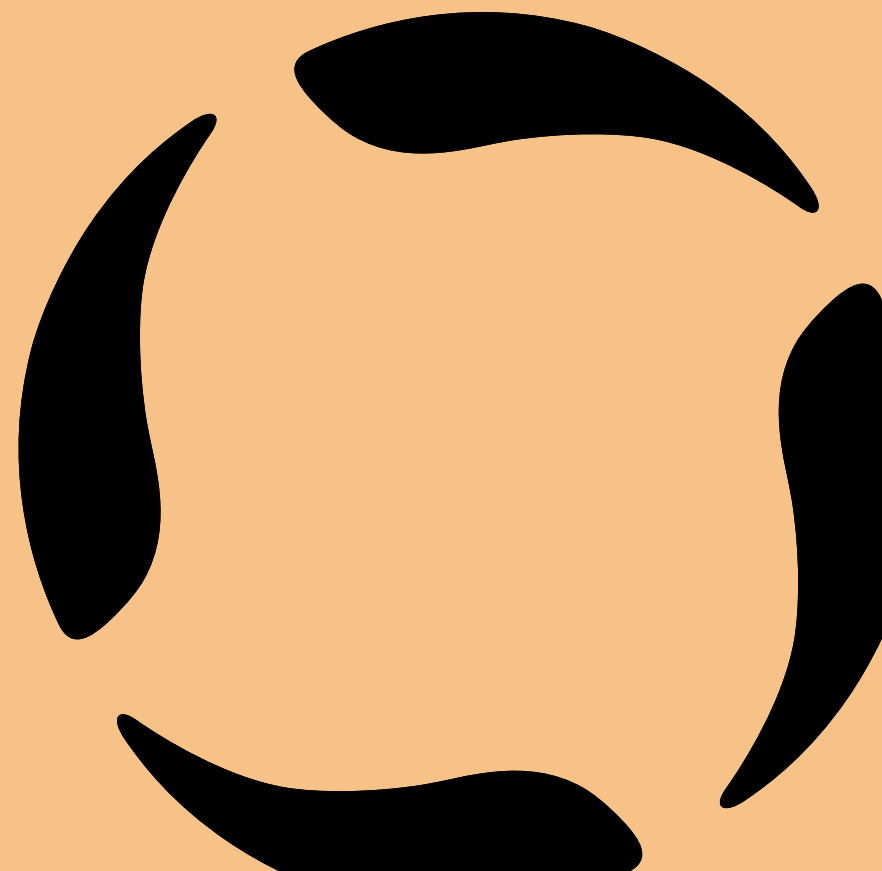


cyan

Cyber Safety

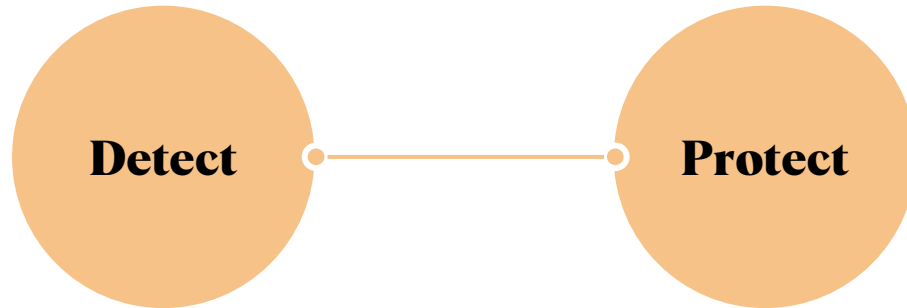
cyan AG

Investor Presentation | January 2024



Providing Cyber Safety

With European roots, cyan AG and its subsidiaries are trusted by leading international service providers globally to provide value-added cybersecurity



Technological advantage through in-house threat intelligence

AI and ML driven methods continuously screen the web for threats

Proprietary platform with over 300m entries as basis for range of seamless solutions

Seamless range of cybersecurity solutions as win-win

Revenue uplift and customer retention as strategic benefits to partners

Convenient usability via network- & endpoint-based protection keeps subscribers safe



Management & Supervisory Board

cyan AG



Thomas Kicker
CEO

2024 – today
CEO of cyan AG

2022 – 2023
COO of blackshark.ai

2019 – 2022
Commercial Lead Palantir EU

2016 – 2019
SVP Deutsche Telekom

2012 – 2015
CCO T-Mobile Austria

2010 – 2012
SVP T-Mobile Austria



Markus Cserna
CTO

2018 – today
CTO of cyan AG

2011 – today
CTO of cyan Security Group

2019 – 2023
CEO of I-New Unified Mobile
Solutions

2023 – 2023
Interim CEO of cyan AG

2006 – 2020
Founder and CTO of cyan
Networks Software



Alexander Singer
Chairman of the
Supervisory Board



Lucas Prunbauer
Dep. Chairman of the
Supervisory Board



Markus Messerer
Member of the
Supervisory Board

Unleashing digital
potential.

Overview & Key Business Events

Historic timeline of cyan

History

- cyan has over 15 years of cybersecurity experience – Initially as B2B network security provider, then as B2B2C-network security provider for telecom companies
- T-Mobile Austria (now Magenta) was the first partner – Reaching 35% penetration of active user base in 2020
- After being acquired in 2017, cyan listed on the Frankfurt Stock Exchange (Scale Segment)

cyan today

- cyan offers seamless cybersecurity solutions via a white-label B2P2C¹ approach
- cyan has market-leading technology, patented or proprietary intellectual property incl. complex algorithms and a security filter database
- Today cyan's solutions are available to millions of end-users via partners using cyan technology

July 2006

cyan is founded and incorporated as cyan Networks Software GmbH in Vienna, Austria



July 2013

Signing of first B2B2C contracts with T-Mobile Austria (now Magenta)



March 2018

Initial public offering on Frankfurt Stock Exchange (Scale Segment)



July 2018

Acquisition of i-new (BSS/OSS platform provider) and its customers



December 2018

Contract with Orange signed after winning a tender process against global competition



April 2022

Most successful 12 months in business history signing and launching customers



February 2023

Launch of new branding "cyan digital security"



December 2023

Sale of i-new (BSS/OSS) to a strategic partner to focus on the core business cybersecurity



January 2024

Thomas Kicker joins as CEO



B2B-startup

B2B2C-transformation

End-customer-centric transformation

¹ cyan considers its direct customers as partners in the quest to provide cybersecurity to end-customers.

Seamless protection through market leading technology with ML/AI in a high-growth industry

Cybersecurity is a fast-growing market – Telecom operators (MNOs and ISPs) are at the forefront of protecting the end-user

Emphasis on implementing, scaling, and monetizing existing customers and selected prospects

A pipeline of highly promising customers for cybersecurity solutions to be signed



cyan digital security's Target Industries

We provide safety in an accelerating digital world through our solutions, enabling security as a service for customers of telecom and platform operators.

MNOs & ISPs

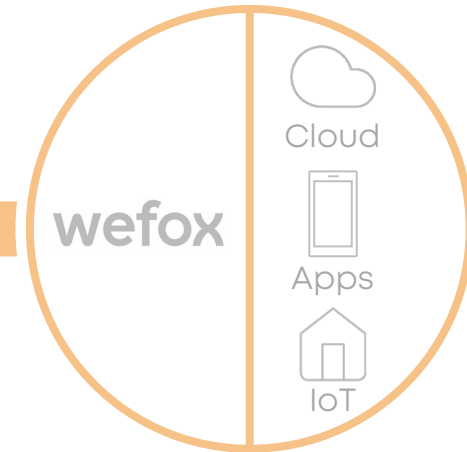
High scalability – extremely large customer base
Long-term customer retention with recurring revenue



Cybersecurity
via B2P2C

Future Markets

Untapped markets with large and fast-growing customer bases
Security add-on solutions for platform operators



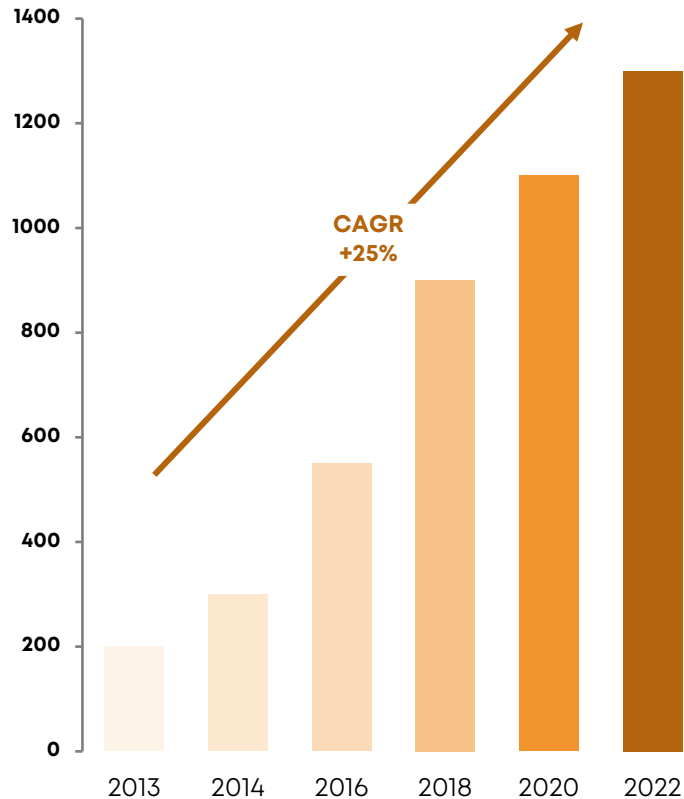
Digital Safety
future applications

cyan digital security Protects Subscribers

Digitalization and mobility drive the attacks on mobile devices which will increase in volume and degree of sophistication

Total Malware

In million detections¹



- Phishing** → Phishing Emails and Vishing
- Clickjacking** → Malicious Code in Hidden Buttons
- Ransomware** → Data Encryption
- Malware** → Worms, Trojans and Viruses
- Cryptomining** → Utilizing Web Browsers
- Identity Theft** → Credit Card Theft
- Web Scams** → Systematic Online Fraud
- Adware** → Incessant Ads
- Bad Content** → Violence and Adult



5.4 billion people worldwide already use mobile phones (76% smartphones)



The number of unique mobile subscribers is expected to increase to 6.3 billion in 2030



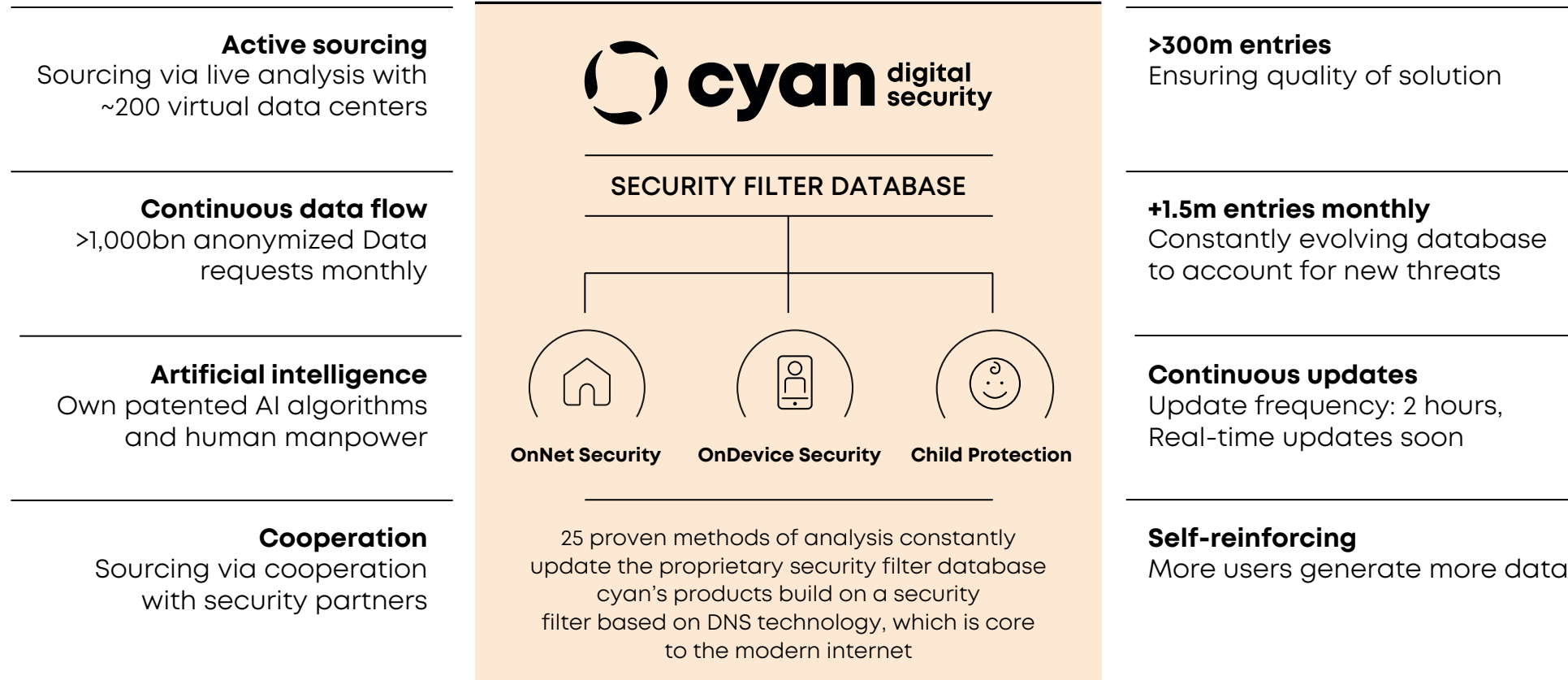
The use of SIM cards worldwide (excluding cellular IoT) is forecast to expand to 9.8 billion by 2030

We protect them.

¹ Global detections of malware such as backdoors, crypto-mining, fake apps, banking trojans etc. | Source: GSMA, AV Test, company information.

Technological Advantage at the Junction of the Internet

Our Threat Intelligence feeds the security filter database on which cyan's products are built – Active sourcing, patented methods and self-reinforcing.

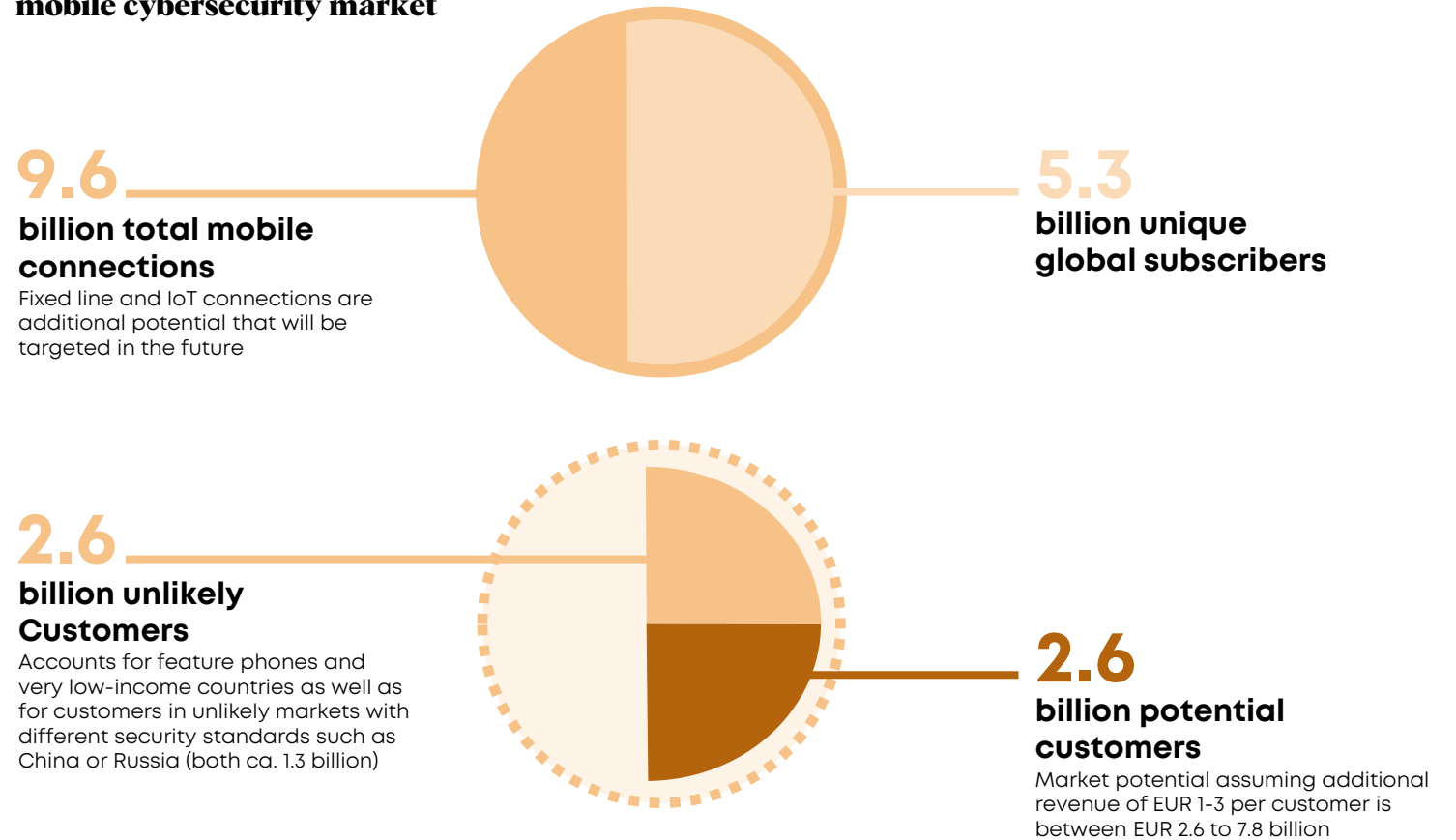


Telecom providers are at the forefront of cyber safety.

Telecom Providers are a Major Market

cyan's vision: 10% market share of 2.6 billion potential customers – Up to € 7.8 billion total market potential in MNOs

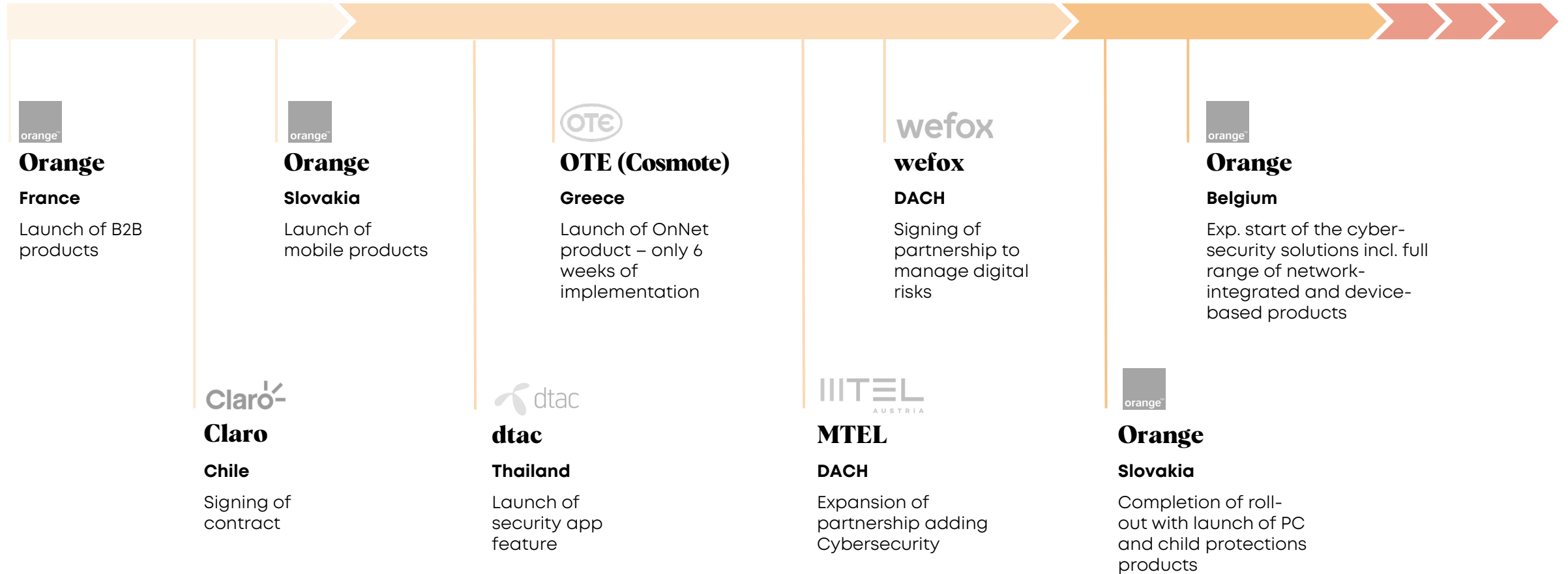
Breakdown of total addressable mobile cybersecurity market



Note: Rounding differences may occur. For simplicity reasons, the breakdown focuses on cybersecurity for mobile phones only – IoT (usually only protectable with the OnNet approach) will become a big topic in the mid-term future. | Source: GSMA Intelligence, GlobalData

Recent Operational Highlights

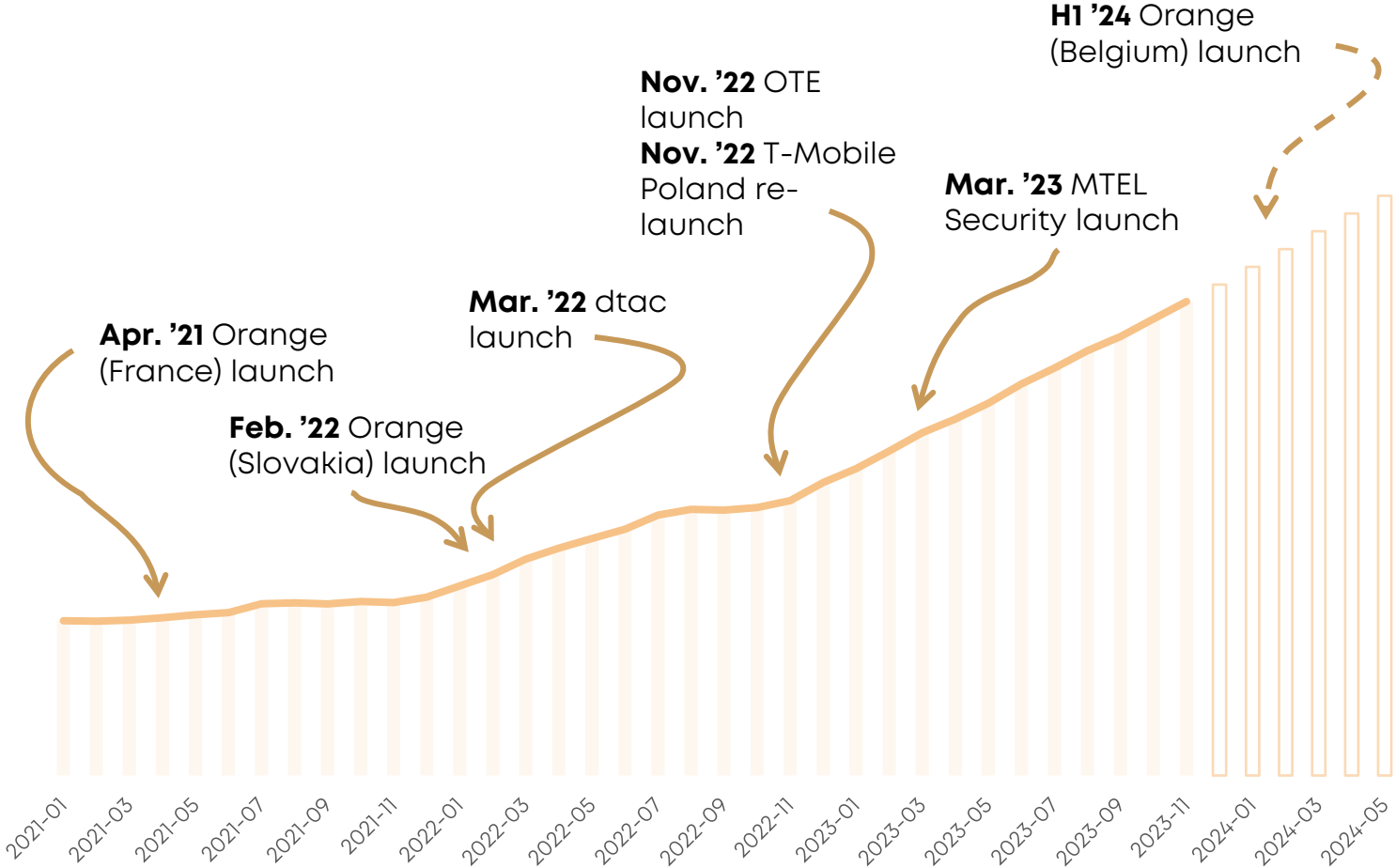
In addition to progress with existing customers, cyan signed and launched new partnerships with telecom and platform operators



Growth in Cybersecurity Subscribers

The number of active customers increased significantly in the last year.

[Cybersecurity subscribers (paid, trial); Forecast subscribers]



In the last year, with more customers launching cyan products than ever before, the subscriber base more than doubled.

Financial Update H1 2023

H1 2023: Strong growth in cybersecurity, with operating expenses under control

in € mn.	H1 2023	H1 2022	2022
Revenue	3.8	4.1	8.5
Cybersecurity	2.1	1.5	3.8
BSS/OSS	1.7	2.6	4.7
Total earnings¹	4.5	6.4	12.4
Expenses	-10.2	-10.4	-20.8
EBITDA	-5.7	-4.0	-8.4
Result before tax	-8.2	-6.6	-13.5
Cash flow from operations	-3.0	-3.1	-6.8
	30/06/2023	30/06/2022	31/12/2022
Cash and cash equivalents	1.5	3.7	5.3
Net debt incl. IFRS 16²	2.1	4.6	1.3

¹ Includes revenue other operating, changes in inventories and capitalized own work; ² IFRS financial leasing liabilities and other financial liabilities less cash and cash equivalents.

Source: Company information. | Note: Rounding differences may occur.

- Subscriber growth driven by newly launched partners – continuing in H2 2023
- Launch of new brands cyan digital security and i-new for each business segment
- Further reduction in operating expenses leads to improving cash flow
- Debt-equity swap reduced debt by € 3 mn. in Q1 2023
- More customers to launch in the next twelve months – projects funded with recent capital increase
- Revenue target of € 8.0 mn. to € 9.0 mn. for FY 2023

The financials include the BSS/OSS segment (i-new) which was sold by the end of 2023

Key Benefits of the cyan Business Model

cyan's core strengths and advantages

01

Outstanding technology

Each solution is built around the same core technology which results in sophisticated but standardized products

02

B2P2C Business Model

Millions of end customers are accessed through blue-chip partners in a B2P2C approach

03

Recurring Revenue

Highly visible revenue growth through secured contracts with long-term durations

04

Lean Operations

SaaS-products with low marginal costs are available once the solution is integrated into the network

05

Asset Light Structure

Flexible IT cost structure and low capex per project as cyan rents capacity at virtual data centers for sourcing and research process

06

Additional Upside

Application of core technology to new business segments and expansion into further international markets



Contact & Calendar

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ir.cyansecurity.com



04. - 05. Apr. 2024 | Paris

Investor Access Conference

24. Apr. 2024

Annual Report 2023

12. July 2024 | Munich

Annual General Meeting

26. Sept. 2024

Interim Report H1 2024

25. - 27. Nov. 2024 | Frankfurt

Deutsche Börse German Equity Forum



The digital world is an essential part of our personal and business life. Regardless of the reason we use it, we are all connected to one system: The Internet.

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