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

📜 3 certified and proprietary solution

€ Recurring revenue

SISTEMA DI GESTIONE PER LA SICUREZZA DELLE INFORMAZIONI

DNV

ISO/IEC 27001

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
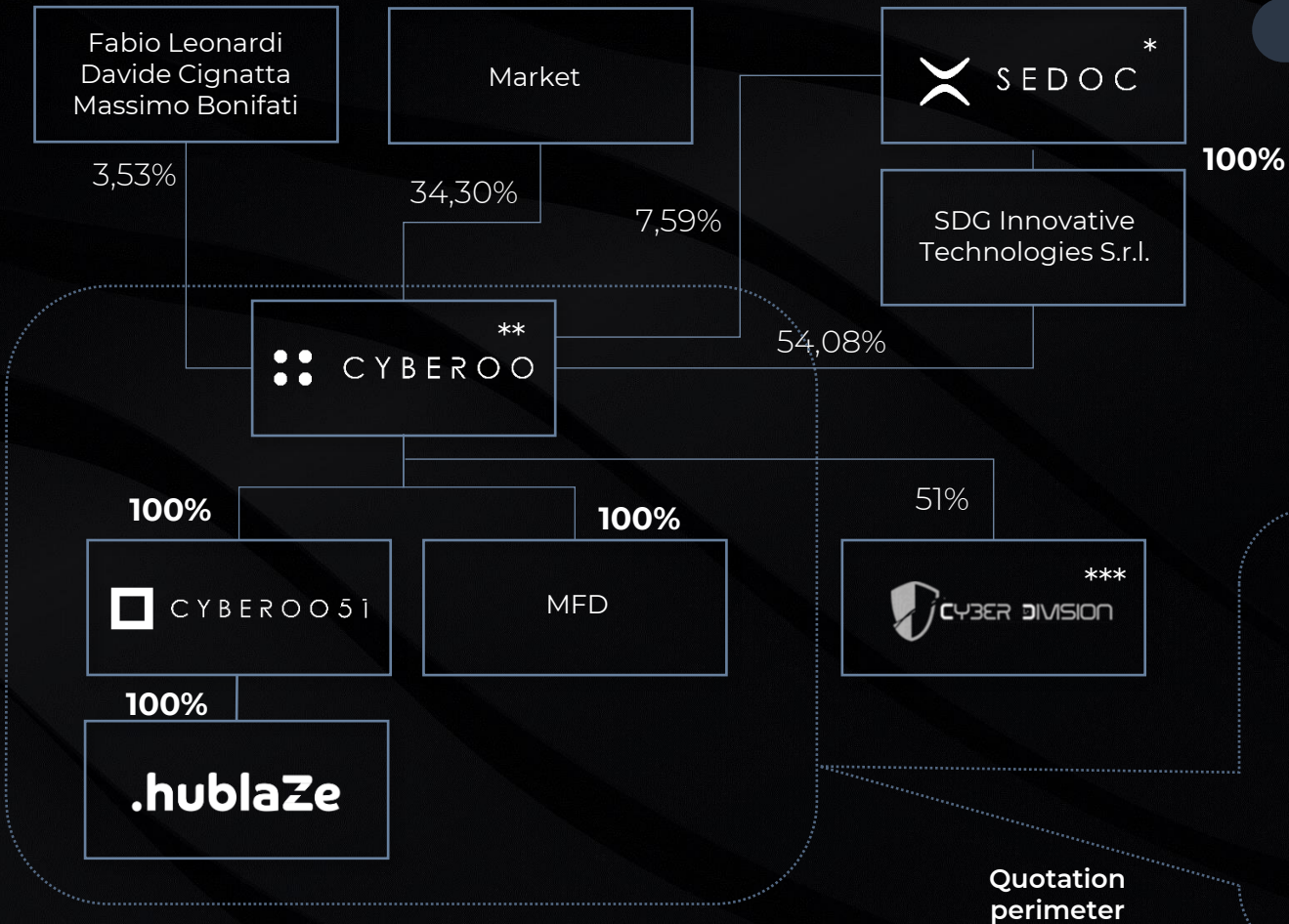
IPO Market Cap
€ 27 mln

Order record
€ 40 mln

Final order collection
€ 7 mln

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

SHAREHOLDERS AND BOARD

Fabio Leonardi
Davide Cignatta
Massimo Bonifati

Market

SEDOC *

3,53%

34,30%

7,59%

SDG Innovative
Technologies S.r.l.

100%

CYBEROO **

54,08%

100%

100%

51%

CYBEROO51

MFD

CYBER DIVISION ***

100%

.hublaZe

**Quotation
perimeter**

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

- **49 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**

CEO & CFO
Fabio Leonardi

**CMO & Executive
Director**
Veronica Leonardi

**Non-executive
Chairman**
Massimo Bonifati

**Independent
director**
Renzo Bartoli

Executive Director
Davide Cignatta

**Independent
director**
Alessandro Viotto

B.o.D.

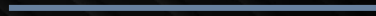**Non-executive Director**
Riccardo Leonardi

4

* SEDOC is owned 65% by Fabio Leonardi, 15% by Massimo Bonifati, 20% by Davide Cignatta
** CYBEROO holds 0.50% treasury shares
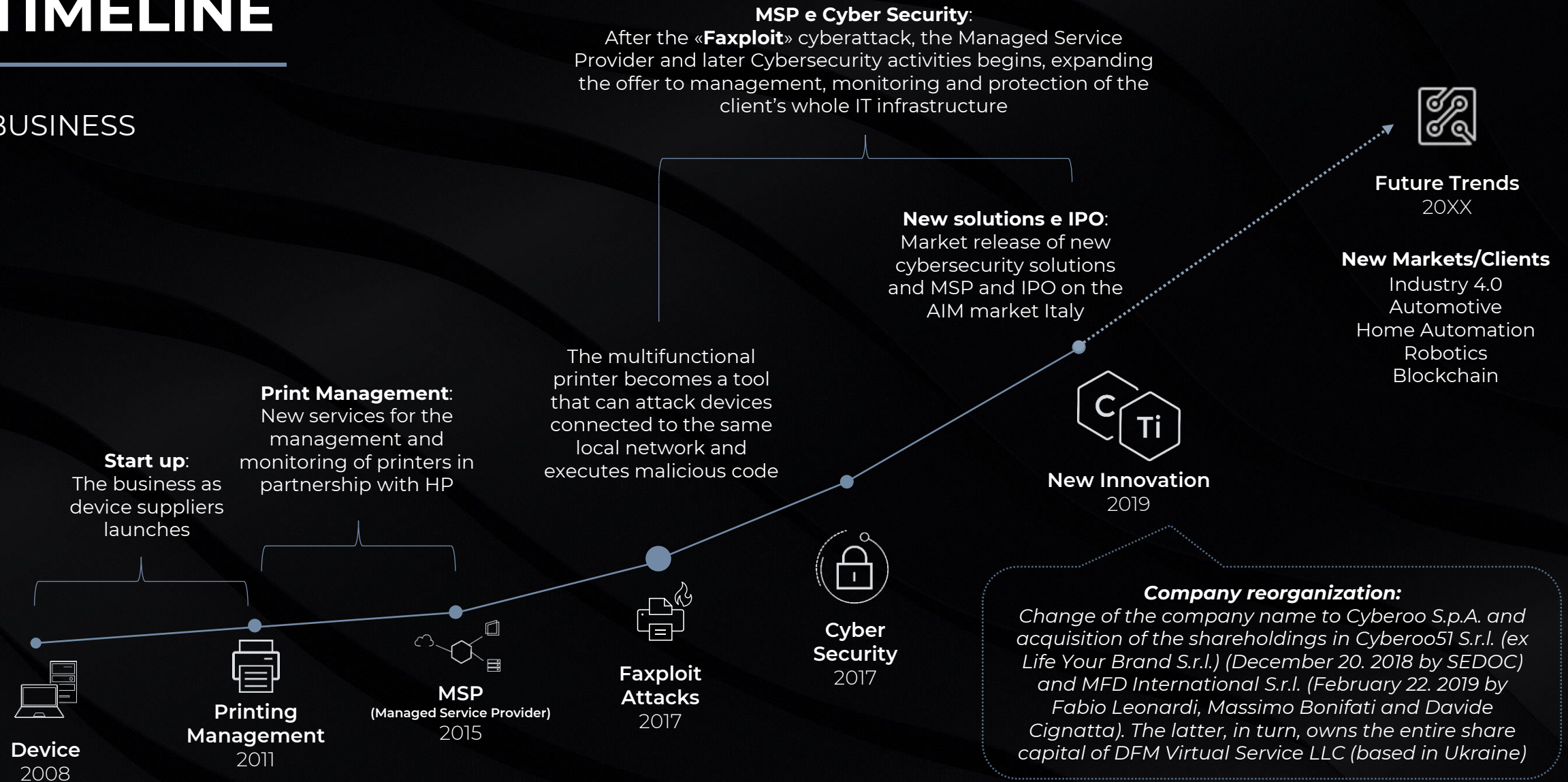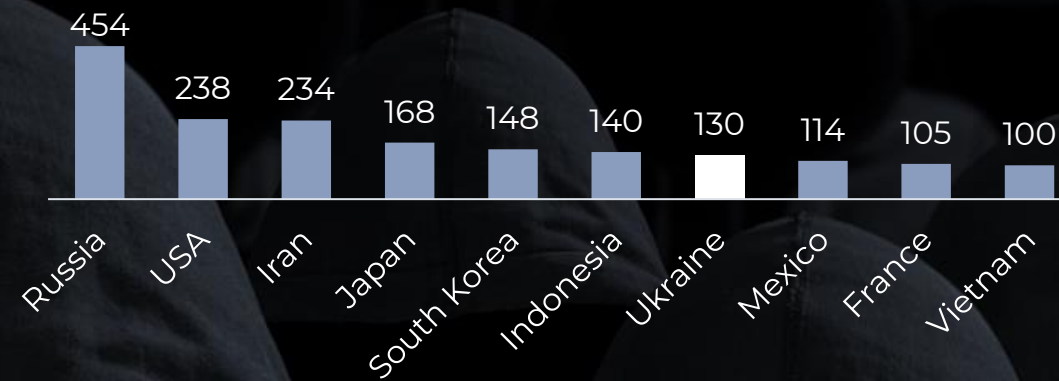** Cyber Division has been acquired on July 27, 2021

COMPANY

TIMELINE

BUSINESS

MSP e Cyber Security:
After the «**Faxploit**» cyberattack, the Managed Service Provider and later Cybersecurity activities begins, expanding the offer to management, monitoring and protection of the client's whole IT infrastructure

Future Trends
20XX

New solutions e IPO:
Market release of new cybersecurity solutions and MSP and IPO on the AIM market Italy

New Markets/Clients
Industry 4.0
Automotive
Home Automation
Robotics
Blockchain

The multifunctional printer becomes a tool that can attack devices connected to the same local network and executes malicious code

Print Management:
New services for the management and monitoring of printers in partnership with HP

Start up:
The business as device suppliers launches

New Innovation
2019

Cyber Security
2017

Faxploit Attacks
2017

MSP
(Managed Service Provider)
2015

Printing Management
2011

Device
2008

Company reorganization:
Change of the company name to Cyberoo S.p.A. and acquisition of the shareholdings in Cyberoo51 S.r.l. (ex Life Your Brand S.r.l.) (December 20. 2018 by SEDOC) and MFD International S.r.l. (February 22. 2019 by Fabio Leonardi, Massimo Bonifati and Davide Cignatta). The latter, in turn, owns the entire share capital of DFM Virtual Service LLC (based in Ukraine)

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.

	454	238	234	168	148	140	130	114	105	100
	Russia	USA	Iran	Japan	South Korea	Indonesia	Ukraine	Mexico	France	Vietnam

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

25 Cyber Security Specialist & PM & Developer

Reggio Emilia & Novara

50 Cyber Security Specialist & Developer

Ukraine

Ukraine

Milan

Novara

Reggio Emilia
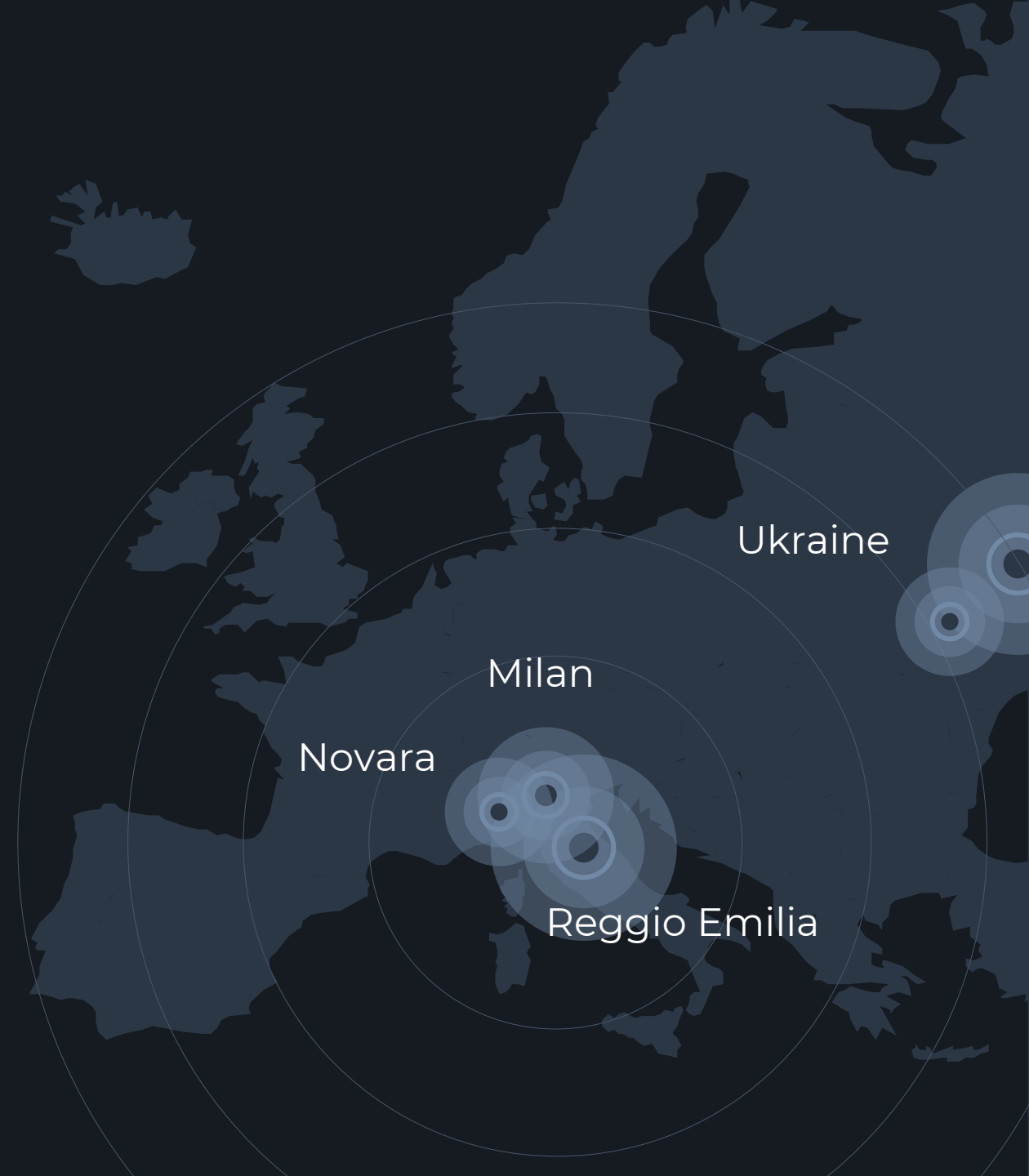
HIGH AVAILABILITY

01

Cyberoo is ISO 27001 certified and, in line with the international standards, has designed the Security Operation Center (SOC) according to the concept of security by design, i.e. with the aim of always providing, continuously, a highly reliable service, on four different geographical areas, two on Ukrainian soil (30 people in Ternopil, 20 in Kiev) and two on Italian soil (25 people in Reggio Emilia and in Novara).

02

The geographical distribution, therefore, in addition to the possibility of accessing highly qualified resources in terms of cyber security, has been designed to always protect the continuity of the service, even in the event of external events (earthquakes, adverse climatic events, wars, etc.) that block the operation of one or more offices.

DATA MANAGEMENT

01 Sensitive data of Cyberoo customers are and will continue to be safe in any case, since since all the management flow as well as the development of the technical solution are exclusively Italian (as certified by ISO 27001).

02 The data and logs collected are managed only and exclusively in Italy in a Tier 4 CED and the entire flow of communication and data exchange takes place only and exclusively from and to the Italian territory.

03 The Solution is configured in such a way that a single possible flow of data from the customers to the Italian Cyberoo Servers and vice versa is provided, while an alternative flow is not technically possible.

04 All Ukrainian suppliers of Cyberoo are 100% subsidiaries of Cyberoo itself, are subject to audits (as certified by ISO 27001) and have signed the standard clauses, in accordance with the provisions of the GDPR and governing the management of data outside Europe.

SERVICES
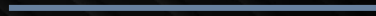
MARKET OPPORTUNITY

Despite the slowdown growth during 2020 due to the Coronavirus, cyber security market will grow with an annual rate of 11,2% to 2025, to reach a global value of about 233 billion dollars.

In particular, Gartner states:

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

Forecast: Information Security and Risk Management, Worldwide, 2019-2025, 4Q21 Update - 21 December 2021
Market Guide for Managed Detection and Response Services – Gartner, 26 August 2020

CYBEROO IS AN MDR PROVIDER AND FULLY MEETS THE REQUIREMENTS:

ADVANCED TECH

360-degree view

PEOPLE

Cyber Security Specialist

ALWAYS ON

24/7/365

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.

INSIDE

CY

CLOUD

EMAIL / DNS

ENDPOINT

SERVER

NETWORK

INDUSTRIAL / IOT

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 supports the customer's technology of choice.
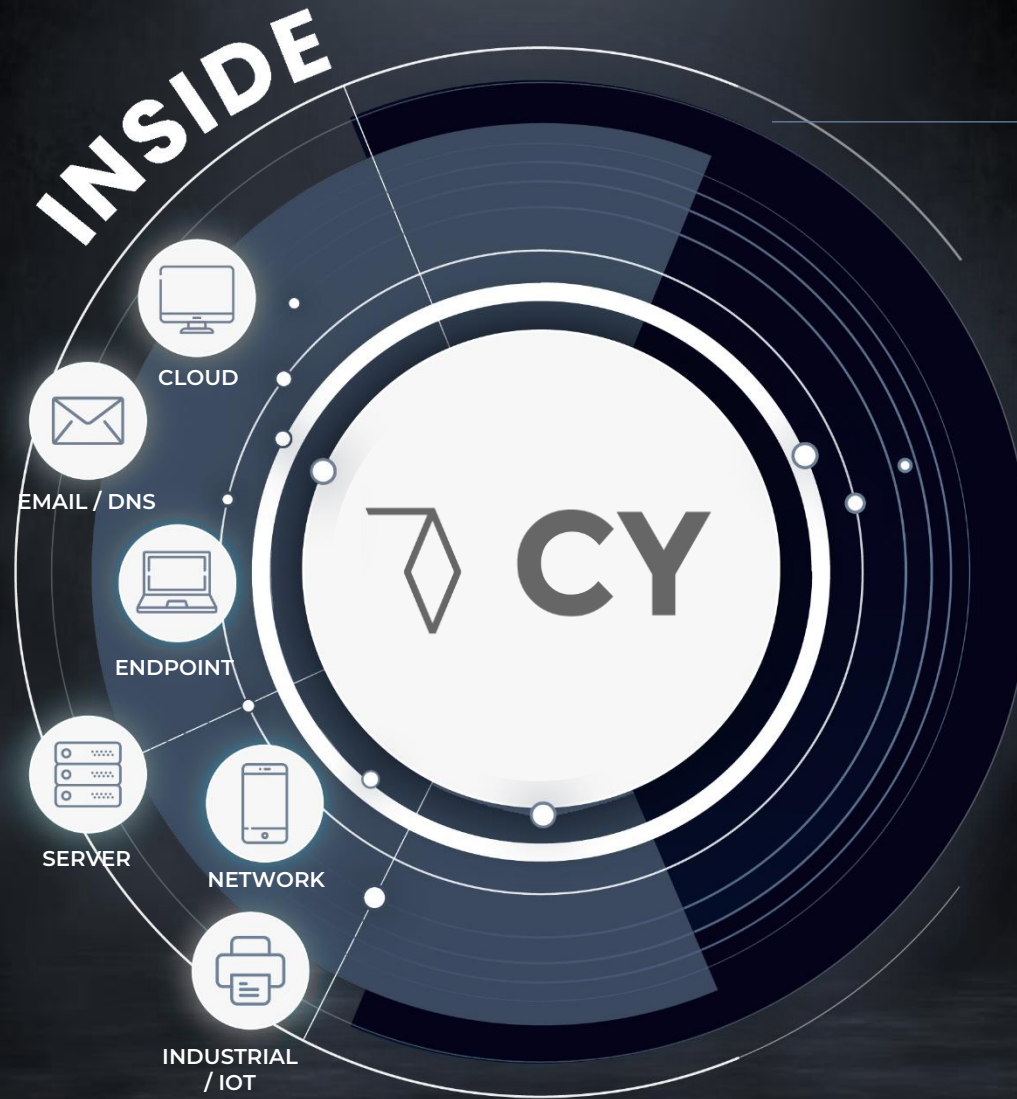
1

DETECTION

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

2

ANALYSIS

CYBEROO's I-SOC team **investigates the event** and **enriches the analysis** via **IoCs** and TI sources.

3

RESPONSE

In the event of a real threat, the customer 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.**

OUTSIDE

CSI

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 the 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 customers' businesses and reputations.

2

ANALYSIS

CYBEROO's I-SOC team **investigates the threat** and defines the **mitigation actions** required.

3

RESPONSE

In the event of a real threat, the customer 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.**
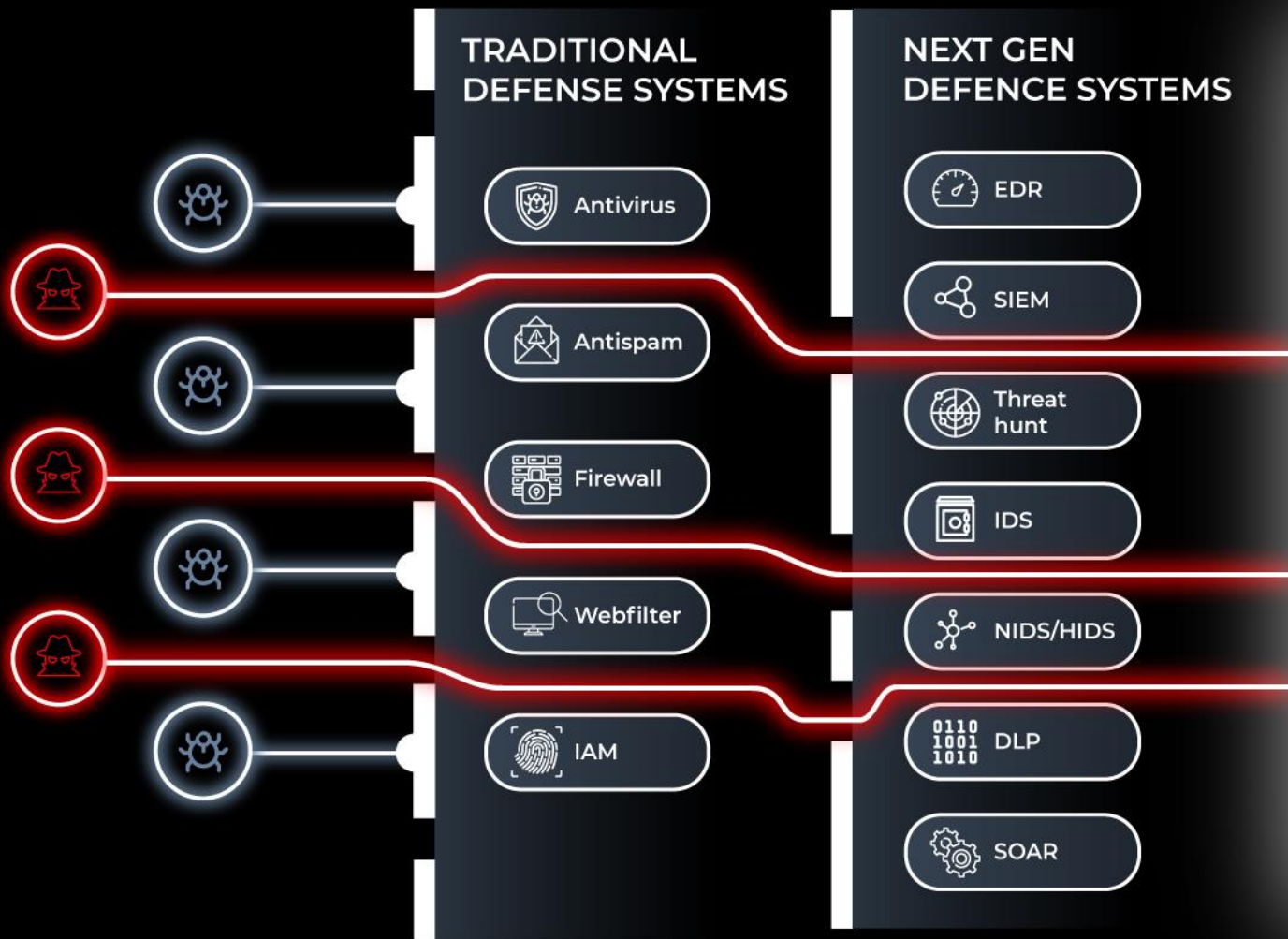
HOW CYBEROO WORKS

Known threats

Advanced threats

TRADITIONAL DEFENSE SYSTEMS
- Antivirus
- Antispam
- Firewall
- Webfilter
- IAM

NEXT GEN DEFENCE SYSTEMS
- EDR
- SIEM
- Threat hunt
- IDS
- NIDS/HIDS
- DLP
- SOAR

CYBEROO

360-DEGREE DEFENCE SYSTEMS

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»:

Notes: Market Guide for Managed Detection and Response Services, Published 25 October 2021
By Pete Shoard, Craig Lawson, Mitchell Schneider, John Collins, Mark Wah, Andrew Davies.

INCIDENT RESPONSE SERVICES ALLOW CYBEROO TO EXPAND ITS CUSTOMER BASE

This is because it 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

Server + Client	Annual Fee
Up to 5.000	€ 6.000 – € 50.000
Over 5.000	Per project

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

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	€ 7.200 – € 180.000
Over 5.000	Per project

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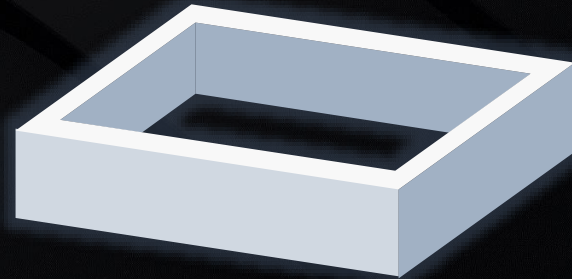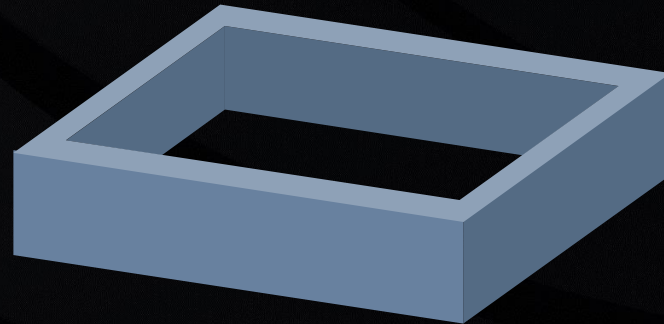
MARKET POSITIONING

Large-scale enterprises
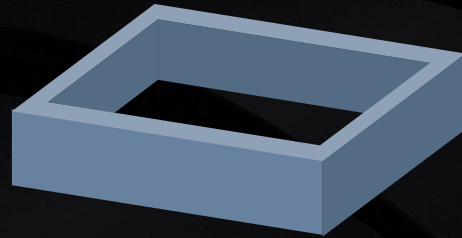
Medium-sized enterprises

Small companies

Big Player corporation: possibility of cunsultancy 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 €	Revenues: 2 Billion €	Revenues: 600 Million €	Revenues: 200 Million €	Revenues: 1,7 Billion €
Employees: 2.500 (Italy)	Employees: 5.000	Employees: 2.000	Employees: 1.000	Employees: 6.000

GO TO MARKET

HUMAN CAPITAL

82
2019

137
2020

150
2021

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

47 PARTNERSHIP AGREEMENT

5 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.
- Horsa S.p.A.
- IT Impresa S.r.l.
- Npo Sistemi S.r.l
- NPO Torino S.r.l.
- 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.
- Digisoft S.p.A.
- RTC S.p.A.
- 3 Puntozero Società consortile a responsabilità limitata
- Energent S.p.A.
- Ergon S.r.l.
- Dabbicco Telecomunicazioni S.r.l.
- Capgemini Italia S.p.A.

- Cybertech S.r.l. – Engineering Ingegneria Informatica S.p.A.
- MPG S.r.l.
- Netgroup S.r.l.
- SMS Engineering S.r.l.
- Teleconsys S.p.A.
- Ricca IT 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.
- Tormalina S.r.l.
- Silverlake S.r.l.
- Tecno 3 S.a.s.
- Retelit Digital Service S.p.A.
- Gruppo Trade S.r.l.
- Gruppo 3C
- Ledwork S.r.l.s.
- Eurosystem S.p.A.
- Vidata S.r.l.
- Infoteam S.r.l.
- iCom S.r.l.
- Tormalina S.r.l.
- Digipoint S.r.l.

CYBEROO REVENUES 2021

	YOY GROWTH	2021
TOTAL REVENUES	**+37%** vs. 2020	10,5 mln €
SALES REVENUES	**+58%** vs. 2020	8,8 mln €
RECURRING REVENUES		69%

CYBER SECURITY SERVICES REVENUES	**+164%** vs. 2020	4,3 mln €
MANAGED SERVICES REVENUES	**+15%** vs. 2020	4,3 mln €
DIGITAL TRASFORMATION REVENUES	**-9%** vs. 2020	0,1 mln €

CYBEROO HIGHLIGHTS 2021

2021

	2021
TOTAL REVENUES	10,5 mln €
EBITDA	2,5 mln €
NET PROFIT	0,17 mln €
NFP	0,23 mln €

«The structure is well founded and we are able to offer services in line with market demands. 2022 is expected for Cyberoo, still in strong growth.»

FABIO LEONARDI – CEO DI CYBEROO

CONTACT US

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