.

Ebay accounts for half of the citations to their top-cited patents, and Superfish, an advertising company, has 17%. The remainder of the citations come from Face++ themselves.

