



CYBEROO

BUSINESS STRATEGY

# CYBERSECURITY MARKET 2020

## WORLDWIDE

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

## ITALY

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

## MARKET IMPACTS

1

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

2

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	<b>+30%</b> vs. h1 2019	3,9 mln €
EBITDA	<b>+18%</b> vs. h1 2019	1,2 mln €
EBITDA MARGIN		<b>30%</b>
NET PROFIT	<b>+2%</b> vs. h1 2019	0,3 mln €
NFP (CASH)	<b>-6,3%</b> vs. 31/12/2019	- 3,08 mln €



# 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

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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 partnership 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.



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

– Brad LaPorte Sr Director Analyst



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







## **DISTRIBUTION**

Cyberoo has signed a distribution agreement with ICOS that allows it to have widespread visibility throughout the Italian territory and beyond.







## PARTNERSHIP

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





# HUMAN CAPITAL

**+18**

Resources in Italy from  
31/12/2019 to 30/06/2020

**+14**

Resources in Ukraine from  
31/12/2019 to 30/06/2020





# HUMAN CAPITAL COST

HUMAN RESOURCES COST

YOY GROWTH

**+47%**

vs. h1 2019

H12020

**1,1 mln €**







## 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.





## CYBEROO51

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.







**Grazie**





# CONTACTS

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