

CYBEROO

SECURE SOUL

STATUS QUO AT 31.12.2019



RESOURCES

52 in Italy e 30 in Kiev



DISTRIBUTION

2 active partners
Geographically distributed in Emilia-Romagna and South Lombardia



SOLUTIONS

Cypeer, CSI and Titaan were launched less than one year ago



**HOW IS CYBEROO DOING AFTER THE
IPO PROCEEDS, WHOSE MAIN
OBJECTIVE WAS ORGANIC GROWTH
AND GO TO MARKET STRATEGY?**





HUMAN CAPITAL

76

Resources in Italy
31/12/2020

52

Resources in Ukraine (Kiev
and Ternopil) 31/12/2020



CYBEROO SALES ORGANIZATION

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.



2

KEY ACCOUNT MANAGER DIRECTOR
CHANNEL DEVELOPMENT DIRECTOR

10

KEY ACCOUNT MANAGER

3

PARTNER ACCOUNT MANAGER

4

BUSINESS DEVELOPMENT MANAGER

CYBEROO aims to sign 250 contracts per year
starting from 2021 to grow





DISTRIBUTION & PARTNERSHIP

Cyberoo has a distribution agreement in Italy with ICOS and 25 active resale agreements.



CYBEROO PARTNERS



CYBEROO has signed **important partnership agreements** with dealers well distributed throughout the national territory which today it covers entirely.

- Enwenta
- GTI S.r.l.
- Horsa S.p.A
- IT Impresa S.r.l.
- Npo Sistemi S.r.l
- Retelit
- S2E: Solutions to Enterprises
- Safe Network S.r.l.
- Tech2
- Yotta Core S.r.l.
- Workteam S.r.l.
- Zerouno Informatica S.p.A.
- Magnetic Media Network S.p.A.
- Naquadria S.r.l.
- Fastlane S.r.l.
- Itechscout di G.M.P.C.
- Adora ICT S.r.l.
- Bearit S.r.l.
- Cybertech - Engineering
Ingegneria Informatica S.p.A.
- MPG S.r.l.
- Netgroup S.r.l.
- SMS Engineering
- Teleconsys S.p.A.
- Esc 2 S.r.l.
- Ricca IT S.r.l.



CYBEROO NEI MERCATI ESTERI

The positive outcome found on the domestic market allows Cyberoo to be able to **replicate the business model based on strategic distribution agreements** on a foreign scale.

Starting from January 2021 Cyberoo, thanks to the contribution of the new French division, has brought its solutions beyond the Alps in agreement with the **French company Integra Systems**, specialized in IT solutions and digital transformation for companies.

The expansion and development of the business on the European market will also involve **Germany and Austria**, and to do this Cyberoo will make use of the **strategic support of ICOS**.



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»*





CYBEROO IS A RECOGNIZED MDR

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



CONTINUOUS IMPROVEMENTS AND INVESTMENTS IN R&D

In 2020 CYBEROO released new technological features to improve cyber security service Cypeer and CSI:

- AUTOMATIC RESPONSE
- PROPRIETARY NETWORK PROBE
- CYPEER EDR AGENT
- SOCIAL CHAT AUTOMATIC ANALYSIS
- CONTINUOUS SCANNING
- NEW INTEGRATIONS
(MDMs, Rare Anti-spam system, Voip...)
- ALGORITHM IMPROVEMENT which define the level of alert, priority and risk for the I-SOC





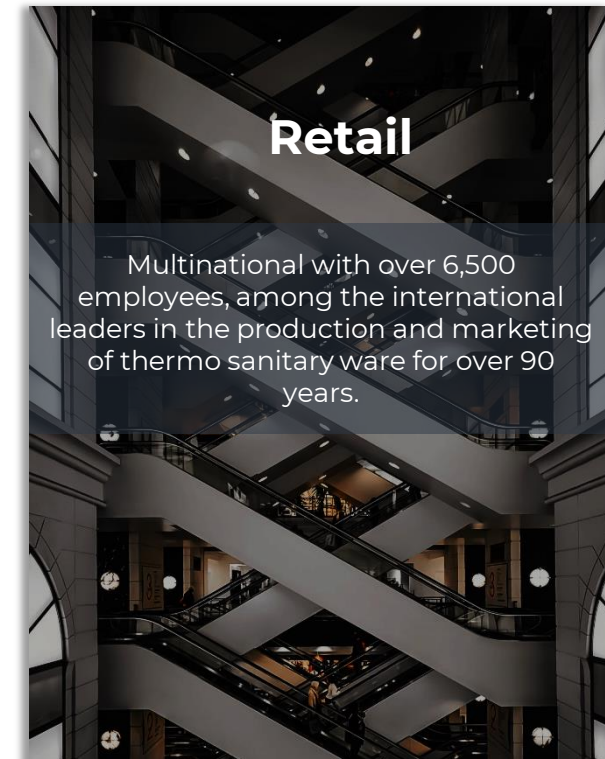
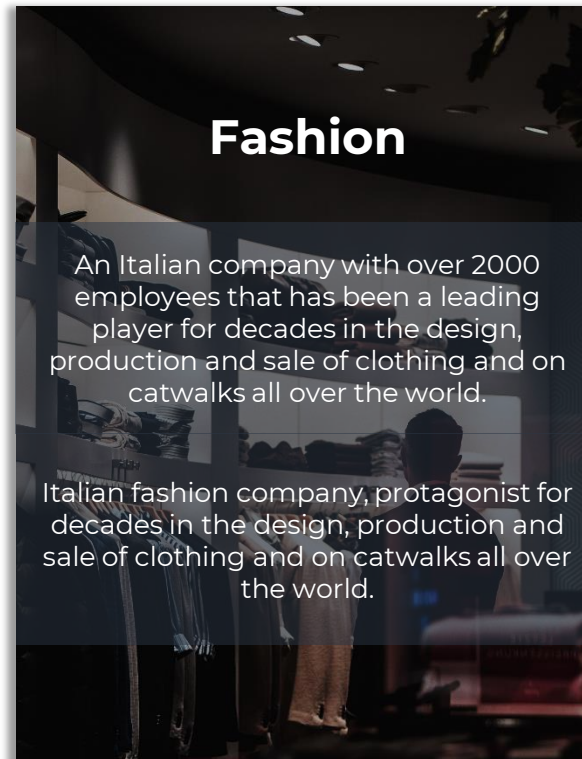
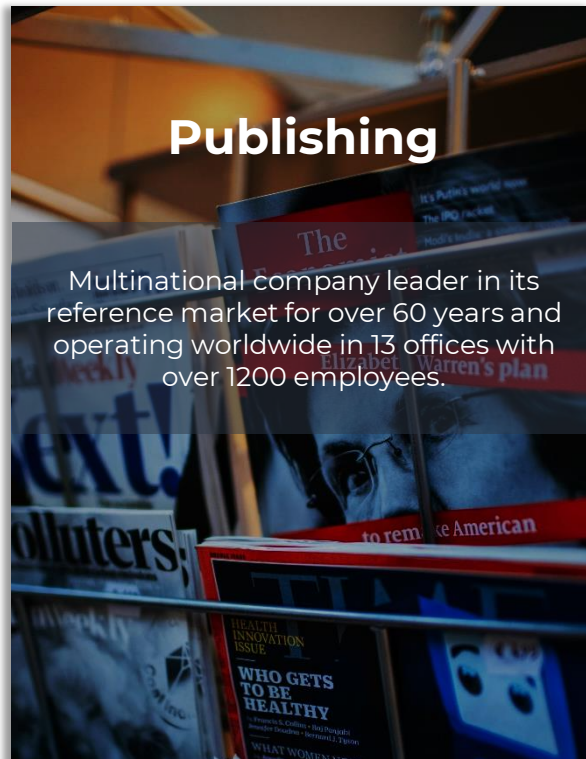
DEFENCE FOR ITALY

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.



WHY DO ENTERPRISES CHOOSE CYBEROO?

Enterprise companies already have many structured IT teams, but with the problem of the lack of a holistic view that integrates the various information available. Thanks to its technologies, Cyberoo is able to provide a **360° view** and **bring information from many heterogeneous sources into a single intelligence**, with a **24-hour supervision**.





«The 2020 results express the commitment and faith placed in cyber security services and the will to affirm Cyberoo as a market leader»



CYBERSECURITY MARKET 2020

WORLDWIDE

+4,2% 2020

vs
+ 9,1% pre-COVID-19

ITALY

+ 3,7% 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 2020

	YOY GROWTH	2020
REVENUES	+13% vs. 2019	7,6 mln €
EBITDA	-23% vs. 2019	1,9 mln €
EBITDA MARGIN		24%
NET PROFIT	-92% vs. 2019	0,05 mln €
NFP (CASH)	-36% vs. 31/12/2019	- 2,12 mln €



CYBEROO SALES REVENUES 2020

RECURRING REVENUES

87%

CYBER SECURITY SERVICES REVENUES

1,6 mln €

MANAGED SERVICES REVENUES

3,9 mln €

DIGITAL TRASFORMATION REVENUES

0,2 mln €

CYBER SECURITY SERVICES YOY GROWTH

+29%

MANAGED SERVICES YOY GROWTH

+6%

DIGITAL TRASFORMATION YOY GROWTH

-69%





“

«Stop being patient and start asking yourself, how do I accomplish my 10 years plan in 6 months?»

Elon Musk





Grazie



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