

CYBEROO

SECURE SOUL

CYBEROO AT A GLANCE

 1° company in the Cyber Security sector to be listed on the Italian Stock Exchange

 Certified Innovative SMB

 More than 600 Clients

 5 branches in EMEA

 More than 120 specialized employees

 2 certified and proprietary solution

 Recurring revenue





CYBEROO



EXCELLENCE SINCE IPO'S FIRST DAY

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



IPO Market Cap
€27,17 mln



Order record
€ 40 mln



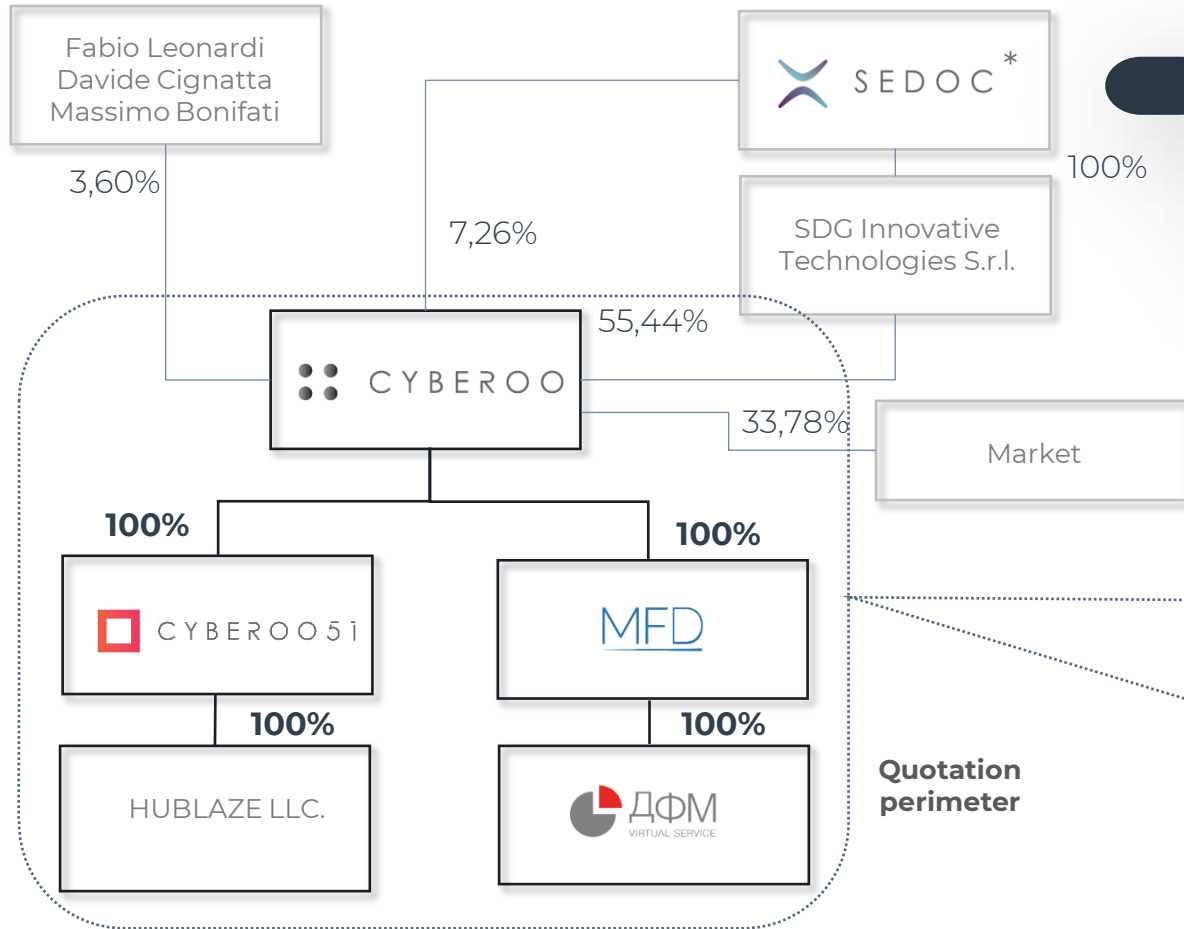
Final order
collection
€ 7 mln



Stock trade on 1st
day of listing : over
oltre 6 mln euro



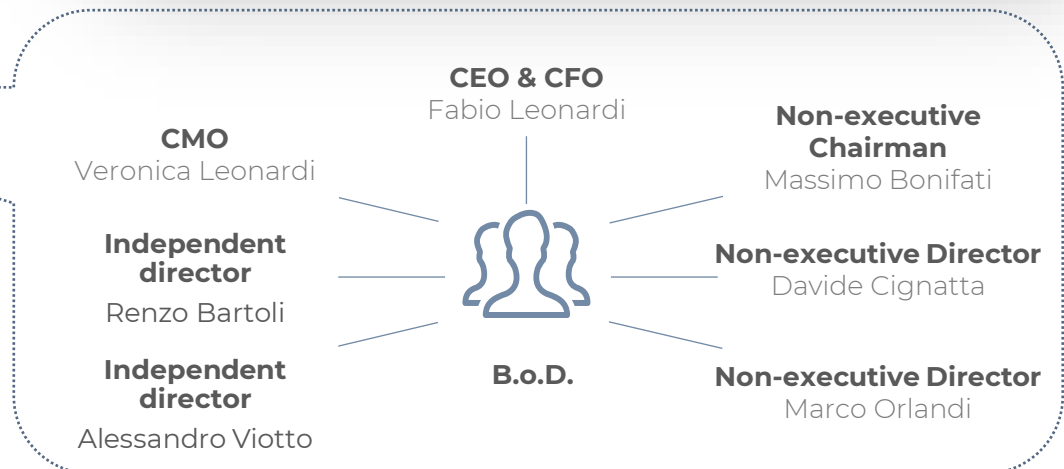
SHAREHOLDER AND BOARD



* 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

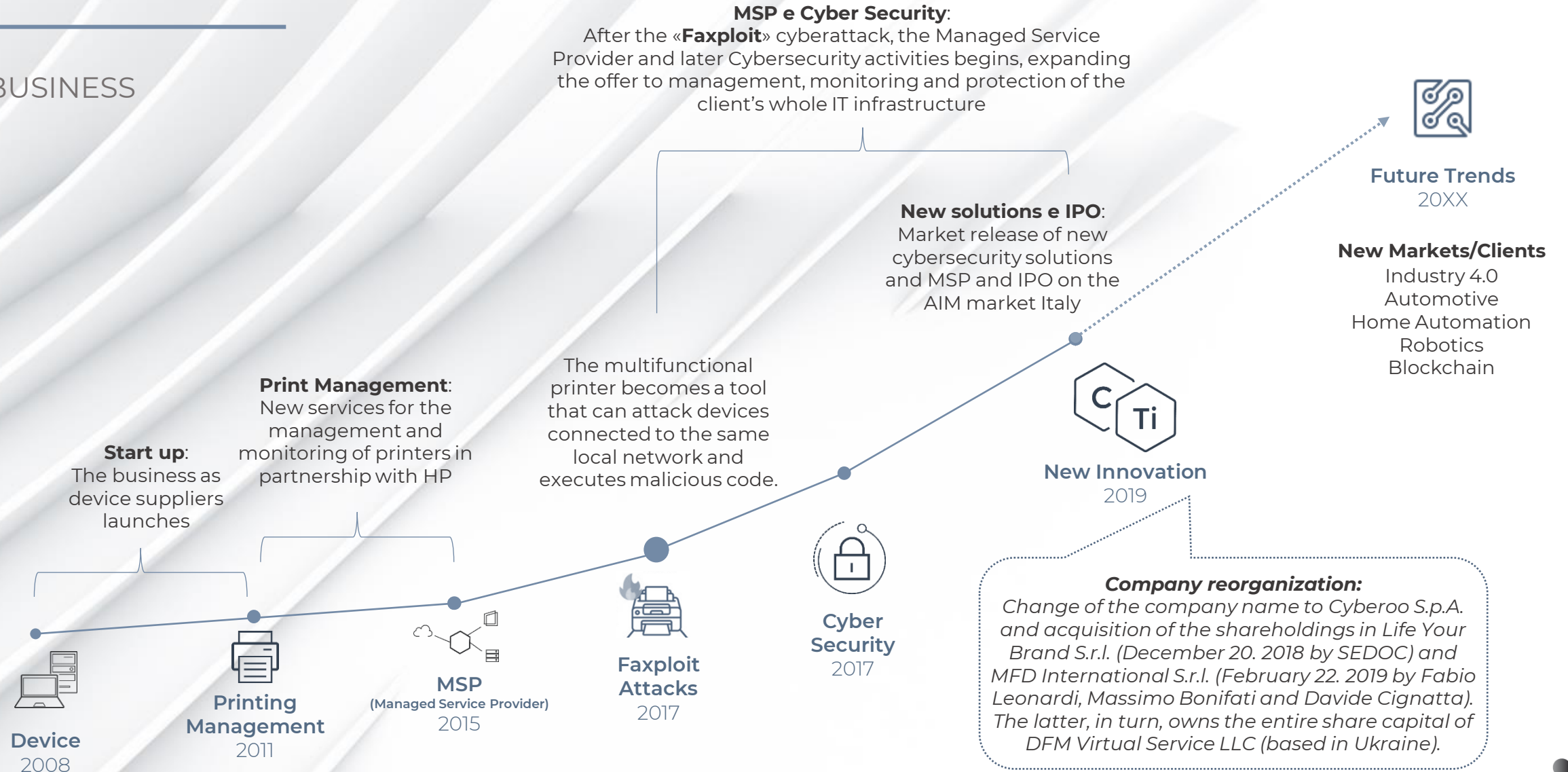


THE COMPANY

The background features a complex, abstract geometric design. It consists of various overlapping shapes in shades of dark blue and black. A prominent feature is a large, light blue, curved shape that resembles a stylized arrow or a thick, curved line, pointing towards the right. This shape is set against a backdrop of darker, angular forms that create a sense of depth and movement. The overall aesthetic is modern and minimalist.

TIMELINE

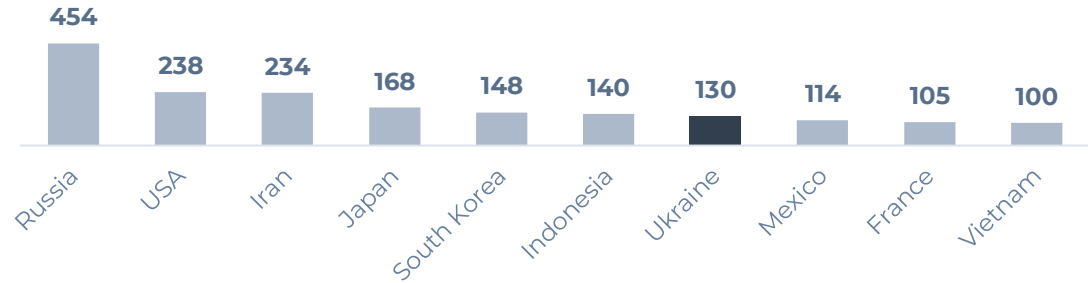
BUSINESS



CYBEROO LAB

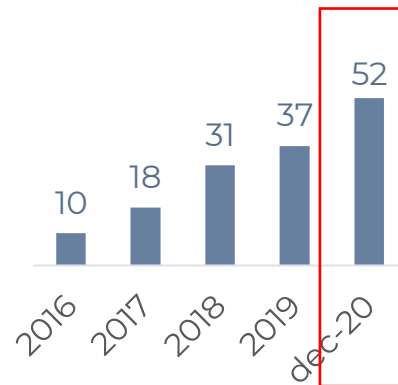
In 2017 CYBEROO LAB is born, namely proprietary technological HUB networks, with the ambition to create intelligent solutions to support the security and operational continuity, that can be competitive within the global market. The first created HUB is located in Kiev (100% controlled by CYBEROO)

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 it's 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.



CYBEROO LAB

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

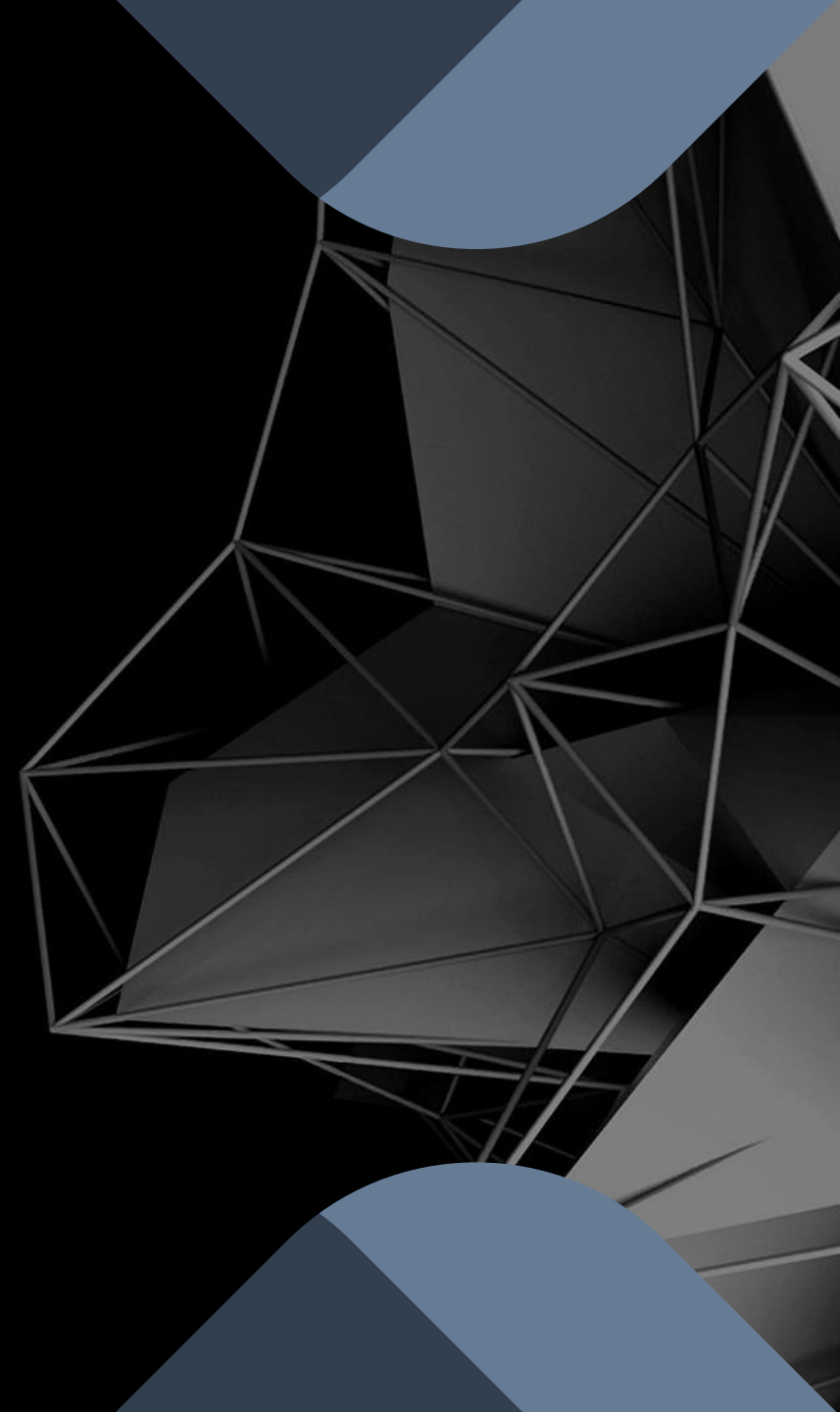
HIGHLY
QUALIFICATED



ACTIVE

ALWAYS
ON

SERVICES



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»*





CYBER SECURITY SUITE

WE PROTECT OUR CUSTOMERS FROM INTERNAL AND EXTERNAL THREATS:
TWO DISTINCT COMPONENT OF OUR MDR SERVICE
ALWAYS MANAGED BY OUR 24/7 I-SOC TEAM

INSIDE PROTECTION



CYPEER

Managed your Internal Security

We integrate and monitor all critical IT systems and services within your corporate ecosystem, to protect you on all fronts.

OUTSIDE PROTECTION



CSI

Protect from External Threats

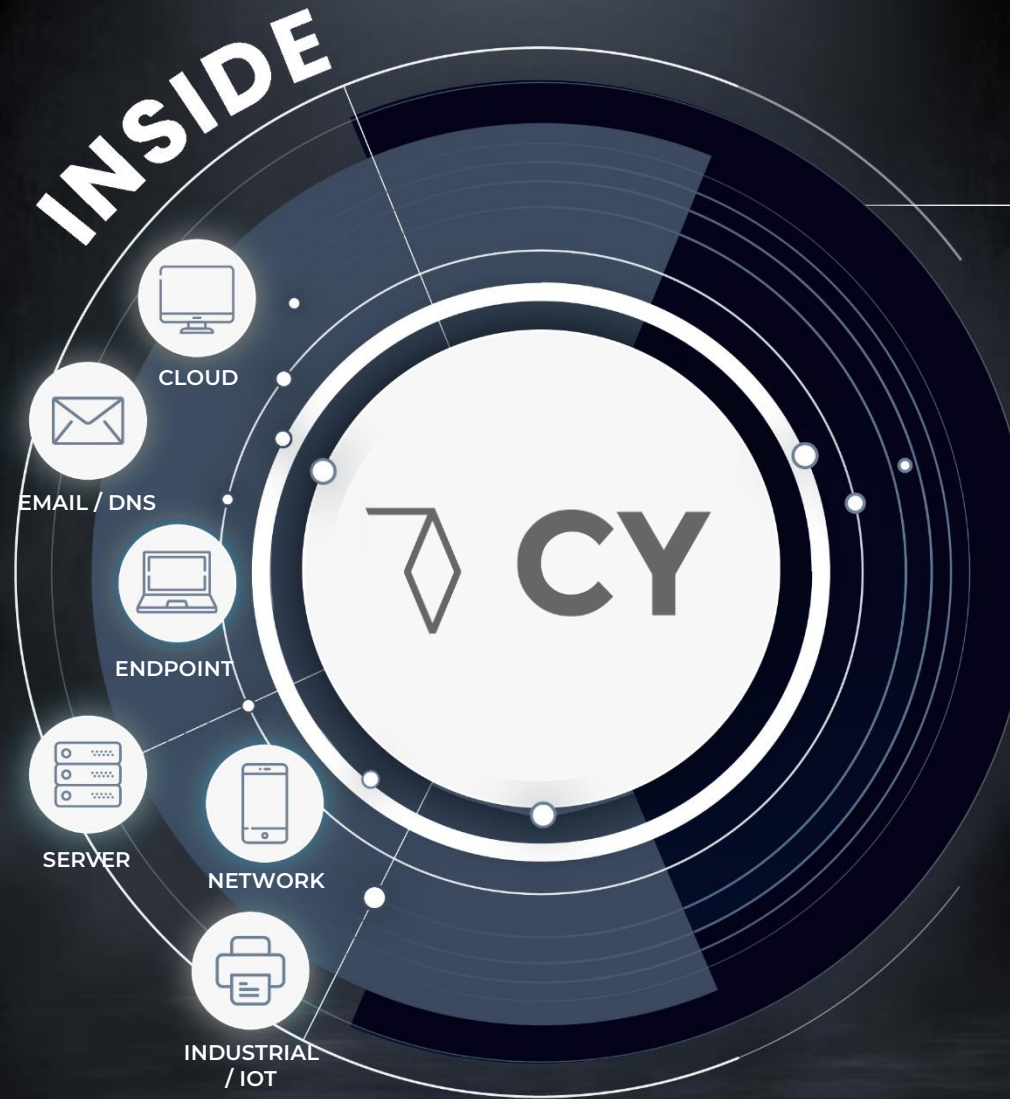
Our ethical hackers scan the world of the Deep and Dark web undercover to identify possible threats and defend your borders.



DESCRIPTION

Our internal monitoring service is based on a proprietary **Intelligent Detection Platform*** which collects and correlates all events and syslogs from existing security applications in the customer's IT ecosystem.

The integration is vendor-agnostic and support the technology of choice of the client



1. DETECTION

Data collected are horizontally correlated via our **behavioural analytics** and **AI/ML algorithms** in order to detect any potential threat and discard false positives

2. ANALYSIS

CYBEROO's I-SOC team **investigate the incident** and **enrich the analysis** via **IoCs** and **TI sources**.

3. RESPONSE

In the event of a real threat, the Client receives an alert with a detailed **Response Plan** or, when agreed upon, CYBEROO's I-SOC team performs **Active Response** via **containment or isolation of the threats**



DISTINCTIVE CAPABILITIES



EASE OF DEPLOYMENT

CYPEER guarantees a **Turnkey Approach**, being vendor-agnostic and integrating any IT systems already deployed with no integration barriers.



INTELLIGENT AUTOMATION

Security events are correlated, filtered out via AI/ML and compared to “normal behaviour” to identify only those that required further examination. This **strongly reduces false positives** and **improves SOC operations and Response Time**



EARLY THREATS DETECTION

Integration of client’s **full technology stack** (EDR, Network + Cloud, Industrial, Mail Server, DNS, others) allows for immediate identification of malicious behaviour or recognized pattern of attacks **extended beyond endpoints**



CYPEER AGENT AND CYPEER PROBE

Light agent for extended control on endpoint behaviour and for **Active Response functionality**. Network Traffic Analysis probe to **inspect internal traffic** via behavior and IoC analysis in **Industrial and SCADA environment**



VULNERABILITY MANAGEMENT & LOG MANAGEMENT

CYPEER automatically **identifies new vulnerabilities** present on appliances, systems and internal services. An optional **Log Management** modules identified Log-in, Log-Out-Log-fails for **compliance requirements**





DESCRIPTION

Our External monitoring service is a **Threat Intelligence & Digital Risk Protection** Service.

Carried out by our Cyber Security Specialists and **Ethical Hackers** and based on **OSINT** and **CLOSINT methodologies** which consists of the collection and analysis of data and events coming mainly from Clear, Deep and Dark web.

1. DETECTION

Clear, Deep & Dark Web spaces are constantly monitored by our Ethical Hackers in order to identify events that can pose a threat to Clients' business and reputation.

2. ANALYSIS

CYBEROO's I-SOC team **investigate the threat** and define the **mitigation actions** required

3. RESPONSE

In the event of a real threat, the Client receives an alert with a detailed **Response Plan** or, when agreed upon, CYBEROO's I-SOC team performs **Active Response via content takedown** (i.e. Website or domain) or **remediation via API**



DISTINCTIVE CAPABILITIES



DATABREACH & DATALEAKAGE IDENTIFICATION

Visibility on **Data Breaches and Data Leakage** to immediately identify the leak of company private or sensitive data



BRAND MONITORING

Protection of client **brand and reputation** via multiple intelligence activities (i.e., clone domain checker, website takedown)



VIP USERS

Tailored online protection service for **Client's VIP Users** to protect their day-to-day operations and online presence (i.e., Social account Takeover, private or corporate mail phishing attack)



DIGITAL FOOTPRINT AND SHADOW IT

Overview of domain registration identifies internal **unauthorized uses of IT systems** that may expose the company to potential risks



VULNERABILITY MANAGEMENT

CSI automatically analyzes the **status of the exposed services** in near-real-time, proactively identifying the presence of new vulnerabilities





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



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



MARKET POSITIONING

Large-scale enterprises

- **Big Player corporation: possibility of consultancy by CYBEROO**
- Devices: Up to 10.000
- Price for ICT high and supported
- Internal sourcing (internal cybersecurity team)

Medium-sized enterprises

- **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

Small companies

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





NEW CLIENTS

Revenue: 9,6 Billion €
Employees: 2.500 (Italy)

Revenue: 2 Billion €
Employees: 5.000

Revenue: 600 Million €
Employees: 2.000

Revenue: 200 Million €
Employees: 1.000

Revenue: 1,7 Billion €
Employees: 6.000

GO TO MARKET

The background features a dark blue gradient with several light blue geometric shapes, including a large diagonal band and curved segments. Scattered throughout are several black spheres of varying sizes, some with soft shadows, creating a 3D effect.

«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.





“

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

Elon Musk





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**.



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



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%





Thank you

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