

PRESS RELEASE

CYBEROO ANNOUNCES THE SIGNING OF ITS FIRST MULTI-YEAR CONTRACTS FOR THE SALE OF KEATRIX

Following the strong financial results recorded in 2025 fiscal year, Cyberoo is further expanding its growth drivers with the expected contribution from KEATRIX in 2026 and is launching a new commercial dedicated to the platform

Reggio Emilia, April 7, 2026 - Cyberoo S.p.A. (“the Company”), an innovative SME listed on Euronext Growth Milan and specializing in cybersecurity for businesses, announces **the signing of its first multi-year contracts** for the sale of KEATRIX and the launch of a new commercial dedicated to its proprietary *Human Risk & Security TrAIning* platform.

KEATRIX redefines the concept of security awareness through adaptive artificial intelligence, neuroscientific learning methods, and edutainment content, with the goal of making training more effective, engaging, and easily accessible within organizations.

Since its commercial launch on December 1, 2025, KEATRIX has achieved its first market successes by securing several contracts through regional partners, with implementations primarily in Northern Italy and a growing presence in Central Italy, mainly among mid-size organizations. The multi-year contracts were signed by both existing and new customers across various market segments, with a focus on industry and manufacturing, agri-food, pharmaceuticals, social and healthcare services, and finally business services and associations. These results confirm concrete demand and a progressive expansion of use cases, highlighting market interest and the scalability of the solution.

The signing of the first multi-year contracts will enable Cyberoo to add a new driver of commercial growth starting in 2026, complementing the already positive results the Company recorded in 2025 fiscal year in its core cybersecurity business.

In this context, KEATRIX is set to further strengthen Cyberoo’s commercial offering, expanding market development opportunities and progressively contributing to the growth of the recurring revenue component of the business.

At the same time, **Cyberoo is officially launching the KEATRIX commercial**, designed to highlight the discrepancy between the attention we pay to our offline lives and the carelessness with which we protect them online. The concept draws immediate parallels between the real world and the digital world, with the aim of raising awareness about cyber risks in an accessible and memorable way.

The star of the commercial is Cyberia, a digital guide created by Cyberoo to warn its audience about online risks and a central figure in the film series integrated into the KEATRIX platform. Cyberia uses simple and accessible language, designed to appeal to a broad and diverse audience.

The commercial’s setting unfolds in a white limbo, a neutral, liminal space from which everyday environments—a subway car, a locker room, a front door—gradually emerge, revealing what is normally hidden: the digital space, intangible and invisible, is in fact always present and permeates every aspect of daily life.



Fabio Leonardi, CEO of Cyberoo, stated: *“The signing of the first multi-year contracts for KEATRIX represents a very important milestone in the platform’s commercial development. Following a 2025 fiscal year that has already shown positive results in our core cybersecurity business, we believe that in 2026 KEATRIX can further contribute to the Company’s growth, strengthening our value proposition and expanding our market development opportunities.”*

Veronica Leonardi, CMO & Board Member of Cyberoo, stated: *“With Cyberia, we’ve opted for a direct, accessible, and never alarmist tone—one that connects the precautions we take every day in our offline lives with the naive mistakes we all too often continue to make online. We’re pleased that the market has quickly recognized the innovative potential of KEATRIX: we’re seeing growing interest in a solution that complements our product portfolio and further strengthens our Cyber Security Suite”.*

[At this link](#) you can watch the commercial of the Cyberoo film production.

Cyberoo S.p.A., a company listed on Borsa Italiana’s Euronext Growth Milan, is an innovative SME based in Emilia-Romagna that specializes in cybersecurity for businesses. This approach goes beyond simply protecting IT systems from external attacks; it involves developing a comprehensive strategy capable of protecting, monitoring, and managing information within the IT ecosystem. Cyberoo targets the mid-market with a broad and deep portfolio of enterprise solutions, developed using the most advanced technologies and supported by a value chain that allows the company to offer prices aligned with this market’s budget constraints.

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