

CYBEROO



# THE IMPORTANCE OF MDR IN THE CYBERSECURITY MARKET



# WHY WOULD YOU NEED A CYBERSECURITY SERVICE?

**78%**

## LACK OF IN-HOUSE SKILLS

Organizations do not have the in-house skills to fully achieve their cybersecurity objectives

**85%**

## LACK OF CYBER AWARENESS

Organizations think that cyber education will not improve in the next two years

**57%**

## LACK OF QUALIFIED RESOURCES

Organizations believe that the shortage of cybersecurity staff is putting organizations in moderate to extreme risk of cybersecurity attack

**34%**

## LACK OF BUDGET FOR INTERNAL CYBERSECURITY

Organizations indicated that the most important cause of a cybersecurity staff shortage is not having the budget, especially for a 24/7 monitoring



# CYBERSECURITY SERVICE PROVIDES

## OUTSOURCED SKILLS

An adequate cybersecurity plan provides organizations with the properly trained staff, capable of achieving the cyber resilience objective

## CYBER AWARENESS

Thanks to continuous training and threat intelligence activities, cybersecurity Experts and Analysts have a complete view on the cyber threat landscape.

## QUALIFIED RESOURCES

i-SOC Specialists are figures trained to face and stop menaces in early stage. Differently from IT Managers, they are uniquely dedicated on your cybersecurity.

## 24/7 SERVICE

Organizations budgets benefit from outsourcing cybersecurity services, with adequate staff members and DAY & NIGHT service.



# CYBEROO MDR SERVICE



## 24/7 DETECTION

ARTIFICIAL INTELLIGENCE  
MACHINE LEARNING  
DATA CORRELATION

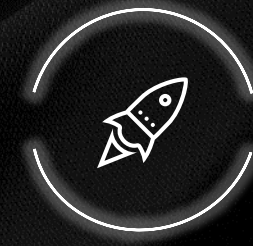
Our MDR system monitors and analyzes your cyber security 24/7.



## 24/7 ANALYSIS

I-SOC TEAM

Our team of specialists studies any potential anomalies detected by our systems to identify any possible type of threat.



## 24/7 REMEDIATION

ALERTS MANAGEMENT  
AUTOMATIC REMEDIATION  
MANUAL REMEDIATION

If a threat is detected, we take immediate action 24/7, to resolve the problem as quickly as possible.

## IN ONE SINGLE SERVICE



CYBER  
SECURITY  
SUITE

Cyberoo MDR includes the installation of **agnostic proprietary technologies** within the customer's IT ecosystem.

The Cyber Security Suite fully covers IT infrastructure, including endpoints, networks, cloud services, operational technology (OT)/ Internet of Things (IoT) and other sources, to collect logs, data and other context information useful for analyzing the customer's security posture through Artificial Intelligence and Machine Learning. AI and ML reduce significantly the number of alerts and false positives by focusing on real threats.

Finally, remediation detection services are performed by specialists who complement real-time monitoring and detection capabilities.





# MDR MARKET GROWTH IN EUROPE

EXPECTED TO GROW 20% ANNUALLY OVER THE NEXT FOUR YEARS

**Gartner Market Guide 2024** data on annual growth by target nation over the next four years

**POLAND**

+22%

**ITALY**

+27%

**SPAIN**

+26%

**WEF's Global Cybersecurity Outlook 2025** highlights two key points about the management of cybersecurity among enterprises:

**54%**

Of large organizations believe that managing security in the supply chain is one of the most critical challenges to improving cyber resilience.

**60%**

Companies have had to rethink their cybersecurity strategy due to the risks associated with cyber espionage and intellectual property theft, fueled by geopolitical conflicts and tensions.



# NEW GEOPOLITICAL ARRANGEMENTS



«Today, **European strategies** must increase **innovation, competitiveness** and **independence** of **Europe itself.**»



#### **INVESTING IN INNOVATION, DEFENSE AND AI**

Europe must fund innovative companies and encourage scalability, standardization and interoperability.



#### **INCREASED COMPETITIVENESS**

Europe must increase its competitiveness of infrastructure, networks and advanced technologies by retaining capital in Europe.



#### **REDUCING DEPENDENCIES**

We need to invest in European companies, today the basic systems are NOT European-based.



#### **PROACTIVE REGULATORY APPROACH**

Defense and AI must be the focus of European investment; the regulatory approach must prioritize innovation.





# EUROPEAN REGULATORY APPROACH



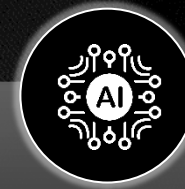
## NIS2 DIRECTIVE

It forces companies to increase their cyber resilience and keep the entire supply chain under control.



## DORA DIRECTIVE

It strengthens resilience and security by establishing a framework related to the ICT risk management of the financial sector.



## AI ACT

Regulates Artificial Intelligence, with direct implications for cybersecurity.



# THE ROLE OF CYBEROO



# CYBEROO CERTIFICATIONS & QUALITY

## CERT

Cyberoo is certified as a ***Computer Emergency Response Team*** for the category TRUSTED INTRODUCER- SIM 3

This certification testifies the high level of effectiveness of Cyberoo solutions in preventing cyber attacks and resolving incidents. All in full compliance with the strictest international standards.

## GARTNER

Cyberoo is recognized for the third consecutive time as the only Italian vendor, among international cybersecurity players, in the advanced Managed Detection and Response (MDR) services segment, the first and only Italian company.



*Scan the QR Code to download Gartner's "Market Guide for Managed Detection & Response Services 2024"*



# CYBEROO MEETS THE NEEDS OF THE EUROPEAN MARKET

## MARKET - DRIVEN APPROACH

We are an MDR that brings to market exactly what the market needs

## EUROPEAN ROOTS

100% European technology and services, developed and managed in Europe

## ARTIFICIAL INTELLIGENCE INNOVATION

Strong investment in research and development in artificial intelligence

## STRATEGIC CYBERSECURITY

We protect the European entrepreneurial fabric in a competitive environment dominated by American technology


## COMPLIANCE AND REGULATORY

We respond promptly to all regulatory requirements

## GLOBAL RECOGNITION

We are among the few European companies mentioned in the international rankings of the MDR





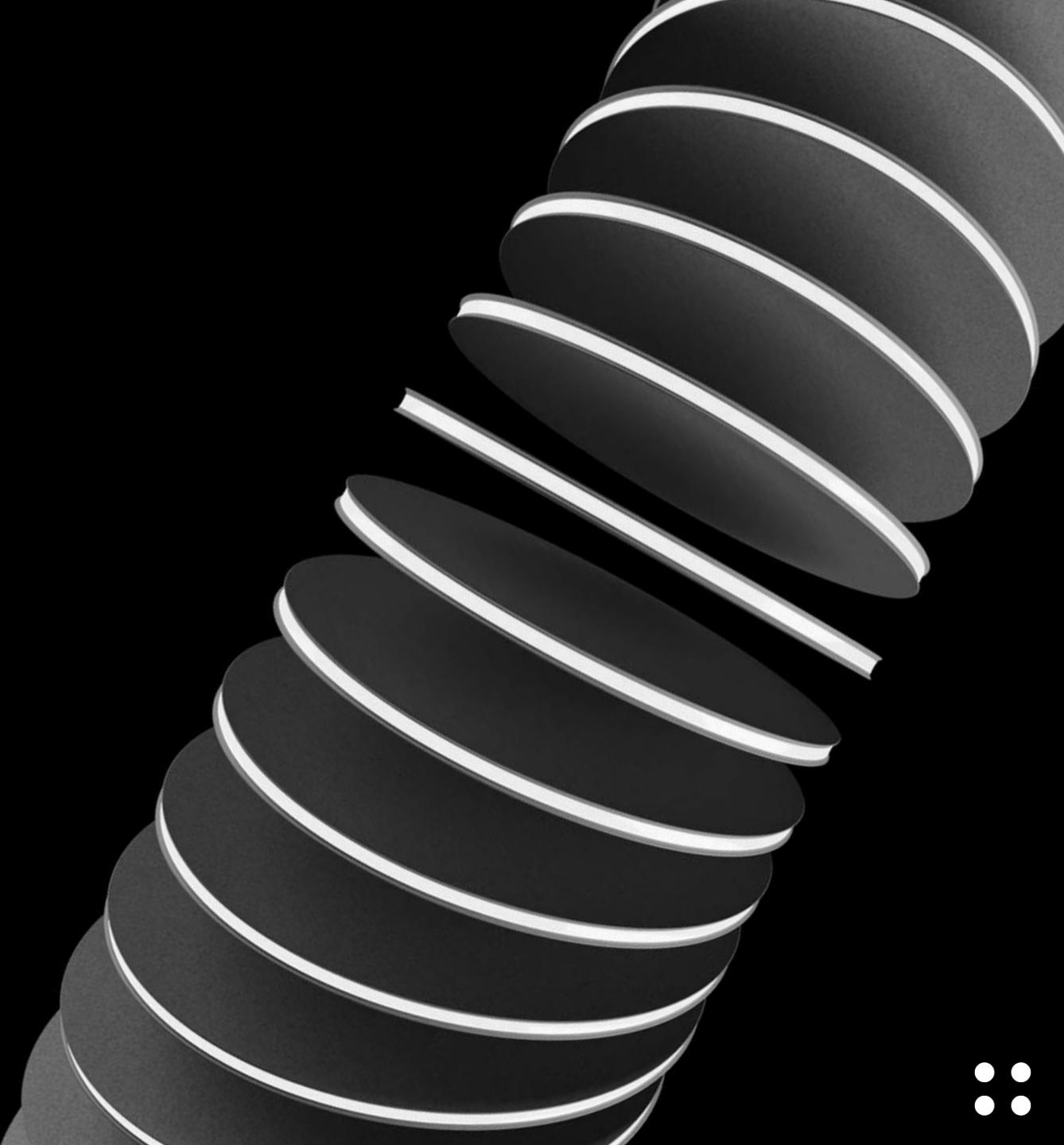
«Since our listing on the stock exchange we have blazed a solid, ambitious trail that is making us an increasingly key player in Italy and Europe.»

FABIO LEONARDI – CEO OF CYBEROO





# TECH AREA



# CYBERSECURITY DEVELOPMENT

## AN INCREASINGLY INNOVATIVE INFRASTRUCTURE

Reorganization and strengthening of the technical area to ensure increasing quality and a growing focus on artificial intelligence.

AI in the next 4 years will be a crucial technology to govern, and we are ready to master it.

**MATTEO GHIOTTO**

CTO  
R&D Coordinator



# NOT ONLY ARTIFICIAL INTELLIGENCE, BUT ALSO SKILLED PROFESSIONALS

Datacenter STACK Infrastructure T4

Milan

**50+** Cyber Security Specialist 3° TIER

Reggio Emilia

**50+** Cyber Security Specialist 1° TIER

Ternopil

Datacenter Equinix WA2 IBX

**15+** Cyber Security Specialist 2° TIER

Warsaw

**30+** Group company controlled by Cyberoo Global  
and supporting Cyberoo business

Tirana



# CYPEER SERVICE INNOVATION

Cyberoo has launched Cypeer Keera, a service that represents a **strategic evolution** from Cypeer Sonic. Cypeer Keera manages the entire threat mitigation process from identification to resolution, introducing advanced manual remediation capabilities.



## CYBEROO BENEFITS

Cypeer Keera offers a higher list value and allows for an upgrade for existing customers who need new features compared to Cypeer Sonic.

## CUSTOMER BENEFITS

It allows the entire rescue chain to be certified and fulfills an increasingly widespread need.

## WHICH COMPANIES IT TARGETS

The service is strategic for companies that have cybersecurity expertise but not an adequate structure to handle the final phase of attack mitigation.





# SAME DETECTION DIFFERENT REMEDIATION

Cyberoo offers 4 levels of **Cypeer** service, developed to meet the various cybersecurity needs, from the more structured to the less structured businesses, which make up the majority, especially in a European context dominated by small and medium-sized enterprises.



CY  
DEK



CY  
SONIC



CY  
KEERA



CY  
KEERA<sup>+</sup>





 **CY**  
D E K

 **CY**  
SONIC

 **CY**  
KEERA

 **CY**  
KEERA+

<b>I-SOC</b> 1° Tier 2° Tier 3° Tier	✓	✓	✓	✓
<b>Contact</b> Email Call Portal	✓	✓	✓	✓
<b>Rescue chain via partner/customer</b>	✓	✓	✓ (WORKING HOURS)	✓
<b>Automatic Remediation</b>		✓	✓	✓
<b>Cyberoo certified Rescue Chain</b> NIGHT & WEEKEND			✓	
<b>Cyberoo certified Rescue Chain</b> 24/7				✓





Business unit **specializing in consulting activities in the cybersecurity sector**, enabling them to enter companies without an MDR budget or, in many cases, to offer cross-selling activities to those already adopting MDR solutions, with **the aim of improving the level of cyber resilience of clients.**



## INCIDENT RESPONSE TEAM

The incident response activity allows intercepting the needs of companies that are facing an attack, with a 99% probability that it will lead to the purchase of an MDR solution. In addition, for customers already using an MDR, it offers the ability to manage any incidents.



## RISK ASSESSMENT



## CYBER SECURITY ADVISORY & vCISO



## VULNERABILITY ASSESSMENT & PENETRATION TEST



## COMPLIANCE NIS2: CONSULTANCY ACTIVITIES



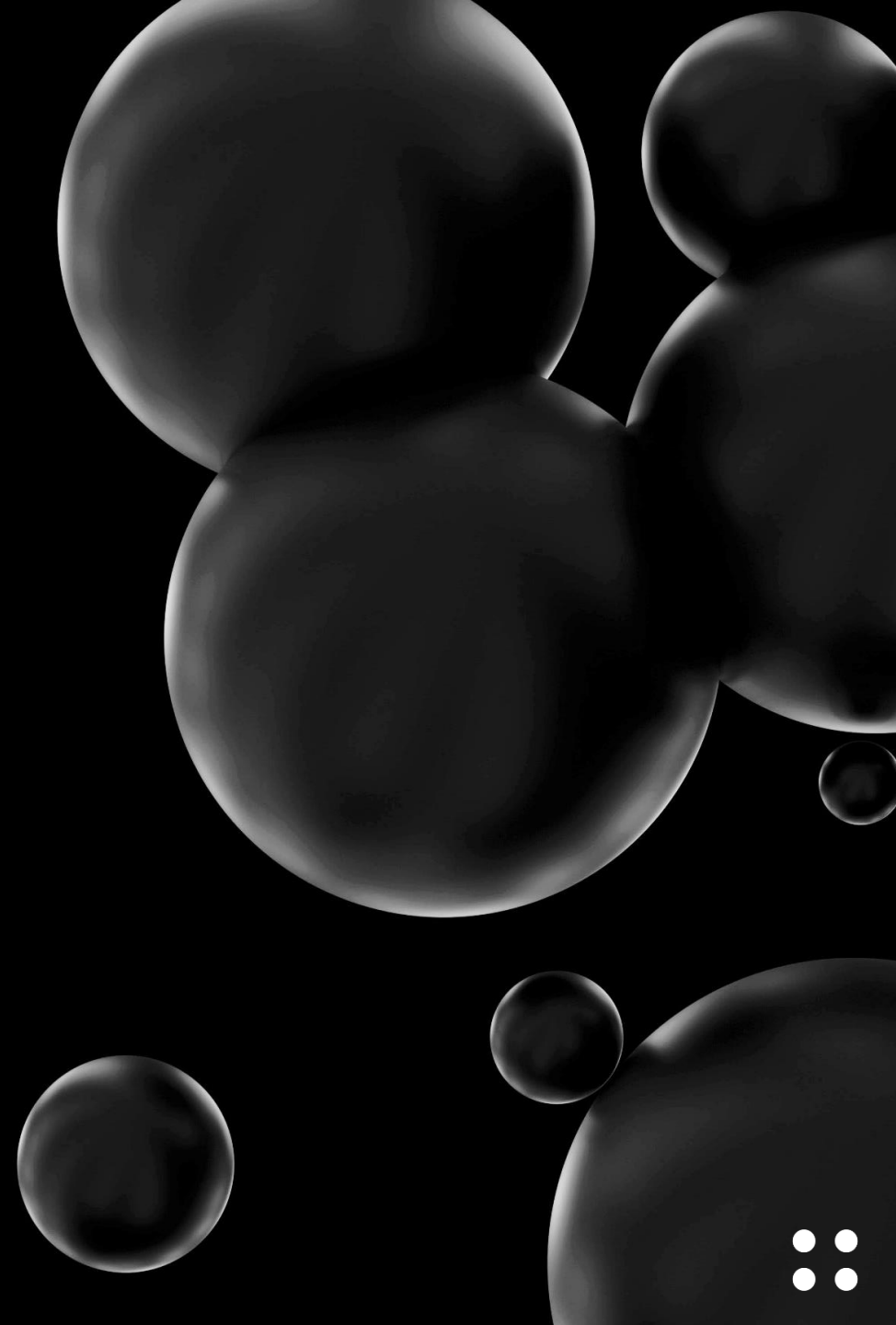
2025

**CYBEROO**  
**BREAKS A NEW GROUND**

**CODE NAME: KEATING PROJECT**  
**WITH GENERATIVE AI**



# SALES & MARKETING AREA



# CYBEROO SALES NETWORK -Italy

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 & Channel Director
- 1 Head of Business Development
- 4 Area Manger
- 5 Territory Manager
- 6 Key Account Manager
- 4 Business Developer Manager
- 4 Inside Sales





# CYBEROO HAS SIGNED IMPORTANT PARTNERSHIP AGREEMENTS ALL OVER THE COUNTRY

1

DISTRIBUTION AGREEMENT

92

PARTNERSHIP AGREEMENTS



# CYBEROO PARTNERS –Italy

CYBEROO has signed **important partnership agreements** with well-distributed dealers throughout the country, which it now covers entirely.

- 3 Puntozero
- Athena S.r.l.
- ARCAS S.R.L
- Avvale S.p.A. (Ex Techedge S.p.A)
- A.Z. Info S.r.l.
- Bearit S.r.l.
- Bellucci S.p.A.
- Betacom S.r.l
- Capgemini Italia S.p.A.
- CONNECT S.p.A.
- Cyber-bee (R1 Group)
- Cybertech S.r.l
- Dabbicco Telecomunicazioni S.r.l.
- Dastech S.r.l.
- Digipoint S.r.l.
- Digisoft S.p.A.
- Easytech S.r.l
- Ecotel Italia S.r.l.
- EDIST Engineering S.r.l.
- Energent S.p.A.
- Enwenta S.r.l.
- Euro Informatica S.p.A.
- Eurosystem S.p.A.
- FLAG S.R.L
- Gamtech
- Global Sistemi S.r.l
- GFX S.R.L.
- Go InfoTeam S.r.l.
- Go 2Tec S.r.l.
- Gruppo 3C S.r.l.
- Gruppo E (Ergon S.r.l.)
- Gruppo Trade S.r.l.
- Horsa S.p.A.
- I.T.M. Informatica telematica meridionale s.R.L.
- Information Consulting S.r.l.
- Intent S.p.A.
- IT Impresa S.r.l.
- ITI Innovazione Tecnologica Italiana S.r.l.
- KII-Key Investigation & Intelligence S.r.l.
- Ledwork S.r.l.s.
- LikeDigital S.r.l.
- Limonta Informatica S.r.l.
- LYNX CS S.r.l
- Logical System S.R.L.
- Magnetic Media Network S.p.A.
- MATICMIND S.P.A
- Mauden S.r.l.
- MPG System S.r.l. N3TCOM S.R.L.
- N3tcom S.r.l
- Naquadria S.r.l.
- Novanext S.R.L.
- NPO Sistemi S.r.l
- NPO Torino S.r.l.
- Omicron Consulting S.r.l.
- OPEN KOMM S.R.L.
- Planetel S.p.A.
- Posdata S.r.l.
- Pucciufficio S.r.l.
- QUANTICO S.R.L
- RAD S.r.l.
- R.B. Impianti tecnologici S.r.l.
- Red Frog S.r.l.
- Retelit Digital Service S.p.A.
- Reti S.p.A.
- Ricca IT S.r.l.
- RTC S.p.A.
- S2E Sprint S.r.l.
- SafeNetwork S.r.l.
- Scai Solution Group S.p.A.
- Scai Tecno S.p.A.
- Selcom S.p.A
- Show.IT S.r.l.
- Silverlake S.r.l.
- SMARTNET S.R.L.
- SMAU – GFI S.R.L.
- SMEUP ICS S.r.l.
- SMS Engineering S.r.l.
- Sogesi S.r.l.
- System Line S.r.l
- TCN Telecomunicazioni S.r.l
- Tech2 S.r.l.
- Techlan S.r.l.
- Tecno 3 S.a.s.
- Tecnologica S.r.l.
- Teleconsys S.p.A.
- Training 4U S.r.l.
- Vidata S.r.l.
- WindTre S.p.A.
- Wetech's S.p.A
- Workteam S.r.l.
- Yotta Core S.r.l.
- Zerouno Informatica S.p.A.



## **Sedoc Digital Group**

the main shareholder and one of the main business partner, acquires Cyberoo solutions through the national distribution system starting July 1st, 2024.

This method will facilitate the reduction and consequent extinction over time of Sedoc overdue credit to Cyberoo, through the repayment plans already defined.



# PURPOSE: INTERNATIONALIZATION

In the five-year period 2025-2029, 5-6 openings are expected through a mix of organic growth and strategic M&A.





# SALES NETWORK AND PARTNERS

Poland and Slovak Republic

## SALES NETWORK

1

Sales Manager

1

Presales Engineer

2

Key Account Manager

1

Marketing Manager

## DISTRIBUTOR

Cyberoo signs the distribution agreement with Arrow Electronics



## PARTNERS

During 2023, Cyberoo began the development of the partners network in Poland, resulting in the onboarding of the following companies:

PROSYSTEM SA.  
INTEGRITY PARTNERS SP. Z O.O.  
CC Otwarte Systemy Komputerowe Sp. Z O.O  
VERNITY SP. Z O.O  
ASCOMP SA.  
SPRINTTECH SP. Z O.O.  
XCOMP SPÓŁKA Z OGRANICZONĄ  
ODPOWIEDZIALNOŚCIĄ SP. K.  
AIRO S.R.O.  
SEVENET S.A.  
STORIO Spółka z ograniczoną  
odpowiedzialnością Sp.k





# SALES NETWORK AND PARTNERS

Spain & Portugal

## SALES NETWORK

3

Key Account Manager

## DISTRIBUTOR

Cyberoo signs the distribution agreement with Zaltor.



## PARTNERS

During 2024, Cyberoo began the development of the partners network in Spain, resulting in the onboarding of the following companies:

OMEGA PERIPHERALS S.L.  
COS MANTENIMIENTO  
GLOBAL DIGITAL CONSULTING  
TECHNOLOGY 2 CLIENT S.L.  
PANORAMA TECHNOLOGIES S.L.



# ABOVE THE REST

We have created the new  
**ABOVE THE REST** campaign.

With the new commercial Cyberoo is  
**represented through different eyes.**



*Watch the  
new spot*





# CAMPAIGN RESULTS

## CAMPAIGN VIDEO

**3 million** impressions

**80 thousand** views

**64 thousand** clicks

## PODCAST

**5 million** views

**70 thousand** ratings

**100 thousand** clicks



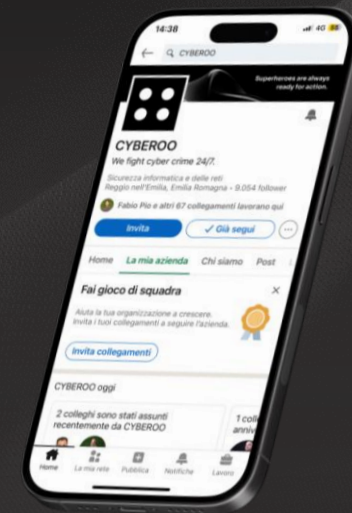


# WEBSITE & SOCIAL RESULTS

**185 thousand** website visits  
+170% VS 2023

**13 thousand** blog visits  
+200% VS 2023

**3 thousand** tech blog visits  
Online from 2-24



**+3 thousand** followers  
Highest data ever

**1 million** of views  
+40% VS 2023

**50 thousand** clicks



# EVENTS

2024

EVENT TYPE	QUANTITY OF EVENTS HELD
CYBEROO EVENTS	4
PARTNER EVENTS	25
CYBEROO WEBINARS	6
PARTNER WEBINARS	4
PR/IR EVENTS	19
<b>TOTAL EVENTS YEAR</b>	<b>58</b>



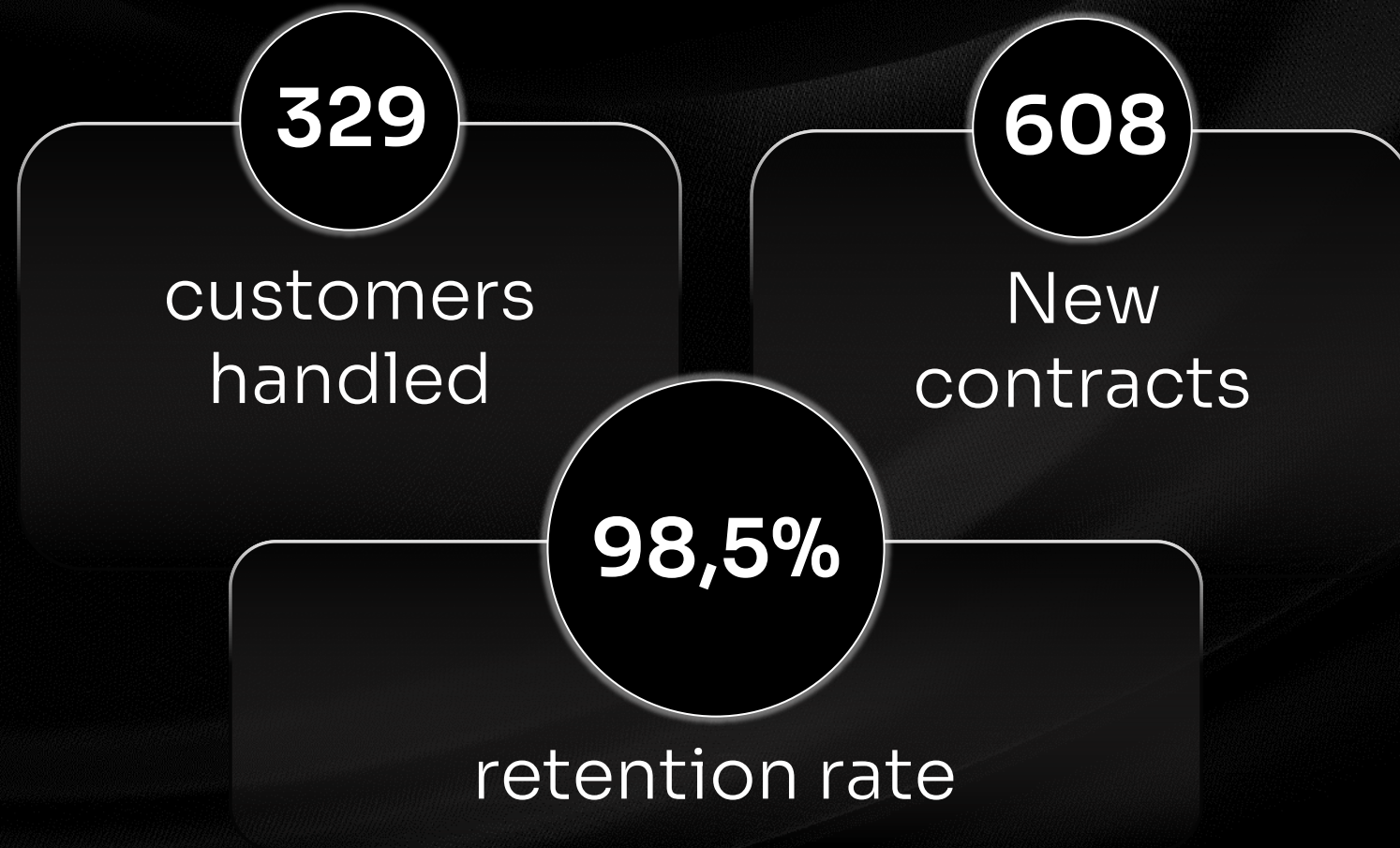


# FY2024 RESULTS



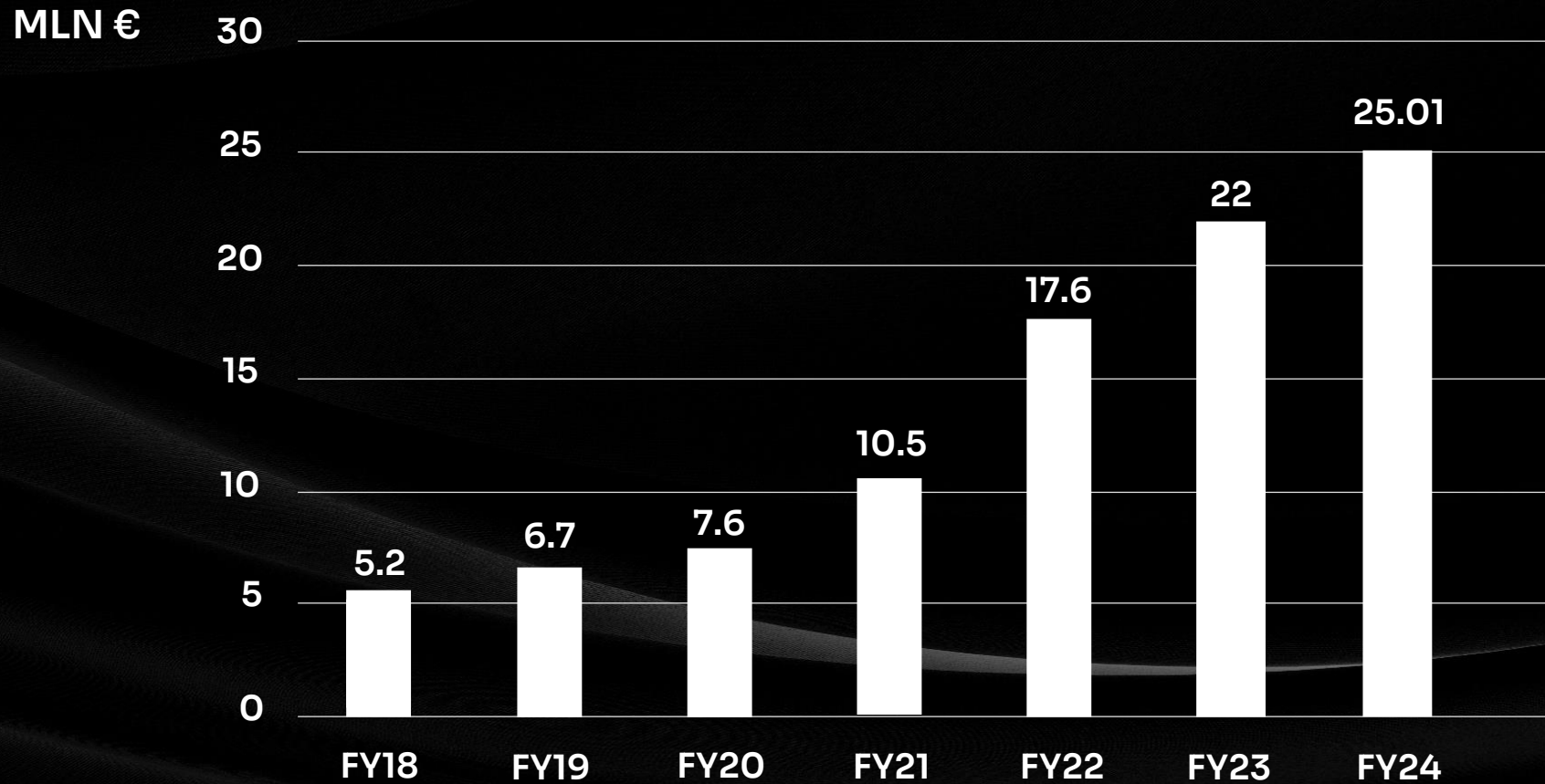


# MANY CUSTOMERS HAVE CHOSEN US



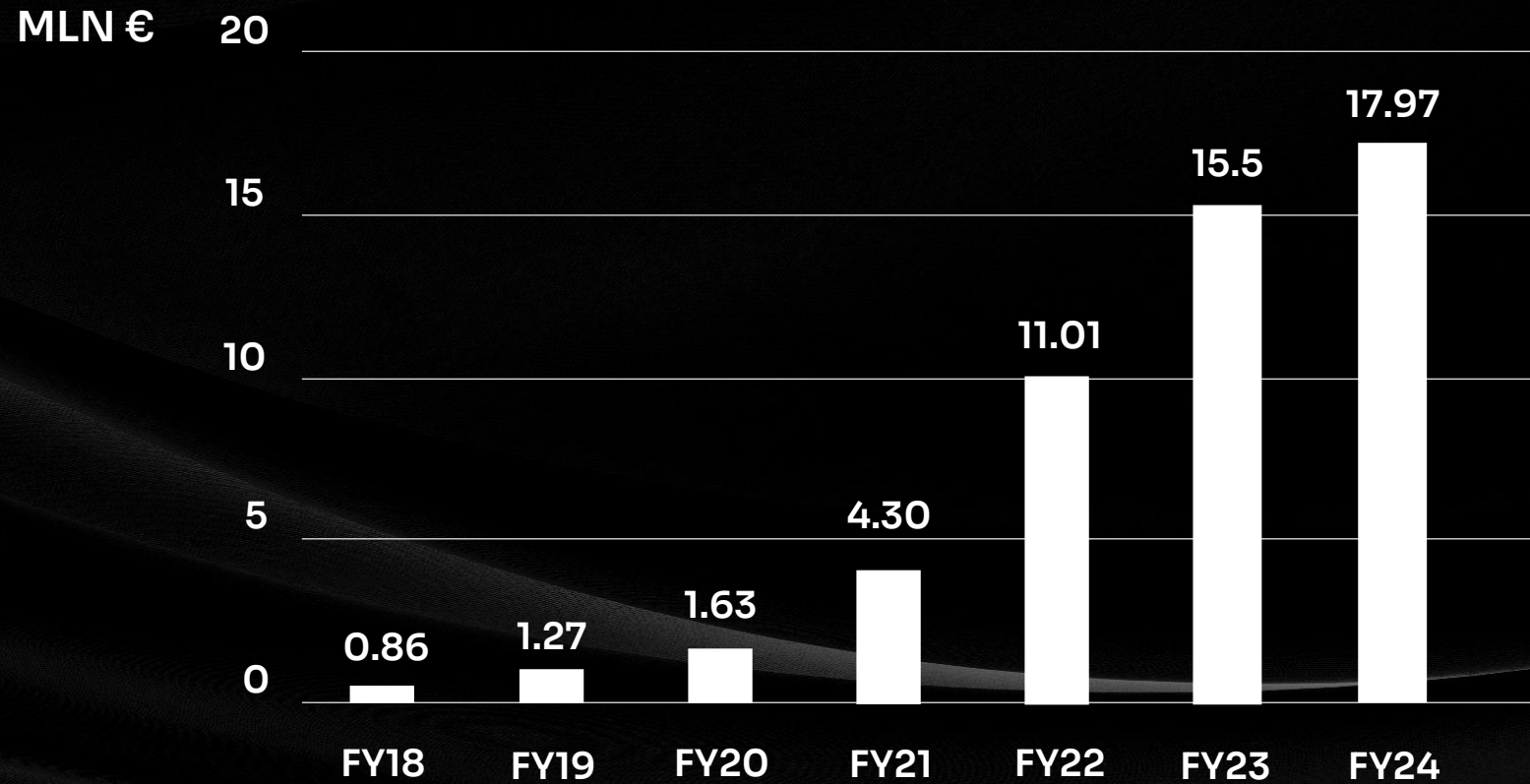
# VALUE OF PRODUCTION 2018 – 2024

## HIGHLIGHTS



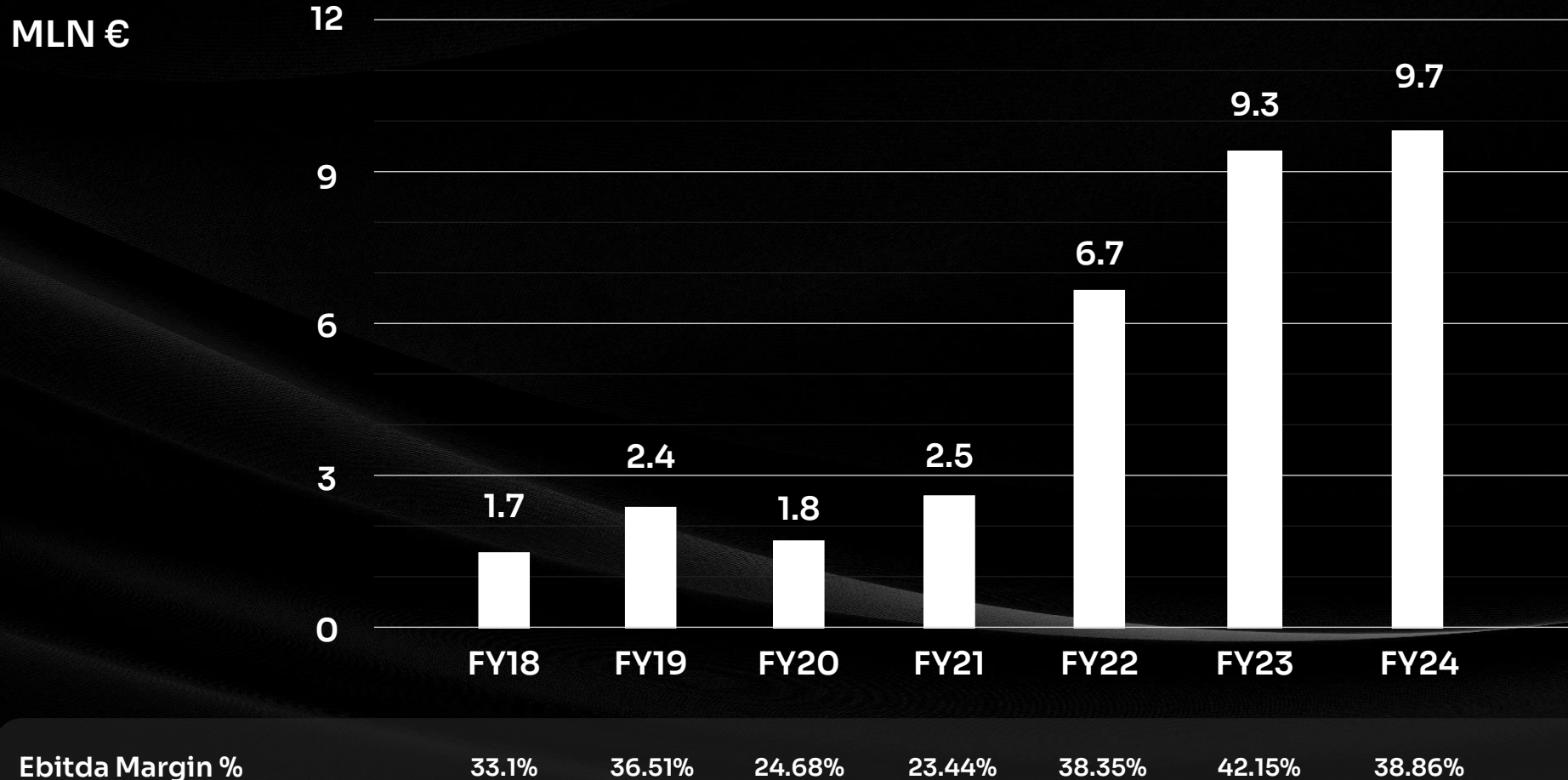
# CYBERSECURITY REVENUES 2018 – 2024

## HIGHLIGHTS



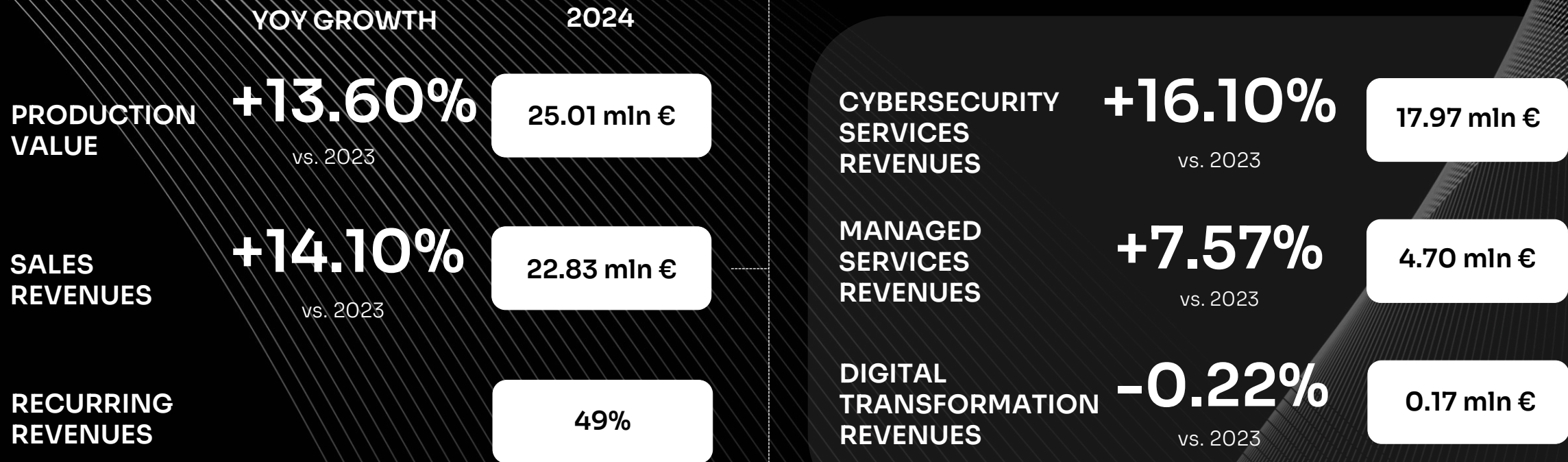
# EBITDA & EBITDA MARGIN 2018 – 2024

## HIGHLIGHTS





# CYBEROO SALES & REVENUES 2024





# CYBEROO HIGHLIGHTS 2024

	YOY GROWTH vs. 2023	2024
PRODUCTION VALUE	+13.60%	25.01 mln €
EBITDA	+4.73%	9.72 mln €
EBITDA MARGIN	-3.29pp	+38.86%
NET PROFIT	+10.43%	4.38 mln €
NFP (CASH)	-99.53%	-18k €



# ATTENTION POINTS

## CYBEROO

### **DOUBLE-DIGIT GROWTH SALES**

despite an uncertain economic environment.

### **DOUBLE-DIGIT GROWTH IN CYBERSECURITY REVENUES**

In line with the market.

### **DOUBLE-DIGIT GROWTH IN NET PROFIT**

### **HIGH EBITDA MARGIN**

despite sustained investments in 2024 for the new product line and expansions in Spain and Poland.

### **NFP IS INFLUENCED BY THE LENGTHENING OF REVENUE TIMES**

compared to previous years due to economic uncertainty, which limits up-front payments. To address this challenge, the Company is developing new financing arrangements for its partners.

### **SEDOC DIGITAL GROUP'S CREDIT DECREASED BY 20%**

compared with the previous six-month period. It is expected that within the next three years the credit will be reduced to zero.



# SUSTAINABILITY REPORT HIGHLIGHTS 2023

## HUMAN CAPITAL

**100%** permanent contracts

**97%** full-time contracts

**62%** employees between the age of 30 and 50

**50%** senior managers hired by the local community

## ENVIRONMENTAL CAPITAL


**20.30** tons of waste produced (-51% vs 2022)

**Emission compensation:** reduction of 80 grams/  
per employee of CO<sub>2</sub> emissions into the atmosphere, with 24 bottles

**203 tCO<sub>2</sub>** (Scope 1+2) produced in 2023

THE 2024 SUSTAINABILITY REPORT WILL BE RELEASED IN JUNE 2025





«We expect them to be intense yet rewarding years, both for international growth, with expansion primarily in Europe, both direct and indirect, and for the development of our product lines.»

FABIO LEONARDI – CEO OF CYBEROO



# CONTACT US



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