



POLECAT™

POLECATX

OVERVIEW & USE CASES

Polecat for Risk Professionals

Horizon Scanning

Risk Identification &
Assessment

Dynamic Risk Register
Development & Maintenance

Scenario Planning & Stress
Testing

Regulatory & Compliance
Monitoring

Stakeholder Reporting & Risk
Communication

Built for Risk

Polecat supports risk professionals across the entire risk management lifecycle—from horizon scanning to reporting. It delivers always-on intelligence, contextualised by sector, geography, and stakeholder.

- **Horizon Scanning** – Spot weak signals and new threats early
- **Risk Identification & Assessment** – Classify, assess and monitor issues as they unfold
- **Risk Register Development & Maintenance** – Keep your register live, current and evidence-based
- **Scenario Planning & Stress Testing** – Use our data to help model realistic what-if situations with real precedent
- **Regulatory & Compliance Monitoring** – Stay ahead of legal, policy and enforcement shifts
- **Stakeholder Reporting & Risk Communication** – Turn insights into board-ready outputs



Bob Bowman
Director of Risk Management, Wendy's

*"Over the past few years, Polecat has become an essential tool in how we stay on top of risk. **25% of our documented risks were first surfaced through Polecat's horizon scanning capabilities.**"*

From food safety to brand activism and labour issues, Polecat helps us spot what's coming, not just what's trending. It means our risk register is never stale — and our team can move with confidence."



Used by

AON

wtw

ExxonMobil

DIAGEO

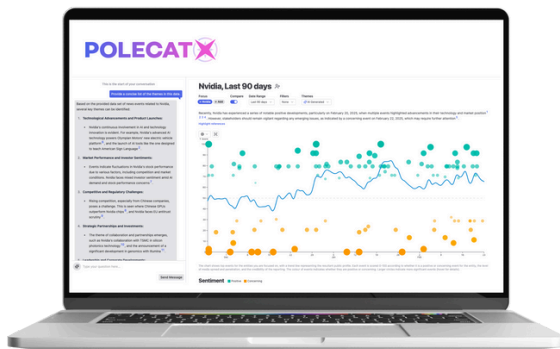


Overview

Help uphold fiduciary duty with proactive risk analysis

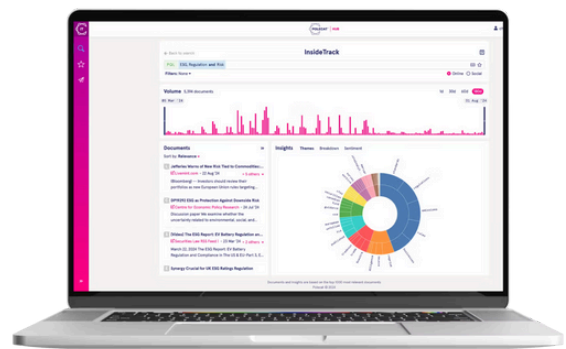
Polecat is a next-generation risk intelligence company that transforms public data into strategic insights for organisations. It analyses **millions of data points every day from trusted sources like news, social media, and global events** to help teams proactively manage risk, reputation, and compliance.

Our Products



Start with PolecatX

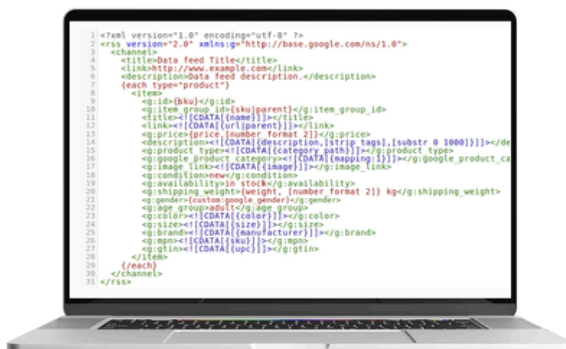
Our AI-powered analyst and co-pilot. PolecatX answers complex questions in natural language, referencing only verified insights from the Polecat platform. It enables teams to query trends, scenarios, and risks with no training required.



Drill down with Hub

A comprehensive digital command centre for risk professionals. With its research-grade interface, Polecat Hub enables exploratory analytics across thousands of ESG, risk, and reputation topics. Dynamic dashboards, forensic filtering and more.

API



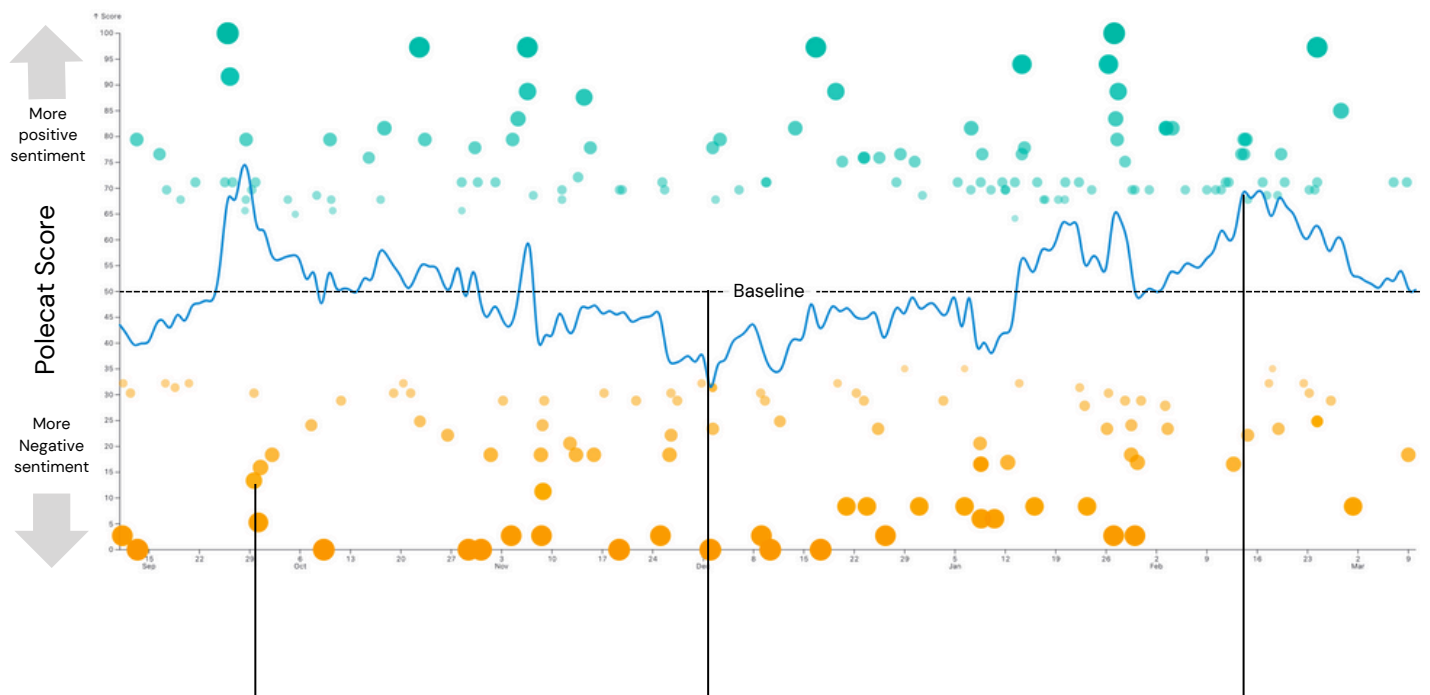
Integrate our metrics and articles into your applications and BI tools.

Access insights through our **HTTPS API, GraphQL gateway, or Excel add-in** – whether for ad-hoc data analysis or automated processes across thousands of companies in real time.

Your Polecat Score

A single score when required

We know risk can't always be reduced to a single score — but it can be a powerful guide. The Polecat Score (0–100) reflects sentiment, visibility, and source credibility in real time. Use it to spot shifts, compare peers, and explore the detail with PolecatX chat or your custom Hub dashboard.



Sentiment-Weighted Events

Each dot is an event signal – a high-impact conversation. PolecatX calculates not just volume—but the credibility and relevance of those signals.

Measure vs Baseline or Peer

Add your competitors or peers to your view to benchmark your risk performance, or use a baseline measurement for comparison and progress reporting.

Trendline & Sentiment Shift

Analyse velocity and historic sentiment over time to spot trends and issues to explore further. A higher score indicates positive, important events, whilst the reverse is true for a low score.

Peer Benchmarking

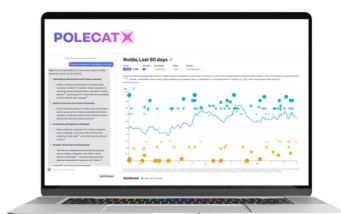
Quickly compare your reputation performance to peers across industries or sectors, identifying relative strengths and areas for improvement.

Eyeball Drivers and Sentiment

Uncover which themes are influencing your reputation—helping you align communications, reporting, and strategy with stakeholder expectations.

Measure Campaign Impact Beyond Clicks

Quantify how your work shapes brand perception, stakeholder trust, and public sentiment — not just impressions or reach.



Why Wait?

Sign-up for PolecatX and get free, instant analysis of your portfolio companies. Ask any questions you'd like, and see what emerging risks may be on your horizon. Discover your unknowns by asking for a full thematic analysis.

x.polecat.com

How We're Different

Upgrade your insights and intelligence



Impact Measurement

Actual Impact Measurement

We understand when content has had cut through – analysing not only the content, but also the credibility and reach of any source and quality of coverage.

- ⊕ Coverage, quality, credibility & impact

Mentions & Keyword Based

Their impact metric is based on the number of mentions and the sentiment based on keywords included. It is not a reflection of content that actually had an impact.

- ⊖ More mentions = more impact

Generative AI

Full Analysis & Follow-ups

Ask any follow-up questions you'd like to know. PolecatX understands and explains trends, emerging risks and answers anything you'd like to know about the findings.

- ⊕ Answers any question you ask
- ⊕ Looks at trends, emerging risks & more

AI Powered Summaries Only

Use AI to explain and outline the stories that it has identified over time, as well as explaining the number of articles published.

- ⊖ Summarises and counts number of stories
- ⊖ AI powered keywords for complex searches

Flexibility

Build Portfolios, Peer Groups & More

Add unlimited number of peers or competitors to your world-view. Create custom peer groups to analyse and compare across multiple dimensions at the same time.

- ⊕ No charge per peer or competitor

Option to Add Content Manually

Add content from stories or your own news sources manually via an online tool. Number of peers and benchmarks are strictly limited.

- ⊖ More competitors = more cost
- ⊖ PAYG model for adding content and peers

Insight Access

Know Your Unknowns

Leverage Gen-AI to analyse billions of quality datapoints to highlight key risks, emerging trends and more – negating the need for complex search strings and queries.

- ⊕ AI-powered thematic analysis
- ⊕ Looks at trends, emerging risks & more

Complex Search Based

Each analysis starts with a search. You need to know what to search for, and the keywords to get the insight and answers you need.

- ⊖ Complex search queries and syntax required
- ⊖ You can't search what you don't know



POLECAT

Risk Use Cases

Horizon Scanning

Risk Identification & Assessment

Dynamic Risk Register Development & Maintenance

Scenario Planning & Stress Testing

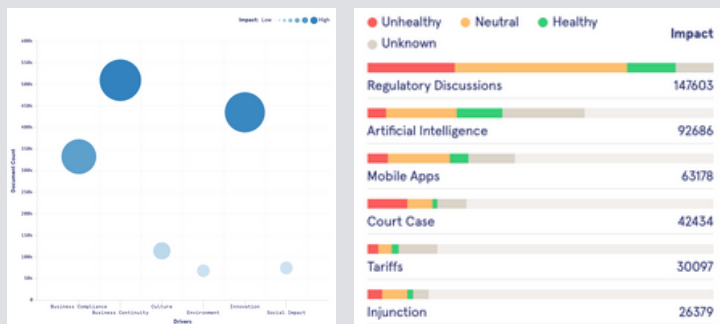
Regulatory & Compliance Monitoring

Stakeholder Reporting & Risk Communication

Horizon Scanning

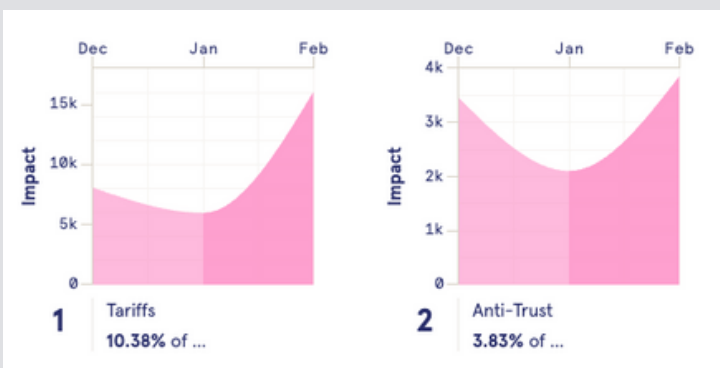
See what's coming, before it arrives

Polecat empowers risk teams to detect emerging threats early, giving them the intelligence they need to take proactive action before risks escalate.



Always-on scanning of global media and social platforms

Polecat continuously monitors over 1.4 million global sources across news, social, blogs and forums— allowing risk teams to quickly identify shifts in stakeholder concern and make proactive decisions ahead of the curve.



Emerging and diminishing trends for you and your peer group

With AI-powered trend analysis, Polecat surfaces not only what's gaining momentum—but also what's falling out of focus. This allows risk professionals to distinguish between temporary spikes and sustained patterns, essential for accurate risk prioritisation and issue lifecycle tracking.

California man wins \$50 million in lawsuit over burns from Starbucks tea
[Detroit News](#) + 41 others - 16 March 2025
- A delivery driver has won \$50 million in a lawsuit after being seriously burned when a Starbucks drink spilled in his lap at a California drive-through, court records show. A Los Angeles County jury found Friday for M...
Matches: Starbucks Corp, Court Case, Criticisms, Injuries, Litigation/Legal Issues, Misconduct/Negligence, Penalties

Executive News Briefs (ENBs)

Designed for strategic stakeholders, ENBs distil the most important trend movements and risk signals into digestible summaries. These briefing notes combine verified source data with PolecatX commentary, offering time-starved leaders clarity and context in a single glance.

Polecat in action

A global manufacturer received early alerts about unrest near a key supplier. Polecat detected warning signals weeks before mainstream coverage, enabling the risk team to reroute logistics and avoid disruption.

Just Ask.

What risks are emerging in our sector?

Risk Assessment

Identify and prioritise risks as they emerge

Polecat empowers risk teams to detect emerging threats early, giving them the intelligence they need to take proactive action before risks escalate.

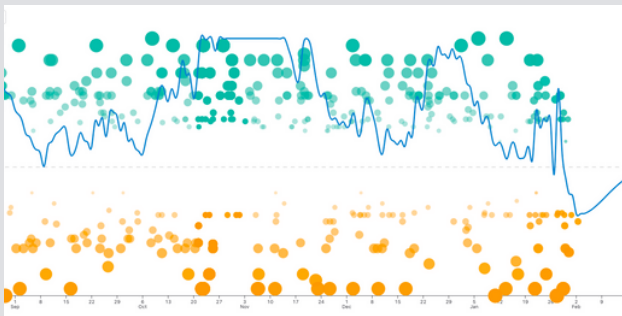
Hub

Taxonomies	Drivers	Topics
Polecat	<input checked="" type="checkbox"/> Climate	<input checked="" type="checkbox"/> Children's Rights
All Industry: Emerging Risks (LSM Focus)	<input checked="" type="checkbox"/> Environment	<input checked="" type="checkbox"/> Food Security
BSR Summary	<input checked="" type="checkbox"/> Governance	<input checked="" type="checkbox"/> Forced Labour
Controversial Ingredients	<input checked="" type="checkbox"/> Health	<input checked="" type="checkbox"/> Human Rights
COP26	<input checked="" type="checkbox"/> Human Rights	<input checked="" type="checkbox"/> Human Trafficking
Coronavirus	<input checked="" type="checkbox"/> Innovation	<input checked="" type="checkbox"/> MeToo
Crisis Taxonomy	<input checked="" type="checkbox"/> Labor Practices	<input checked="" type="checkbox"/> Modern Slavery
Deep Dive Diversity	<input checked="" type="checkbox"/> Social Impact	<input checked="" type="checkbox"/> Racial Equity
Energy Transition Taxonomy	<input checked="" type="checkbox"/> Supply Chain	<input checked="" type="checkbox"/> Sex Trafficking
ESG (Polecat)		

AI-Powered Risk Categorisation

Polecat uses advanced NLP and machine learning to automatically classify risks into operational, regulatory, ESG, or reputational categories. This structured approach ensures you can triage and track risks without manual tagging.

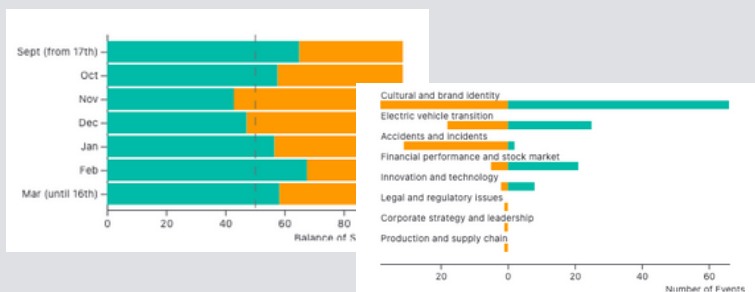
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Impact Score & Stakeholder Intensity Dashboards

Beyond basic sentiment, Polecat's Impact Score highlights content that truly matters—based on credibility, relevance, and prominence. Dashboards show not just volume, but how fast an issue is growing and which stakeholders are amplifying it.

PolecatX



Thematic Tagging at Scale

Automatically applied across thousands of emerging and known issues, Polecat's thematic tags reveal risk patterns across sectors and time. You can surface cross-cutting themes in real time without pre-set search strings.

Polecat in action

A financial firm tracked spikes in fraud discussion. Polecat flagged the surge and pinpointed root causes, enabling a fast internal investigation.



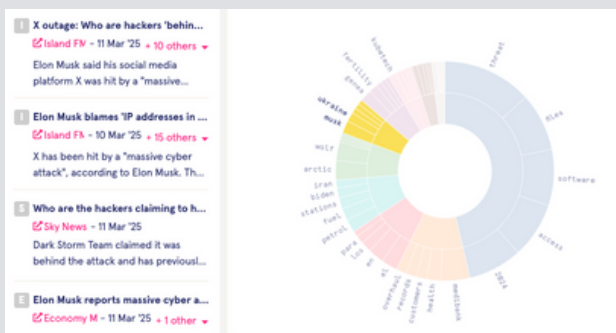
"What's changed about this risk since last month?"

Dynamic Registers

Keep your risk register dynamic, not static

Ensure your enterprise risk register evolves with the real world. With Polecat, new risks are auto-detected, classified, and scored in real time—so you're never relying on last month's assumptions. Whether updating heatmaps or flagging issues for escalation, your register stays aligned with the current operating environment.

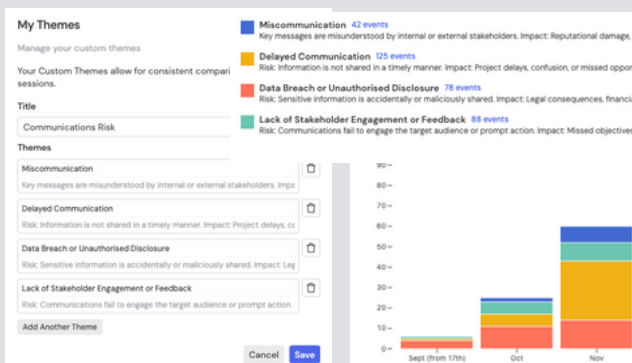
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Real-Time Risk Signal Detection

Polecat continuously detects emerging risk topics and surges in signal volume or sentiment, ensuring that critical developments are flagged before they become issues. Our live dashboards help teams stay responsive and keep frameworks agile.

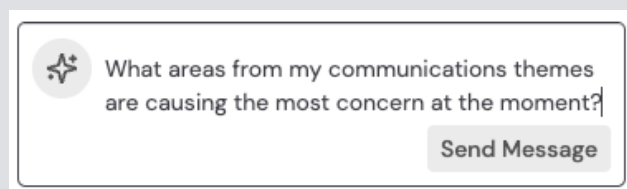
PolecatX



Upload and track Your Risk Register

Clients can upload their existing risk register to create bespoke filters and taxonomy structures aligned with their unique risk universe. This turns Polecat into an always-on extension of your own framework, tailored to ISO, COSO, or ESG schemas.

PolecatX



Ask Anything

Pose any question to PolecatX and get the insights you need. Follow up as much as you like—conversations are entirely private, never used for training, and free from hallucinations thanks to our proprietary data silos.

Polecat in action

A healthcare company adjusted the risk level of a privacy issue after public sentiment dropped sharply. Polecat's insights triggered escalation at the board level.

Just Ask.

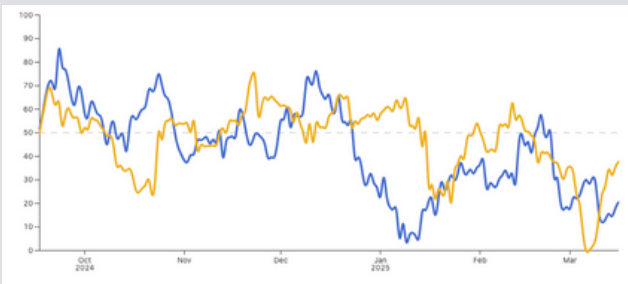
"Which risks should be escalated based on sentiment and volume?"

Planning & Stress Tests

Build scenarios that reflect reality

Polecat helps you prepare for the unexpected by giving you the data for modelling real-world crisis scenarios. Using historical event data, sentiment curves, and recovery timelines, you can explore likely outcomes and stakeholder reactions. Our API can sync with your current systems and processes – and our data can be put into flags, RAG status and more.

PolecatX



Crisis Benchmarking & Best Practice Mapping

Compare how different companies or sectors responded to similar past events—revealing which actions accelerated recovery, mitigated fallout, or worsened stakeholder response. These real-world learnings become a strategic asset in future planning.

API

```
18 local message = {
19   ["matchConditions"] = {
20     {
21       ["regex"] = "Joe Blogs (?\'status\'.*) Home",
22       ["type"] = "setPresence", --> Echo this info back, use later <--
23       ["parts"] = {
24         {
25           ["variableName"] = "JoeHome", --> Name of global variable <--
26           ["regexGroupName"] = "status",
27           ["matchConditions"] = {
28             "left",
29             "arrived at",
30             "is at"
31           }
32         }
33       }
34     }
35   }
```

Scenario Modelling via API

Our API allows you to ingest historical risk signals—12 months or more—into your internal systems. Use our raw data, or use risk flags, RAG status to carry out your own simulations to model reputational scenarios with full control over data granularity and delivery.

PolecatX

How did sentiment recover after the last PR crisis at Tesla?

The provided dataset of top news events for Tesla consists predominantly of positive news items with high event scores, indicating an overwhelmingly positive sentiment in recent times. Here's how the sentiment appears to have developed:

Ask Anything

Use PolecatX to interrogate scenarios, test assumptions, or clarify emerging risks. Whether you're planning ahead or conducting stress testing, get precise, reliable answers—privately and securely.

Polecat in action

A telecom firm modelled a cyberattack simulation using insights from past crises. The exercise helped train their executive team with data-backed realism, and come up with a mitigation strategy to take before the board.

Just Ask.

"What happened the last time a telecom faced this issue?"

Regulation & Compliance

Global oversight without the overload.

Polecat makes global regulatory monitoring manageable. By combining real-time alerts with intelligent filtering and sentiment tracking, we help you cut through the noise and stay focused on what matters—across jurisdictions, sectors, and stakeholder channels.

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Schedule

Frequency

☒ Hourly ☐ Every Day ☐ Every Two Days ☐ Weekly ☐ Biweekly ☐ Monthly

Every

1 Hour

Time

00:00

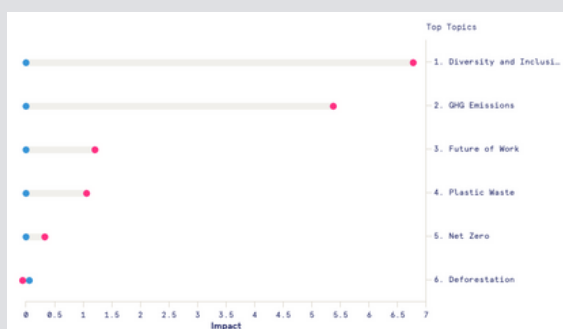
Timezone

Europe/London

Legislative Signal Detection

Polecat delivers real-time alerts on legislation, policy developments, and enforcement activity—so you never miss a change that could impact your organisation. Stay one step ahead with early visibility into legal risks and compliance burdens.

Hub



Targeted Filtering and Benchmarking

Use sector-specific filters and peer comparison tools to understand how regulations are evolving in your industry. Whether you're tracking ESG disclosure mandates or industry-specific enforcement actions, Polecat lets you benchmark and respond with confidence.

PolecatX

ESG Investment Trends

News events about the growth, challenges, and shifts in ESG-focused investing.

Event
New ESG fund naming rules have the biggest impact on environmental funds.
Vanguard ESG ETFs declare quarterly distributions, reflecting ongoing investor interest.
ESG disclosure rate remains below expectations.
Wall Street's appetite for ESG declines.
ESG investing remains strong, driven by active ownership and increasing materiality.

Stakeholder Sentiment Around Regulation

Polecat tracks how stakeholders—including media, NGOs, and investors—respond to proposed laws and enforcement moves. This insight helps legal, risk, and comms teams pre-empt backlash or engagement needs. Everything is attributed back to its source.

Polecat in action

A global insurer spotted new policy risks when Polecat flagged regulatory rumblings in South America, well before formal announcements. This early signal enabled legal and risk teams to prepare position statements and align cross-border compliance strategies in advance.

Just Ask.

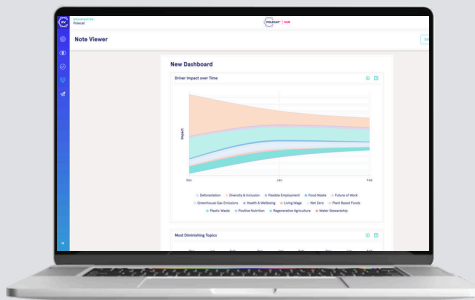
"Which jurisdictions are tightening ESG regulations this year?"

Reporting & Benchmarking

Communicate clearly, confidently, and with evidence

Polecat equips teams to communicate risk in a way that resonates with business leaders. By combining trusted data, clear visuals, and AI-generated summaries, we help you translate complex signals into strategic insights—ready for boardrooms, committees, and investor updates.

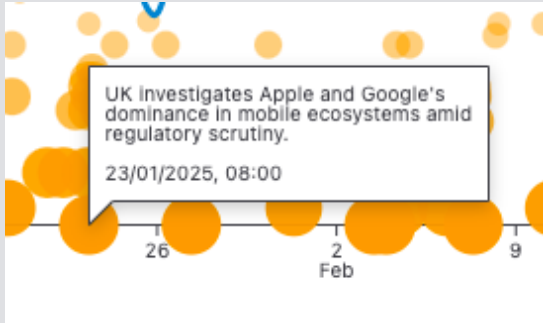
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Custom Dashboards for Leadership

Add any module or section from your analysis directly into a dashboard in one click. Create tailored for executive audiences, Polecat's dashboards highlight top risks, sentiment shifts, and reputational trends—ready for board packs and leadership briefings in just a few clicks.

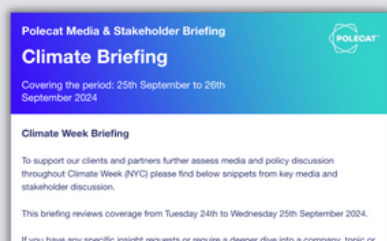
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PolecatX Summaries & Benchmarking

Generate on-demand summaries that blend AI insight with real-time benchmarking via the Polecat risk and reputation score. Perfect for recurring reports, investor communications, or strategy updates.

Hub



Executive News Briefings

Our automated email briefings can be tailored by topic, region, or business unit and delivered at a cadence of your choice. Each briefing distills millions of data points into the few issues that actually matter, helping you prioritise response and guide action.

Managed Service

Our analyst team offers fully managed reporting services, delivering stakeholder-ready briefings, trend analysis, and thematic deep-dives. We do the work — so you can focus on decisions.

Just Ask.

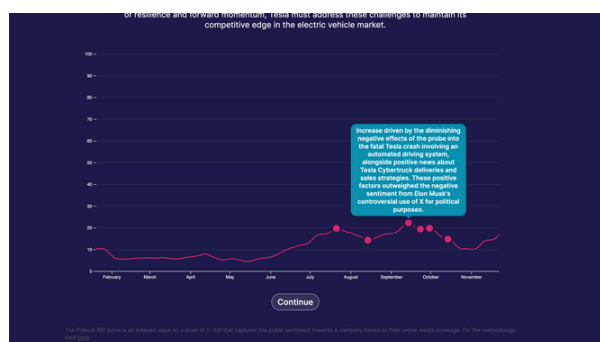
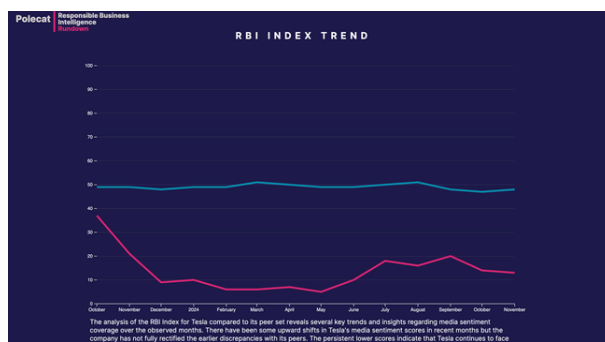
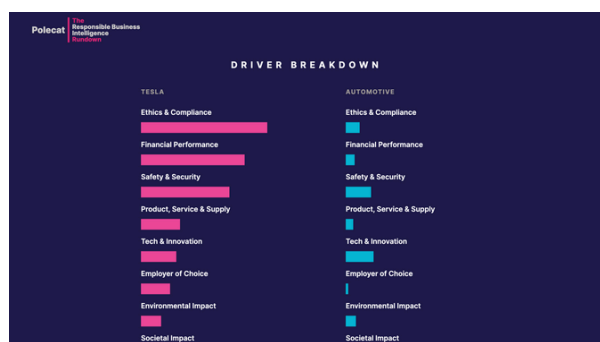


"Show me a board-ready summary of this month's top 5 risks."

The Polecat Rundown

The executive summary, reimagined

Senior leaders need to stay informed — without wading through dashboards or endless reports. Polecat Rundown delivers real-time, interactive reporting built for decision-makers. It's your always-on executive briefing, hosted online and designed for clarity.



What is it?

Polecat Rundown is a browser-based, shareable summary report — updated in real time — showing the most important developments across your reputation, risk, ESG, and stakeholder landscape. It's built to inform the C-suite and support fast, confident decisions.

What's included?

- A real-time view of your Polecat Score – sentiment, visibility, source credibility
- Key drivers of positive or negative movement
- Emerging issues and trends to watch
- Top stories and signals, curated by impact
- Peer and competitor comparisons
- Fully referenced, clickable insights — no guesswork

Why it works

- No login needed — just open and read
- Fully automated — always up to date
- Customisable — align to your sectors, issues, stakeholders
- Boardroom-ready — share as a link or embed into reports
- Insight, not overload — designed for clarity and speed

**The
Responsible
Business
Intelligence
Rundown**

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[Methodology](#)



POLECATX

THANK YOU

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