We are Disruptive. We are Expert. We are Trustworthy.

WE ARE CYBEROO

«We are committed to creating a strategy for protecting, monitoring and managing the immeasurable value of your Information. We manage and simplify your complexity.»

🔒 1° company in the Cyber Security sector to be listed on the Italian Stock Exchange

🔖 Certified Innovative SMB

👥 More than 600 Clients

🌐 5 branches in EMEA

👥 More than 150 specialized employees

📜 2 certified and proprietary solution

€ Recurring revenue

DNV
SISTEMA DI GESTIONE PER LA SICUREZZA DELLE INFORMAZIONI
ISO/IEC 27001

EXCELLENCE SINCE IPO'S FIRST DAY

On the 7th of October CYBEROO has been listed on the AIM Italia Stock Exchange with the biggest **oversubscription** since 2009

IPO Market Cap
€27,17 mln

Order record
€ 40 mln

Final order collection
€ 7 mln

Stock trade on 1st day of listing : over
oltre 6 mln euro

SHAREHOLDER AND BOARD

Fabio Leonardi
Davide Cignatta
Massimo Bonifati

3,46%

7,26%

SEDOC *

SDG Innovative
Technologies S.r.l.

100%

CYBEROO

55,40%

33,88%

Market

100%

CYBEROO51

100%

MFD

100%

HUBLAZE LLC.

100%

ДФМ
VIRTUAL SERVICE

Quotation
perimeter
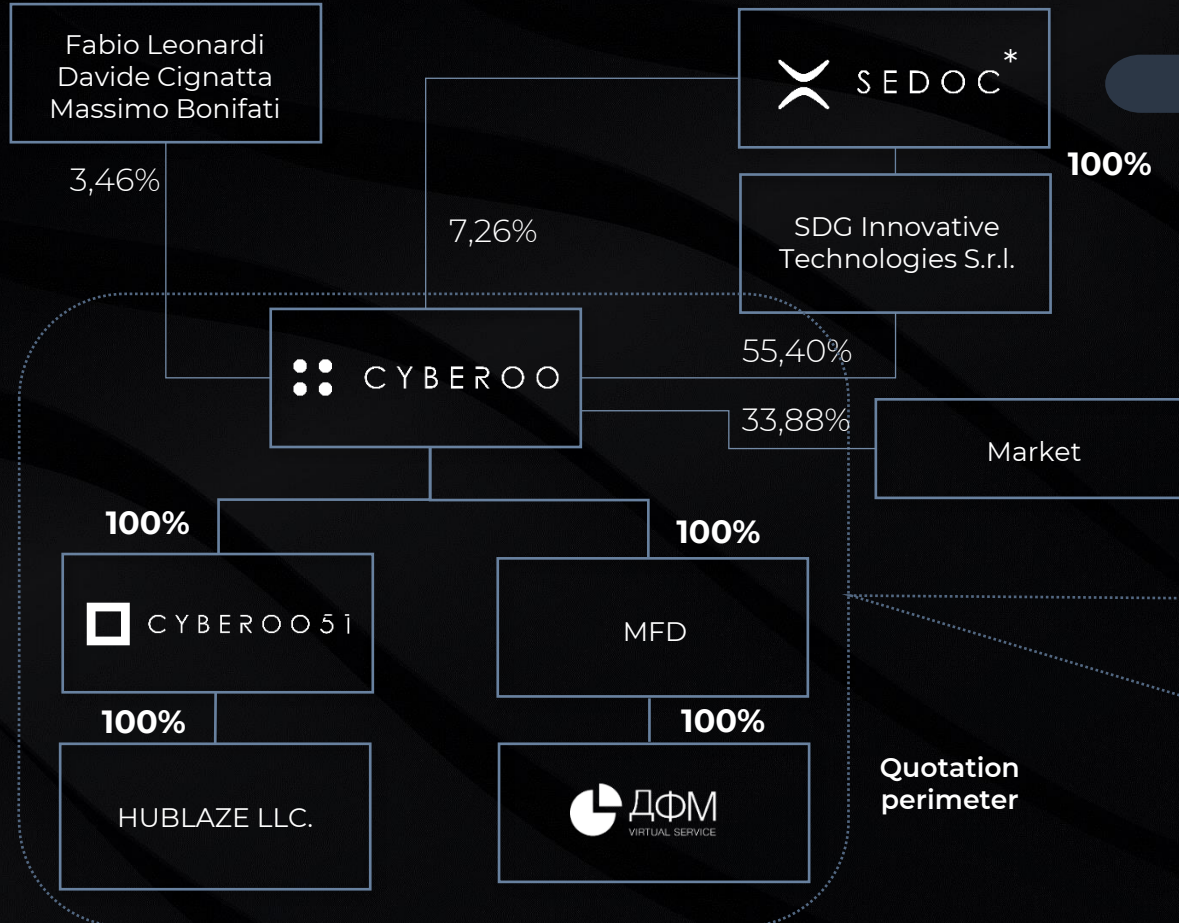
SEDOC Digital Group offers consultancy, services and products in the Information Technology industry.

- **46 years of experience**
- **Over 150 resources**
- **Over 1.500 clients**
- **Over 30.000 managed devices**
- **Ranked #4 Technology Company in EMEA**
- **Ranked #95 Technology Company worldwide**

CEO & CFO
Fabio Leonardi

CMO
Veronica Leonardi

Non-executive Chairman
Massimo Bonifati

Independent director
Renzo Bartoli

Non-executive Director
Davide Cignatta

Independent director
Alessandro Viotto

B.o.D.

Non-executive Director
Marco Orlandi
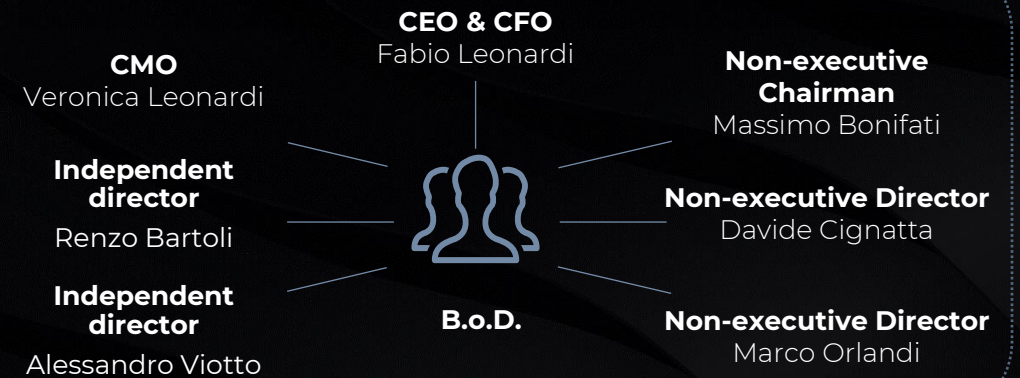
* SEDOC is owned 65% by Fabio Leonardi, 15% by Massimo Bonifati, 20% by Davide Cignatta

COMPANY

TIMELINE

BUSINESS

MSP e Cyber Security:
After the «**Faxploit**» cyberattack, the Managed Service Provider and later Cybersecurity activities begins, expanding the offer to management, monitoring and protection of the client's whole IT infrastructure

New solutions e IPO:
Market release of new cybersecurity solutions and MSP and IPO on the AIM market Italy

Future Trends
20XX

New Markets/Clients
Industry 4.0
Automotive
Home Automation
Robotics
Blockchain

Print Management:
New services for the management and monitoring of printers in partnership with HP

The multifunctional printer becomes a tool that can attack devices connected to the same local network and executes malicious code.

Start up:
The business as device suppliers launches

New Innovation
2019

Cyber Security
2017

Device
2008

Printing Management
2011

MSP
(Managed Service Provider)
2015

Faxploit Attacks
2017

Company reorganization:
Change of the company name to Cyberoo S.p.A. and acquisition of the shareholdings in Life Your Brand S.r.l. (December 20. 2018 by SEDOC) and MFD International S.r.l. (February 22. 2019 by Fabio Leonardi, Massimo Bonifati and Davide Cignatta). The latter, in turn, owns the entire share capital of DFM Virtual Service LLC (based in Ukraine).
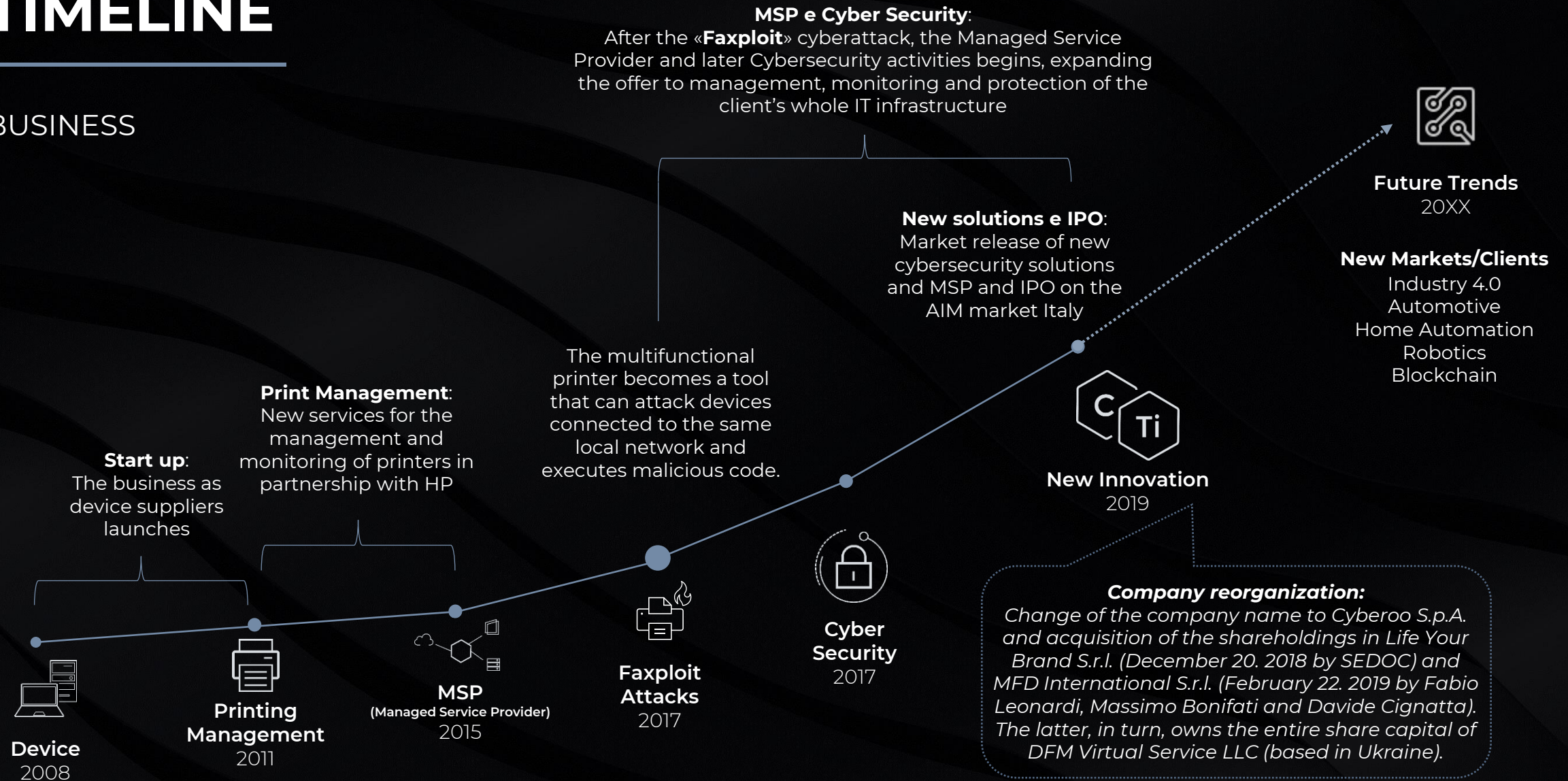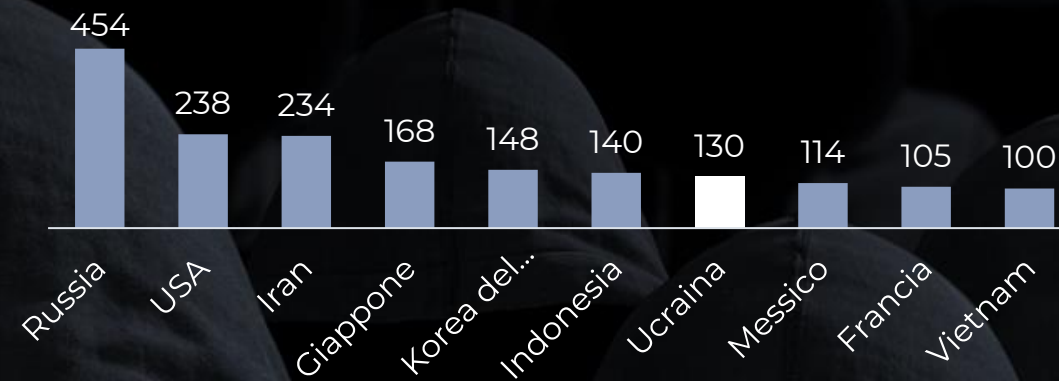
CYBEROO LAB

Ukrain is a technological center with a high potential and great availability of human resources, with first-class technical skills in the cybersecurity field.

Number of computer engineers (k) graduates per year

Bar chart values:
- Russia: 454
- USA: 238
- Iran: 234
- Giappone: 168
- Korea del...: 148
- Indonesia: 140
- Ucraina: 130
- Messico: 114
- Francia: 105
- Vietnam: 100

In 2016 the classification of the best IT developers was compiled, and in the cybersecurity sector this was the rank.

1	Ucraina
2	China
3	Svizzera
4	Repubblica Ceca
5	Colombia

4 I-SOC AMONG EUROPE
1 TOP-CLASS SERVER FARM

1 Datacenter SUPERNAP Tier IV

Milano

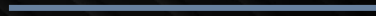**15** Cyber Security Specialist & PM & Developer

Reggio Emilia

50 Cyber Security Specialist & Developer

Kiev & Ternopil

5 Incident Response Specialist

Novara - Powered by Cyber Division acquired at 51% on July 28, 2021

Kiev

Ternopil

Milano

Novara

Reggio Emilia

SERVICES

MARKET OPPORTUNITY

Despite the slowdown growth during 2020 due to the Coronavirus,
cyber security market will grow with an annual rate of 8.2% from 2019 to 2024.

In particular, Gartner states:

*«By 2025, **50%** of organizations will use MDR
services that offer threat mitigation
capabilities»*

CYBEROO IS AN MDR PROVIDER AND FULLY MEETS THE REQUIREMENTS:

360-DEGREE VIEW √
PEOPLE √
ALWAYS ON √

CYBER
SECURITY
SUITE

WE PROTECT OUR CUSTOMERS FROM INTERNAL AND EXTERNAL THREATS:

TWO DISTINCT COMPONENT OF OUR MDR SERVICE
ALWAYS MANAGED BY OUR 24/7 I-SOC TEAM

INSIDE PROTECTION

CYPEER

Next Gen Intelligent Detection Platform

Managed your Internal Security

We integrate and monitor all critical IT systems and services within your corporate ecosystem, to protect you on all fronts.

OUTSIDE PROTECTION

CSI

**Cyber Threat Intelligence**

Protect from External Threats

Our ethical hackers scan the world of the Deep and Dark web undercover to identify possible threats and defend your borders.

INSIDE

DESCRIPTION

Our internal monitoring service is based on a proprietary **Intelligent Detection Platform*** which collects and correlates all events and syslogs from existing security applications in the customer's IT ecosystem.

The integration is vendor-agnostic and support the technology of choice of the client.

CLOUD

EMAIL / DNS

ENDPOINT

SERVER

NETWORK

INDUSTRIAL / IOT

CY
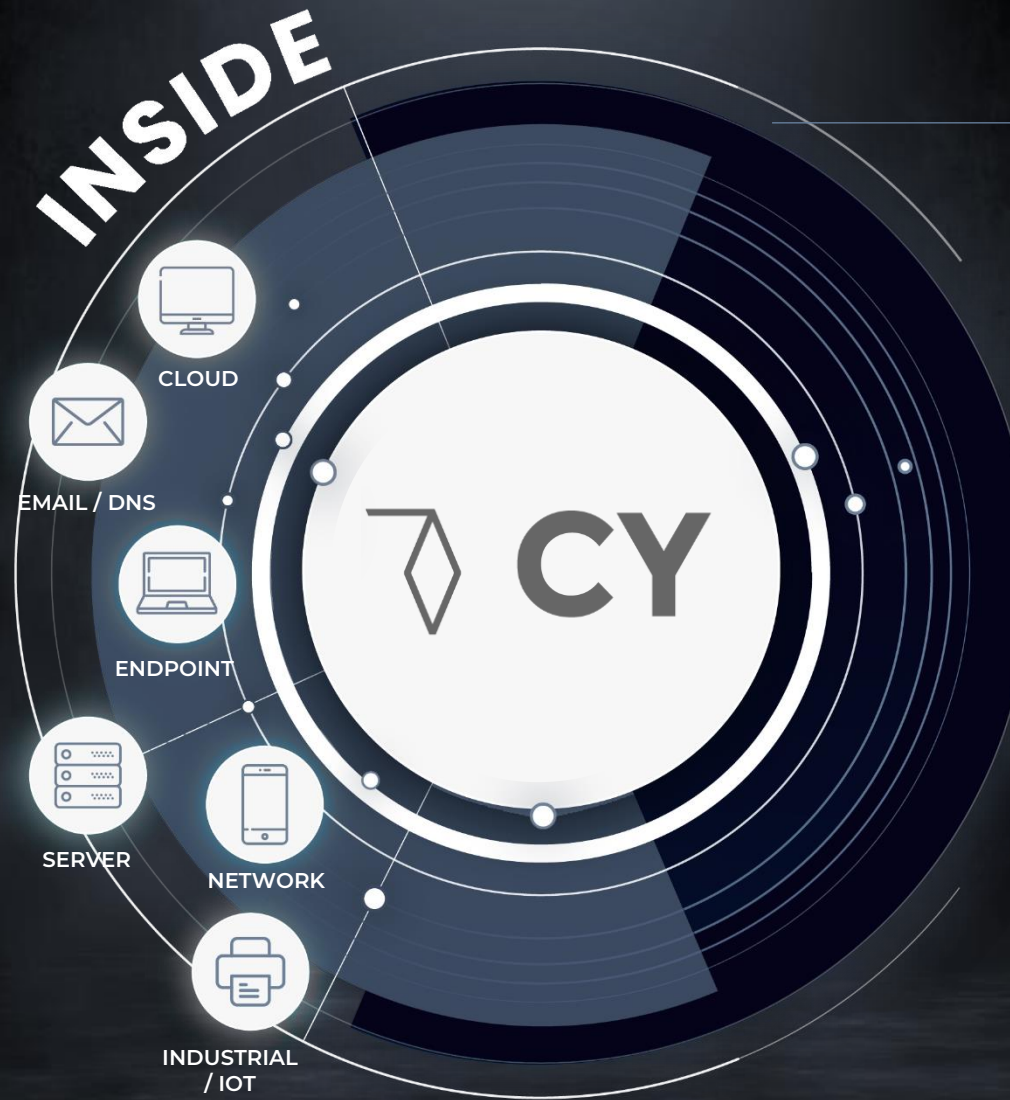
1
DETECTION

Data collected are horizontally correlated via our **behavioural analytics** and **AI/ML algorithms** in order to detect any potential threat and discard false positives.

2
ANALYSIS

CYBEROO's I-SOC team **investigate the incident** and **enrich the analysis** via **IoCs** and TI sources.

3
RESPONSE

In the event of a real threat, the Client receives an alert with a detailed **Response Plan** or, when agreed upon, CYBEROO's I-SOC team performs **Active Response via containment or isolation of the threats.**

CYPEER

EASE OF DEPLOYMENT

CYPEER guarantees a **Turnkey Approach**, being vendor-agnostic and integrating any IT systems already deployed with no integration barriers.

INTELLIGENT AUTOMATION

Security events are correlated, filtered out via AI/ML and compared to "normal behaviour" to identify only those that required further examination. This **strongly reduces false positives** and **improves SOC operations and Response Time.**

EARLY THREATS DETECTION

Integration of client's **full technology stack** (EDR, Network + Cloud, Industrial, Mail Server, DNS, others) allows for immediate identification of malicious behaviour or recognized pattern of attacks **extended beyond endpoints.**

CYPEER AGENT AND CYPEER PROBE

Light agent for extended control on endpoint behaviour and for **Active Response functionality**. Network Traffic Analysis probe to **inspect internal traffic** via behavior and IoC analysis in **Industrial and SCADA environment.**

VULNERABILITY MANAGEMENT & LOG MANAGEMENT

CYPEER automatically **identifies new vulnerabilities** present on appliances, systems and internal services.
An optional **Log Management** modules identified Log-in, Log-Out-Log-fails for **compliance requirements.**

OUTSIDE

CSI

DESCRIPTION

Our External monitoring service is a **Threat Intelligence** & **Digital Risk Protection** Service.

Carried out by our Cyber Security Specialists and **Ethical Hackers** and based on **OSINT and CLOSINT methodologies** which consists of the collection and analysis of data and events coming mainly from Clear, Deep and Dark web.

1
DETECTION

Clear, Deep & Dark Web spaces are constantly monitored by our Ethical Hackers in order to identify events that can pose a threat to Clients' business and reputation.

2
ANALYSIS

CYBEROO's I-SOC team **investigate the threat** and define the **mitigation actions** required.

3
RESPONSE

In the event of a real threat, the Client receives an alert with a detailed **Response Plan** or, when agreed upon, CYBEROO's I-SOC team performs **Active Response via content takedown** (ie. Website or domain) or **remediation via API.**

CSI

DISTINCTIVE CAPABILITIES

DATABREACH & DATALEAKAGE IDENTIFICATON

Visibility on **Data Breaches and Data Leakage** to immediately identify the leak of company private or sensitive data.

BRAND MONITORING

Protection of client **brand and reputation** via multiple intelligence activities (i.e., clone domain checker, website takedown).

VIP USERS

Tailored online protection service for **Client's VIP Users** to protect their day-to-day operations and online presence (I.e., Social account Takeover, private or corporate mail phishing attack).

DIGITAL FOOTPRINT AND SHADOW IT

Overview of domain registration identifies internal **unauthorized uses of IT systems** that may expose the company to potential risks.

VULNERABILITY MANAGEMENT

CSI automatically analyzes the **status of the exposed services** in near-real-time, proactively identifying the presence of new vulnerabilities.

TECHNOLOGICAL RECOGNITION

Following the signature of partneship agreement, Gartner advised us along the path of growth and enhancement in terms of technology and commercial strategy, in order to ensure a solid and targeted growth on the market.

"

«You are able to provide a product and a service, which is a big differentiatior as there are only a handful of players in the world that do that»

– Brad LaPorte Sr Director Analyst

INCIDENT RESPONSE SERVICES ALLOW CYBEROO TO EXPAND ITS CUSTOMER BASE

This is because it allows us to offer a service even to those companies that have not yet decided to invest in prevention services such as MDR, but that need help during a cyber attack.

ADVANTAGES & PRICING

CSI

CONTROLS DEEP AND DARK WEB ACTIVITIES

- Up to date with the newest threats
- Proactiveness and prevention in the exposure management
- Elimination of false positives
- Competitiveness

CY

DETECTION SYSTEM AND ADVANCED ATTACK RESPONSE

- Visibility of all security services in one Dashboard
- Straightforward and user-friendly Dashboard
- Elimination of grey areas within security services
- Proactiveness and prevention in the exposure management
- Elimination of false positives
- Competitiveness

Server + Client	Annual Fee
Up to 5.000	€ 6.000 – 54.000
Over 5.000	Per project

Server + Client	Annual Fee
Up to 5.000	€ 7.200 – 168.000
Over 5.000	Per project

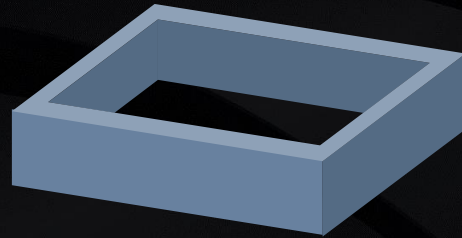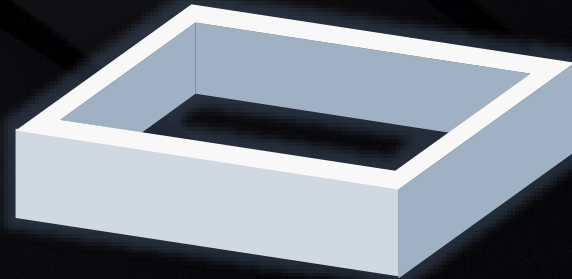Start-up cost 10% of the total annual fee of the first year of contract

MARKET POSITIONING
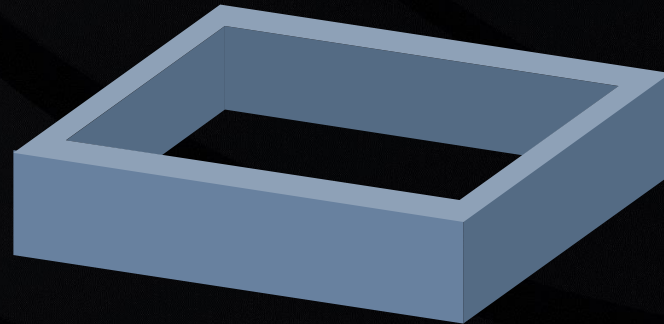
Large-scale enterprises

Medium-sized enterprises

Small companies

Big Player corporation: possibility of cunsultancy by CYBEROO

- Devices: Up to 10.000
- Price for ICT high and supported
- Internal sourcing (internal cybersecurity team)

CYBEROO

- Devices: Up to 5.000
- Price for ICT average
- No internal cybersecurity team
- Necessity to protect own data through complete and secure systems
- Ideal target for cybercrime, because not yet properly protected, but with a substantial quantity of data

Vendor with standard products

- Devices: Up to 100
- Price for ICT low
- No internal cybersecurity team
- Low data relevance for the internal security services and technological development
- Use of standard and low cost solutions

NEW CLIENTS

Revenue: 9,6 Billion €
Employees: 2.500 (Italy)

Revenue: 2 Billion €
Employees: 5.000

Revenue: 600 Million €
Employees: 2.000

Revenue: 200 Million €
Employees: 1.000

Revenue: 1,7 Billion €
Employees: 6.000

GO TO MARKET

HUMAN CAPITAL

H1 2021

**ITALY
HUMAN RESOURCES**

+21

vs. H1 2020

89

**UKRAINE
HUMAN RESOURCES
(KIEV & TERNOPIL)**

+8

vs. H1 2020

60

CYBEROO SALES NETWORK

CYBEROO, thanks to an effective and performing sales network, oversees the **entire Italian territory** through activities in order to qualify new opportunities within prospect companies.

1 Commercial Director

1 Channel Director

10 Key Account Manager

3 Partner Account Manager

4 Business Developer Manager

CYBEROO HAS SIGNED IMPORTANT PARTNERSHIP AGREEMENTS ALL OVER THE COUNTRY

1 DISTRIBUTION AGREEMENT

34 PARTNERSHIP AGREEMENT

6 PARTNERSHIP AGREEMENT BY OPPORTUNITY

CYBEROO PARTNERS

CYBEROO has signed **important partnership agreements** with resellers well distributed throughout the country, which today it covered entirely.

- Enwenta
- GTI S.r.l.
- Horsa S.p.A
- IT Impresa S.r.l.
- Npo Sistemi S.r.l
- Retelit
- S2E: Solutions to Enterprises
- Safe Network S.r.l.
- Tech2
- Yotta Core S.r.l.
- Workteam S.r.l.
- Zerouno Informatica S.p.A.
- Magnetic Media Network S.p.A.
- Naquadria S.r.l.
- Fastlane S.r.l.
- Itechscout di G.M.P.C.
- Adora ICT S.r.l.
- Bearit S.r.l.

- Cybertech - Engineering Ingegneria Informatica S.p.A.
- MPG S.r.l.
- Netgroup S.r.l.
- SMS Engineering
- Teleconsys S.p.A.
- Esc 2 S.r.l.
- Ricca IT S.r.l.
- Experta S.r.l.
- I.T.M. Informatica Telematica Meridionale S.r.l.
- ITI Sistemi
- Omicron Consulting S.r.l.
- Scai Solution Group S.p.A.
- Securbee S.r.l.
- Tormalina S.r.l.
- Silverlake S.r.l.
- Tecno 3 SAS

CYBEROO & FOREIGN MARKETS

The positive outcome found on the domestic market allows Cyberoo to be able to **replicate the business model based on strategic distribution agreements** on a foreign scale.

Starting from January 2021 Cyberoo, thanks to the contribution of the new French division, has brought its solutions beyond the Alps in agreement with the **French company Integra Systems**, specialized in IT solutions and digital transformation for companies.

The expansion and development of the business on the European market will also involve **Germany and Austria**, and to do this Cyberoo will make use of the **strategic support of ICOS**.

CYBEROO HIGHLIGHTS 2020

	YOY GROWTH	2020
REVENUES	**+13%** vs. 2019	**7,6 mln €**
EBITDA	**-23%** vs. 2019	**1,9 mln €**
EBITDA MARGIN		**24%**
NET PROFIT	**-92%** vs. 2019	**0,05 mln €**
NFP (CASSA)	**-36%** vs. 31/12/2019	**-2,12 mln €**

CYBEROO SALES REVENUES 2020

RECURRING REVENUES

87%

CYBER SECURITY SERVICES REVENUES	CYBER SECURITY SERVICES YOY GROWTH
1,6 mln €	**+29%**

MANAGED SERVICES REVENUES	MANAGED SERVICES YOY GROWTH
3,9 mln €	**+6%**

DIGITAL TRASFORMATION REVENUES	DIGITAL TRASFORMATION YOY GROWTH
0,2 mln €	**-69%**

CYBEROO REVENUES H1 2021

	YOY GROWTH	H1 2021
TOTAL REVENUES	**+13%** vs. H1 2020	4,5 mln €
SALES REVENUES	**+24%** vs. H1 2020	3,5 mln €
RECURRING REVENUES		88%

	YOY GROWTH	H1 2021
CYBER SECURITY SERVICES REVENUES	**+83%** vs. H1 2020	1,2 mln €
MANAGED SERVICES REVENUES	**+7%** vs. H1 2020	2,2 mln €
DIGITAL TRASFORMATION REVENUES	**-24%** vs. H1 2020	0,1 mln €

CYBEROO HIGHLIGHTS
H1 2021

H1 2021

TOTAL REVENUES	4,5 mln €
EBITDA	0,5 mln €
NET PROFIT	- 0,52 mln €
NFP	0,22 mln €

WHAT HAS SLOWED OUR GROWTH?

1   Slowdown in Q1 due to Covid-19.

2   In the first semester of 2021 all associates of Confindustria continued to benefit from «Cyberoo Defence For Italy».

3   Delay relating to start-up and activation of the service, followed by the start of billing.

BACK LOG

CYBEROO has **75 customers** Cyber Security contracts backlog

for a **counter value** equal to **€108,000** of monthly fees

and **€1,296,000** of annual recurring contracts.

«Thanks to the investments mentioned above, due to the commitment of the channel and the seasonality of the sector more shifted in the second half of the year, we expect an important closure in 2021 and an excellent 2022».

FABIO LEONARDI – CEO OF CYBEROO

CONTACT US

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