

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





## 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**



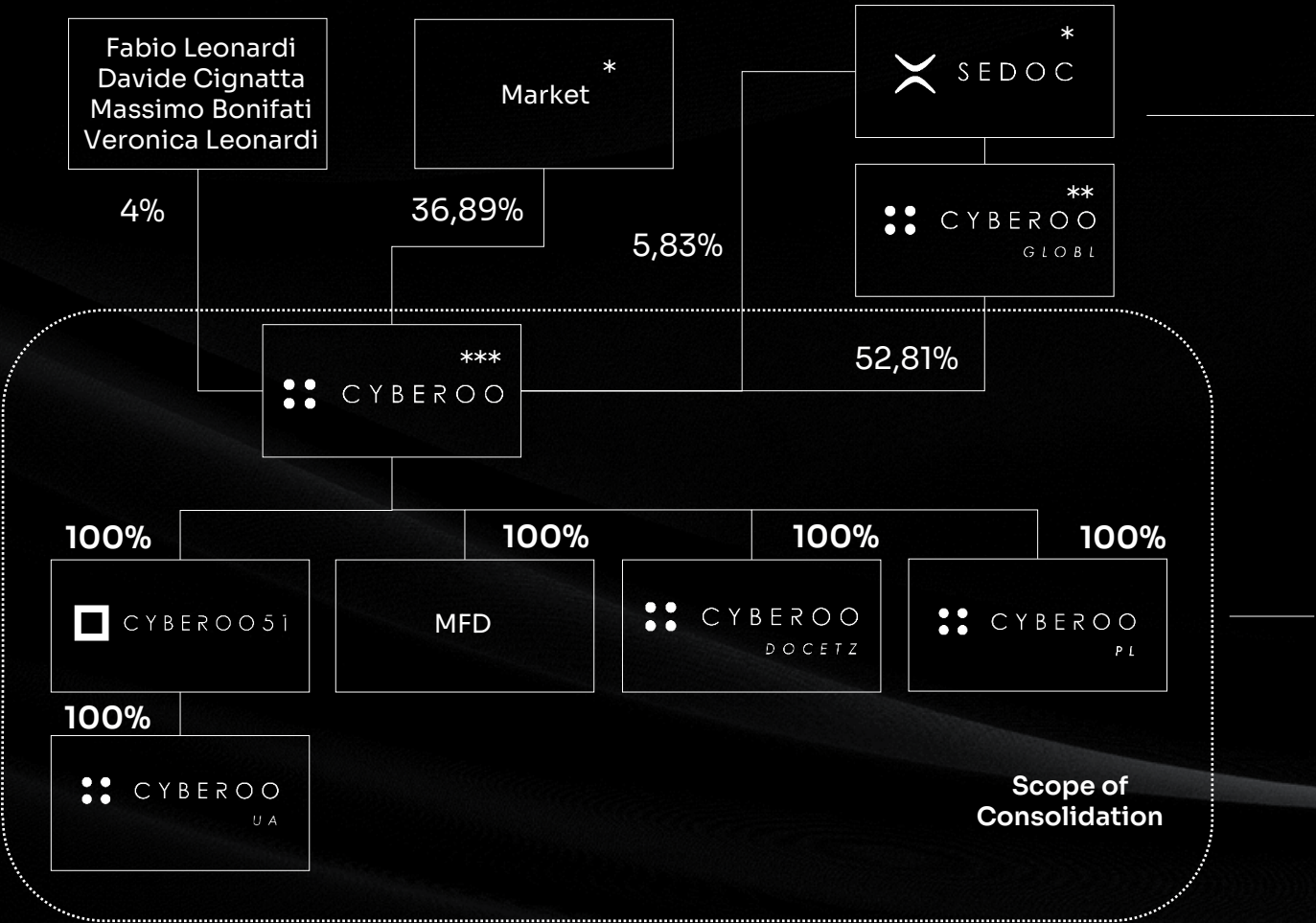
Final order  
collection  
**€ 7 mln**



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

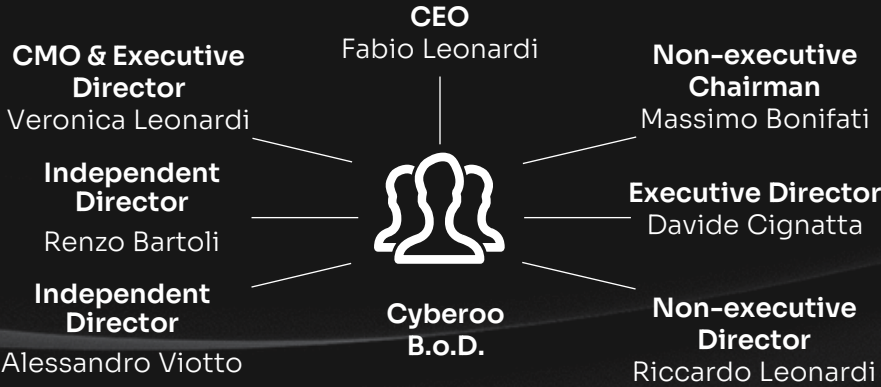


# SHAREHOLDERS AND BOARD



**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



\* 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 0.47% treasury shares





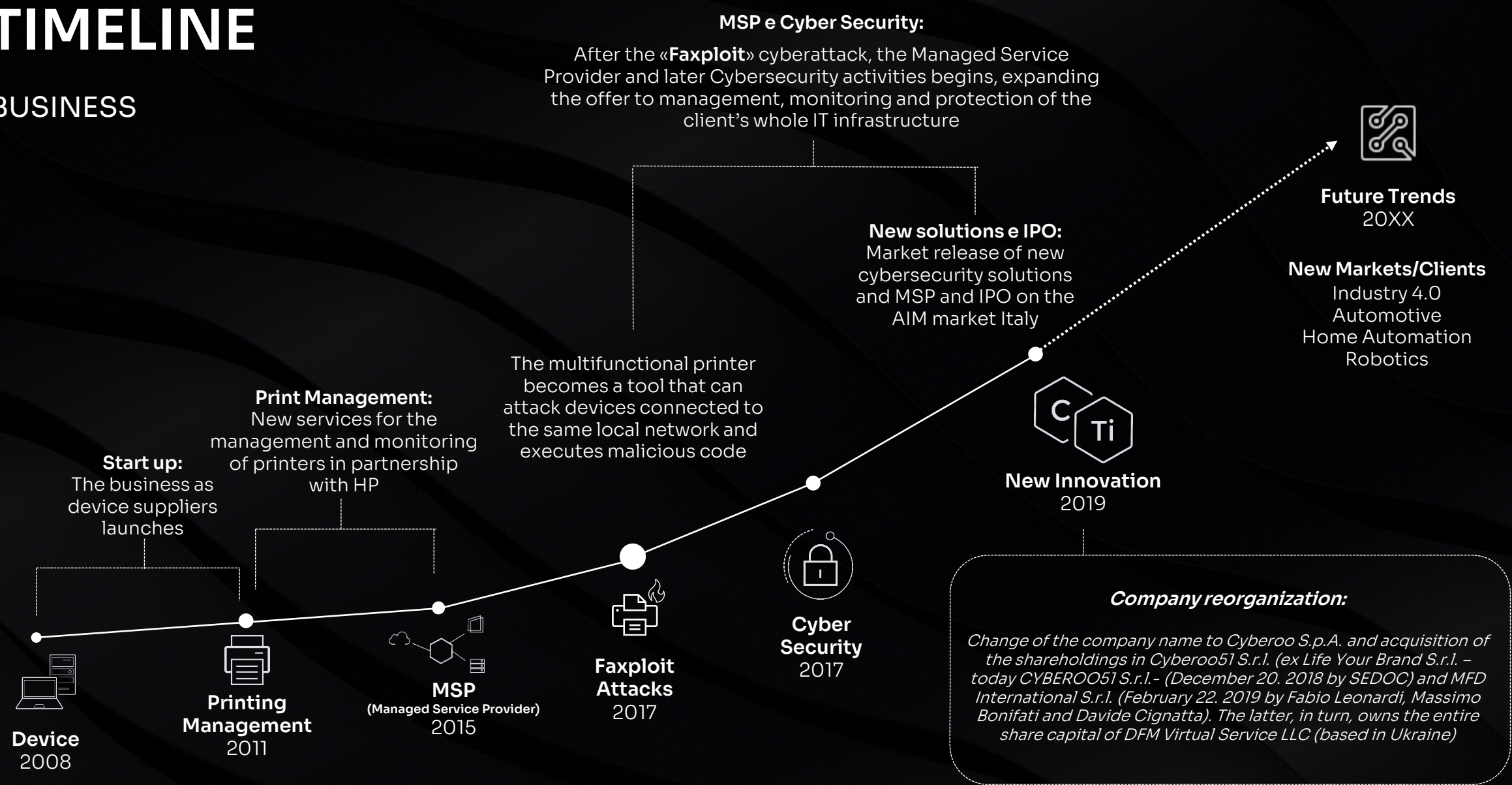


**COMPANY**



# TIMELINE

## BUSINESS

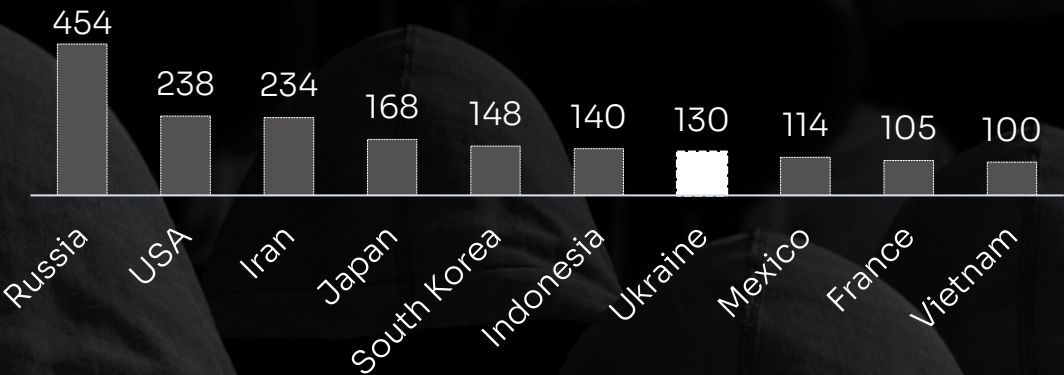




# CYBEROO LAB

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

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



Number of computer engineers (k) graduates per year

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







**SERVICES**

# MARKET OPPORTUNITY

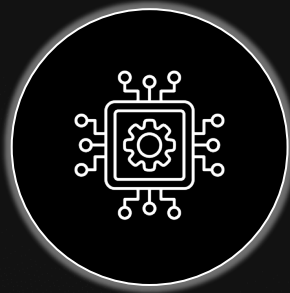
«The information security market will grow at an annual rate of 11.2% until 2025, reaching a global value of about \$233 billion.»

«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



# THE THREE ESSENTIAL PILLARS FOR YOUR CYBERSECURITY PROCESS



## ADVANCED TECH

### Agnostic Technology

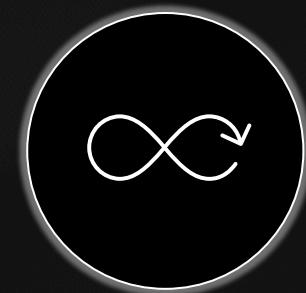
Only a system based on a completely agnostic technology, allows the correlation of countless sources of information, and thus a holistic view.



## 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.**

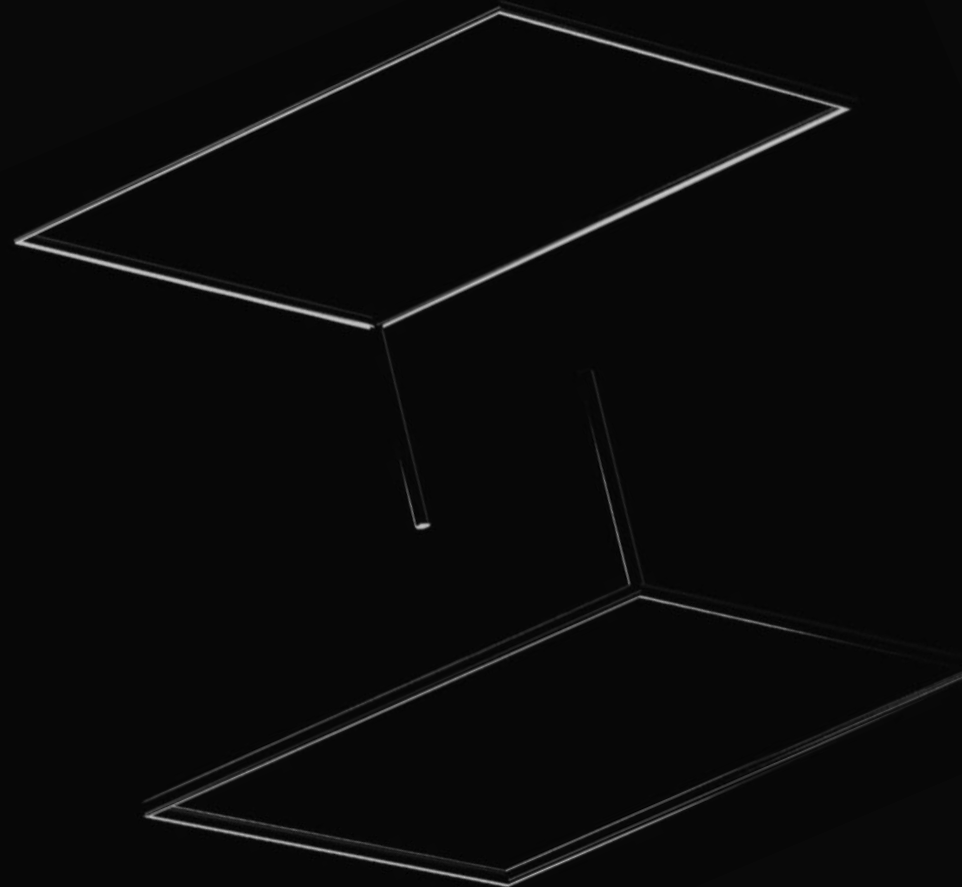


CY

**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.



CSI



**Cyber Threat Intelligence Solution**

*Protects from external threats*

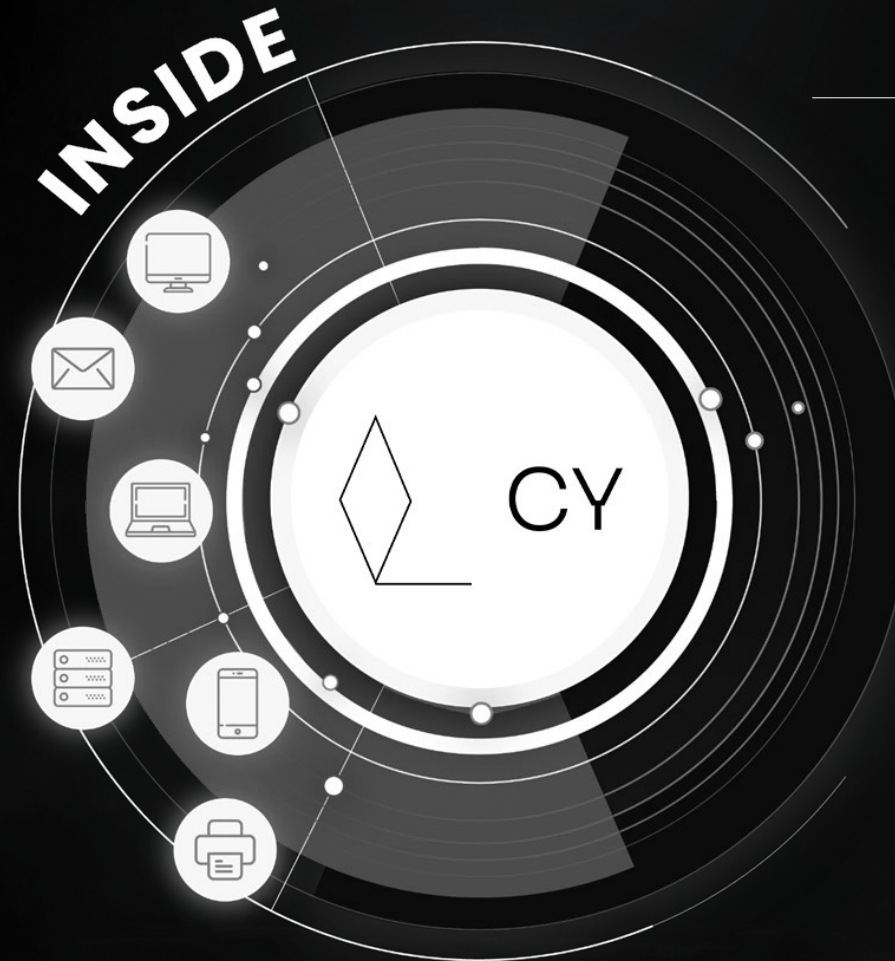
Our ethical hackers scan the world of the Deep and Dark web undercover to identify possible threats and defend your borders.





## 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.



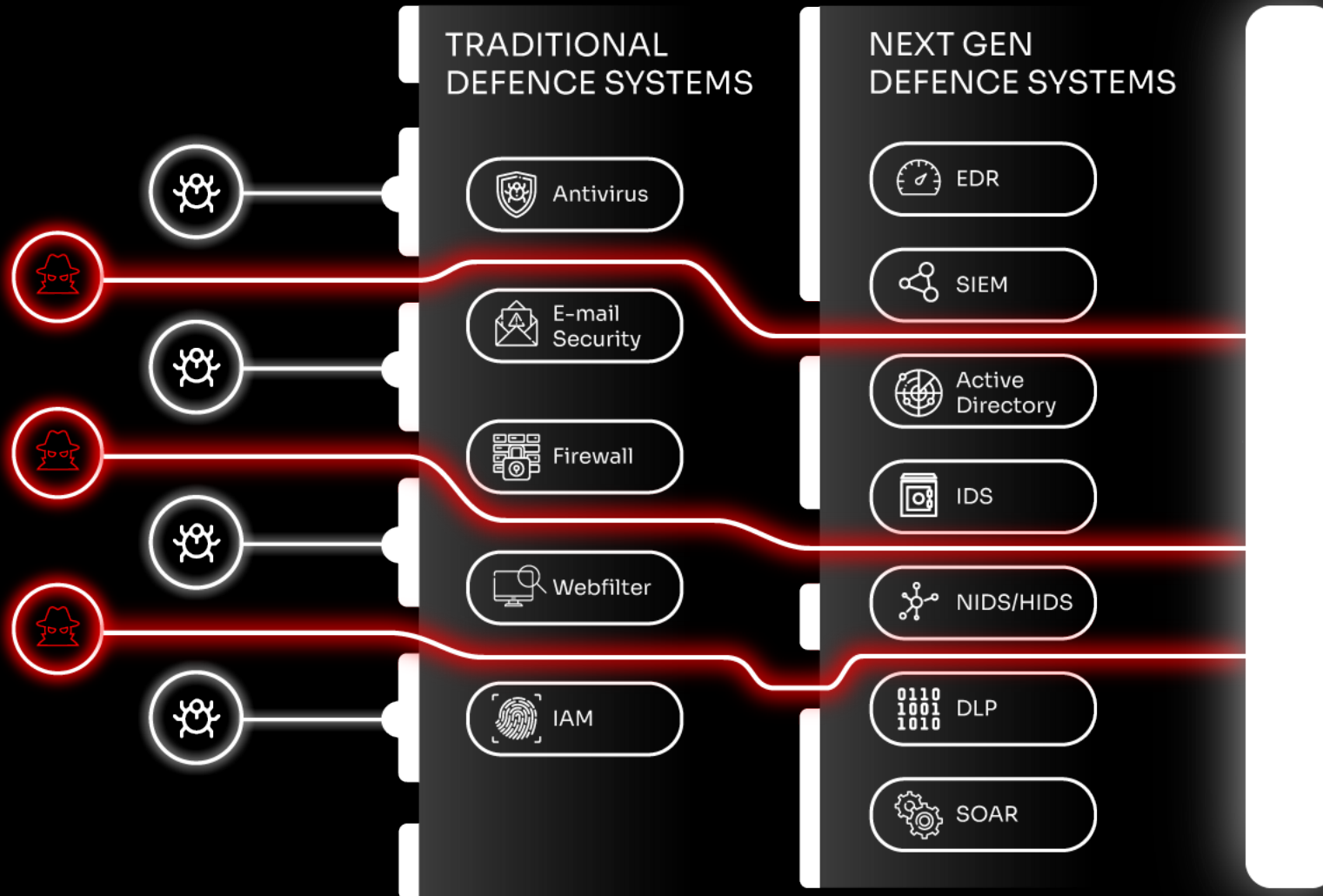
# CYPEER FOR A TOTAL PROTECTION OF THE COMPANY PERIMETER



Known threats

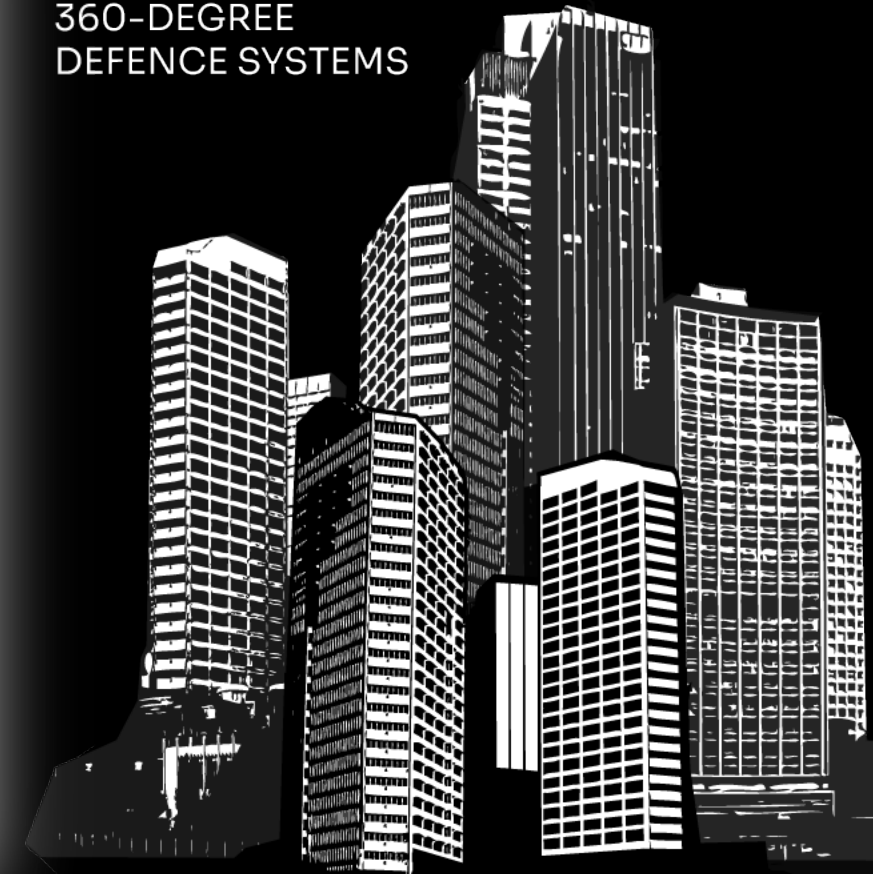


Advanced threats



**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

### 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.

## TIER 1 i-SOC

### CYBER SECURITY ANALYST

Active analysts H24.  
Specialists in analysis.

## TIER 2 h-SOC

### CYBER SECURITY SPECIALIST

Vertical specialists of the individual solutions.  
They support analysts in case they need specialized product investigations.

## TIER 3 α-SOC

### 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*





## 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»*





# CYBEROO IS CERT



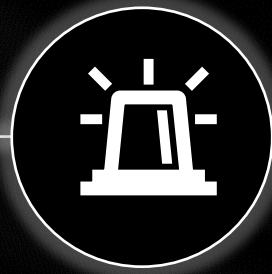
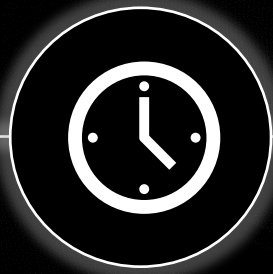
*Computer Emergency Response Team*

TRUSTED INTRODUCER- SIM 3

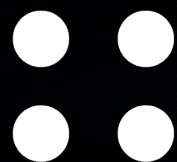
24/7  
SOC

IR  
experience

Secure  
infrastructure







# CYBEROO

DOCETZ



**RISK  
ASSESSMENT**



**CYBER SECURITY  
ADVISORY  
& vCISO**



**INCIDENT  
RESPONSE**



**VULNERABILITY  
ASSESSMENT &  
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

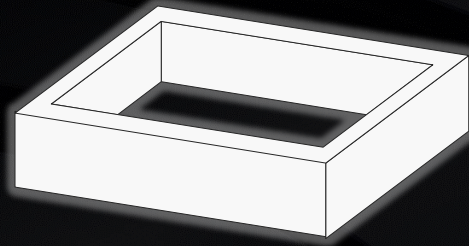
Start-up cost 10% of the total annual fee of the first year of contract





# MARKET POSITIONING

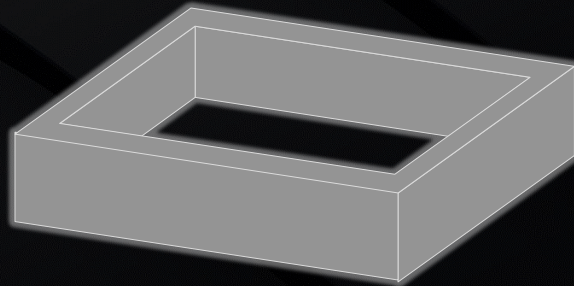
**Large enterprises**



**Big Player corporation: possibility of consultancy by CYBEROO**

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

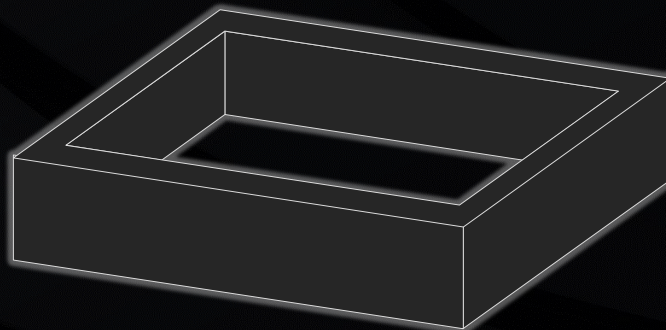
**Medium-sized enterprises**



**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**



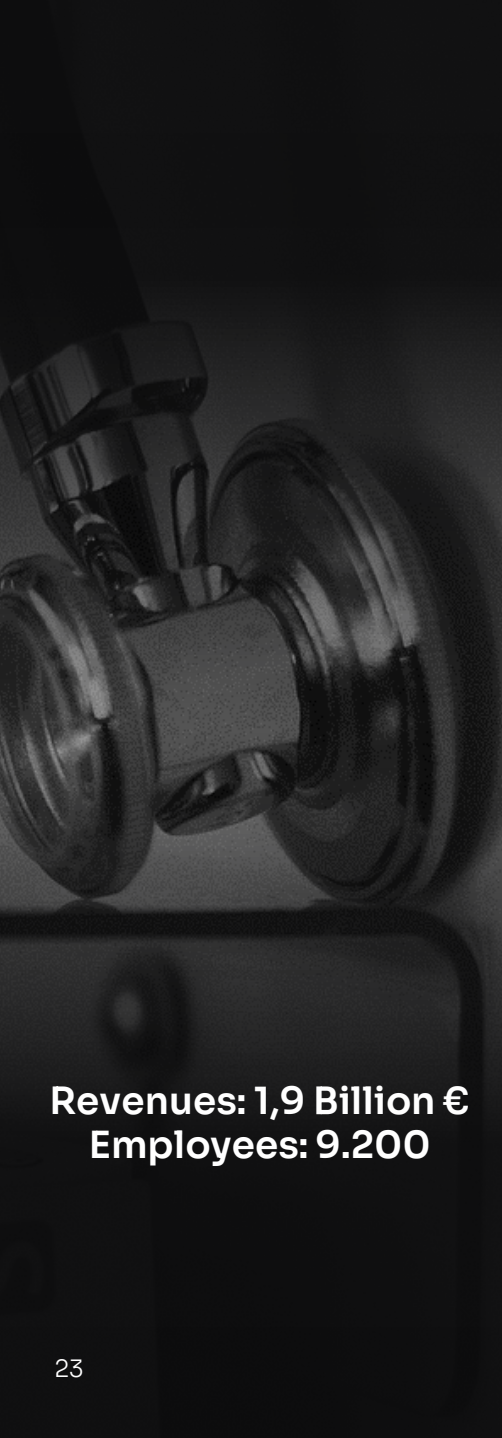
**Vendor with standard products**

- 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





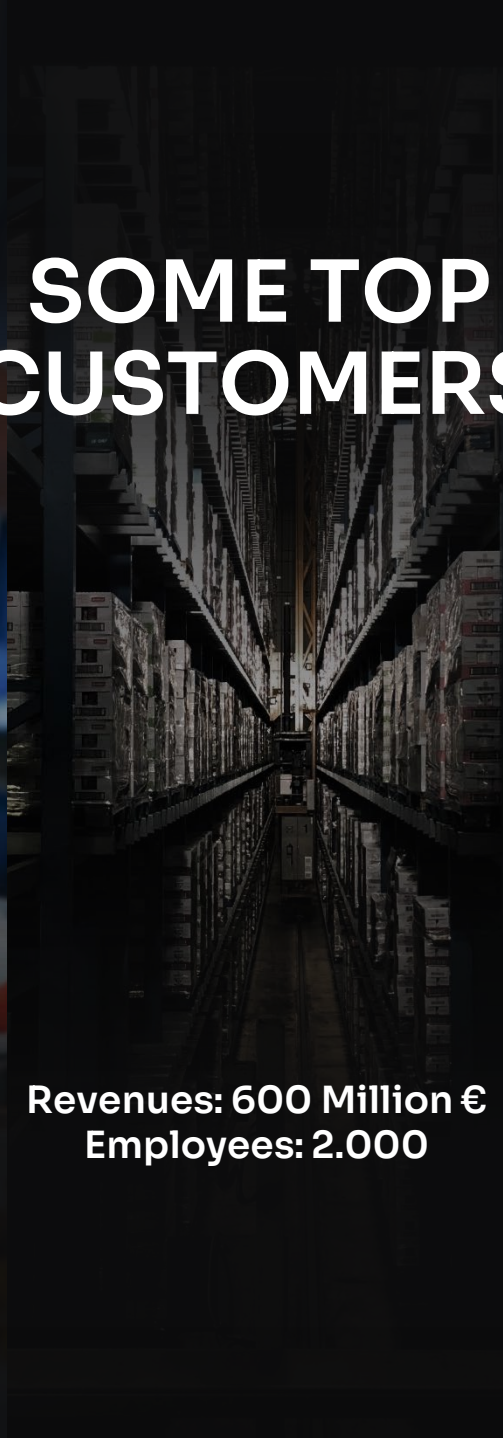
# SOME TOP CUSTOMERS



**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 Development

1 Area Manager 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  | • Naquadria S.r.l.               |
| • Athena S.r.l.  | • NPO Sistemi S.r.l.             |
| • Avvale S.p.A. (Ex Techedge S.p.A)                            | • NPO Torino S.r.l.              |
| • A.Z. Info S.r.l.   | • Omicron Consulting S.r.l.      |
| • Bearit S.r.l.  | • OPEN KOMM S.R.L.               |
| • Bellucci S.p.A.  | • Planetel S.p.A.                |
| • Capgemini Italia S.p.A.                                      | • Posdata S.r.l.                 |
| • Cyber-bee (R1 Group)   | • Pucciufficio S.r.l.            |
| • Cybertech S.r.l. – Engineering Ingegneria Informatica S.p.A. | • QUANTICO S.R.L                 |
| • Dabbicco Telecomunicazioni S.r.l.                            | • RAD S.r.l.                     |
| • Dastech S.r.l.   | • Red Frog S.r.l.                |
| • Digipoint S.r.l.   | • Retelit Digital Service S.p.A. |
| • Digisoft S.p.A.  | • Reti S.p.A.                    |
| • Easytech S.r.l.  | • Ricca IT S.r.l.                |
| • Ecotel Italia S.r.l.   | • RTC S.p.A.                     |
| • EDIST Engineering S.r.l.                                     | • S2E Sprint S.r.l.              |
| • Energent S.p.A.  | • Safe Network S.r.l.            |
| • Enwenta S.r.l.   | • Scai Solution Group S.p.A.     |
| • Ergon S.r.l.   | • Scai Tecno S.p.A.              |
| • ESC2 S.r.l.  | • Securbee S.r.l.                |
| • Euro Informatica S.p.A.                                      | • Show.IT S.r.l.                 |
| • Eurosystem S.p.A.  | • Silverlake S.r.l.              |
| • GAMTECH  | • System line S.r.l.             |
| • Go InfoTeam S.r.l.   | • SMARTNET S.R.L.                |
| • Go 2Tec S.r.l.   | • SMAU – GFI S.R.L.              |
| • Gruppo 3C S.r.l.   | • SMEUP ICS S.r.l.               |
| • Gruppo Trade S.r.l.  | • SMS Engineering S.r.l.         |
| • Horsa S.p.A.   | • Sogesi S.r.l.                  |
| • I.T.M. Informatica Telematica Meridionale S.r.l.             | • Tech2 S.r.l.                   |
| • Information Consulting S.r.l.                                | • Techlan S.r.l.                 |
| • Intent S.p.A.  | • Tecno 3 S.a.s.                 |
| • IT Impresa S.r.l.  | • Tecnologica S.r.l.             |
| • Itechscout di G.M.P.C.                                       | • Teleconsys S.p.A.              |
| • ITI Sistemi S.r.l.   | • Tormalina S.r.l.               |
| • KII-Key Investigation & Intelligence S.r.l.                  | • Training 4U S.r.l.             |
| • Ledwork S.r.l.s.   | • Vidata S.r.l.                  |
| • LikeDigital S.r.l.   | • WindTre S.p.A.                 |
| • Magnetic Media Network S.p.A.                                | • Workteam S.r.l.                |
| • Mauden S.r.l.  | • Yotta Core S.r.l.              |
| • MPG System S.r.l.  | • Zerouno Informatica S.p.A.     |



# CYBEROO SALES NETWORK

## 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
- VERNITY SP. Z O.O



# CYBEROO LANDS IN SPAIN & PORTUGAL

June 2024, almost a year after the opening of the Polish office,  
**CYBEROO LANDS IN SPAIN and PORTUGAL.**

The internationalization activities are just beginning in this new country, where Cyberoo's market horizon is meant to get wider and wider.



# 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





# CYPEER EVOLUTION

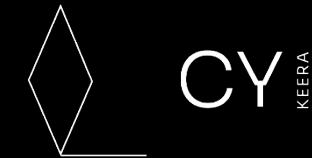
CYPEER DEK



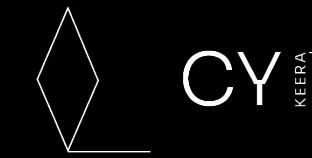
CYPEER SONIC



CYPEER KEERA



CYPEER KEERA +



# NEW FEATURES

## 2024

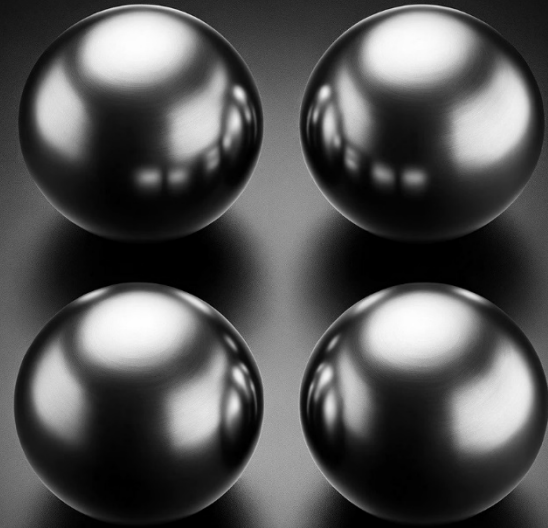
Cypeer Probe X

Cypeer Agent X

Black Box

Cypeer POT

CSI Monitoring Ultra



# ABOVE THE REST

CYBEROO NEW  
MARKETING CAMPAIGN

The first Cyberoo SPOT will be  
lunched on every communication  
channel, comprehensive  
of the new Instagram profile  
**@cyberoo\_official**.

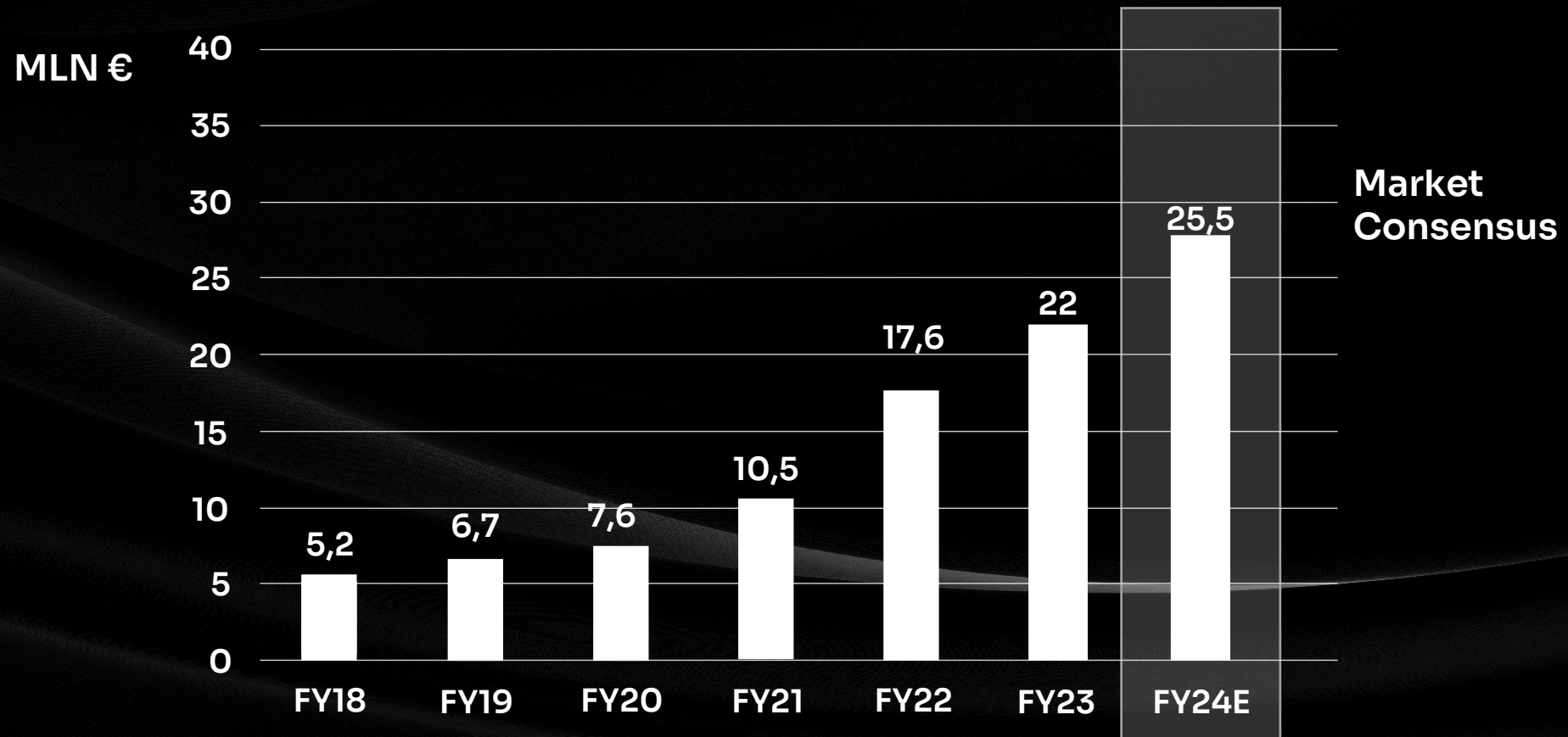
Get ready for the first podcast  
serie ***Italiani-Above The Rest***  
*realized* in collaboration with a  
great italian journalist  
Federico Buffa.





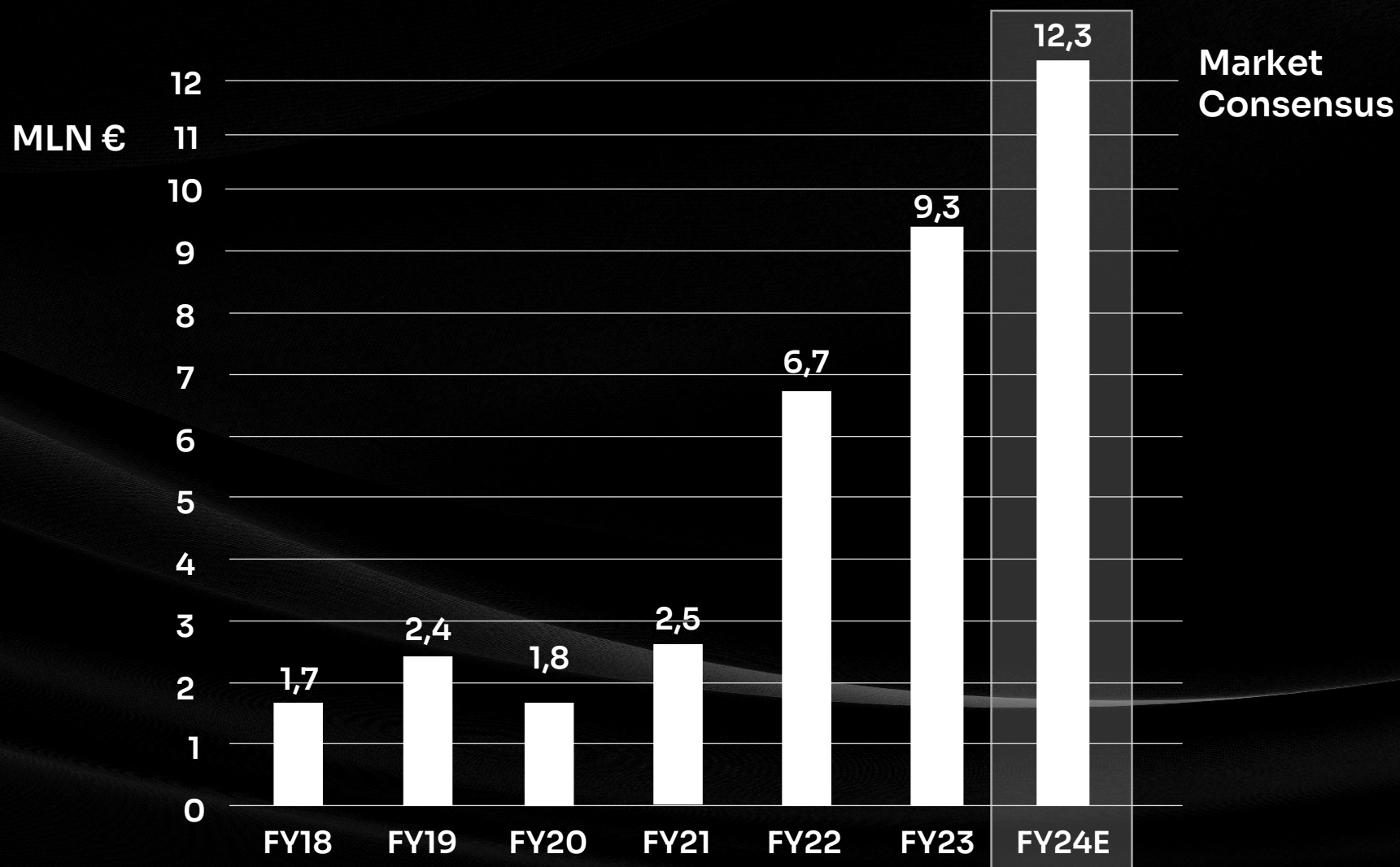
# HIGHLIGHTS: VALUE OF PRODUCTION 2018 – 2023

## DATA & EXPECTATIONS

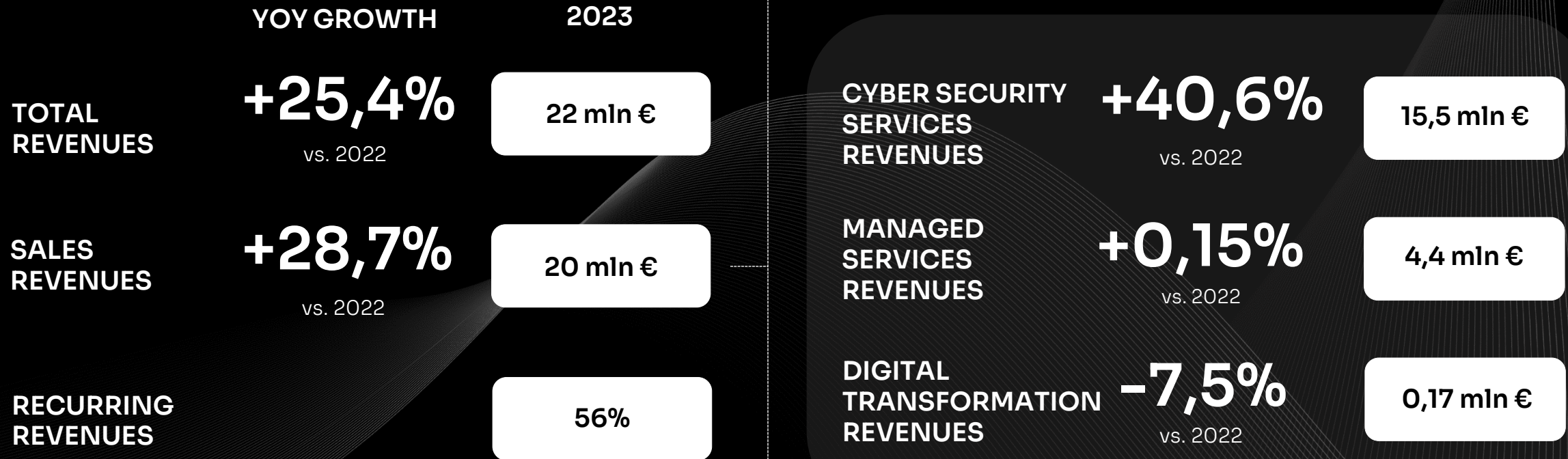


# HIGHLIGHTS: EBITDA 2018 – 2024

## DATA & EXPECTATIONS



# CYBEROO SALES & REVENUES 2023





# 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 tCO<sub>2</sub>** (Scope 1+2) produced in 2022

**-31%** water resource used in 2022



# CONTACT US



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**Twitter:** CYBEROO

