

PRESS RELEASE

**“BLACK CLUB PARTNER CONFERENCE 2025”,
CYBEROO INTRODUCES "KEATRIX", THE NEW CYBERSECURITY
TRAINING SOLUTION, POWERED BY ADAPTIVE AI**

**AT THE EVENT, NOW IN ITS FIFTH EDITION, BETWEEN DATA,
INNOVATION AND NEW GROWTH STRATEGIES,
THE ENTIRE ITALIAN SALES NETWORK WAS PRESENT,
AND FOR THE FIRST TIME ALSO THE INTERNATIONAL ONE**

Reggio Emilia, May 20th, 2025 – **Cyberoo S.p.A.**, innovative SME listed on the EGM market of Borsa Italiana, specializing in cybersecurity for enterprises, communicates that it has officially presented “Keatrix – Human Risk & Security TrAlning Platform”. The new solution, for cybersecurity training, is based on the use of adaptive artificial intelligence. Keatrix responds to the growing need of companies regarding the centrality of staff training, as a key element to strengthen their cyber defenses.

The launch of the new solution took place during the fifth edition of the "Black Club – Partner Conference 2025", the traditional event that brings together Cyberoo Italian sales network in Milano Marittima. Additionally, this year, for the first time, also the international partners and sales teams took part in a dedicated edition. The Spanish and Polish partners actively participated in the two days leading up to the Italian event, which took place from 14 to 16 May. Their presence confirms Cyberoo development plans along with the strategic importance of the international expansion and the construction of a solid and integrated commercial network in Europe.

At the center of the *conference* program, among the innovations of 2025, as anticipated, was the launch of "Keatrix – Human Risk & Security TrAlning Platform". The solution is configured as a real learning path of cybersecurity skills and focuses on the human being as an active subject for the management of cyber risk, while enhancing their unique ways of perceiving, deciding and acting.

This new solution enriches Cyberoo portfolio and focuses on managing the risk related to the first corporate firewall, people.

The new solution will be commercially available at the end of 2025 and will be integrated into the offer portfolio of Italian and international partners.

Keatrix has been designed to be immediately usable, easily deployable and scalable, it connects in contiguity with Cyberoo MDR (Managed Detection & Response) solution, further strengthening the cybersecurity approach.

A risk management that is based on the concepts of *adaptive learning* and *edutainment*. The former uses adaptive artificial intelligence to personalize educational content and customize the training path to the learning needs of individual users. The latter combines learning and entertainment through the use of video avatars and short films.

With a clear positioning in the behavioral safety segment, the platform is proposed as a new standard for the *enterprise market*, thanks to the combination of adaptive AI, adaptive training and *edutainment*.

Among the added values of the new solution is the design of a training approach and an educational path that combines the effectiveness of technology with the ability to customize the path. This translates into a nominative and transferable certification. The platform, in fact, assigns each user a unique code, ensuring that the use of the content and the certification obtained are personal and not linked to the company, remaining the property of the individual even in the event of a change of company. This system represents a real innovation in the field of cybersecurity training, making the certification independent of the business context in which the resource is working at the time they are obtaining the certification.

*“For the launch of Keatrix we could only choose the occasion of the Black Club - Partner Conference – says **Veronica Leonardi, Executive Board Member & CMO of Cyberoo** – a moment that sees us all gathered to take stock of the new business growth strategies. A confirmation of how much we believe in our new solution, which represents a strategic extension of Cyberoo offer. From an economic point of view, – continues Leonardi – we expect the first results in terms of revenues and margins to be visible from 2026, with progressive growth in the following years to support the medium-long term consolidation and development strategy. Finally, we are excited – concludes Leonardi – of the wide success that our event records every year, confirming that the team is close-knit and able to contribute effectively to the achievement of new and increasingly ambitious goals”.*

To enrich the Milano Marittima event, there was also a speech by Elena Prodi, researcher in Applied Economics at the *Politecnico di Milano*, who provided a key to understanding the current geopolitical scenario, highlighting the new opportunities that lie ahead for European companies operating in the cybersecurity sector.

Veronica Leonardi, on the other hand, had the task of outlining Cyberoo distinctive position on the market. Three fundamental elements were introduced: service, proximity and stability. Firstly, "the service", perfectly in line with the needs that companies are facing to counter cyber risk. Secondly, "proximity", thanks to the fact that Cyberoo is a European player operating in Europe and able to guarantee cybersecurity services in full compliance with current regulations. Lastly, "stability", since, unlike non-EU suppliers, Cyberoo is not exposed to any risks related to geopolitical or commercial tensions that could impact the continuity of the service.

Great attention was also paid to data. In fact, the results of the Cyberoo 2025 Observatory, published last February, were presented, with over 10¹² events managed by the I-SOC during 2024. A snapshot of the main attack trends, the most common vulnerabilities and the most active threat actors, which provides a strategic look at the challenges that await enterprises in the near future. (The full document is available at the following link: [CYBEROO Observatory 2025](#)).

Finally, during the event, the reorganization of the commercial and technical structure on the Italian territory was emphasized, with the introduction of the new roles of Territory Manager and Area Manager, in addition to Key Account and



Inside Sales. These figures are considered functional to the path of further important growth launched by the company.

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.

FOR INFORMATION CYBEROO:

CYBEROO

Chief Marketing Officer & Investor Relator

Veronica Leonardi | investor@cyberoo.com +39 0522 388111

UFFICIO STAMPA CYBEROO

ReputationValue, communication & public affairs

Federico Ziller | ziller@reputationvalue.it +39 335 7555508

Fabio Pandolfini | pandolfini@reputationvalue.it +39 339 7214602

EURONEXT GROWTH ADVISOR CYBEROO

EnVent Italia SIM S.p.A.

ega@envent.it +39 02 22175979