

PRESS RELEASE

CYBEROO TAKES OFF WITH EASYJET

The first Adv campaign is launched Objective, strengthen the brand identity and sell IT security solutions and services also abroad

Reggio Emilia, 21 January 2020 - Cyberoo S.p.A., an innovative SME listed on the AIM market of Borsa Italiana, specializing in cyber security for businesses, launches its first advertising campaign and does so by looking also to foreign markets. From February to April, on every **easyJet** flights, passengers browsing *Traveller*, the on-board magazine, will find Cyberoo at full page.

The concept aims to enhance the h24 Detection and Response capability, one of the strengths of the Cyberoo offer.

The **pay-off**, "Your device is in flight mode, Cybercrime is not", directed and contextualized to the time spent in "Airplane Mode", is an invitation addressed to **passengers traveling for business**, who choose easyJet flights every month, to equip themselves with sophisticated IT security systems that monitor their network infrastructure on an 24-hour basis also, and above all, when you are unable to do so because you are away from your workplace. The user base of the British airline is 8.5 million passengers per month, **3 million** of which for business.

"The decision to launch the campaign with easyJet - declares Veronica Leonardi, Executive Board Member and CMO - is in line with the Group's international expansion project, one of the strategic objectives announced to investors during the Roadshow, given the increasingly relevant weight that cyber security has today for businesses "

The easyJet campaign joins **other Adv projects**, such as the one Cyberoo is launching in Italy through digital campaigns that will engage several touch points with the joint goal of strengthening the brand awareness and maximizing the highest conversion rate.

Cyberoo

Cyberoo, company listed on the AIM market of Borsa Italiana, is an Emilian Innovative SME specialized in cyber security for businesses, intended not only as protection of IT systems from external attacks but mainly as the creation of a real strategy capable of protecting, monitoring and managing the information of the IT ecosystem.

Cyberoo addresses the medium-sized market with a broad and deep portfolio of enterprise solutions, developed through the usage of the most advanced technologies and with a value chain that allows to offer to the market prices in line with spending capacities.



INFO:

CYBEROO PRESS OFFICE

ReputationValue, communication & public affairs

Federico Ziller | ziller@reputationvalue.it +39 335 7555508

Fabio Pandolfini | pandolfini@reputationvalue.it +39 339 7214602

Nominated Adviser EnVent Capital Markets

42 Berkeley Square - London W1J 5AW Italian Branch, via Barberini 95 - 00187 Roma

Giancarlo D'Alessio | gdalessio@eventcapitalmarkets.uk