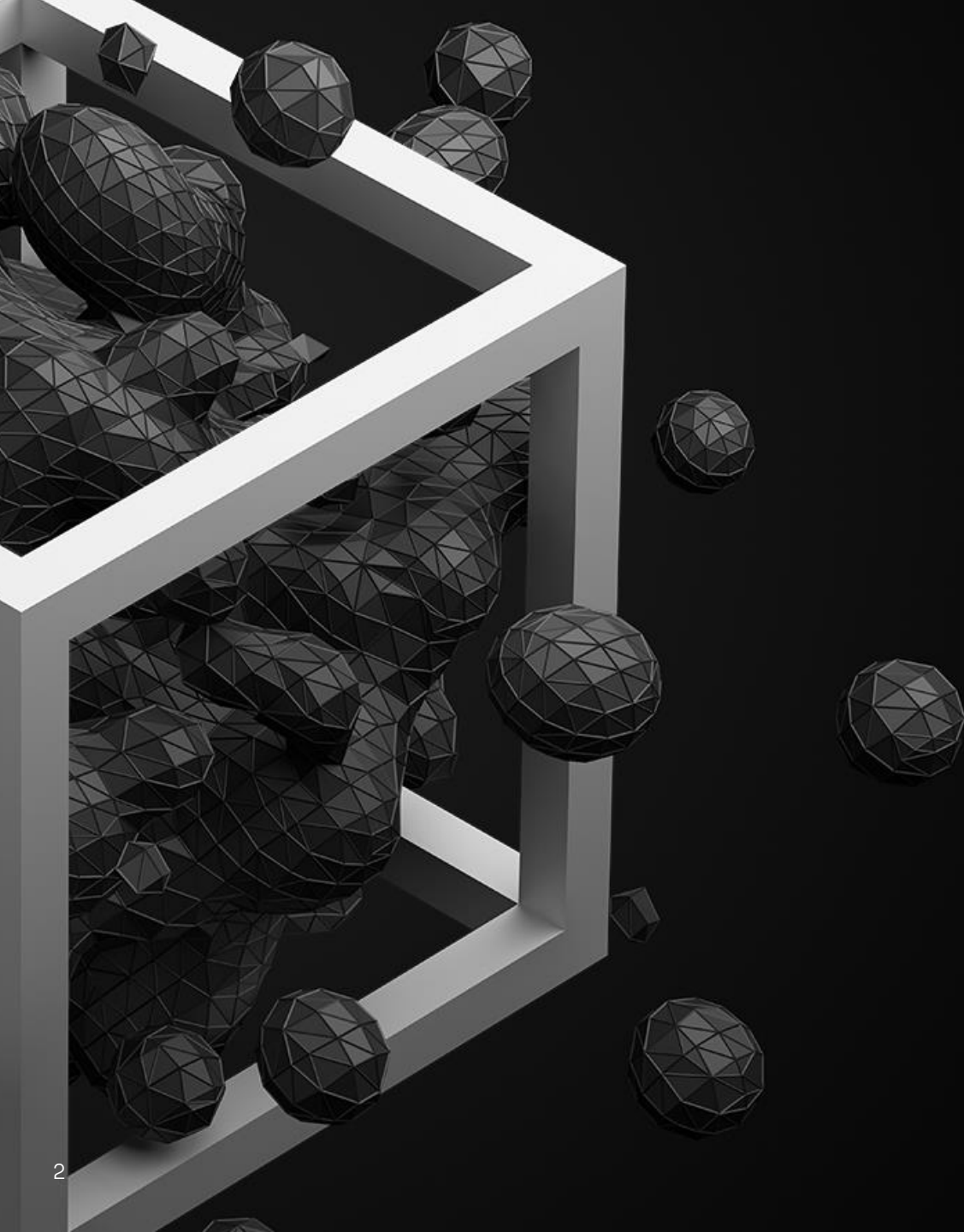# CYBEROO

SECURE SOUL

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.»

🔒 1st company in the Cybersecurity sector to be listed on the Italian Stock Exchange

🎖️ 1st and only Italian company named «representative vendor» in the «Gartner Market Guide for MDR Services» in 2021 and 2023 and included in the Gartner research «2022 Emerging Tech for MDR»

☆ Certified Innovative SME

👥 Over 200 new customers per year

🌍 5 offices across the EMEA region

👥 Over 150 highly qualified employees

📜 3 proprietary and certified technologies

DNV

SISTEMA DI GESTIONE PER LA SICUREZZA DELLE INFORMAZIONI

ISO/IEC 27001

CYB
EURONEXT
GROWTH

EXCELLENCE SINCE IPO'S FIRST DAY

On the 7th of October 2019 CYBEROO has been listed on the Euronext Growth Milan (ex AIM Italia) of Italian Stock Exchange with the biggest **oversubscription** since 2009!

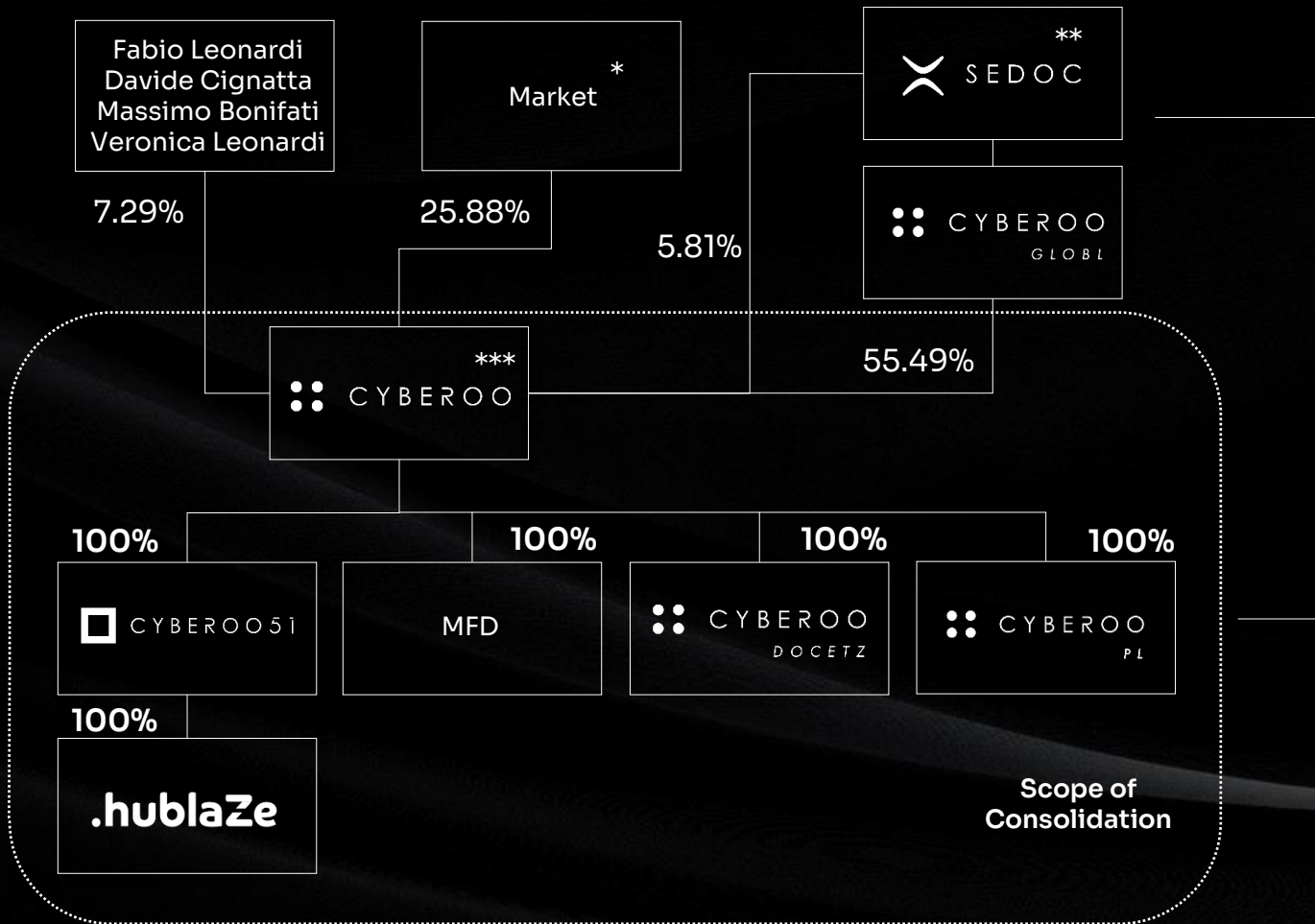| IPO Market Cap	Order record	Final order collection	Stock trade on 1st day of listing:
€ 27 mln	**€ 40 mln**	**€ 7 mln**	**over € 6 mln**

SHAREHOLDERS AND BOARD

Fabio Leonardi
Davide Cignatta
Massimo Bonifati
Veronica Leonardi

Market *

✕ SEDOC **

CYBEROO GLOBL

7.29%

25.88%

5.81%

55.49%

CYBEROO ***

100%
□ CYBEROO51

100%
MFD

100%
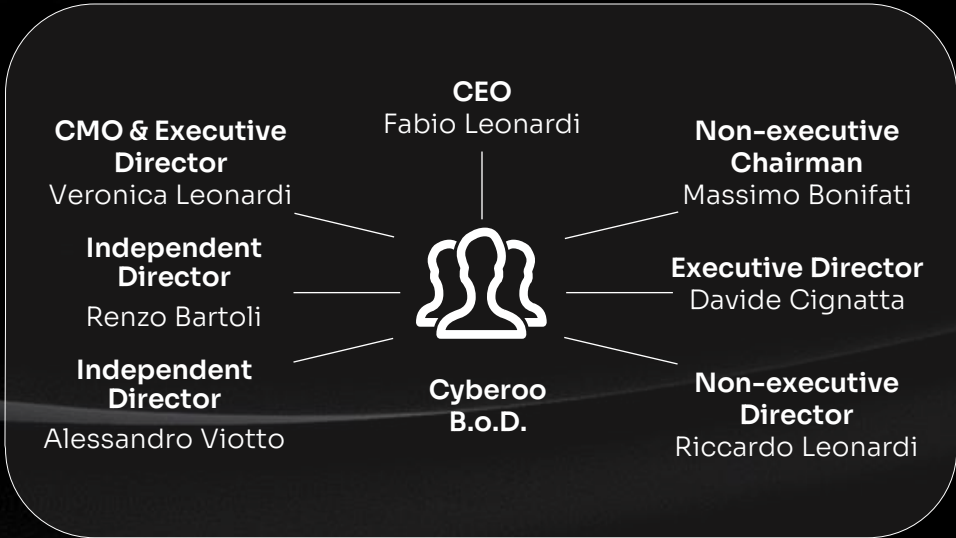CYBEROO DOCETZ

100%
CYBEROO PL

100%
.hublaZe

Scope of Consolidation

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

- **50 years of experience**
- **Over 150 resources**
- **Over 1.500 clients**
- **Over 30.000 managed devices**
- **Ranked #1 Technology Company in Italy**

CMO & Executive Director
Veronica Leonardi

CEO
Fabio Leonardi

Non-executive Chairman
Massimo Bonifati

Independent Director
Renzo Bartoli

Executive Director
Davide Cignatta

Independent Director
Alessandro Viotto

Cyberoo B.o.D.

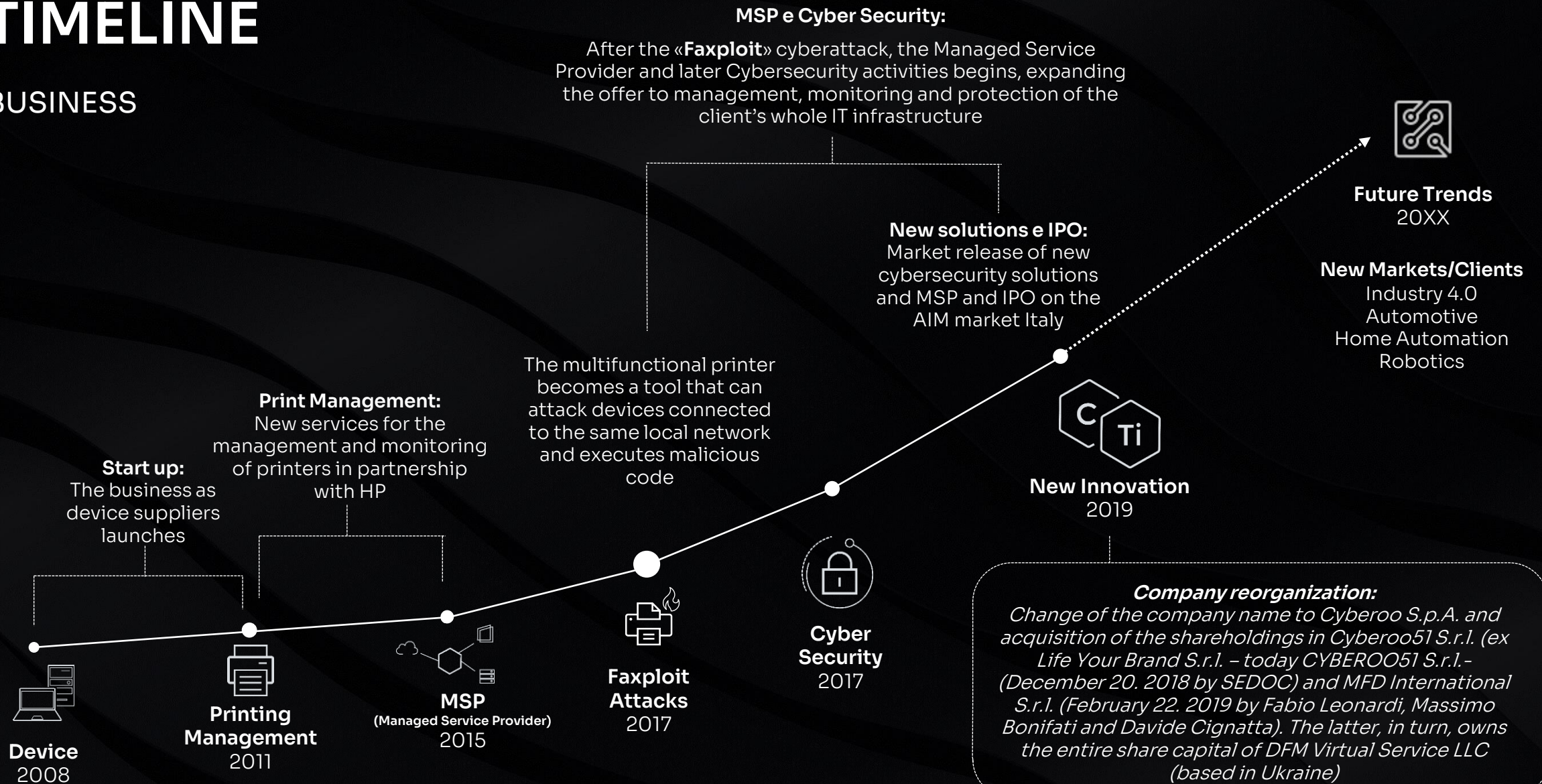**Non-executive Director**
Riccardo Leonardi

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* Anthilia Capital Partners Sgr S.p.A. holds 5.04% of CYBEROO
** SEDOC is owned 65% by Fabio Leonardi, 15% by Massimo Bonifati, 20% by Davide Cignatta
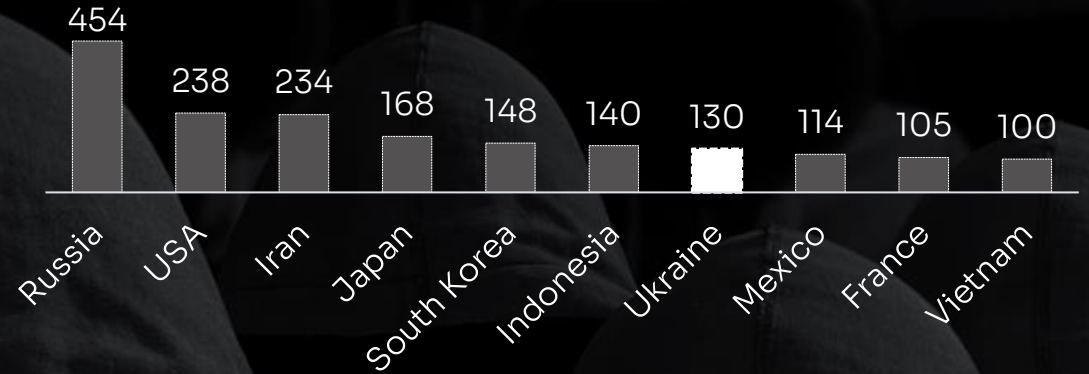*** CYBEROO holds 0.49% treasury shares

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

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

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

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 Cyberoo51 S.r.l. (ex Life Your Brand S.r.l. – today CYBEROO51 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

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

Russia	454	
USA	238	
Iran	234	
Japan	168	
South Korea	148	
Indonesia	140	
Ukraine	130	
Mexico	114	
France	105	
Vietnam	100	

Number of computer engineers (k) graduates per year

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

1	**Ukraine**
2	China
3	Switzerland
4	Czech Republic
5	Colombia

I-SOC AMONG EUROPE
AND ONE TOP-CLASS SERVER FARM

1 Datacenter STACK Infrastructure

Milan

25+ Cyber Security Specialist 3° L-IR & PM & Dev

Reggio Emilia

50+ Cyber Security Specialist 1° L & Dev

Ternopil

15+ Cyber Security Specialist 2° L

Warsaw

Warsaw

Ternopil

Milan

Piacenza

Reggio Emilia

I-SOC IS THE HEART OF OUR OPERATIONS.
THIS IS THE PLACE WHERE PEOPLE AND TECHNOLOGY COME TOGETHER TO DEFEND COMPANIES ALL DAY, EVERYDAY - 24/7.

I-SOC

LEVEL 0

ARTIFICIAL INTELLIGENCE

It receives and manages a remarkable quantity of alerts generated by the security systems.

Its job is to screen the false positives from the real alarms, in this way exponentially increasing the other level effectiveness.

1st LEVEL

CYBER SECURITY ANALYST

Active analysts H24.

Specialists in analysis.

2nd LEVEL

CYBER SECURITY SPECIALIST

Vertical specialists of the individual solutions.

They support analysts in case they need specialized product investigations.

3rd LEVEL

EXPERT CYBER SECURITY SPECIALIST

Extremely specialized personnel who are vertical in investigation and Incident Response activities.

SERVICES

MARKET OPPORTUNITY

«The information security market will grow at an annual rate of 11.2% until 2025, reaching a global value of about $233 billion.»

«By 2025, 60% of all organizations (vs. the current 30%) will make active use of the threat disruption and containment functions provided directly by their MDR providers.»

GARTNER

Notes: "Gartner Market Guide for Managed Detection and Response Services", published 14 February 2023 by Analyst(s): Pete Shoard, Al Price, Mitchell Schneider, Craig Lawson, Andrew Davies.

CYBEROO IS AN MDR PROVIDER THAT FULLY MEETS ITS FUNDAMENTAL REQUIREMENTS

ADVANCED TECH
360-degree view

PEOPLE
Cyber Security Specialist

ALWAYS ON
24/7/365

CYBER SECURITY SUITE

WE DON'T LEAVE ROOM FOR GRAY AREAS.
WE PROTECT YOU FROM INTERNAL AND EXTERNAL THREATS
WITH OUR MDR SERVICE

CYPEER

Next Gen Intelligent Detection Platform

Manage your Internal Security

Cypeer Pure and Cypeer Sonic integrate and monitor all critical IT systems and services within your corporate ecosystem to protect you on all fronts.

CSI

Cyber Threat Intelligence Solution

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

CY
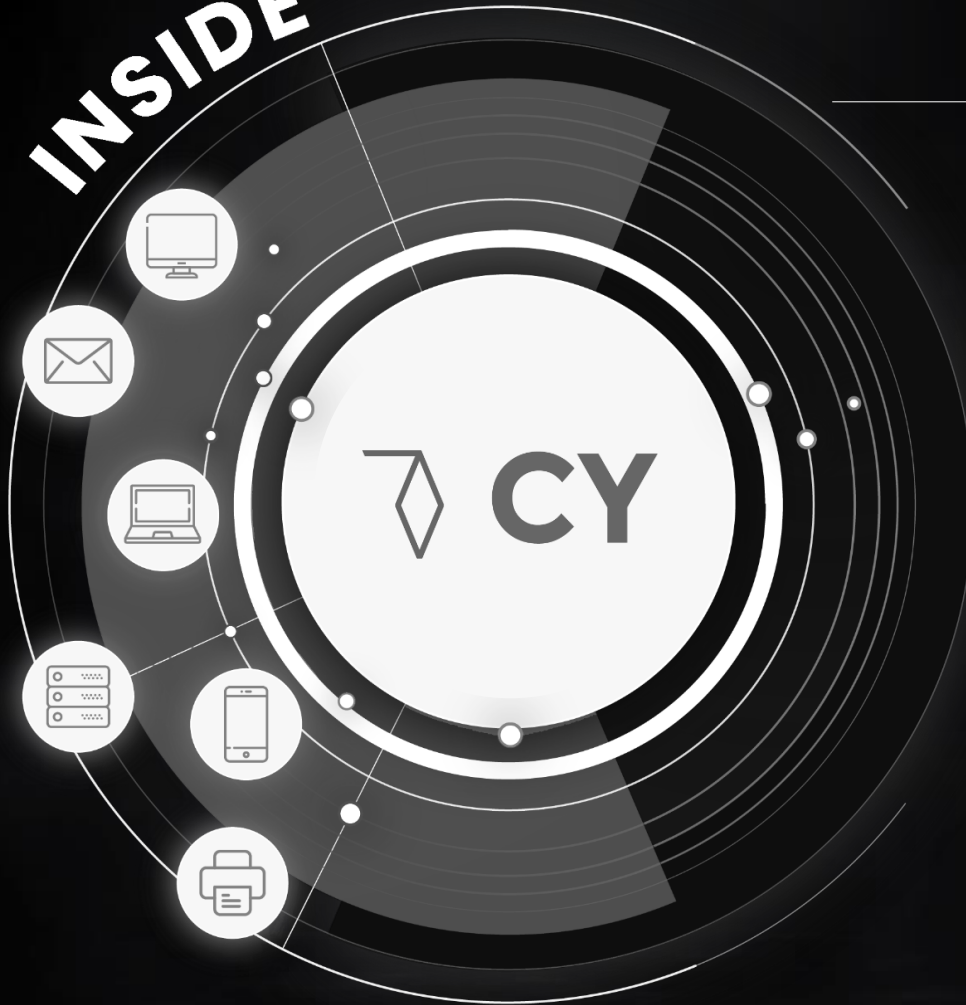
DESCRIPTION

The 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.

1 DETECTION

We integrate and monitor all data from the existing systems and services in your **company IT ecosystem**.

2 ANALYSIS

The CYBEROO **i-SOC** team analyzes data.

3

RESPONSE

In case of a threat, the customer receives an **alert**.

AUTOMATIC REMEDIATION

Depending on the chosen method: Cypeer Pure or Cypeer Sonic.

CYPEER FOR A TOTAL PROTECTION OF THE COMPANY PERIMETER

Known threats

Advanced threats

TRADITIONAL DEFENSE SYSTEMS

- Antivirus
- Antispam
- Firewall
- Webfilter
- IAM

NEXT GEN DEFENCE SYSTEMS

- EDR
- SIEM
- Threat hunt
- IDS
- NIDS/HIDS
- DLP
- SOAR
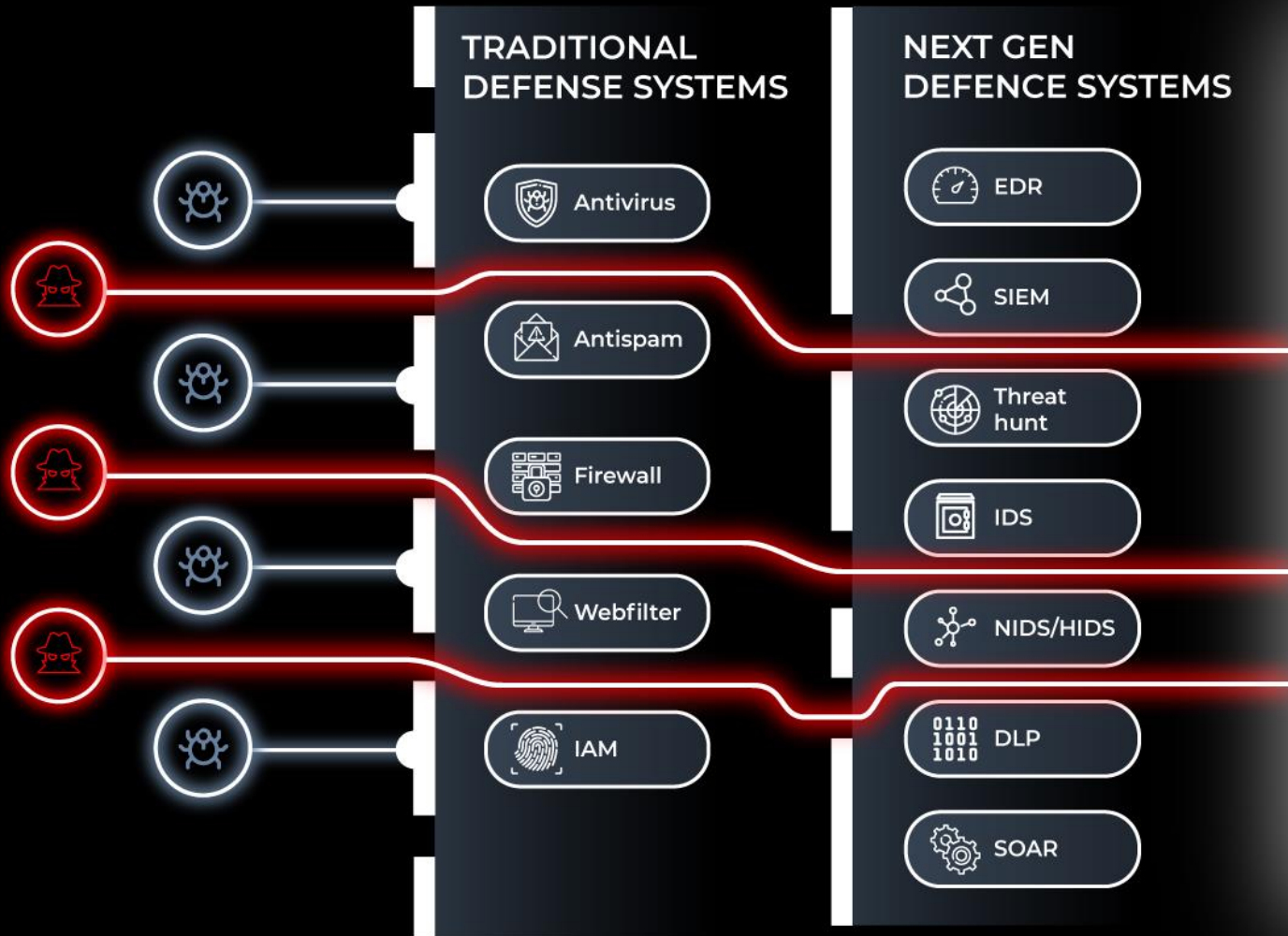
CYBEROO

360-DEGREE DEFENCE SYSTEMS

AUTOMATIC REMEDIATION

Cypeer Pure & Cypeer Sonic decide whether to take Automatic Remediation and using which parameters thanks to a revolutionary algorithm based on conditional logic.

CY PURE

AUTOMATIC REMEDIATION WITH OUR CYPEER AGENT

The Cypeer Agent runs a script to isolate the affected machine, for example, by disabling the operating system's network card.

CY SONIC

ALONG WITH THE CYPEER AGENT, LIMITLESS AUTOMATIC REMEDIATION FOR THE CUSTOMER'S TECHNOLOGIES

Firewall	*NIDS*	
Endpoint Solution	*HIDS*	*Web Filtering*
Electronic mail	*IAM*	*IaaS/SaaS*
Active Directory	*VPN*	*Database*

OUTSIDE

CSI

DESCRIPTION

Threat Intelligence service carried out by our team of Cybersecurity Specialists and **Ethical Hackers** based on **OPEN-SOURCE INTELLIGENCE** and involving collection and analysis of data and threats from the deep and dark web.

1
DETECTION

Data from the **Deep & Dark Web** that represents a threat to your company is identified by our Ethical Hackers.

2
ANALYSIS

The CYBEROO **i-SOC** team analyzes data.

3
RESPONSE

In case of a threat, the customer receives an **alert**.

⎔ CSI
SUPPLY SCANNER

Passively monitors the Internet exposure of services and applications and identifies any vulnerabilities or new services for suppliers' security posture.

CYBEROO IS THE FIRST AND ONLY ITALIAN COMPANY NAMED «REPRESENTATIVE VENDOR» IN THE 2021 AND 2023 «GARTNER MARKET GUIDE FOR MDR SERVICES»

Scan the QR Code to download the Gartner "2023 Market Guide for Managed Detection & Response Services":

Notes: "Gartner Market Guide for Managed Detection and Response Services", published 14 February 2023 by Analyst(s): Pete Shoard, Al Price, Mitchell Schneider, Craig Lawson, Andrew Davies.

FOR GARTNER CYBEROO IS AMONG THE TOP 12 EUROPEAN COMPANIES AND 50 WORLDWIDE SPECIALIZED IN THE MDR SERVICES MARKET.

Notes: Emerging Tech: Adoption Growth Insights for Managed Detection and Response, Published 7 September 2022
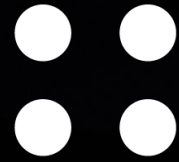
CYBEROO
DOCETZ

RISK ASSESSMENT

CYBER SECURITY ADVISORY & vCISO
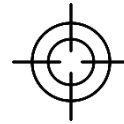
INCIDENT RESPONSE

VULNERABILITY ASSESSEMENT & PENETRATION TEST

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
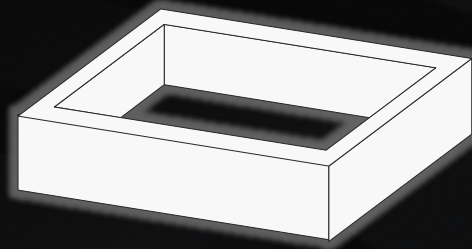**DETECTION SYSTEM AND ADVANCED ATTACK RESPONSE**

- 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 – € 50.000
Over 5.000	Per project

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

Server + Client	Annual Fee
Up to 5.000	€ 7.200 – € 185.000
Over 5.000	Per project

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

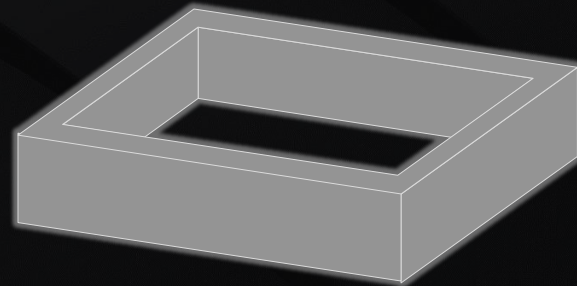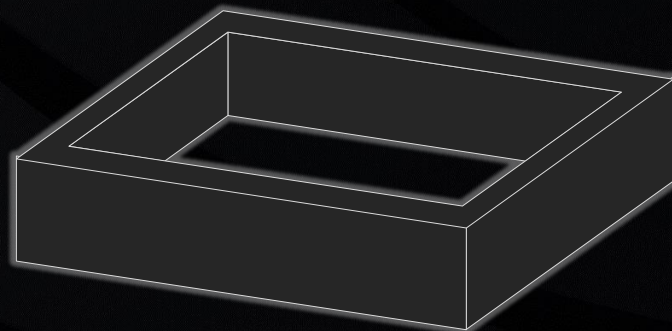# MARKET POSITIONING

Large enterprises

Big Player corporation: possibility of cunsultancy by CYBEROO

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

Medium-sized enterprises

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

Small enterprises

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

SOME TOP CUSTOMERS
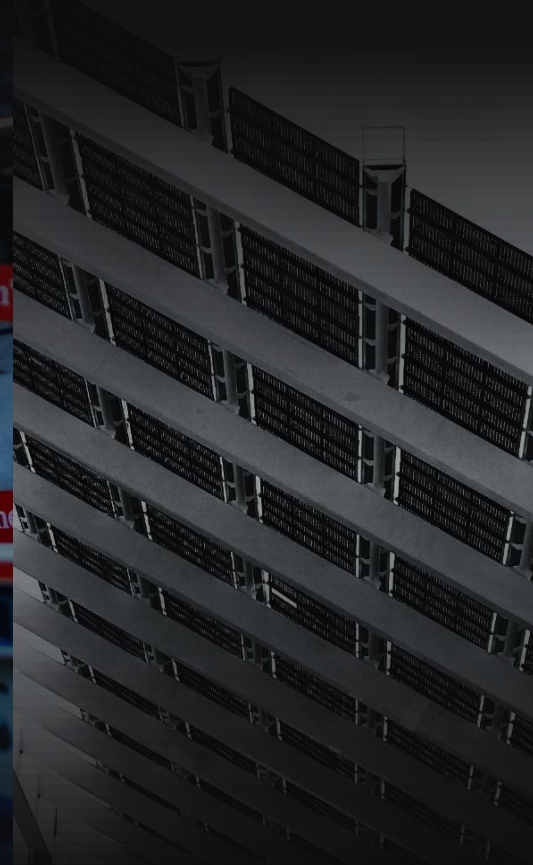
Revenues: 9,6 Billion €
Employees (Italy): 2.500

Revenues: 2 Billion €
Employees: 5.000

Revenues: 600 Million €
Employees: 2.000

Revenues: 200 Million €
Employees: 1.000

Revenues: 1,7 Billion €
Employees: 6.000

GO TO MARKET

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 & Channel Director

1 — Head of Business Developer

12 — Key Account Manager

3 — Partner Account Manager

5 — Business Developer Manager

CYBEROO HAS SIGNED IMPORTANT PARTNERSHIP AGREEMENTS ALL OVER THE COUNTRY

1 DISTRIBUTION AGREEMENT

66 PARTNERSHIP AGREEMENTS

WE ARE DEVELOPING THE BEST INTERNATIONALIZATION STRATEGY TO ACCESS THE FOREIGN MARKET

CYBEROO PARTNERS

CYBEROO has signed **important partnership agreements** with well-distributed dealers throughout the country, which it now covers entirely.

- 3 Puntozero
- Adora ICT S.r.l.
- Bearit S.r.l.
- Bellucci S.p.A.
- Capgemini Italia S.p.A.
- Cyber-bee (R1 Group)
- Cybertech S.r.l. – Engineering Ingegneria Informatica S.p.A.
- Dabbicco Telecomunicazioni S.r.l.
- Dastech S.r.l.
- Digipoint S.r.l.
- Digisoft S.p.A.
- EDIST Engineering S.r.l.
- Energent S.p.A.
- ESC2 S.r.l.
- Enwenta S.r.l.
- Ergon S.r.l.
- Euro Informatica S.p.A.
- Eurosystem S.p.A.
- Horsa S.p.A.
- Go InfoTeam S.r.l.
- Gruppo 3C S.r.l.
- Gruppo Trade S.r.l.
- IT Impresa S.r.l.
- Itechscout di G.M.P.C.
- ITI Sistemi S.r.l.
- I.T.M. Informatica Telematica Meridionale S.r.l.
- iCom S.r.l.
- Infoteam S.r.l.
- MPG System S.r.l.
- Naquadria S.r.l.
- Intent S.p.A.
- Key Investigation & Intelligence S.r.l.

- Kuik S.r.l.
- Ledwork S.r.l.s.
- Ricca IT S.r.l.
- Magnetic Media Network S.p.A.
- Npo Sistemi S.r.l
- NPO Torino S.r.l.
- Omicron Consulting S.r.l.
- Planetel S.p.A.
- Securbee S.r.l.
- Retelit Digital Service S.p.A.
- Reti S.p.A.
- RTC S.p.A.
- S2E S.r.l.
- Safe Network S.r.l.
- Scai Solution Group S.p.A.
- Scai Tecno S.p.A.
- Silverlake S.r.l.
- SMEUP ICS S.r.l.
- SMS Engineering S.r.l.
- Sogesi S.r.l.
- Tech2 S.r.l.
- Techedge S..p.A.
- Yotta Core S.r.l.
- Techlan
- Tecno 3 S.a.s.
- Tecnologica S.r.l.
- Teleconsys S.p.A.
- Tormalina S.r.l.
- Vidata S.r.l.
- WindTre S.p.A.
- Workteam S.r.l.
- Zerouno Informatica S.p.A.
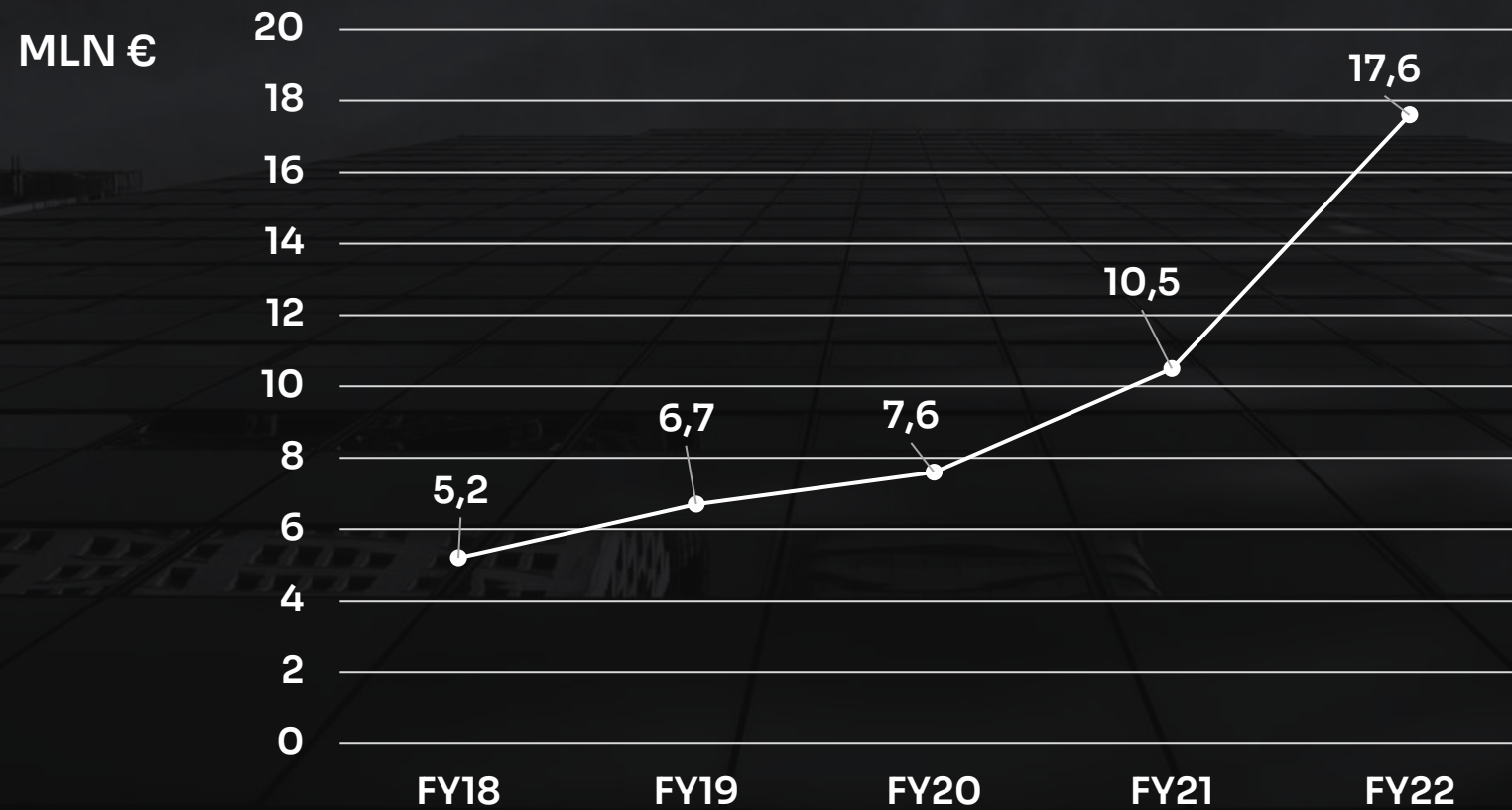- Information Consulting S.r.l.
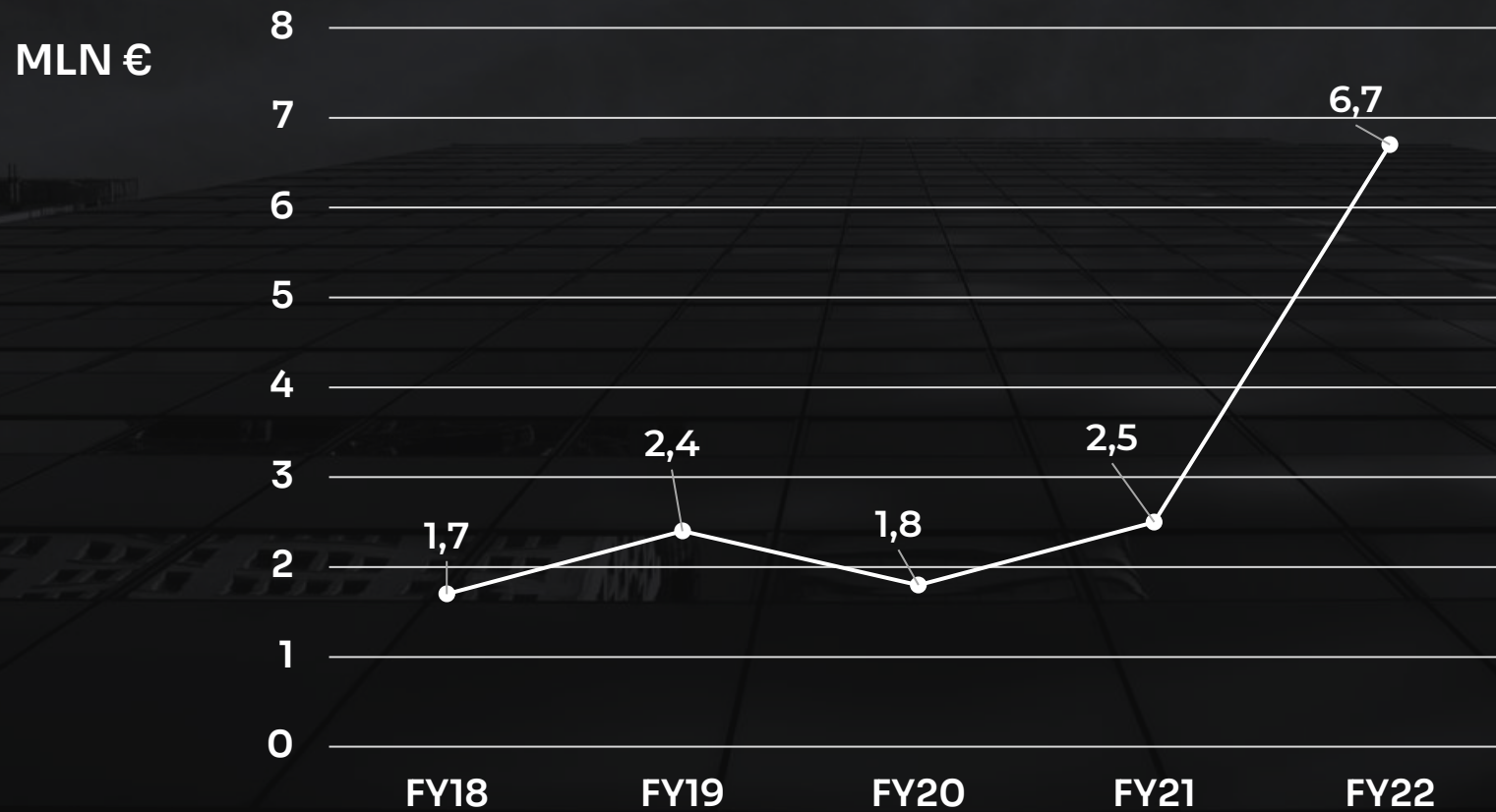- Mister Web S.r.l.

THE CYBEROO BLOG IS THE REFERENCE POINT FOR THE CYBER SECURITY COMMUNITY

HIGHLIGHTS: SALES 2018 – 2022

MLN €

20
18
16
14
12
10
8
6
4
2
0

17,6

10,5

7,6

6,7

5,2

FY18   FY19   FY20   FY21   FY22

HIGHLIGHTS: EBITDA 2018 – 2022

MLN €

8
7 — 6,7
6
5
4
3 — 2,4 — 2,5
2 — 1,7 — 1,8
1
0

FY18   FY19   FY20   FY21   FY22

SUSTAINABILITY REPORT HIGHLIGHTS

HUMAN CAPITAL

100% permanent contracts
75% full-time contracts
87% employees under 50 years of age
67% senior managers hired from the local community

ENVIRONMENTAL CAPITAL

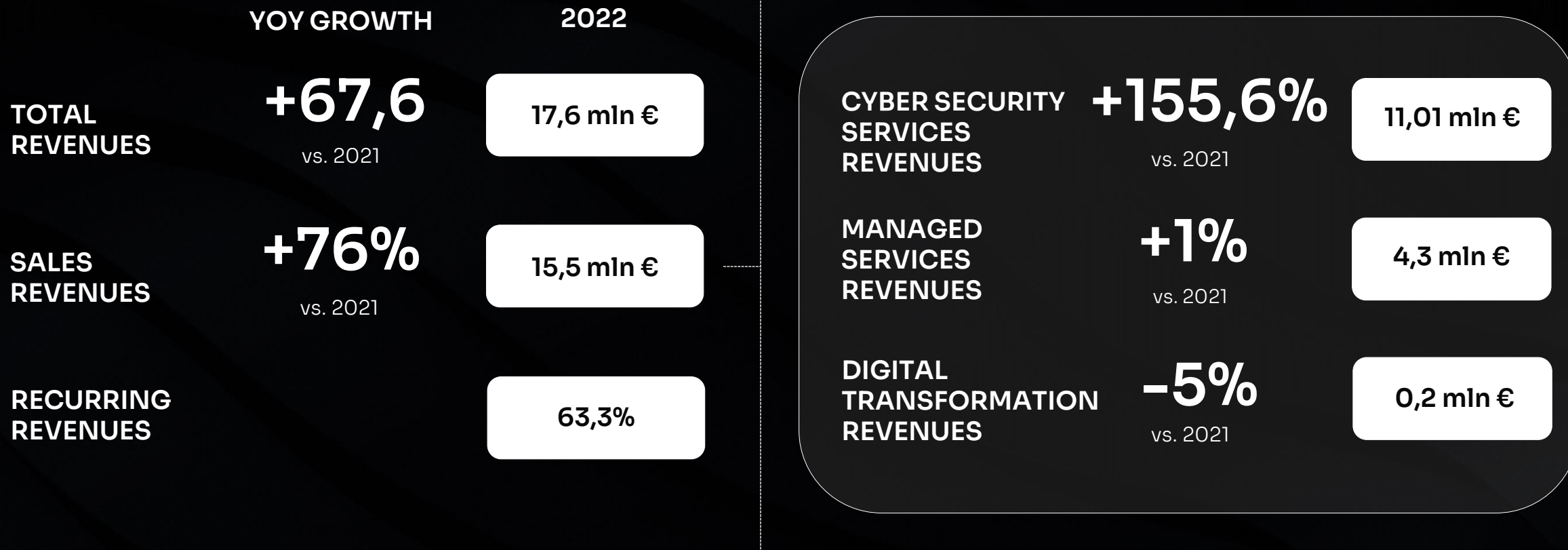**-64%** waste produced by 2022
Offsetting emissions: planting with Treedom
179 tCO2 (Scope 1+2) produced in 2022
-31% water resource used in 2022

CYBEROO SALES & REVENUES 2022

	YOY GROWTH	2022
TOTAL REVENUES	**+67,6** vs. 2021	17,6 mln €
SALES REVENUES	**+76%** vs. 2021	15,5 mln €
RECURRING REVENUES		63,3%

	YOY GROWTH	2022
CYBER SECURITY SERVICES REVENUES	**+155,6%** vs. 2021	11,01 mln €
MANAGED SERVICES REVENUES	**+1%** vs. 2021	4,3 mln €
DIGITAL TRANSFORMATION REVENUES	**-5%** vs. 2021	0,2 mln €

CYBEROO HIGHLIGHTS 2022

2022

TOTAL REVENUES	**17,6 mln €**
EBITDA	**6,7 mln €**
EBITDA MARGIN	**+38%**
NET PROFIT	**2,8 mln €**
NFP (CASH)	**– 1,9 mln €**

«We are on the right path to growth, and investors are recognizing that, so we will continue moving fast. The outlook for 2023, and for the years to come, is for continued rapid growth.»

FABIO LEONARDI – CEO OF CYBEROO

CONTACT US

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LinkedIn: CYBEROO

Twitter: CYBEROO

YouTube: CYBEROO