

CYBEROO

SECURE SOUL



**We are Disruptive. We are Expert.
We are Trustworthy.**

WE ARE CYBEROO

*«We are committed to creating a strategy for protecting, monitoring and managing the immeasurable value of your Information.
We manage and simplify your complexity.»*



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



1st and only Italian company named "representative vendor" in the "2021 Gartner Market Guide for MDR Services"



Certified Innovative SMB



More than 600 Clients



5 branches in EMEA



More than 150 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 Euronext Growth Milan (ex AIM Italia) of Italian Stock Exchange with the biggest **oversubscription** since 2009



IPO Market Cap
€ 27,17 mln



Order record
€ 40 mln



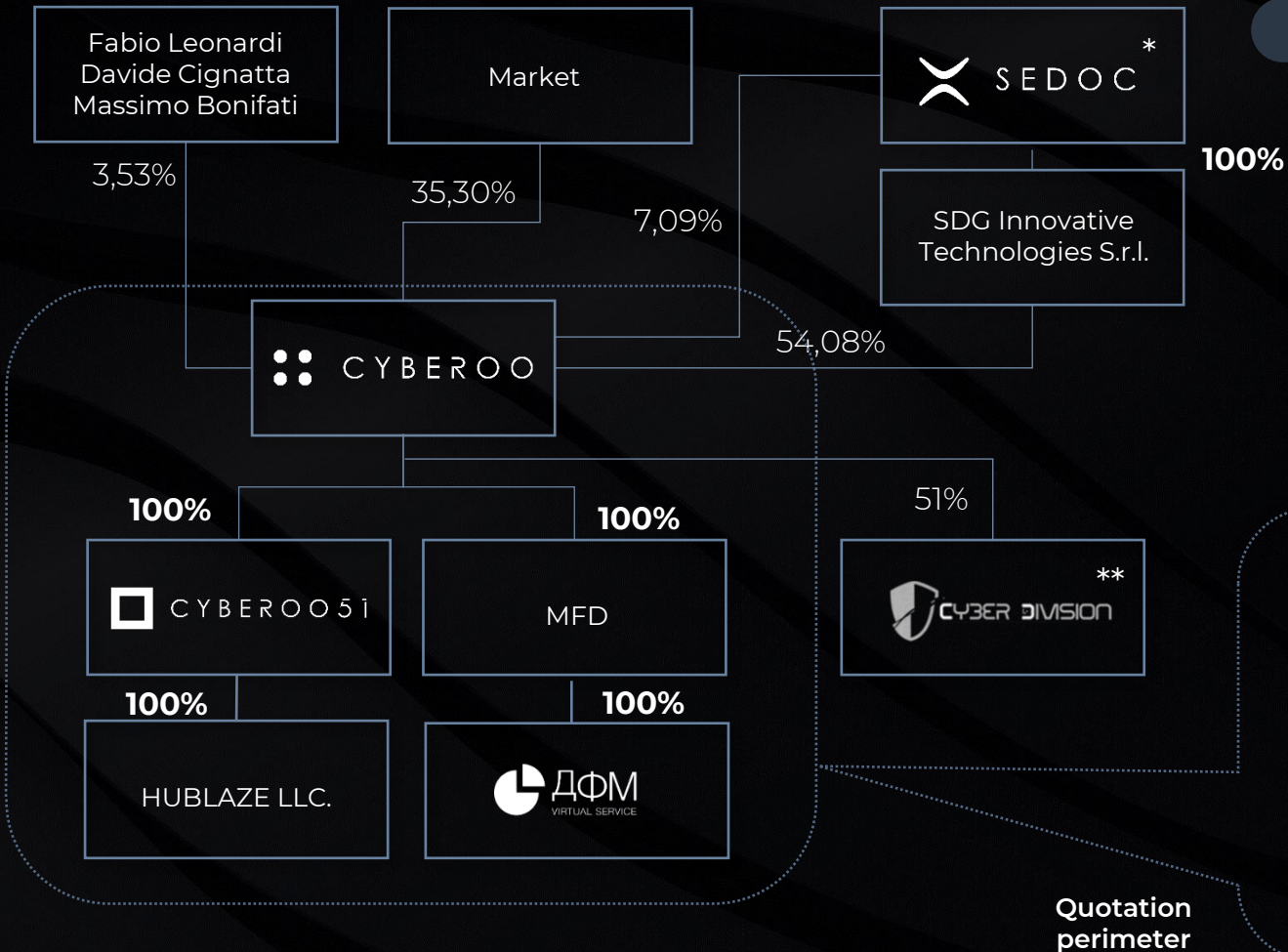
Final order collection
€ 7 mln



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

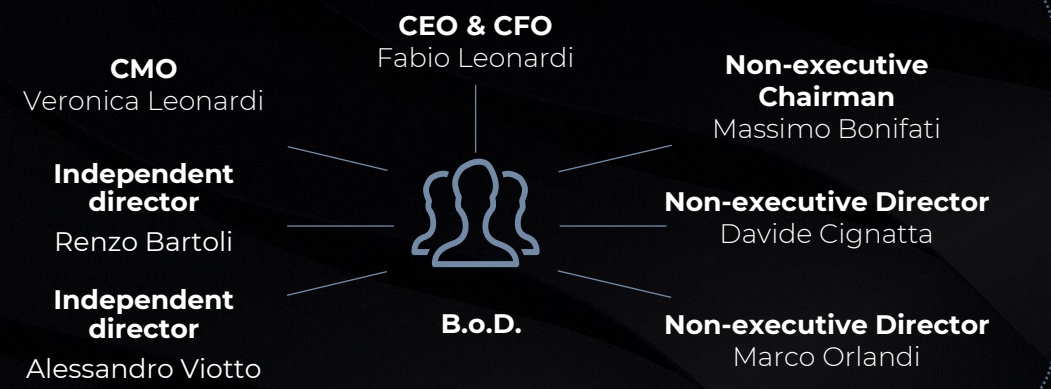


SHAREHOLDERS AND BOARD



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

- 48 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

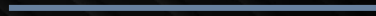


* SEDOC is owned 65% by Fabio Leonardi, 15% by Massimo Bonifati, 20% by Davide Cignatta

** Cyber Division has been acquired on July 28, 2021

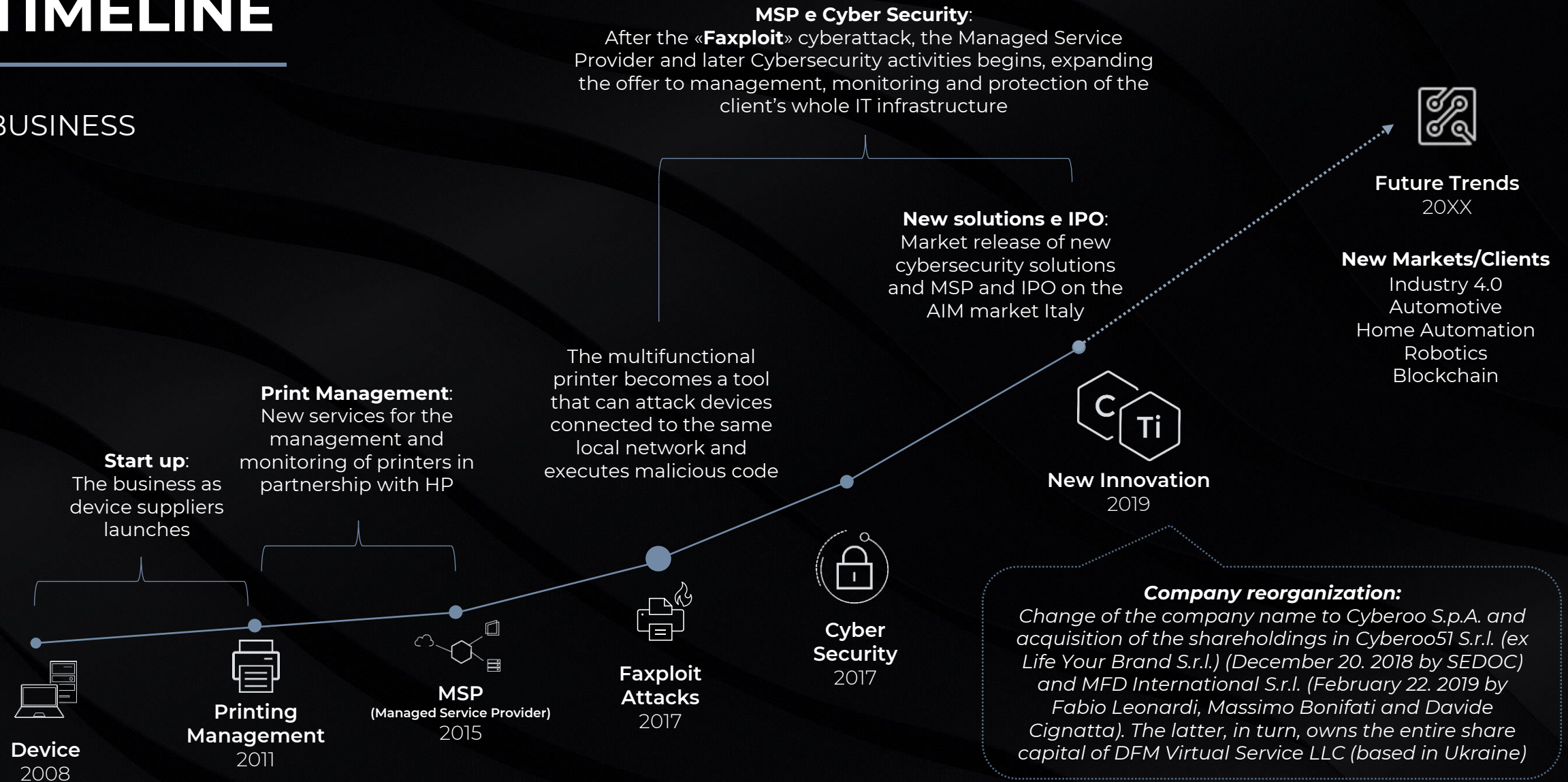


COMPANY



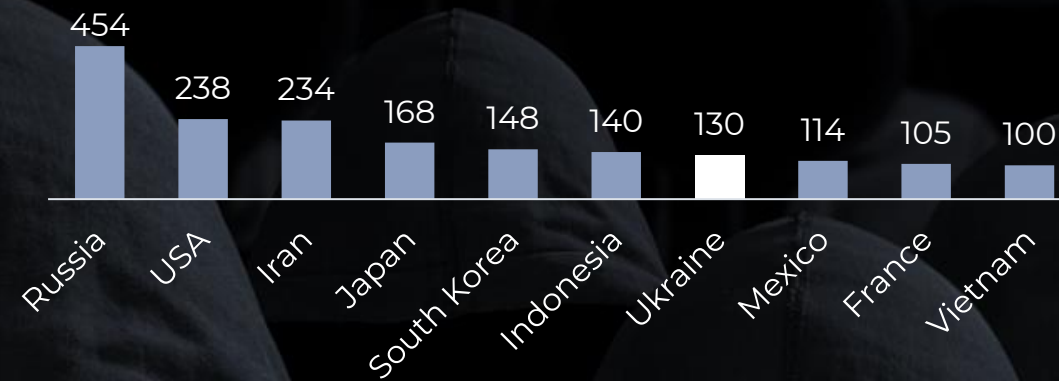
TIMELINE

BUSINESS



CYBEROO LAB

Ukraine is a technological center with a high potential and great availability of human resources, with first-class technical skills in the cybersecurity field.



Number of computer engineers (k) graduates per year

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

1	Ukraine
2	China
3	Switzerland
4	Czech Republic
5	Colombia



4 I-SOC AMONG EUROPE

1 TOP-CLASS SERVER FARM

1 Datacenter SUPERNAP Tier IV
Milan

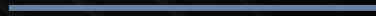
15 Cyber Security Specialists & PM & Developers
Reggio Emilia

50 Cyber Security Specialists & Developers
Kiev & Ternopil

5 Incident Response Specialists
Novara - Powered by Cyber Division acquired at 51% on July 28, 2021



SERVICES



MARKET OPPORTUNITY

Despite the slowdown growth during 2020 due to the Coronavirus, cyber security market will grow with an annual rate of 10,1% to 2025.

In particular, Gartner states:

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



The image shows two white security cameras mounted on a dark, textured wall. A central white control box is positioned between the two cameras. Cables connect the cameras and the control box. The scene is dimly lit, with a brick wall visible at the top.

CYBEROO IS AN MDR PROVIDER AND
FULLY MEETS THE REQUIREMENTS:

360-DEGREE VIEW ✓
PEOPLE ✓
ALWAYS ON ✓





**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

Next Gen Intelligent Detection Platform

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

Cyber Threat Intelligence

Protect from External Threats

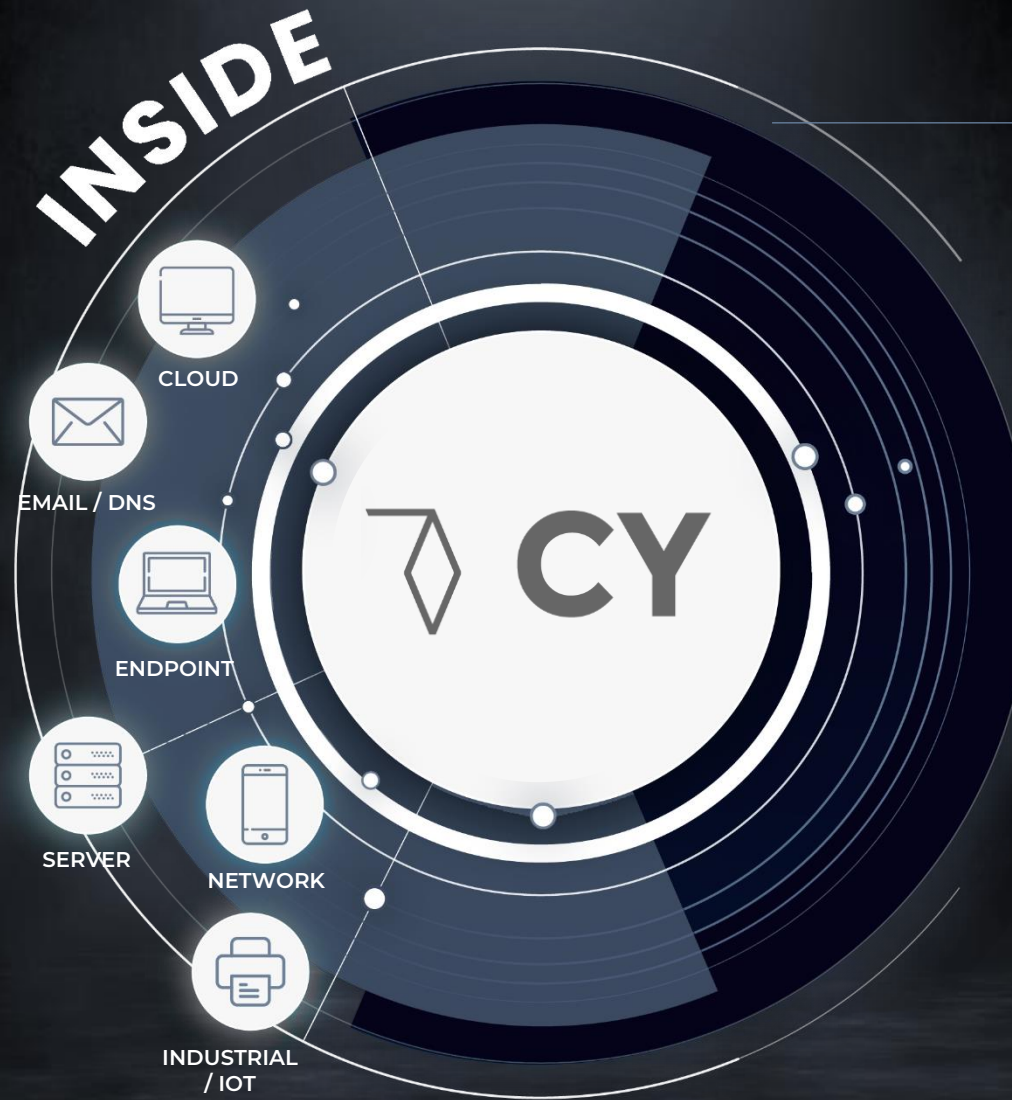
Our ethical hackers scan the world of the Deep and Dark web undercover to identify possible threats and defend your borders.



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**.





CYPEER

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** (ie. Website or domain) or **remediation via API**.





DISTINCTIVE CAPABILITIES



DATA BREACH & DATA LEAKAGE 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.



CYBEROO IS THE FIRST AND ONLY ITALIAN COMPANY NAMED "REPRESENTATIVE VENDOR" IN THE "2021 GARTNER MARKET GUIDE FOR MDR SERVICES"

*Scan the QR Code to download Gartner's "Market Guide for
Managed Detection & Response Services 2021":*



INCIDENT RESPONSE SERVICES ALLOW CYBEROO TO EXPAND ITS CUSTOMER BASE

This is because allows us to offer a service even to those companies that have not yet decided to invest in prevention services such as MDR, but that need help during a cyber attack.



ADVANTAGES & PRICING



CSI

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



CY

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	€ 6.000 – € 54.000
Over 5.000	Per project

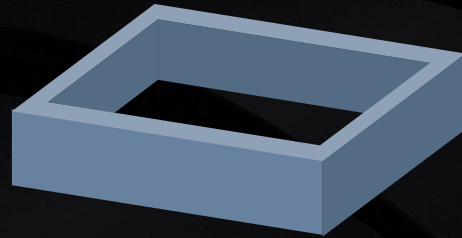
Server + Client	Annual Fee
Up to 5.000	€ 7.200 – € 168.000
Over 5.000	Per project

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

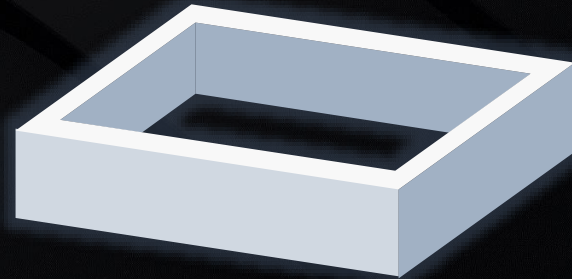


MARKET POSITIONING

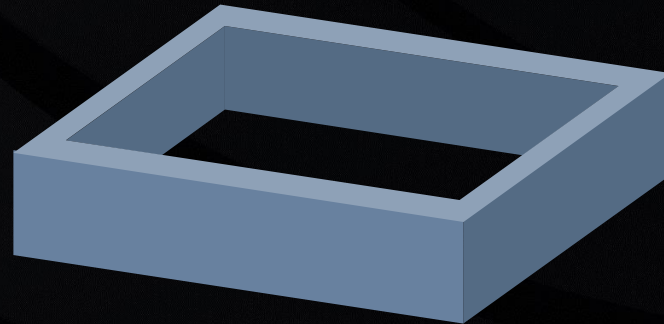
Large-scale enterprises



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





NEW CLIENTS

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

Revenues: 2 Billion €
Employees: 5.000

Revenues: 600 Million €
Employees: 2.000

Revenues: 200 Million €
Employees: 1.000

Revenues: 1,7 Billion €
Employees: 6.000

GO TO MARKET

HUMAN CAPITAL

H1 2021

ITALY
HUMAN RESOURCES

+21

vs. H1 2020

89

UKRAINE
HUMAN RESOURCES
(KIEV & TERNOPIL)

+8

vs. H1 2020

60



CYBEROO SALES NETWORK

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.

1 Commercial Director

1 Channel Director

10 Key Account Manager

3 Partner Account Manager

4 Business Developer Manager



CYBEROO HAS SIGNED IMPORTANT PARTNERSHIP AGREEMENTS ALL OVER THE COUNTRY

1 DISTRIBUTION AGREEMENT

34 PARTNERSHIP AGREEMENTS

6 PARTNERSHIP AGREEMENT BY OPPORTUNITY



CYBEROO PARTNERS

CYBEROO has signed **important partnership agreements** with resellers well distributed throughout the country, which today it covered entirely.



- Enwenta S.r.l.
- GTI S.r.l.
- Horsa S.p.A.
- IT Impresa S.r.l.
- Npo Sistemi S.r.l.
- Retelit S.p.A.
- S2E S.r.l.: Solutions to Enterprises
- Safe Network S.r.l.
- Tech2 S.r.l.
- 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 S.r.l. – Engineering Ingegneria Informatica S.p.A.
- MPC S.r.l.
- Netgroup S.r.l.
- SMS Engineering S.r.l.
- Teleconsys S.p.A.
- Esc 2 S.r.l.
- Ricca IT S.r.l.
- Experta S.r.l.
- I.T.M. Informatica Telematica Meridionale S.r.l.
- ITI Sistemi S.r.l.
- Omicron Consulting S.r.l.
- Scai Solution Group S.p.A.
- Securbee S.r.l.
- Tormalina S.r.l.
- Silverlake S.r.l.
- Tecno 3 S.a.s.



CYBEROO & FOREIGN MARKETS

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**.



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. 2019	-2,12 mln €



CYBEROO SALES REVENUES 2020

RECURRING REVENUES

87%

CYBER SECURITY SERVICES REVENUES

1,6 mln €

CYBER SECURITY SERVICES YOY GROWTH

+29%

MANAGED SERVICES REVENUES

3,9 mln €

MANAGED SERVICES YOY GROWTH

+6%

DIGITAL TRASFORMATION REVENUES

0,2 mln €

DIGITAL TRASFORMATION YOY GROWTH

-69%

CYBEROO REVENUES H1 2021



CYBEROO HIGHLIGHTS H1 2021

H1 2021

TOTAL
REVENUES

4,5 mln €

EBITDA

0,5 mln €

NET
PROFIT

- 0,52 mln €

NFP (CASH)

0,22 mln €



WHAT HAS SLOWED OUR GROWTH?

1

Slowdown in Q1 due to Covid-19.

2

In the first semester of 2021 all associates of Confindustria continued to benefit from «Cyberoo Defence For Italy».

3

Delay relating to start-up and activation of the service, followed by the start of billing.



BACK LOG

CYBEROO has **75** customers Cyber Security contracts backlog for a counter value equal to **€108,000** of monthly fees and **€1,296,000** of annual recurring contracts.



«Thanks to the investments mentioned above, due to the commitment of the channel and the seasonality of the sector more shifted in the second half of the year, we expect an important closure in 2021 and an excellent 2022».

FABIO LEONARDI – CEO OF CYBEROO



CONTACT US

ADDRESS



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

PHONE & E-MAIL



Tel. 0522.385011
Fax. 0522.382041



Mail: info@cyberoo.com

WEBSITE & SOCIAL



Web: www.cyberoo.com



LinkedIn: CYBEROO



Twitter: CYBEROO



YouTube: CYBEROO