

CYBEROO

BUSINESS STRATEGY

# CYBEROO AT GLANCE



Company active in 3 branches: Cyber Security, Managed Service Provider and Digital Transformation



Part of Sedoc, Group, established in the IT sector (only Italian company at 4° position in the EMEA region in the MSP 501 2019 ranking)



Innovative PMI



More than 600 Clients



3 national headquarters + 2 in Ukraine



More than 100 highly qualified employees



Currently over 46.000 devices monitored



3 proprietary and certified solutions



Recurring revenue



# CYBEROO QUOTATION

On the 7th of October  
CYBEROO has been listed  
on the AIM Italia Stock  
Exchange with the biggest  
**oversubscription** since  
2009

 CYBEROO



## Excellence since IPO's first day



Order record for **40 mln euro**



Result that exceeds the predetermined target of approx **6X**



Final order collection of **7,15 mln euro**



1<sup>st</sup> day aggregated performance ( stock & warrant): **+64,3%**



**Main institutional investors** in % : **84%**



Market value of the **free float** on 1<sup>st</sup> day of listing : **11 mln euro**



Stock trade on 1<sup>st</sup> day of listing : over **6 mln euro**



Market capitalization on 1<sup>st</sup> day of listing : **41,1 mln euro**



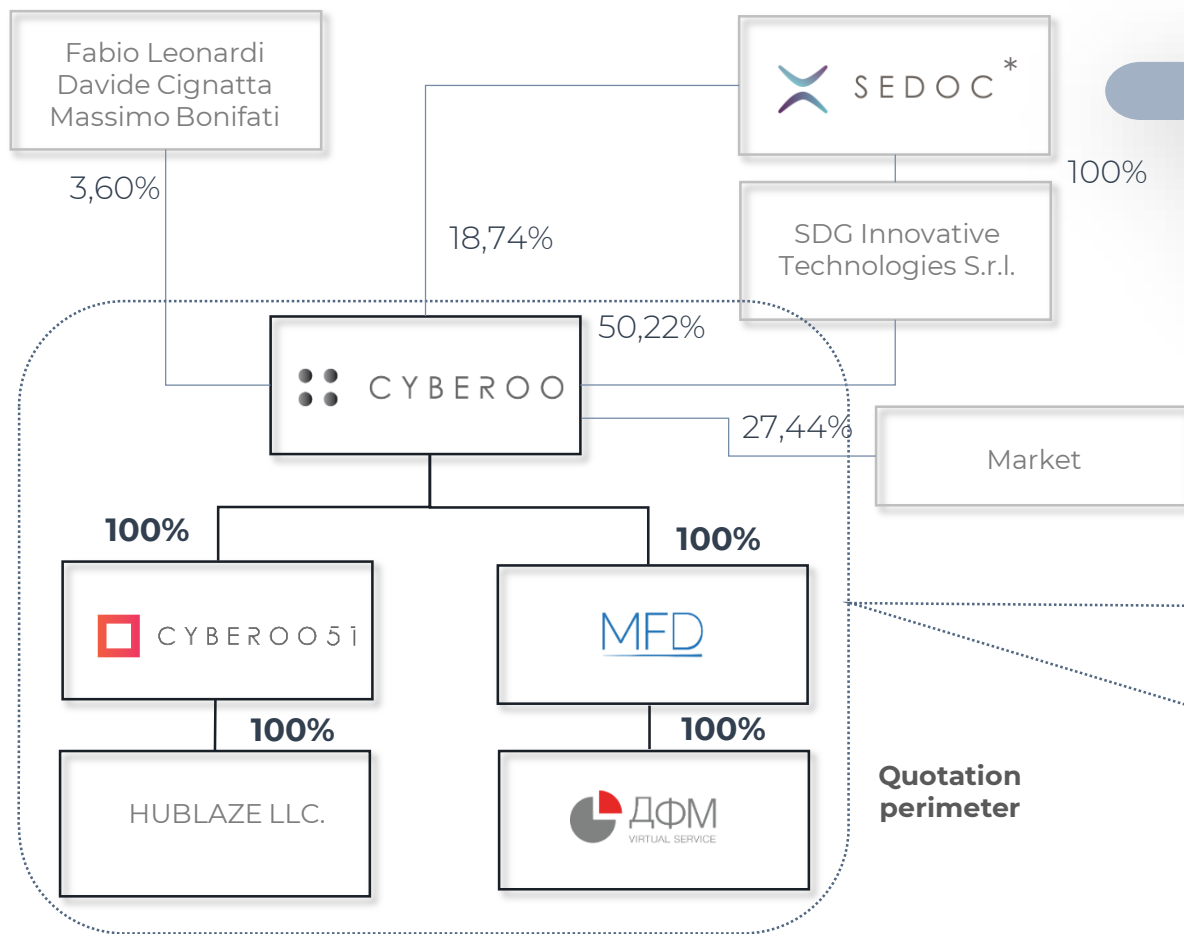
Avg daily trades since the IPO : over **0,2 mln euro/ day**



Last target price by Consensus Equity Research **4,62 euro/ stock**



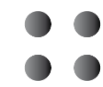
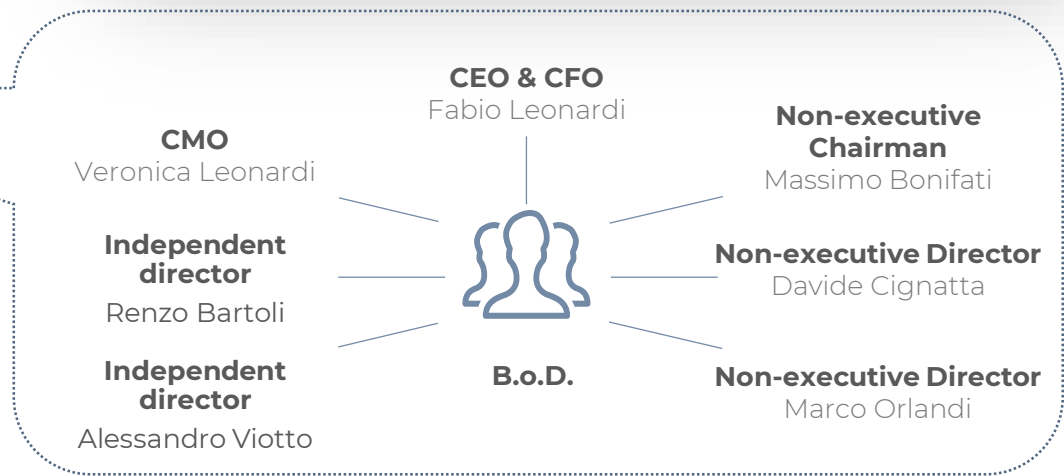
# SHAREHOLDER AND BOARD



\* SEDOC is owned 65% by Fabio Leonardi, 15% by Massimo Bonifati, 20% by Davide Cignatta

**SEDOC Digital Group** offers consultancy, services and products in the Information Technology industry.

- 46 years of experience
- Over 150 resources
- Over 1.500 clients
- Over 30.000 managed devices
- Ranked #4 Technology Company in EMEA
- Ranked #95 Technology Company worldwide



# CYBEROO RESULTS & REVENUES 2019

6,7 mln €

TOTAL REVENUES  
**+24% vs 2018**

2,4 mln €

EBITDA (2019)      EBITDA MARGIN  
**+42% vs 2018**      **36%**

-3,29 mln €

NFP (CASH) (2019)  
**vs 0,48 mln € 2018**



CYBER SECURITY SERVICES  
REVENUES

**1,3 mln €**

CYBER SECURITY SERVICES  
YOY GROWTH

**+47%**



MANAGED SERVICES  
REVENUES

**3,6 mln €**

MANAGED SERVICES  
YOY GROWTH

**+27%**



DIGITAL TRASFORMATION  
REVENUES

**0,7 mln €**

DIGITAL TRASFORMATION  
YOY GROWTH

**-20%**

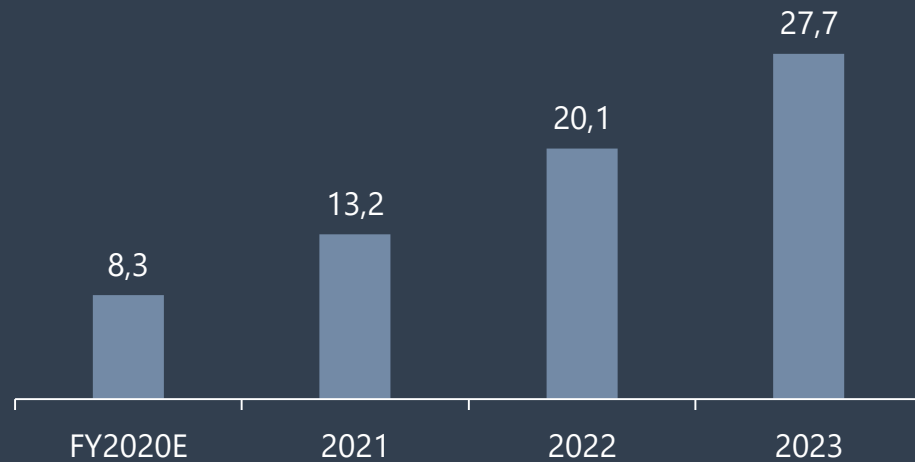


# EXPECTED RESULTS

*Below expected VALUE OF PRODUCTION and EBITDA results for next years according to Intermonte equity research in may 2020:*

VALUE OF PRODUCTION (M€)

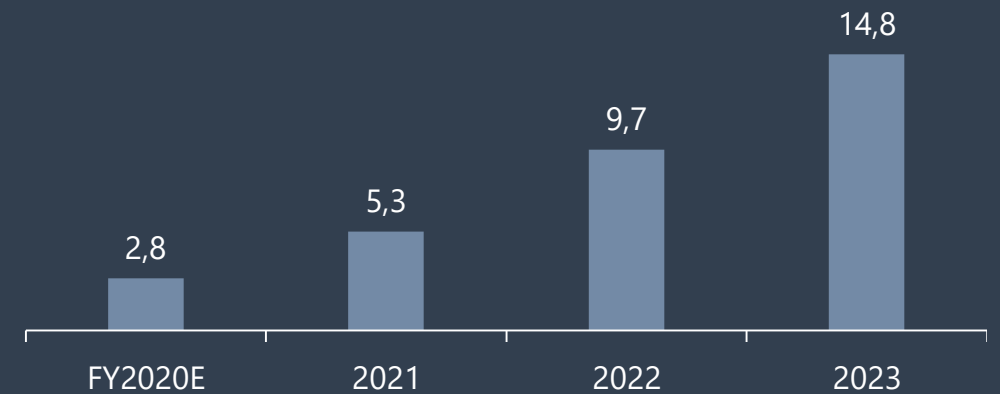
**YOY GROWTH %** +23% +59% +52% +38%



EBITDA (M€)

**YOY GROWTH %** +17% +89% +83% +53%

**MARGIN %** +34% +40% +48% +53%



# 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 €

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%



# 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.





# THE COMPANY

The background features a dark grey wireframe structure of interconnected spheres and lines, creating a 3D effect. Overlaid on this are large, light blue geometric shapes, including a prominent arrow-like shape pointing right and several curved, semi-circular shapes in the corners.

# COMPANY PROFILE

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CYBEROO operates in the Cybersecurity industry and is specialized in providing a vast selection of services and technological solutions to support the clients businesses:

- **CYBER SECURITY SERVICES**
- **MANAGED SERVICES**
- **DIGITAL TRASFORMATION**

Within it's product portfolio, CYBEROO offers services to companies that manage their IT ecosystem.

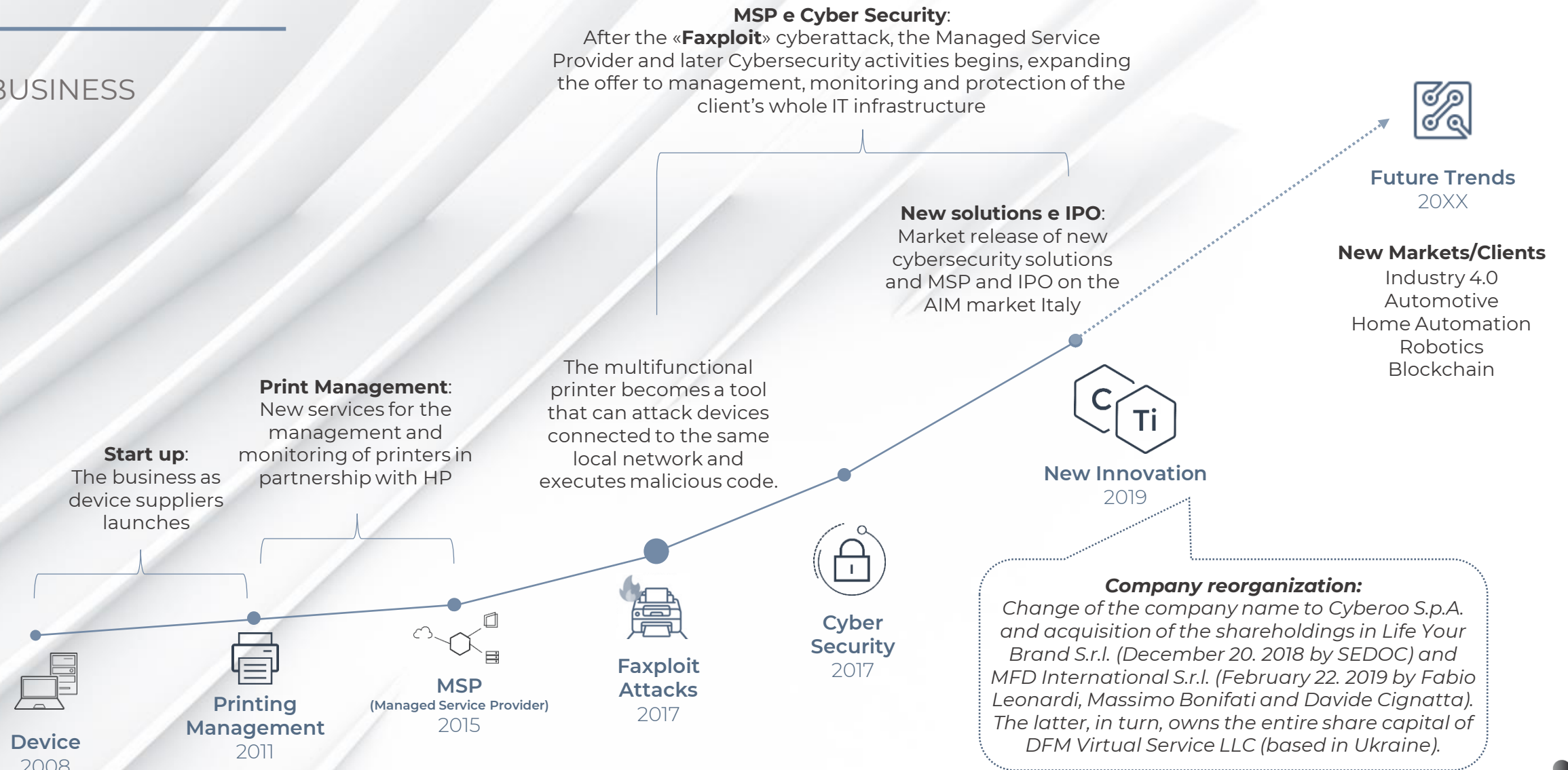
It aims especially to manage, monitor and proactively intervene on the entire IT infrastructure, on the data security systems and the customer's applications.

The client entrusts the strategy to CYBEROO to protect, monitor and manage the value of the company's information..



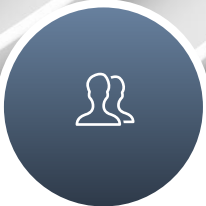
# TIMELINE

## BUSINESS



# KNOW-HOW

The **years of experience** in managing more than 600 customers, in monitoring information from more than 50,000 appliances, endpoints and servers are INIMITABLE and have allowed CYBEROO to acquire:



**CUSTOMER KNOWLEDGE**



**HIGH LEVEL COMPETENCIES**



**SKILLED RESOURCES**



**TECH CAPABILITIES**

That support behavioural analysis:

**ARTIFICIAL INTELLIGENCE- BIG DATA  
MACHINE LEARNING - DEEP LEARNING**



# CYBEROO LAB

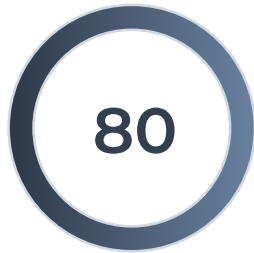
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**Ukraine** with its university poles is a high-potential technology center with great availability of resources with **excellent technical skills**, especially as regards the cyber security sector.



**BRANCHES**

KIEV  
TERNOPIL



**RESOURCES**

HIGHLY  
QUALIFICATED  
WITH THE END OF  
2020



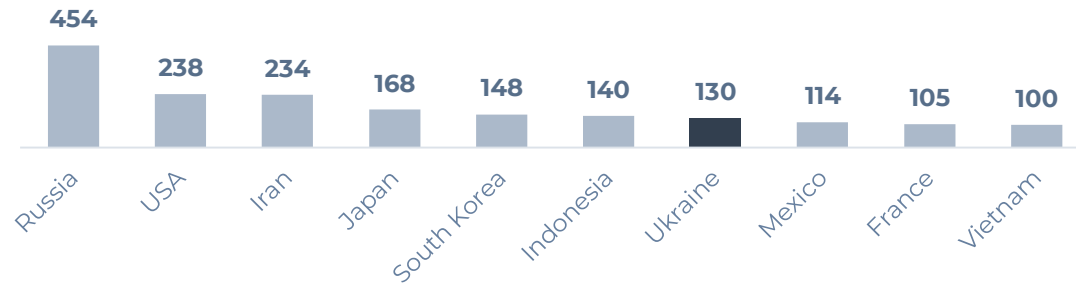
**ACTIVE**

ALWAYS  
ON

# CYBEROO LAB

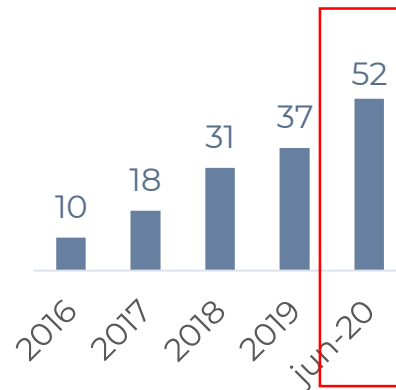
In 2017 CYBEROO LAB is born, namely proprietary technological HUB networks, with the ambition to create intelligent solutions to support the security and operational continuity, that can be competitive within the global market. The first created HUB is located in Kiev (100% controlled by CYBEROO)

The choice of the Ukraine was dictated by the great human qualification in the industry of cybersecurity. Every year in the Ukraine, 130.000 engineers graduate, of which 16.000 specialized in IT (the highest number in the EU and 7° on a global scale)



1	Ukraine
2	China
3	Switzerland
4	Czech Republic
5	Columbia

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

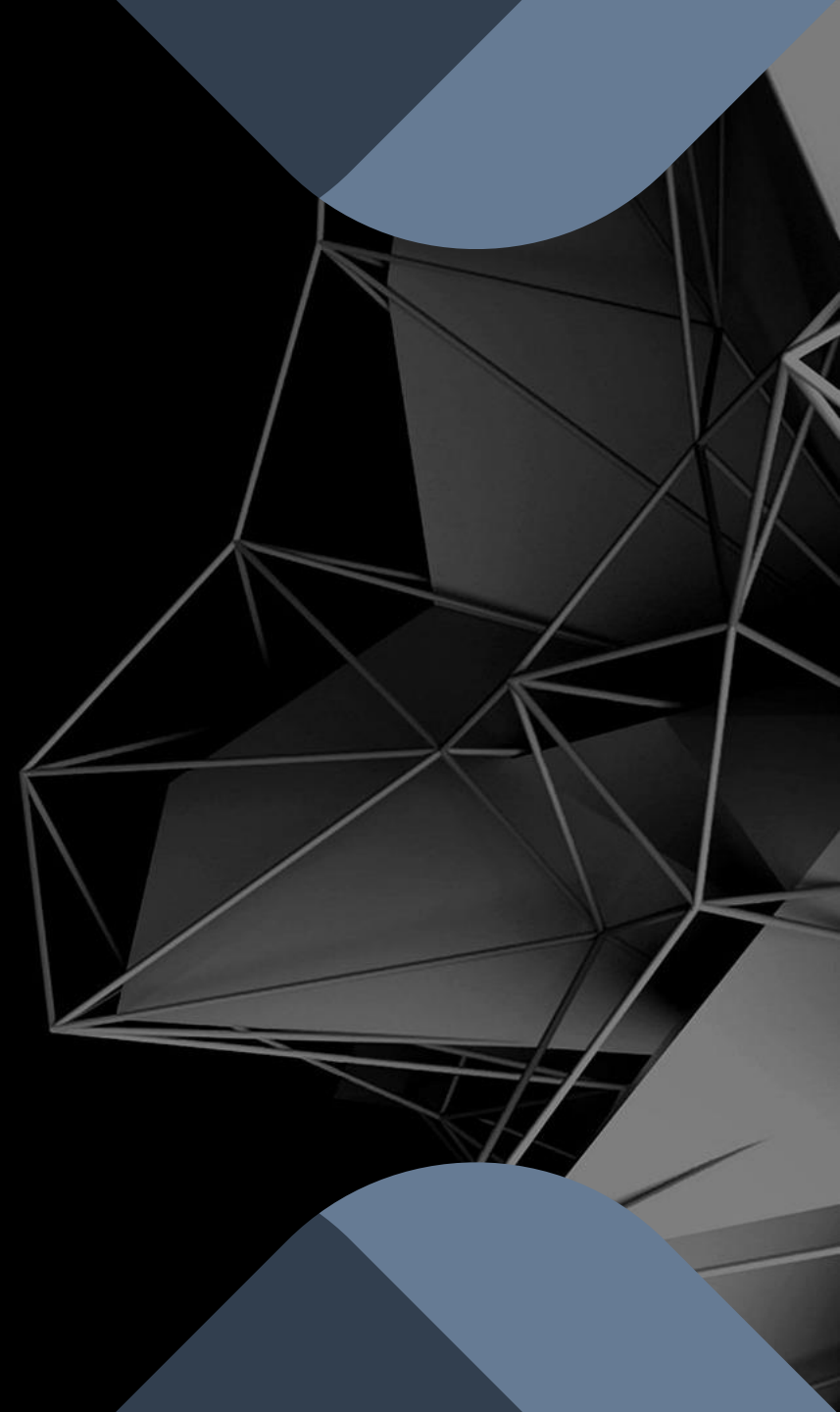


## HUB employees in Kiev

Kiev, with its college focal points, is a technological center with a high potential and great availability of human resources, with first-class technical skills in the cybersecurity field. The investment in human capital increased a lot and in today, the experts of the technological program in Kiev and in Ternopil reach 52 resources.



**SERVICES**





# CYBER

SECURITY





# LAYERED DEFENSE

## FINANCIAL LOSS

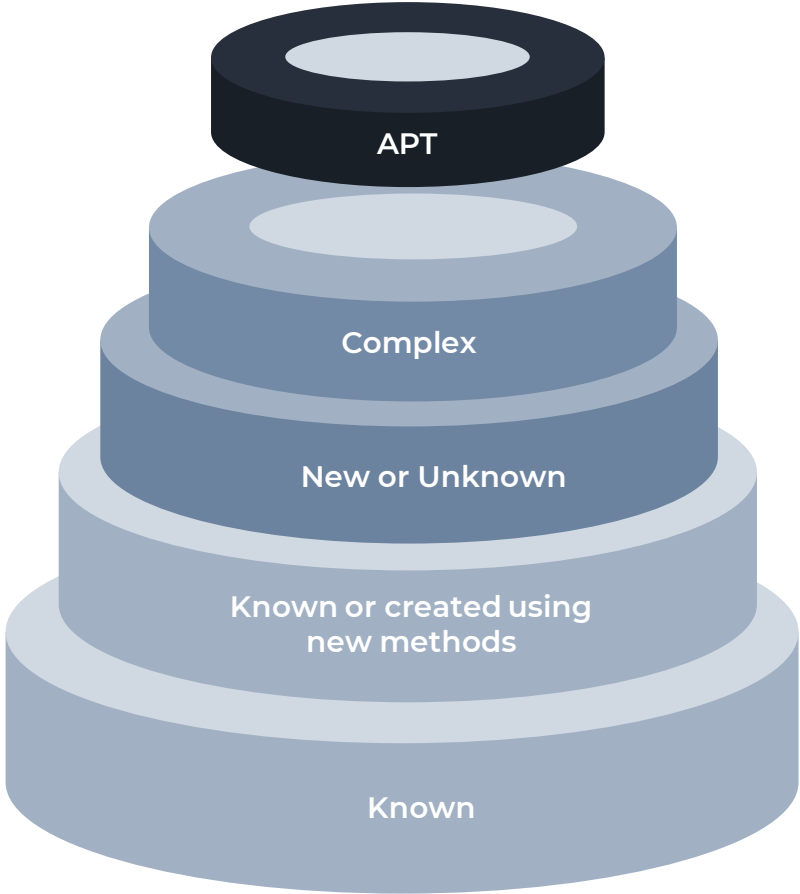


\*Average damage up to €300k



\* Average damage up to €10k

## THREAT TYPE



## CYBEROO SOLUTIONS

### DETECTION & RESPOSE

Services with proprietary software (expanding market)

CYPEER & CSI

### PREVENT

Services with third-party software (saturated market of vendors)

Antispam, Antivirus, Web Security, Log Management, Security Awareness



# 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»*





# CYBER SECURITY INTELLIGENCE

MONITORS DEEP AND DARK WEB  
ACTIVITIES



# CYPEER

DETECTION AND RESPONSE TO  
ADVANCED THREAT PLATFORM



**CYBER  
SECURITY  
SUITE**



# 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





# CYBER SECURITY INTELLIGENCE (CSI)

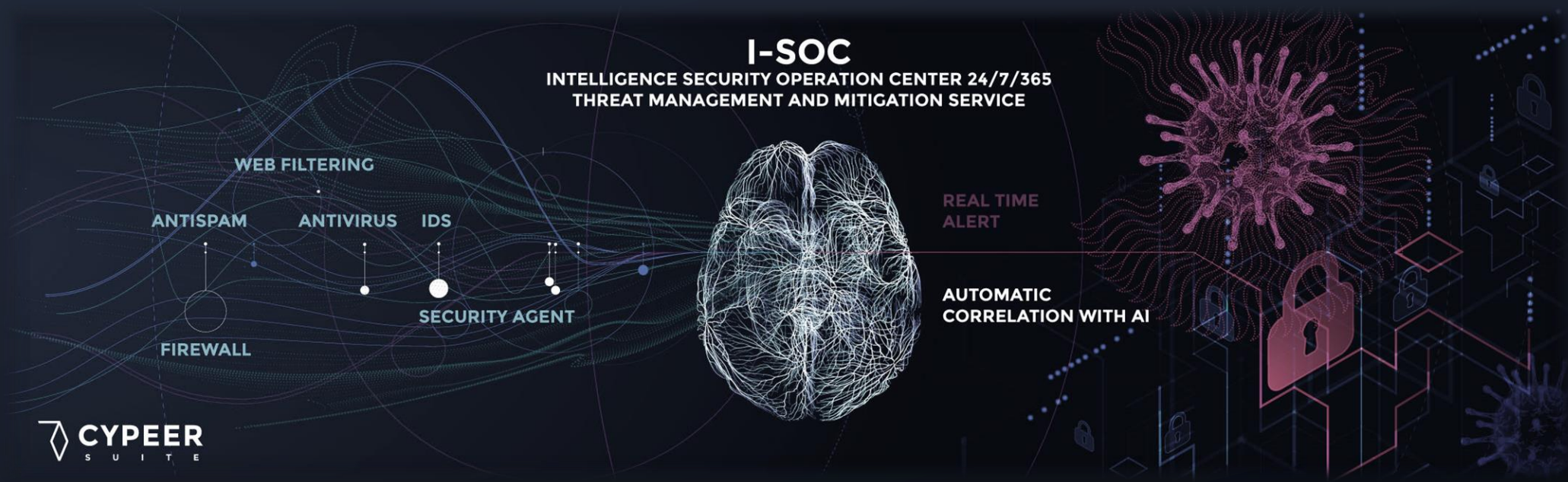
Threat Intelligence solution based on OPEN SOURCE INTELLIGENCE, that consists in collection and analysis of data originating from the deep and dark web (96% of the whole internet traffic, while what we know as WWW, is only the remaining 4%) in order to protect the client's internal and external digital security.

CYBEROO has a Cybersecurity team formed also by certified Ethical Hackers in the world of the deep and dark web, which have access to information not obtainable by others.

Most of this data is located in forums written in Cyrillic, as a lot of hackers are from Russia. This, as well, is a reason why CYBEROO established a HUB in Kiev.

- Data Breach identification system to verify the leak of company credentials;
- Domain checker that looks for domain clones used for frauds;
- Supervision of malicious attachments;
- Monitoring of the client's VIP user-information (CEO, Director, Administrators, etc.);
- Clear/Deep/Dark web analysis, to monitor the information with a possible impact on the client;
- Communication of the new vulnerabilities





# CYPEER

An XDR advanced system that collects and links all information and log data coming from security applications already present in the clients ecosystem, identifying attacks and hidden problems otherwise invisible, and notifying immediately our i-SOC 24/7/365 allowing thus the removal of almost all false positives.

Within the customer Dashboard it is possible to visualize the data correlation obtained through multiple company security systems, such as:





- Web Filtering
- Antispam
- Security agent
- Firewall
- Threat Hunting
- IDS/HIDS
- DHCP
- Antivirus



# ADVANTAGES & PRICING



## 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 – 54.000
Over 5.000	Per project

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



## DETECTION SYSTEM AND ADVANCED ATTACK RESPONSE

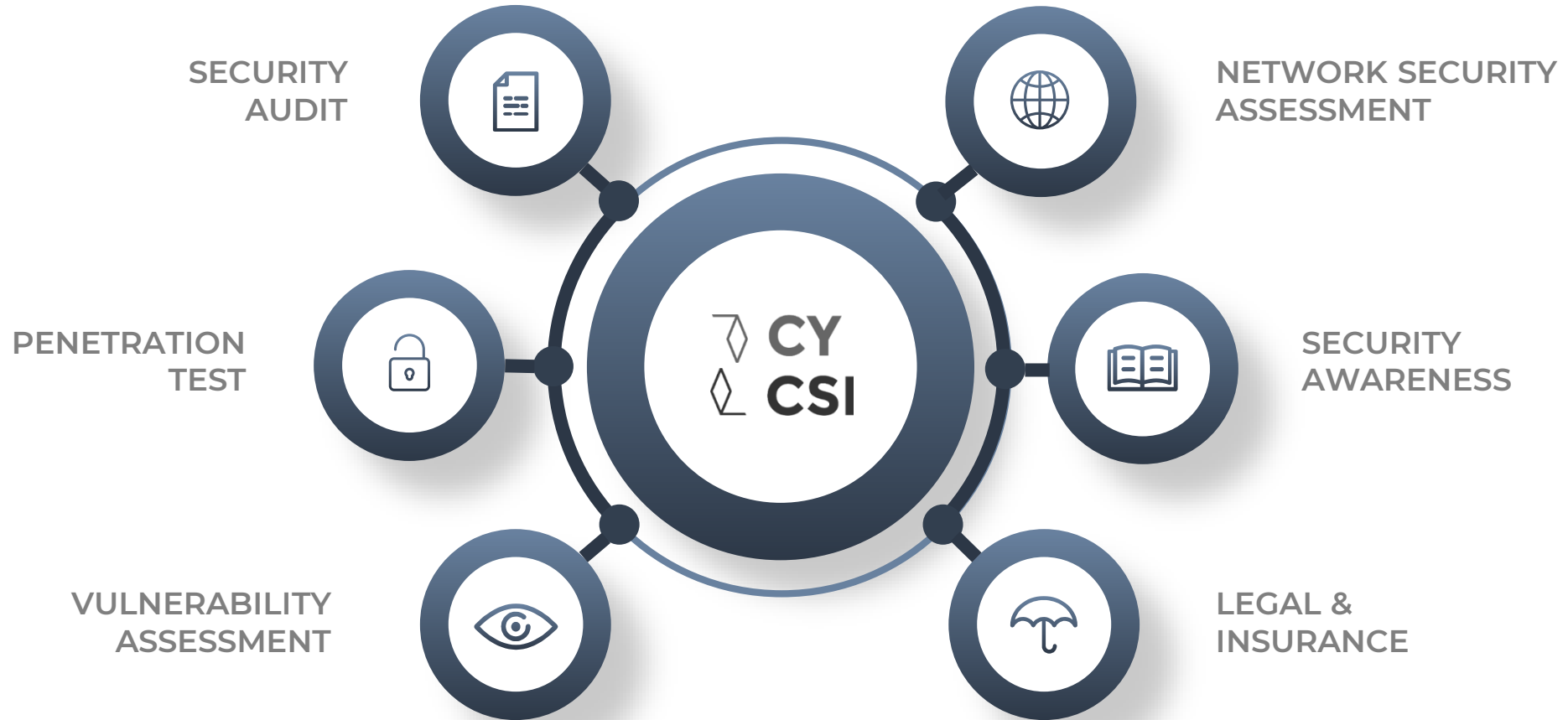
-  Visibility of all security services in one Dashboard
-  Straightforward and user-friendly Dashboard
-  Elimination of grey areas within security services
-  Proactiveness and prevention in the exposure management
-  Elimination of false positives
-  Competitiveness

Server + Client	Annual Fee
Up to 5.000	€ 7.200 – 168.000
Over 5.000	Per project

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



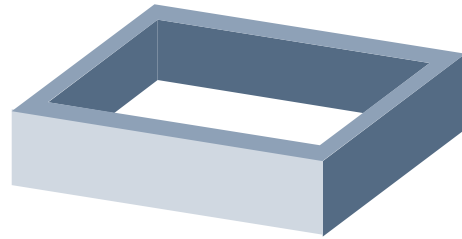
# 360° PROTECTION



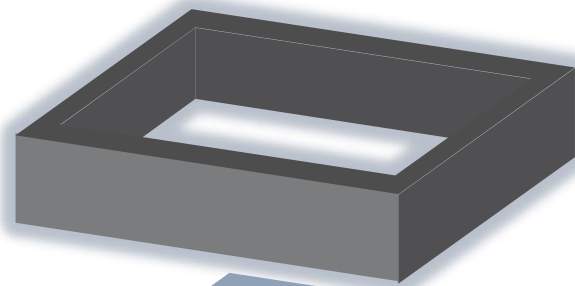


# MARKET POSITIONING

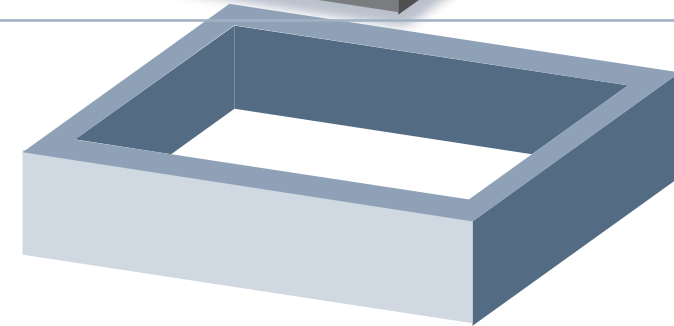
**Large-scale enterprises**



**Medium-sized enterprises**



**Small companies**



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

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

## **CYBEROO**

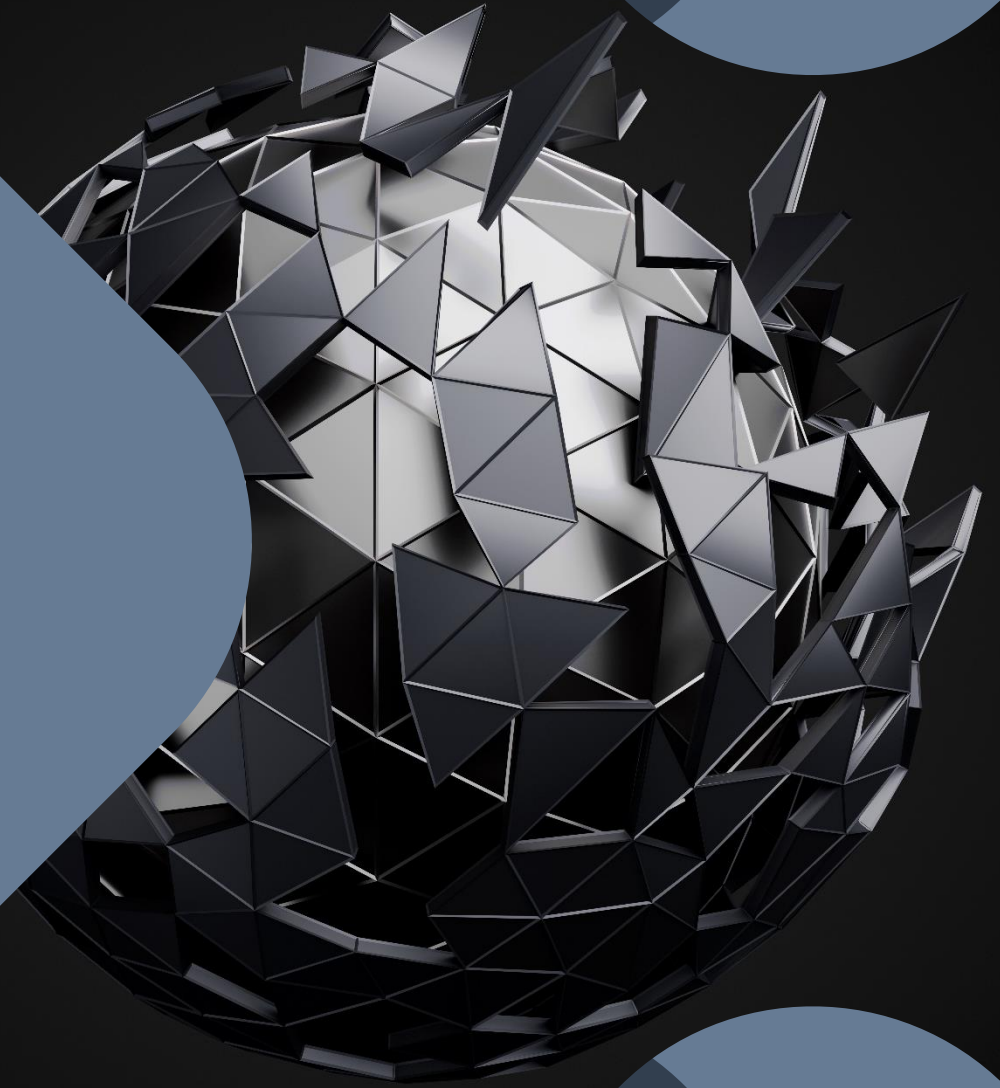
- Devices: Up to 5.000
- Price for ICT average
- No internal cybersecurity team
- Necessity to protect own data through complete and secure systems
- Ideal target for cybercrime, because not yet properly protected, but with a substantial quantity of data

## **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



**GO TO MARKET**



# «GO TO MARKET» MODEL



## National Partners

CYBEROO is building an important network of important partners that allows wide coverage of the entire Italian territory.

CYBEROO's commercial structure supports the network with:

- technical staff who supports the partners to develop the offer for the end user;
  - marketing activities;
- raising qualified leads through its sales staff.



## International Partners

In addition to the national network, CYBEROO is also developing an internationalization strategy thanks to the collaboration of GARTNER.

The strategy involves launching commercial partnerships with important local distributors in the following geographical areas.

EMEA;  
North America;  
Latin America;  
Asia-Pacific



## E-commerce

The company is developing a proprietary e-commerce to commercialize the products. The idea of the company, is to spread the more basic products (such as the Antivirus) in order to offer at a later stage the proprietary solutions through their own resellers.



# PARTNERSHIP SIGNED AFTER IPO

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COMMERCIALE



**DIGITAL** 360



zerouno<sup>2</sup>informatica

TECNOLOGIA



**Lenovo**



**GROWTH**

The background features a dark blue field with a grid of thin, light blue lines forming a pattern of triangles. Overlaid on this are several large, semi-transparent blue shapes: a large arrow-like shape pointing right, and two circular shapes at the top and bottom right corners.

# GROWTH

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## ORGANIC GROWTH

- Marketing activities to reduce the time-to-market of the newly developed solutions
- Reinforcement of the sales force and the structure to amplify the client base, thanks to cross-selling and up-selling strategies
- Update of the already developed solutions
- Uninterrupted reinforcement activity of the R&D (development of the Kiev Lab)
- Development of new proprietary solutions in order to face the continuous evolution of IT attacks
- Internationalization



## GROWTH THROUGH ACQUISITIONS

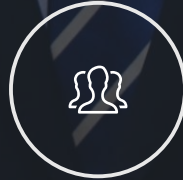
- Extraordinary M&A operations aimed at obtaining:
- New clients to offer CYBEROO's proprietary solutions
- Partnerships with retailers that can resell CYBEROO's proprietary solutions, reducing the time-to-market
- Know-how – employees highly specialized in development and management of cybersecurity solutions
- Foreign market access (the contract is in signing phase with a leading global player in technology consulting)



“

*«For this reason, this year 2020 was fundamental to make investments in order to strengthen the Go to Market Strategy»*





# 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.





**Thank you**



# CONTACTS

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## Address

CYBEROO S.p.A.  
Via Brigata Reggio 37,  
Reggio Emilia, 42124

## Phone & Email

0522.385011  
0522.382041  
info@cyberoo.com  
www.cyberoo.com