CYBEROO

WE ARE

CYBEROO

1st Cyber Security vendor listed on the Italian Stock Exchange

Certified Innovative SME

Over 150 highly qualified employees

3 proprietary and certified technologies

«Gartner Market Guide for MDR Services» 2021 and 2023

CYBEROO is CERT

Over 200 new customers per year

5 offices in EMEA

CYB EURONEXT GROWTH

TI

SISTEMA DI GESTIONE PER LA SICUREZZA DELLE INFORMAZIONI DNV 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!
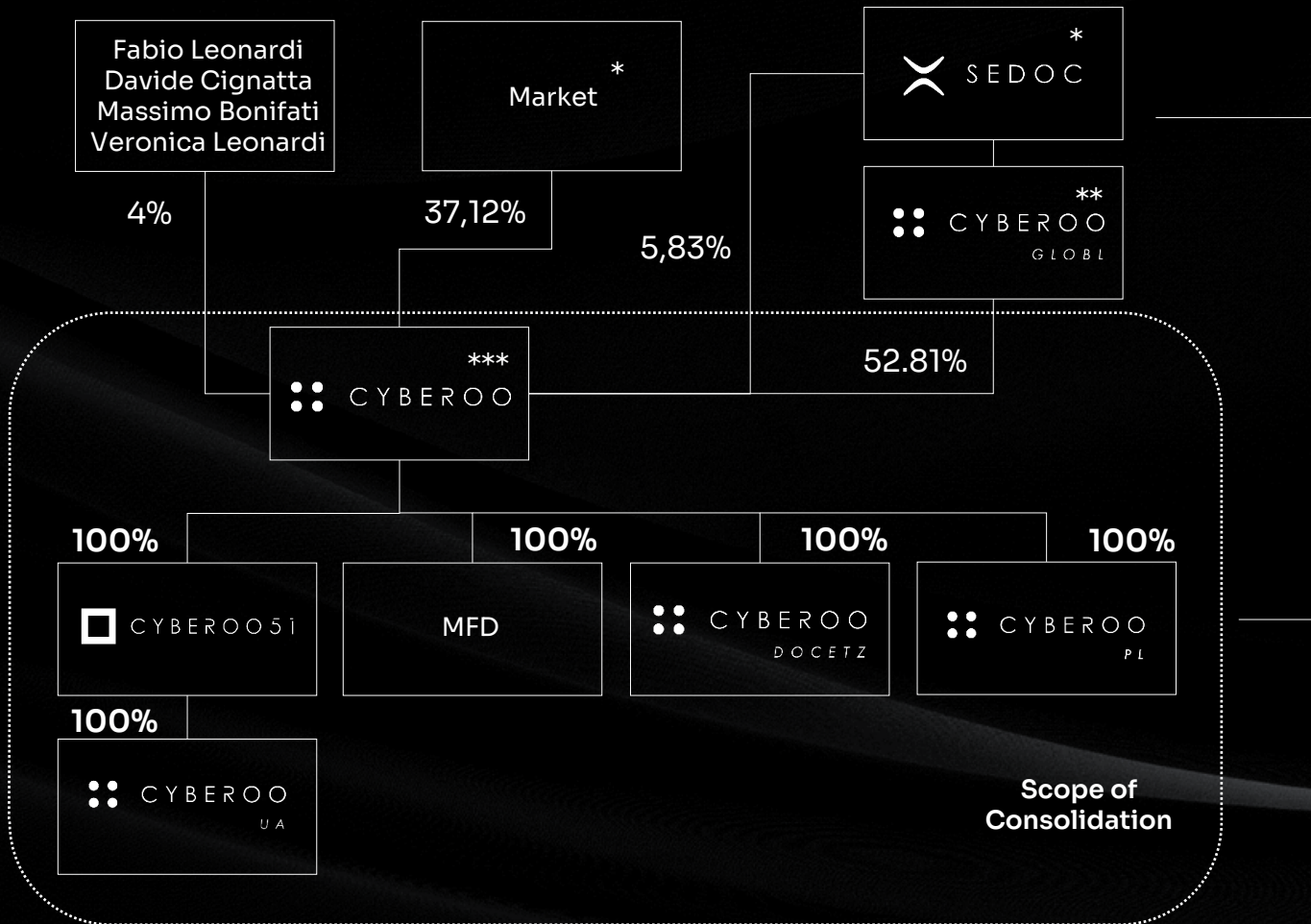
IPO Market Cap
€ 27 mln

Order record
€ 40 mln

Final order collection
€ 7 mln

Stock trade on 1st day of listing:
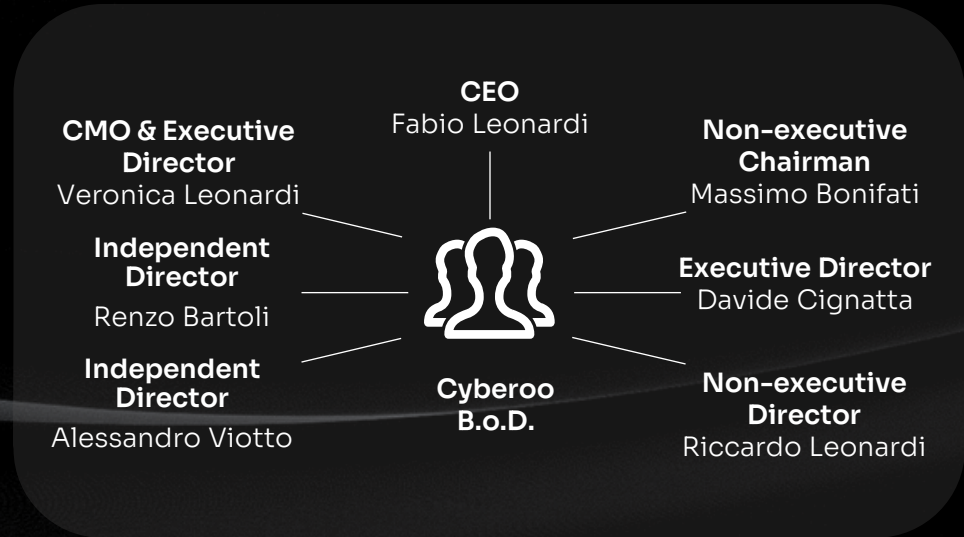**over € 6 mln**

SHAREHOLDERS AND BOARD

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**

CEO
Fabio Leonardi

CMO & Executive Director
Veronica 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

Fabio Leonardi
Davide Cignatta
Massimo Bonifati
Veronica Leonardi

Market *

SEDOC *

CYBEROO GLOBL **

CYBEROO ***

4%
37,12%
5,83%
52.81%

100%   100%   100%   100%

CYBEROO51   MFD   CYBEROO DOCETZ   CYBEROO PL

100%
CYBEROO UA

Scope of Consolidation

* SEDOC is owned 65% by Fabio Leonardi, 15% by Massimo Bonifati, 20% by Davide Cignatta
** Cyberoo Globl is entirely owned by Sedoc Digital Group S.r.l.
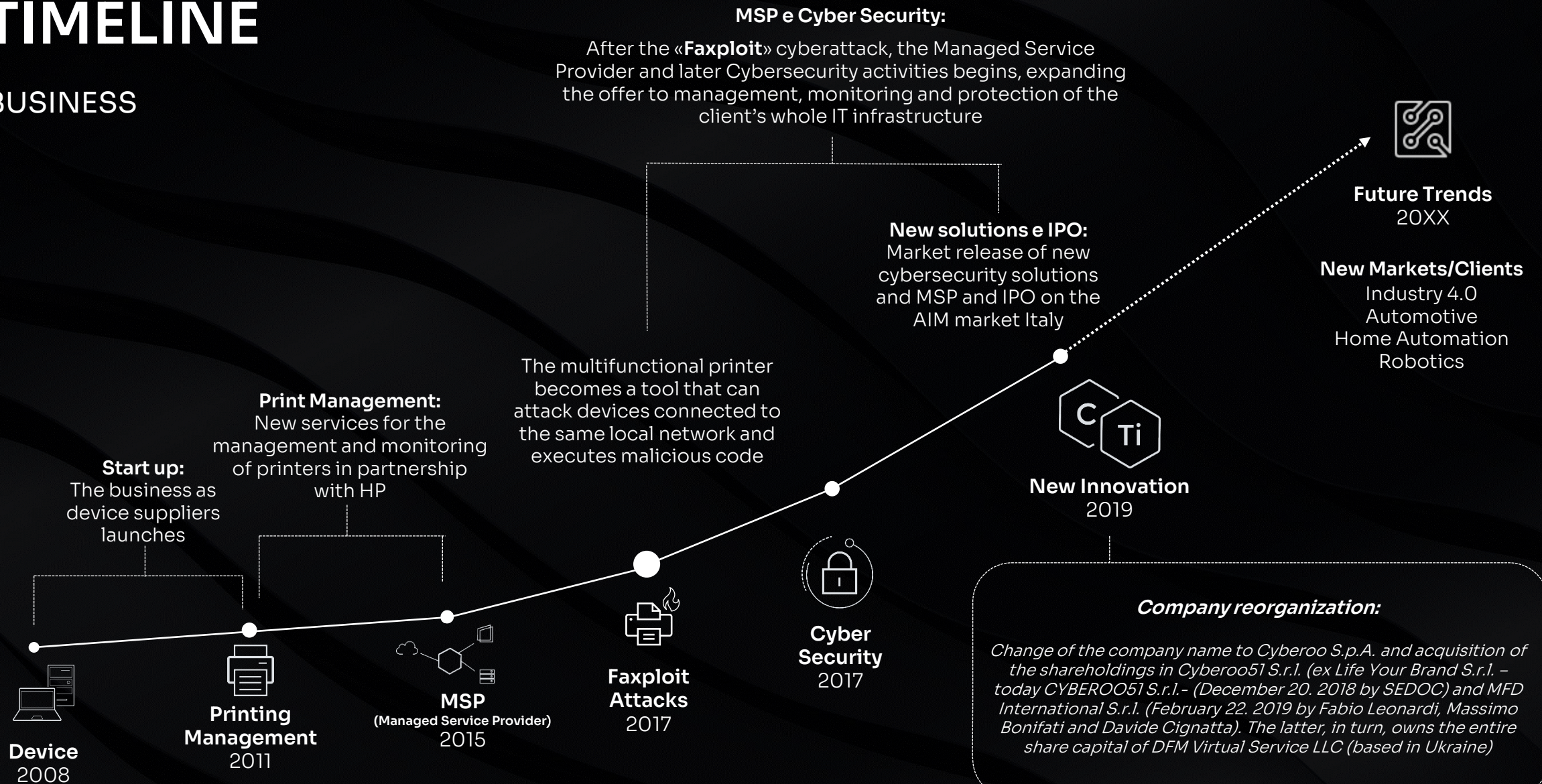*** CYBEROO holds 0.24% treasury shares

4

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

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 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.
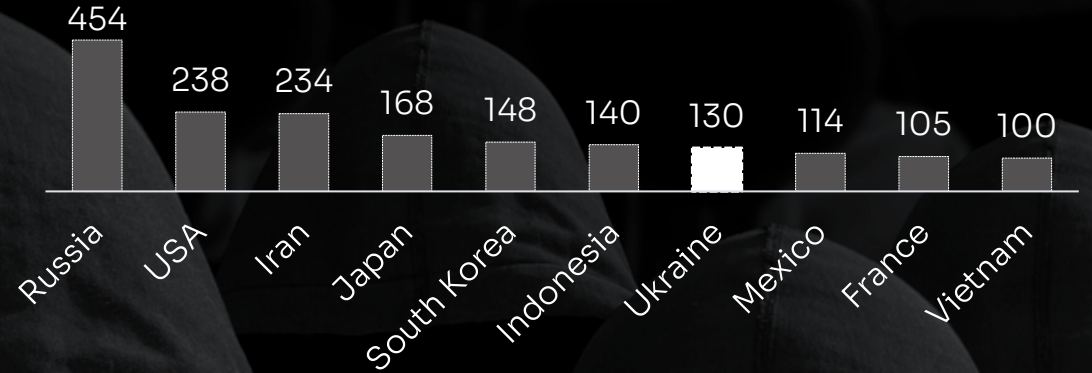
Number of computer engineers (k) graduates per year

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

Datacenter STACK Infrastructure

Milan

35+ Cyber Security Specialist 3° L-IR & PM, SAM & Dev

Reggio Emilia

50+ Cyber Security Specialist 1° L & Dev

Ternopil

15+ Cyber Security Specialist 2° L

Warsaw

Warsaw

Ternopil

Milan

Piacenza

Reggio Emilia

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.

THE THREE ESSENTIAL PILLARS FOR YOUR CYBERSECURITY PROCESS
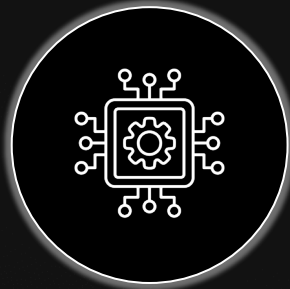
ADVANCED TECH

Agnostic Technology

Only a system based on a completely agnostic technology, allows the correlation of countless sources of information, and thus a holistic view.
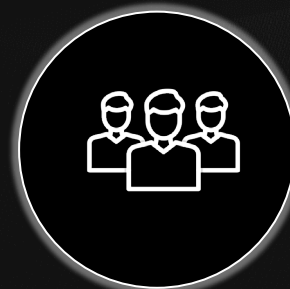
PEOPLE

Cyber Security Specialist

Cybersecurity is no longer just about IT. Specific competences are needed to identify and mitigate all threats within a given business environment.
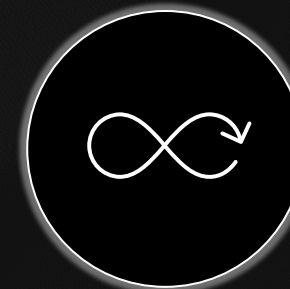
ALWAYS ON

24/7/365 Process

The 76% of ransomware attacks, happened between 2017 and 2019, took place at night or over the weekend.

CYBER
SECURITY
SUITE

**OUR MDR PROTECTS YOU FROM INTERNAL AND EXTERNAL THREATS.
WE DON'T LEAVE ROOM FOR SHADOW AREAS.**

CY

CSI

Next Gen Intelligent Detection Platform

Manages your internal security

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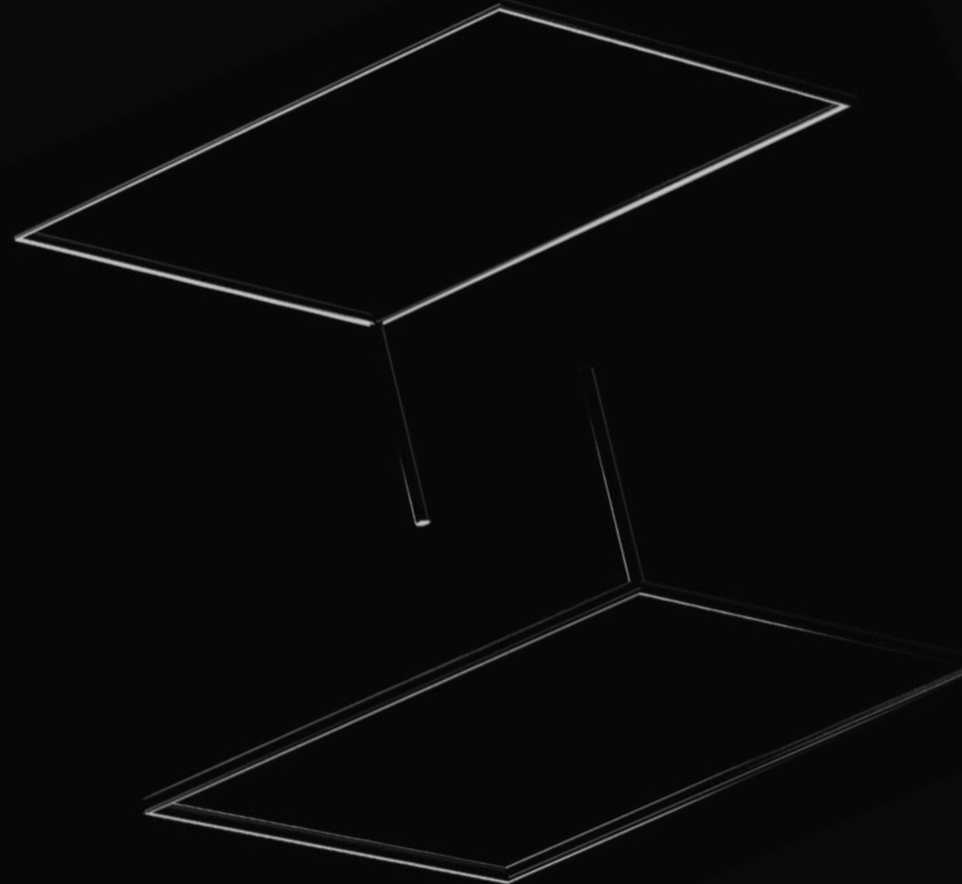
Cyber Threat Intelligence Solution

Protects 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
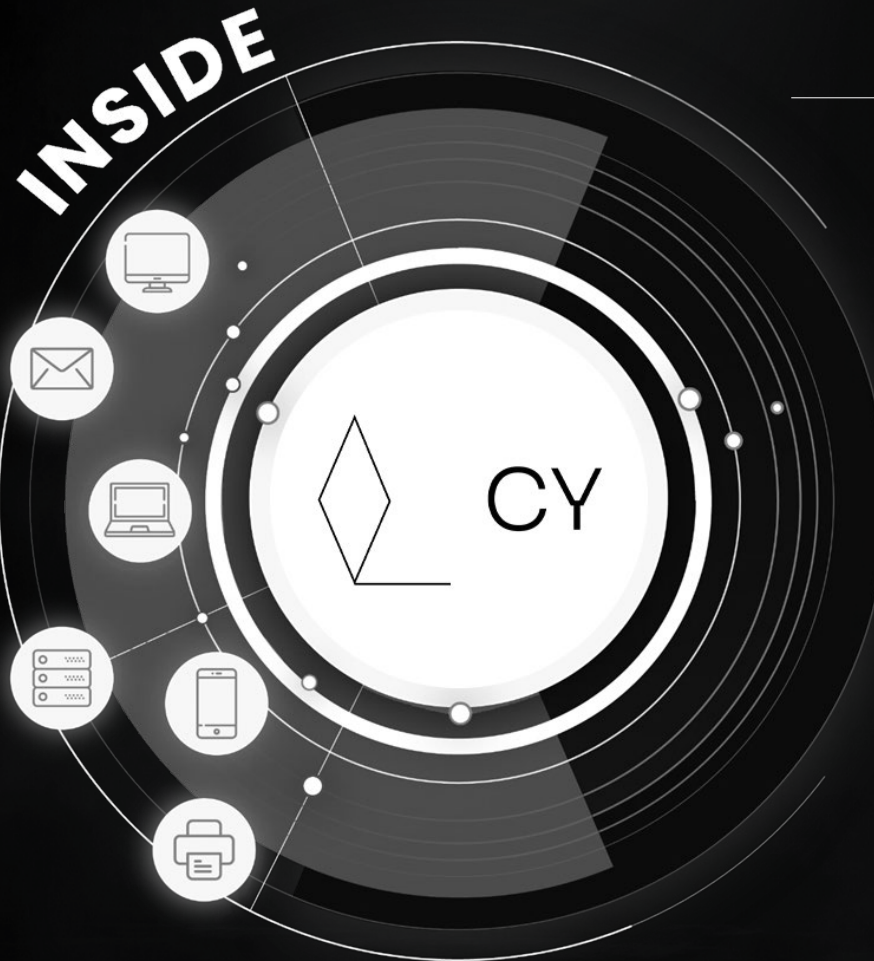
DESCRIPTION

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 DEFENCE SYSTEMS

- Antivirus
- E-mail Security
- Firewall
- Webfilter
- IAM

NEXT GEN DEFENCE SYSTEMS

- EDR
- SIEM
- Active Directory
- IDS
- NIDS/HIDS
- DLP
- SOAR
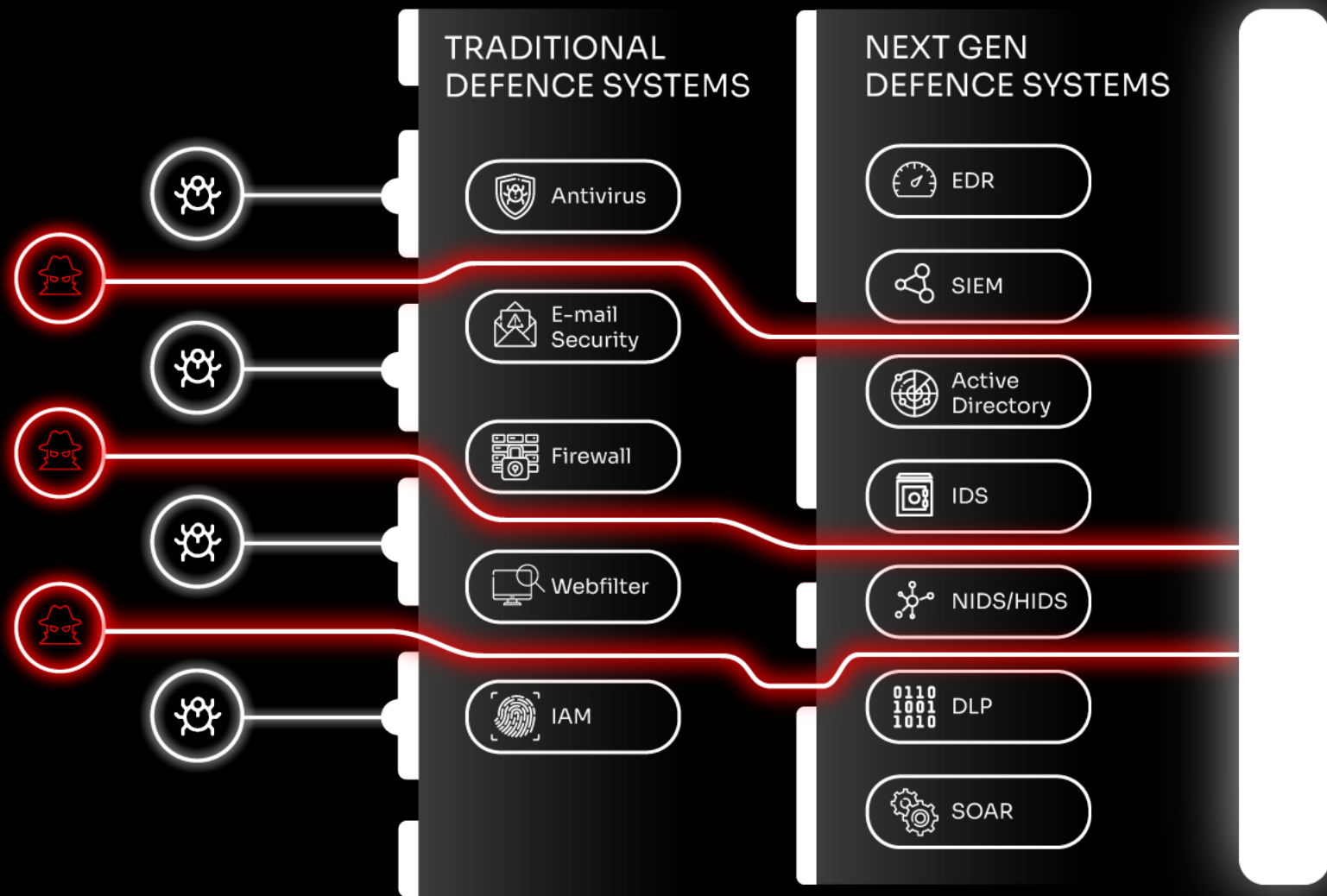
CYBEROO

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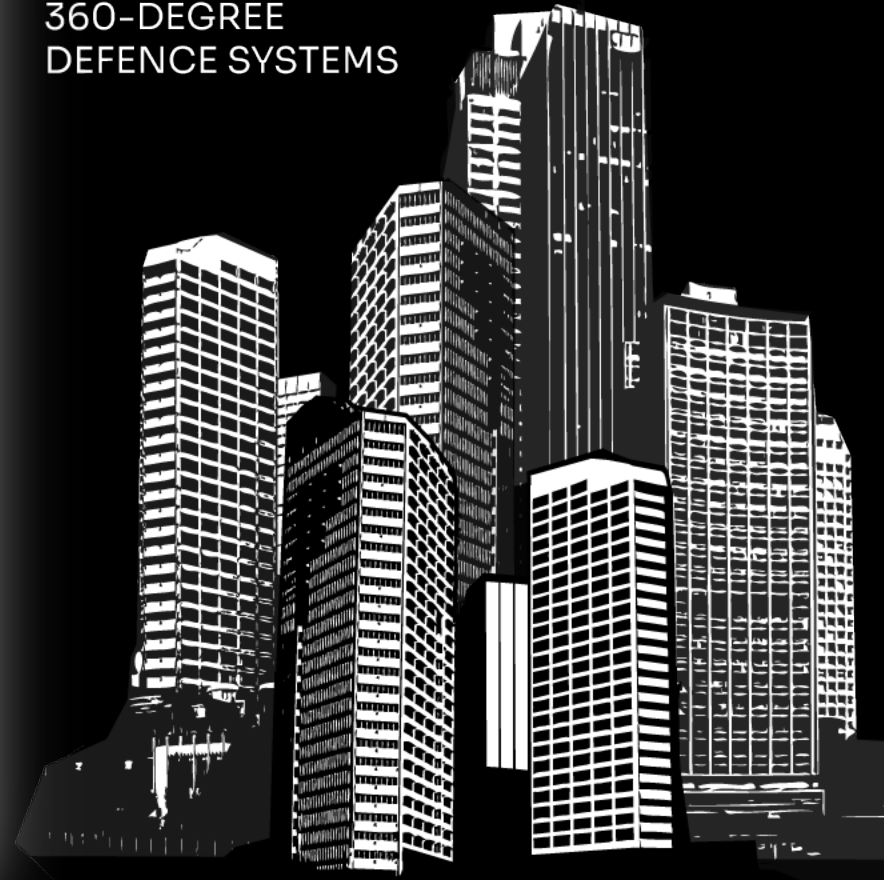
I-SOC IS THE HEART OF OUR OPERATIONS.
THIS IS THE PLACE WHERE PEOPLE AND TECHNOLOGY COME TOGETHER TO DEFEND COMPANIES ALL DAY, EVERYDAY – 24/7.

I-SOC

TIER 0
AUTOMATION

TIER 1
i-SOC

TIER 2
h-SOC

TIER 3
α-SOC

ARTIFICIAL INTELLIGENCE

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

It distinguishes real alarms from false positives, therefore, exponentially increasing the effectiveness of levels 2 and 3, which are formed of staff.

CYBER SECURITY ANALYST

Active analysts H24.

Specialists in analysis.

CYBER SECURITY SPECIALIST

Vertical specialists of the individual solutions.

They support analysts in case they need specialized product investigations.

EXPERT CYBER SECURITY SPECIALIST

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

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 executes scripts to perform actions on the endpoint.

CY SONIC

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

Firewall
Endpoint Solution
E-mail
Active Directory

NIDS
HIDS
IAM
VPN

Web Filtering
IaaS/SaaS
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**.

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 «Market Guide for Managed Detection & Response Services 2023»

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 CERT

Computer Emergency Response Team

TRUSTED INTRODUCER- SIM 3

24/7
SOC
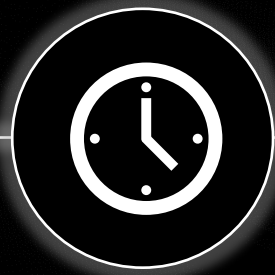
IR
experience
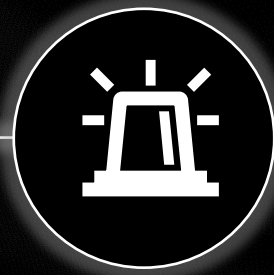
Secure
infrastructure
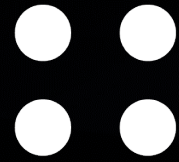
CYBEROO

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

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

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
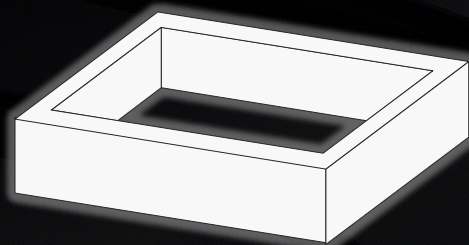- Elimination of false positives
- Competitiveness

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

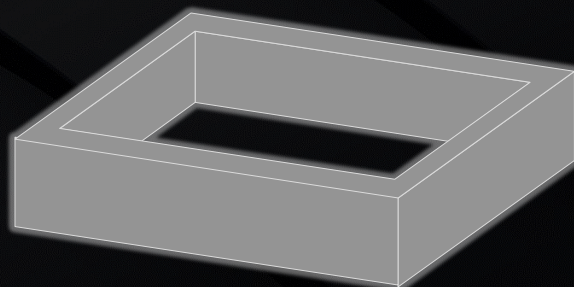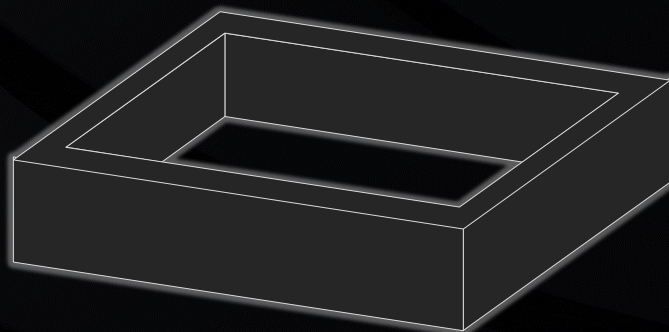Start-up cost 10% of the total annual fee of the first year of contract

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
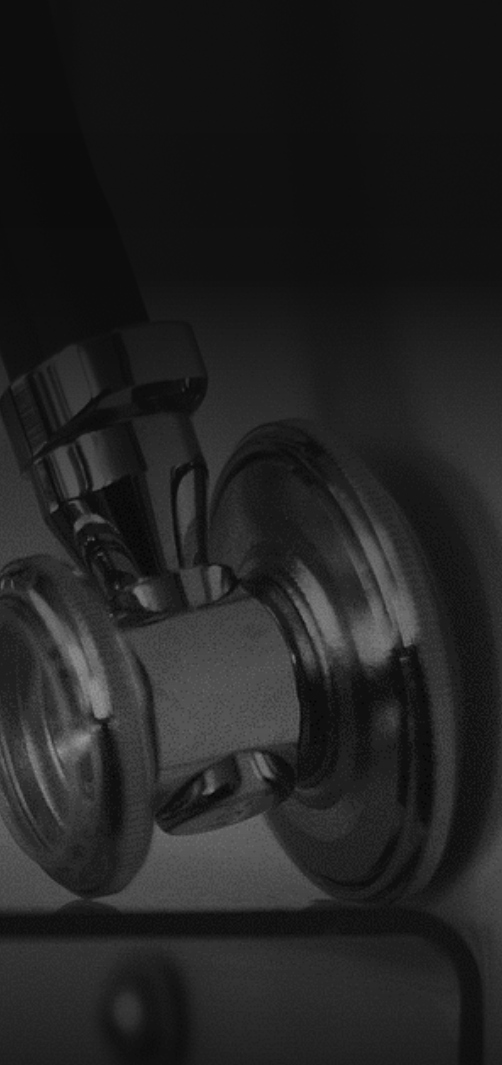
Revenues: 1,9 Billion €
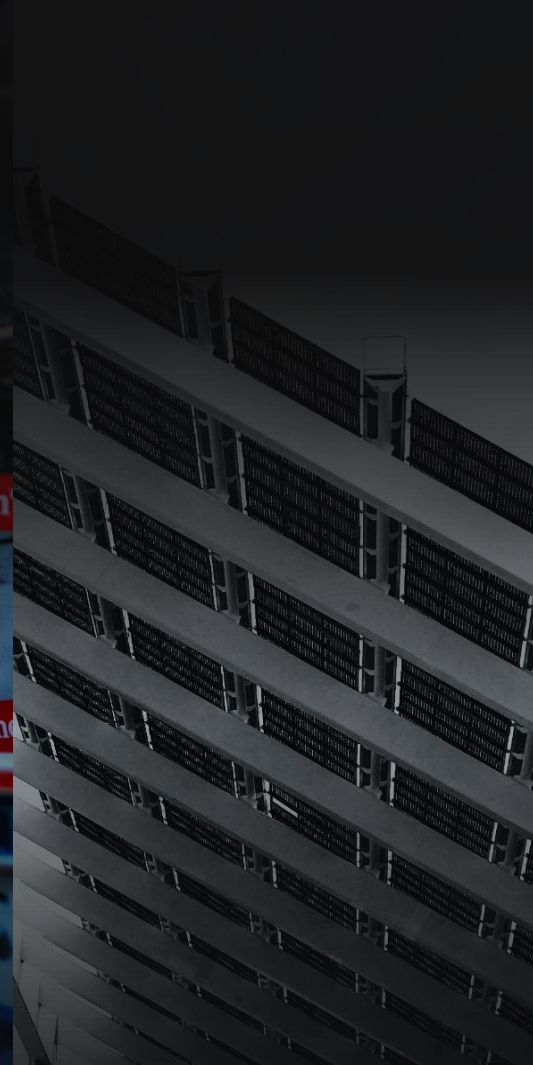**Employees: 9.200**

Revenues: 538 Million €
Employees: 13.000

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-ITALY

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 Developement
- **1** Area Manger Central-South
- **18** Key Account Manager
- **3** Partner Account Manager
- **4** Business Developer Manager
- **4** Inside Sales

CYBEROO HAS SIGNED IMPORTANT PARTNERSHIP AGREEMENTS ALL OVER THE COUNTRY

1 **DISTRIBUTION AGREEMENT**

80 **PARTNERSHIP AGREEMENTS**

CYBEROO PARTNERS – Italy

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

- 3 Puntozero
- Athena S.r.l.
- Avvale S.p.A. (Ex Techedge S.p.A)
- A.Z. Info 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.
- Easytech S.r.l
- Ecotel Italia S.r.l.
- EDIST Engineering S.r.l.
- Energent S.p.A.
- Enwenta S.r.l.
- Ergon S.r.l.
- ESC2 S.r.l.
- Euro Informatica S.p.A.
- Eurosystem S.p.A.
- GAMTECH
- Go InfoTeam S.r.l.
- Go 2Tec S.r.l.
- Gruppo 3C S.r.l.
- Gruppo Trade S.r.l.
- Horsa S.p.A.
- I.T.M. Informatica Telematica Meridionale S.r.l.
- iCom S.r.l.
- Information Consulting S.r.l.
- Infoteam S.r.l.
- Intent S.p.A.
- IT Impresa S.r.l.
- Itechscout di G.M.P.C.
- ITI Sistemi S.r.l.
- KII–Key Investigation & Intelligence S.r.l.
- Kuik S.r.l.
- Ledwork S.r.l.s.
- LikeDigital S.r.l.

- Magnetic Media Network S.p.A.
- Mauden S.r.l.
- Mister Web S.r.l.
- MPG System S.r.l.
- Naquadria S.r.l.
- NPO Sistemi S.r.l
- NPO Torino S.r.l.
- Omicron Consulting S.r.l.
- Planetel S.r.l.
- Posdata S.r.l.
- Pucciufficio S.r.l.
- RAD S.r.l.
- Red Frog S.r.l.
- Retelit Digital Service S.p.A.
- Reti S.p.A.
- Ricca IT S.r.l.
- RTC S.p.A.
- S2E Sprint S.r.l.
- Safe Network S.r.l.
- Scai Solution Group S.p.A.
- Scai Tecno S.p.A.
- Securbee S.r.l.
- Show.IT S.r.l.
- Silverlake S.r.l.
- System line S.r.l.
- SMEUP ICS S.r.l.
- SMS Engineering S.r.l.
- Sogesi S.r.l.
- Tech2 S.r.l.
- Techlan S.r.l.
- Tecno 3 S.a.s.
- Tecnologica S.r.l.
- Teleconsys S.p.A.
- Tormalina S.r.l.
- Training 4U S.r.l.
- Vidata S.r.l.
- WindTre S.p.A.
- Workteam S.r.l.
- Yotta Core S.r.l.
- Zerouno Informatica S.p.A.

CYBEROO SALES NETWORK IN POLAND & CZECHOSLOVAKIA

1 Sales Manager

1 Business Developer Manager

2 Key Account Manager

1 Marketing Manager

CYBEROO PARTNERS – POLAND

During 2023, Cyberoo began the development of the partners network in Poland, resulting in the onboarding of the following companies.

- PROSYSTEM SA.
- INTEGRITY PARTNERS SP. Z O. O.
- CC Otwarte Systemy Komputerowe Sp. z o.o

CONTINUOUS IMPROVEMENTS AND CONSTANT INVESTMENT IN R&D

New remediation service

Features for Improved Detection

Features to improve the service and quality of i-SOC analysis

Usability Enhancement Features

CYBEROO NEW WEBSITE IS ONLINE

CYBEROO WEBSITE

receives the honorable mention di AWWWARDS, the most prestigious platform that rewards the top world websites for talent and creativity.

CYBEROO BLOG

it has always been the reference point for cyber security communities.
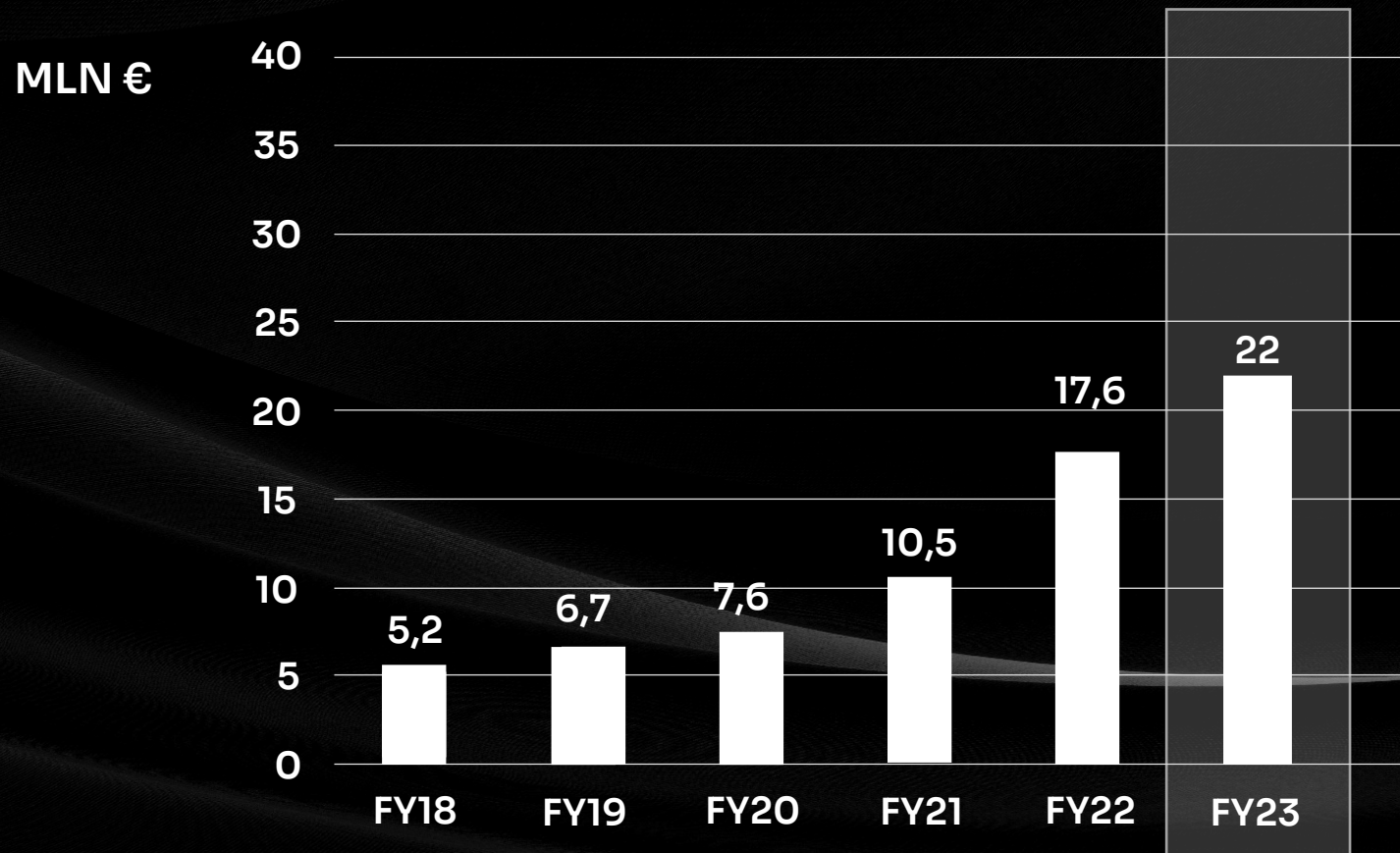
THE BLACK BUTTON

innovative service that allows the team of specialists to be contacted immediately via online form or toll-free number available 24/7 in the event of a cyber attack.
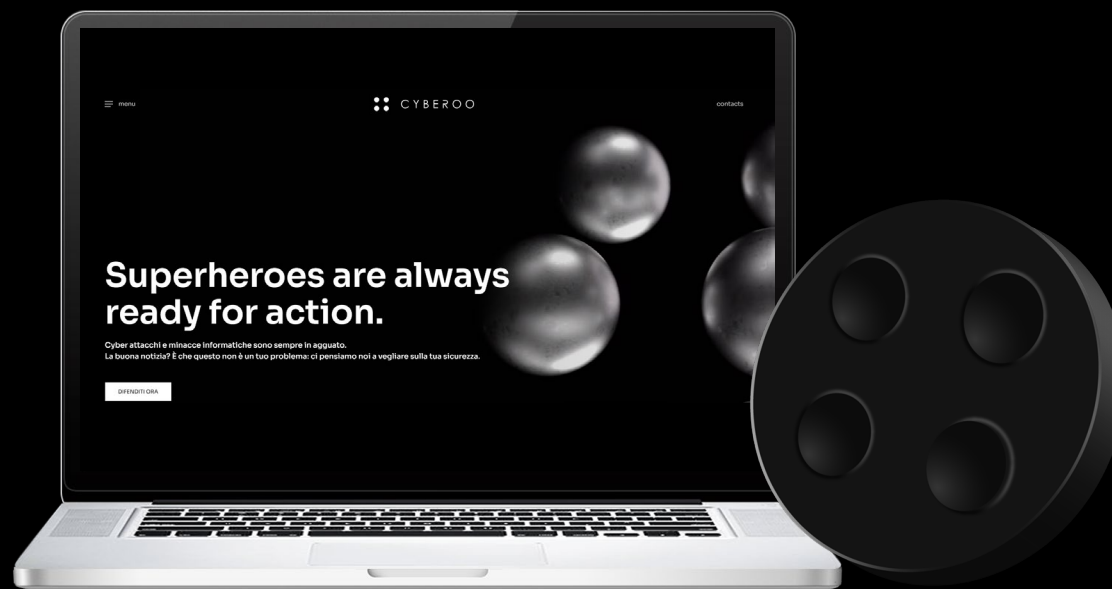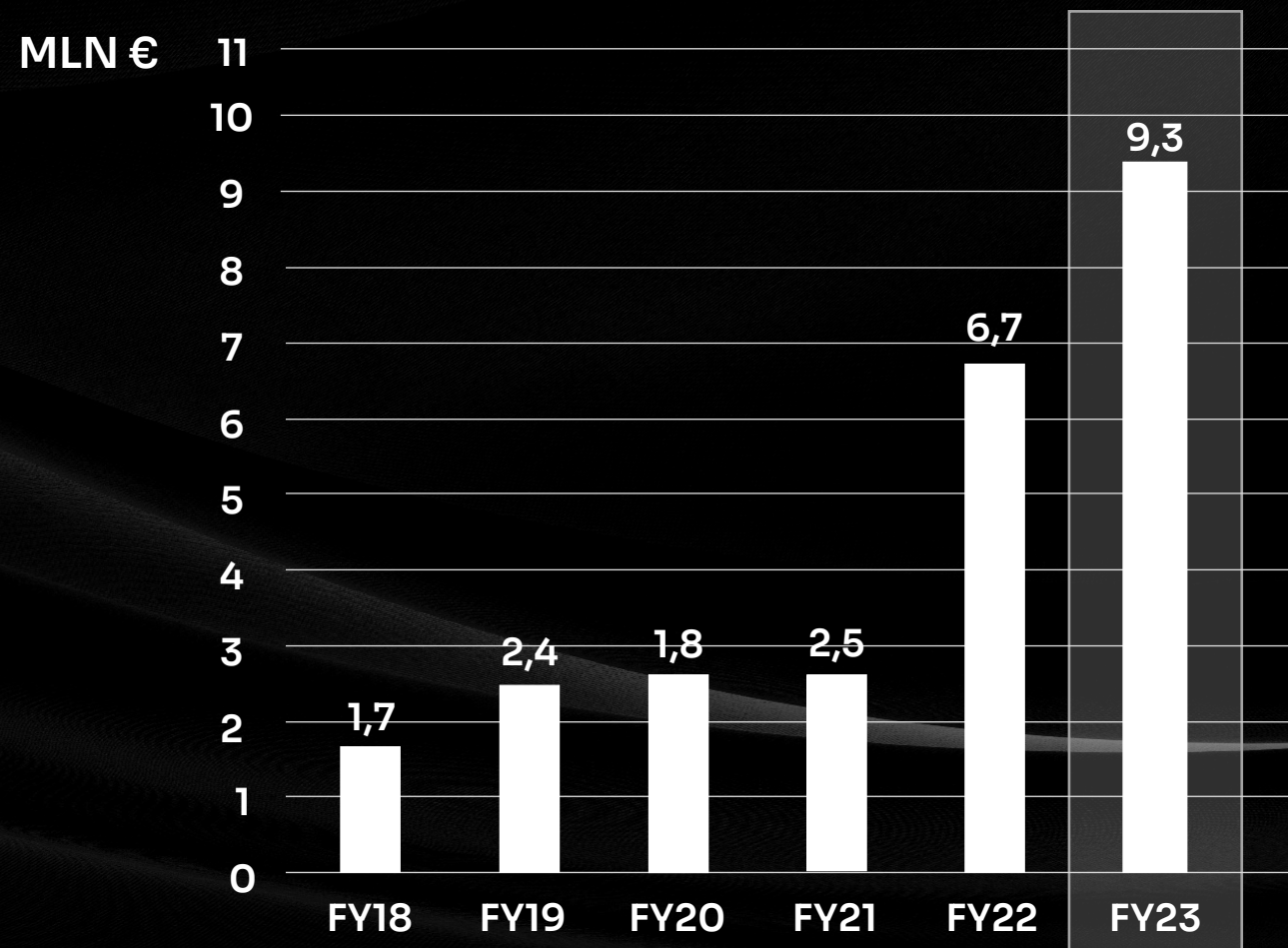
HIGHLIGHTS: VALUE OF PRODUCTION 2018 – 2023

DATA

HIGHLIGHTS: EBITDA 2018 – 2023

DATA

CYBEROO SALES & REVENUES 2023

YOY GROWTH   **2023**

TOTAL REVENUES

+25,4%
vs. 2022

22 mln €

SALES REVENUES

+28,7%
vs. 2022

20 mln €

RECURRING REVENUES

56%

CYBER SECURITY SERVICES REVENUES

+40,6%
vs. 2022

15,5 mln €

MANAGED SERVICES REVENUES

+0,15%
vs. 2022

4,4 mln €

DIGITAL TRANSFORMATION REVENUES

-7,5%
vs. 2022

0,17 mln €
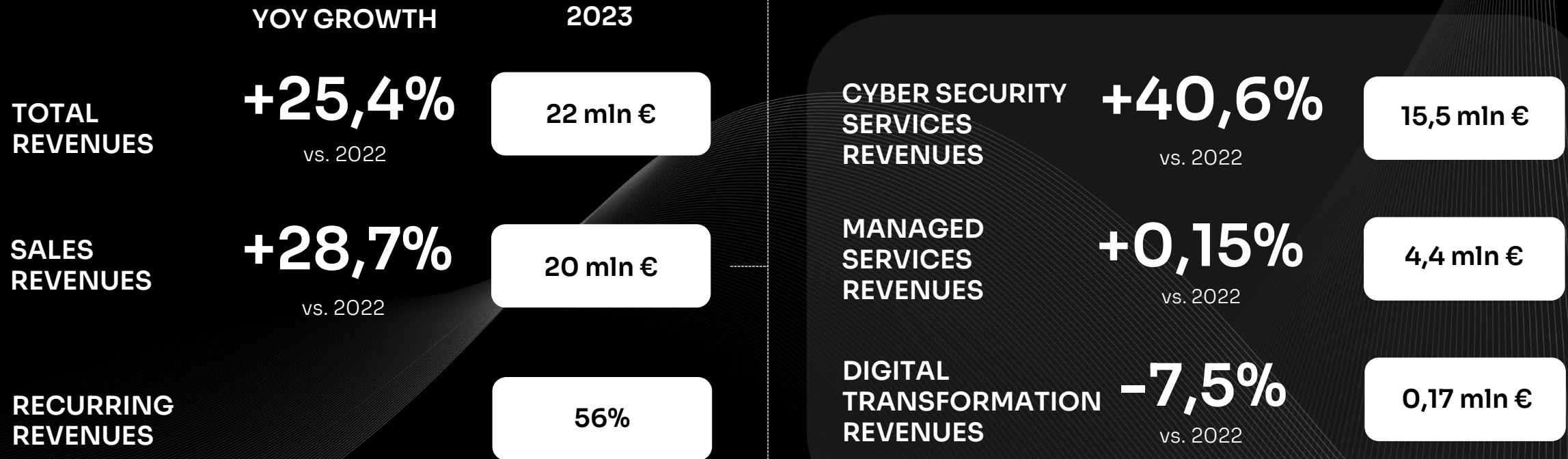
CYBEROO HIGHLIGHTS 2023

	YOY GROWTH vs. 2022	2023
TOTAL REVENUES	**+25,4%**	**22 mln €**
EBITDA	**+37,8%**	**9,3 mln €**
EBITDA MARGIN	**+3,8pp**	**42,2%**
NET PROFIT	**+42%**	**3,9 mln €**
NFP (CASH)	**+103,5%**	**– 3,9 mln €**

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

CONTACT US

🏠

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🐦 (Twitter)

Twitter: CYBEROO