

PRESS RELEASE

CYBEROO: STANDARDIZED OPERATING METHODS TO OPTIMISE ORGANISATIONAL AND FINANCIAL FLOWS

SEDOC DIGITAL GROUP, SHAREHOLDER AND ONE OF THE MAIN BUSINESS PARTNERS, ACQUIRES FROM JULY 1st, 2024 CYBEROO SOLUTIONS THROUGH THE DISTRIBUTION SYSTEM

Reggio Emilia, October 31st, 2024 – **Cyberoo S.p.A.**, innovative SME listed on the EGM market of Borsa Italiana, specializing in cyber security for enterprises, announces that it has completed the optimization of organizational and financial flows towards all its commercial partners. This process aimed at standardizing the company operating methods, to adopt an increasingly transparent approach towards stakeholders.

As of July 1st, 2024, Sedoc Digital Group S.r.l., the main shareholder and one of the main commercial partners, also acquires Cyberoo solutions through the national distribution system and no longer through the direct channel.

Cyberoo Italian distribution system, a Tier 2 model, sees a single exclusive distributor and currently makes use of a total of 90 partners in the national area, with Sedoc Digital Group becoming part of this consolidated mechanism.

Sedoc, as well as all the other partners that constitute the "Cyberoo Black Club", has always signed the annual "partner program" that defines the agreements between the parties. Therefore, all the partnership agreement conditions remain unchanged. In particular, depending on the turnover generated by the partner in the year of competence and on the number of commercial and technical certifications obtained, three different levels of partnership are defined: KIDDIE, GAMER, GURU. Due to the turnover expressed and the number of certifications achieved, Sedoc is today one of Cyberoo Guru partners.

*"This organizational change – states **Veronica Leonardi, CMO and Investor Relator of Cyberoo** – unquestionably simplifies the way we approach the market and its transparency. This method will also facilitate the reduction and consequent extinction over time of Sedoc overdue credit to Cyberoo, through the repayment plans already defined".*

Cyberoo S.p.A., company listed on the Euronext Growth Milan Market of the Italian Stock Exchange, is an innovative Emilian SME specialized in cyber security for businesses, intended not only as the protection of IT systems from external attacks but as the implementation of a real strategy capable of protecting, monitoring and managing the information of the IT ecosystem. Cyberoo addresses the midsize business market with a broad and deep portfolio of enterprise solutions, developed through the use of the most advanced technologies and with a value chain that allows it to offer this market prices in line with spending capacity.



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