

PRESS RELEASE

**CYBEROO: FROM THE BOARD OF DIRECTORS GREEN LIGHT TO THE INTERNATIONALIZATION. THE EXPANSION WILL INITIALLY CONCERN THE EUROPEAN MARKET, STARTING FROM THE FRENCH AND SWISS ONE**

Reggio Emilia, 20 July 2020 – The Board of Directors of **Cyberoo S.p.A.**, an innovative SME listed on AIM Italia, specialized in cyber security for businesses, gave the green light to the development of the business on **international markets**.

The favourable outcome observed on the domestic market will allow Cyberoo to replicate the **business model based on strategic distribution agreements** on a foreign scale. The activity abroad will initially concern the European market with particular attention to **France** and **Switzerland**, and will also take advantage of Gartner's strategic support, further confirming the high level of technological excellence achieved, the quality and innovation of the solutions and the competitiveness of Cyberoo's offer.

In a first phase local distribution will be set up, to then look from a commercial perspective also at possible **M&A operations**, aimed mainly at gaining market shares in specific geographical areas, and not technology.

*"Expansion abroad is not priority but an opportunity - says Fabio Leonardi, CEO of Cyberoo - and it comes now that our distribution model in Italy has been successfully tested and can therefore be replicated. In addition, the technological excellence of our innovative products already finds an optimal response, even above expectations. We are in line - concludes Leonardi - with what was communicated to investors during the IPO phase".*

Together with CEO Leonardi, the Director and Top manager of Cyberoo Davide Cignatta will jointly take care of the internationalization process, to which the Board has also conferred the role of Channel Manager for Italy. Cignatta boasts a consolidated experience in the development of networks and commercial relationships.

\*\*\*

**Cyberoo**

Cyberoo, a company listed on Borsa Italiana's AIM Italia Market, is an Emilian Innovative SME specialized in cyber security for businesses, considered not only as protection of IT systems from external attacks but as the realization of a real strategy capable of protecting, monitoring and manage information from the IT ecosystem. Cyberoo aims at the medium-sized market with a broad and deep portfolio of enterprise solutions, developed through the use of the most advanced technologies and with a value chain that allows us to offer prices in line with spending capacities to this market.

\*\*\*



INFO:

**CYBEROO**

**Chief Marketing Officer & Investor Relations Manager**

Veronica Leonardi | <mailto:veronica.leonardi@cyberoo.com> +39 340 3160749

**PRESS OFFICE CYBEROO ReputationValue, communication & public affairs**

Federico Ziller | <mailto:ziller@reputationvalue.it> +39 335 7555508

Fabio Pandolfini | <mailto:pandolfini@reputationvalue.it> +39 339 7214602

**NOMAD**

**EnVent Capital Markets**

42 Berkeley Square - London W1J 5AW

Italian Branch, via Barberini 95 - 00187 Roma

Giancarlo D'Alessio | <mailto:gdalessio@eventcapitalmarkets.uk>