

# CYBERSECURITY MARKET 2020

#### **WORLDWIDE**

**+4,2% 2020**vs
+ 9,1% pre-COVID-19

**ITALY** 

+ **3% 2020**vs
+ 7,9% pre-COVID-19

#### **MARKET IMPACTS**



Demand for remote worker technologies has risen and gained traction as more organizations look to connect remote employees.



Prevailing economic conditions have led to cutting costs and maintaining liquidity. Spending on new projects has been put on hold, adding pressure to extend the life of existing products and services.



# CYBEROO HIGHLIGHTS H1 2020

YOY GROWTH

H12020

**REVENUES** 

+30%

3,9 mln €

vs. h1 2019

**EBITDA** 

+18%

vs. h1 2019

1,2 mln €

EBITDA MARGIN 30%

**NET PROFIT** 

+2%

0,3 mln €

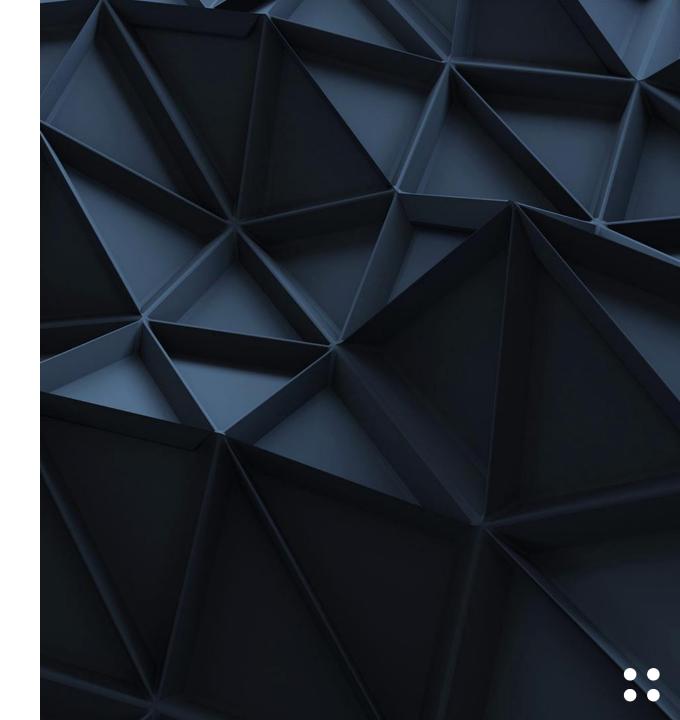
vs. h1 2019

NFP (CASH)

-6,3%

- 3,08 mln €

vs. 31/12/2019





# **CYBEROO SALES REVENUES H1 2020**

CYBER SECURITY SERVICES REVENUES

0,6 mln €

CYBER SECURITY SERVICES YOY GROWTH

+31%

MANAGED SERVICES REVENUES

2 mln €

MANAGED SERVICES
YOY GROWTH

+5%

DIGITAL TRASFORMATION REVENUES

0,1 mln €

DIGITAL TRASFORMATION YOY GROWTH

**-40**%



## MARKET OPPORTUNITY

Despite the slowdown growth during 2020 due to the Coronavirus, cyber security market will grow with an annual rate of 8.2% from 2019 to 2024.

In particular, Gartner states:

«By 2025, **50**% of organizations will use MDR services that offer threat mitigation capabilities»





### TECHNOLOGICAL RECOGNITION

Following the signature of partneship agreement, Gartner advised us along the path of growth and enhancement in terms of technology and commercial strategy, in order to ensure a solid and targeted growth on the market.

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«You are able to provide a product and a service, which is a big differentiation as there are only a handful of players in the world that do that»

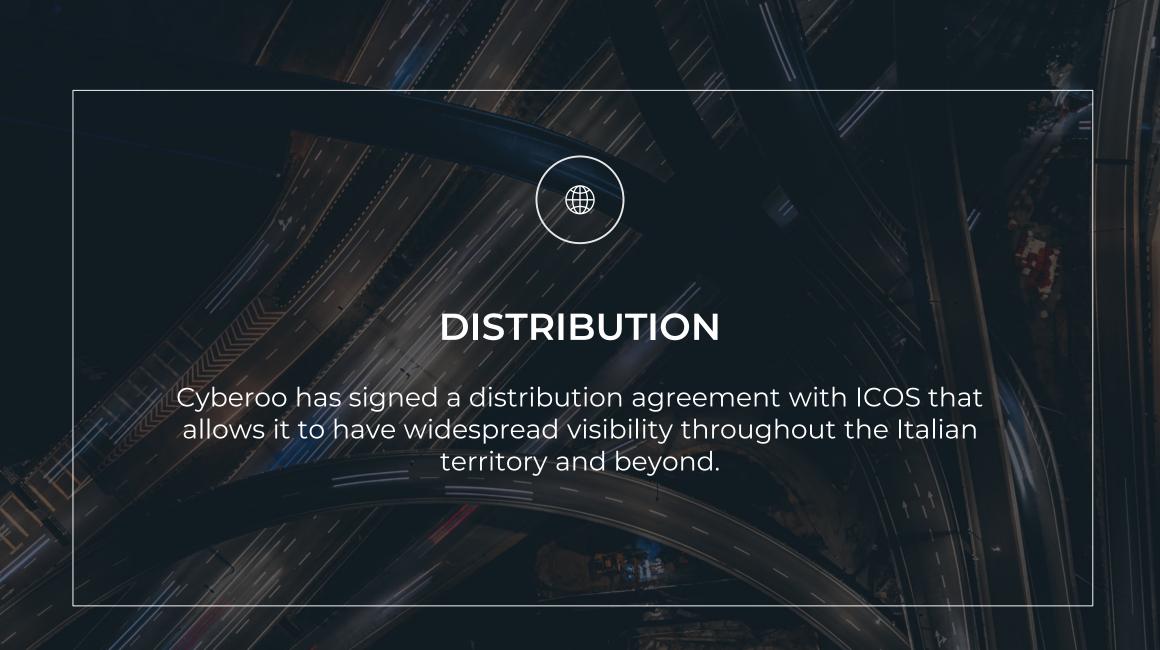
- Brad LaPorte Sr Director Analyst





«For this reason, this year was fundamental to make investments in order to strengthen the Go to Market Strategy»



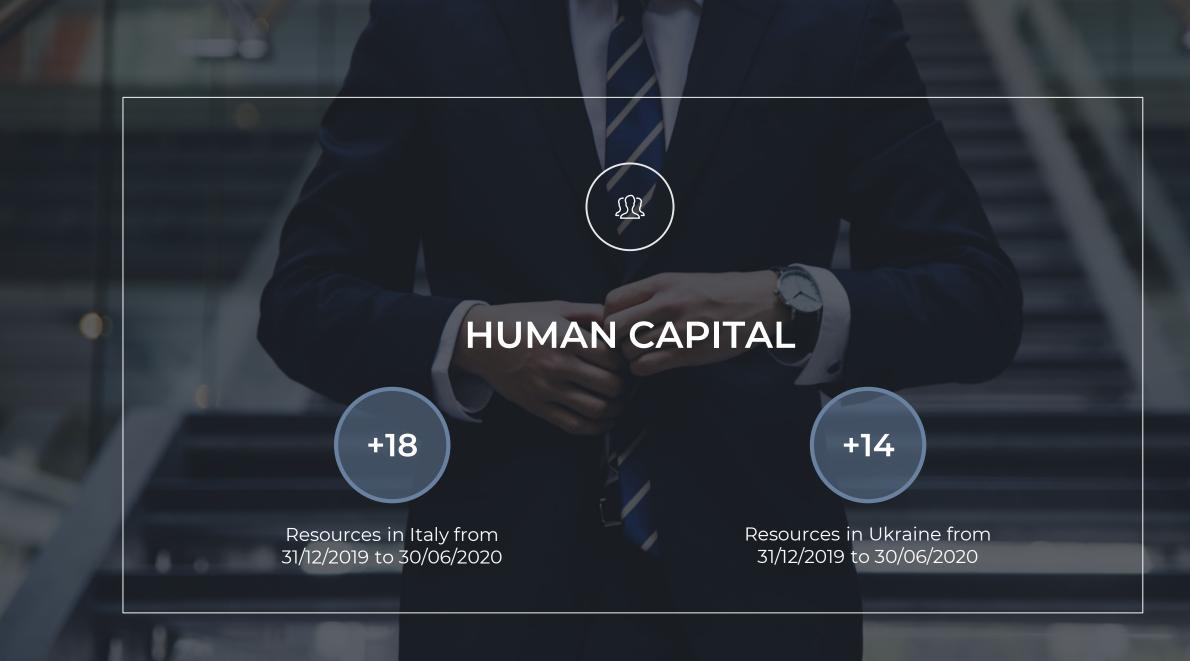




## **PARTNERSHIP**

Cyberoo has signed important partnership agreements with resellers well distributed throughout the national territory which today it covers entirely.









# HUMAN CAPITAL COST

**YOY GROWTH** 

H12020

**HUMAN RESOURCES COST** 

+47%

1,1 mln €

vs. h1 2019





#### **DEFENCE FOR ITALY**

It was an ethical investment to bring customers closer to Cyber security, although the difficult economic scenario made it necessary to pay great attention to liquidity and cost saving. We believe that this choice will allow us to achieve the objectives in terms of the number of contracts envisaged for the current year.





### CYBERO051

Thanks to the important acquisition of resources and the implementation of new technologies, Cyberoo has enriched the cyber security offer by bringing the new Data Protection and Data Governance services to the market, entrusting them to the subsidiary CYBEROO51.







# **CONTACTS**

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