

Cyber Safety

cyan AG



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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

**An experienced and
aligned team**

**Cyber threats –
a global challenge
requiring immediate
actions**

**\$ 10.5
Trillion**

is the estimated average global cost of cybercrime by 2025

3.4 Billion

is the average amount of phishing mails sent daily

**\$ 4.45
Million**

was the damage caused by an average data breach in 2023

1.7 Million

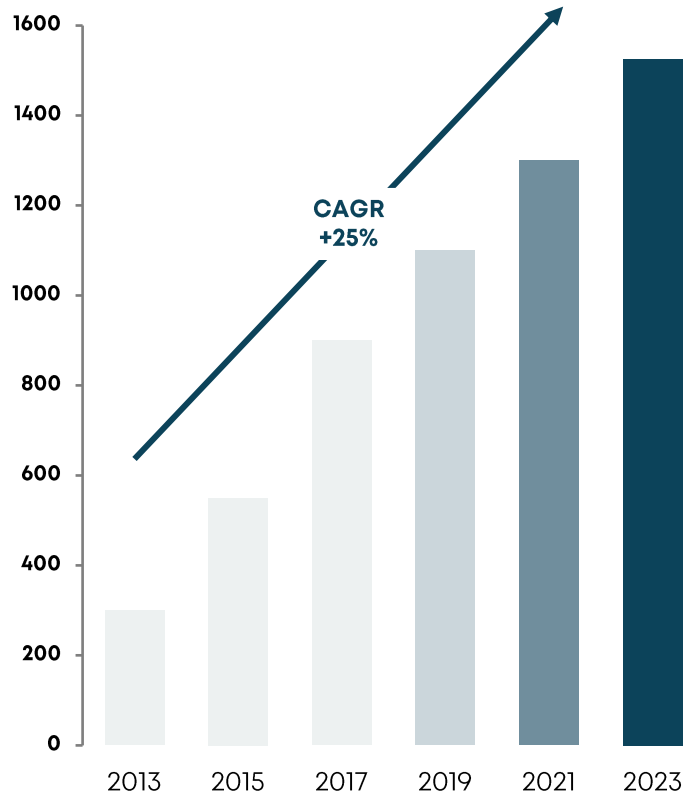
devices are locked by ransomware every day

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



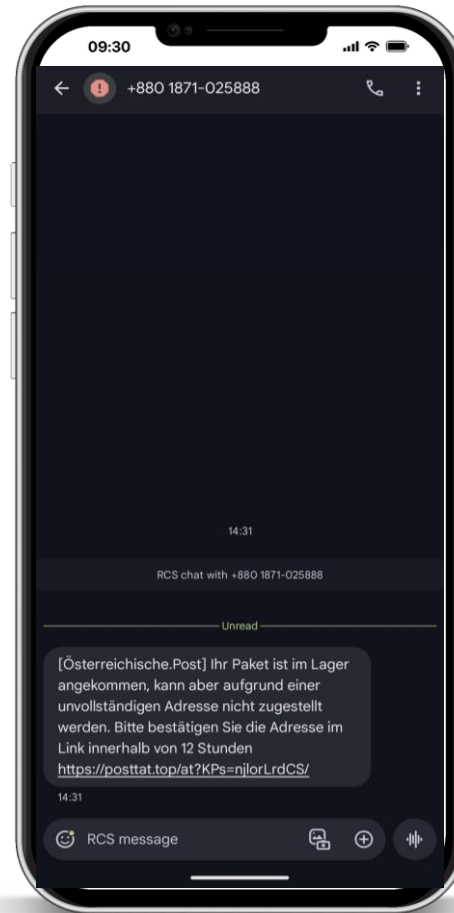
The use of SIM cards worldwide (excluding cellular IoT) is forecast to expand to 9.8 billion by 2030

We protect digital lifes

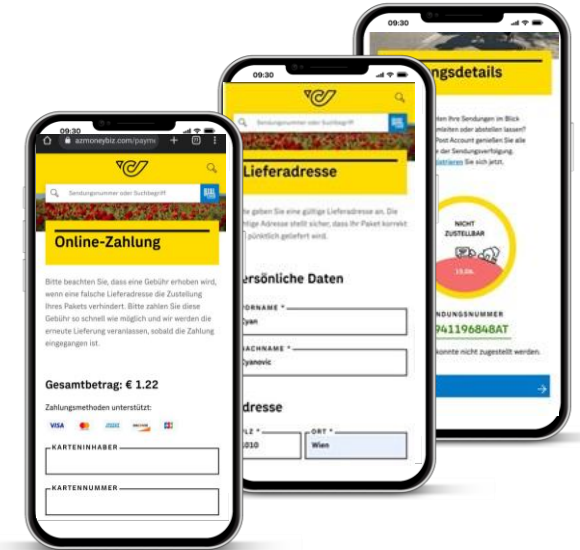
¹ Global detections of malware such as backdoors, crypto-mining, fake apps, banking trojans etc. | Source: GSMA, AV Test, company information.

Customer journey: Post phishing message

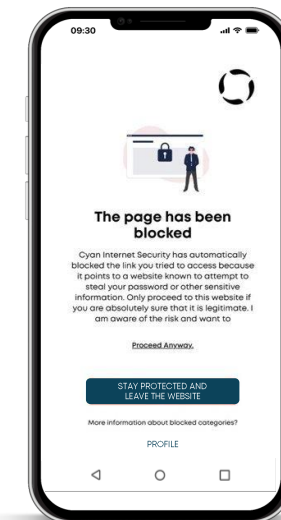
34% people on average click on malicious links which leads to phishing, malware, identity theft, etc.

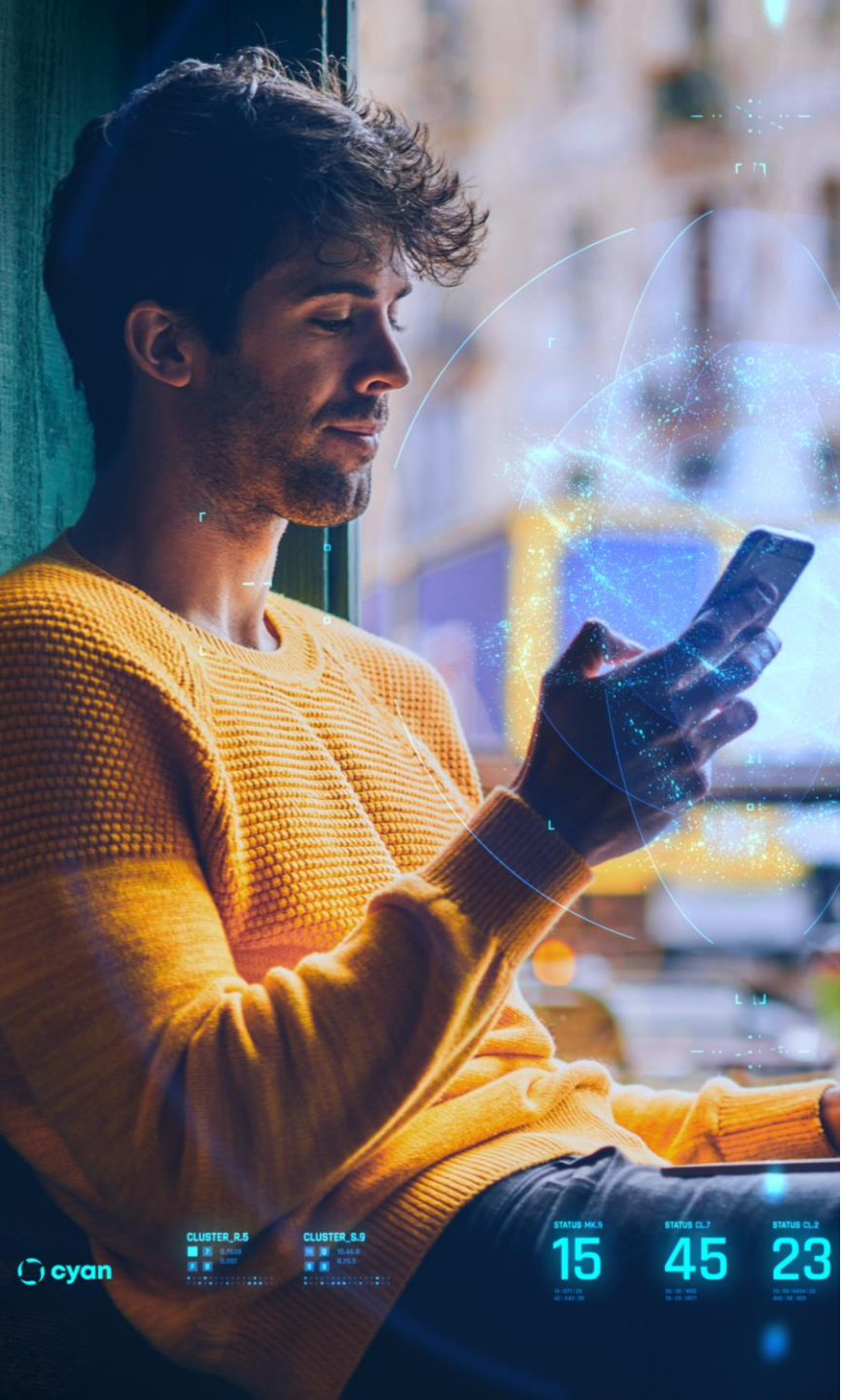


- x Malicious site accessed
- x Customer endangered



- ✓ Site blocked
- ✓ Customer safe





cyan's Technology & Product groups

Our solution portfolio offers a powerful digital security service for your entire customer base that is easy to implement



Protection integrated in Telco Network

Network Security

Time to market:
6-8 Weeks

- ✓ Ready to use **SaaS Platform**
- ✓ Generating **additional ARPU**
- ✓ To **whole customer base**
- ✓ No additional downloads
- ✓ **Easy Implementation**
- ✓ Blocking Page
- ✓ Statistics and Customizations**



Protection integrated in customer APP

OnDevice Security

Time to market:
12 Weeks

- ✓ Endpoint Security as **SDK** or **Standalone app**
- ✓ **360° Protection** off carrier network including Wi-Fi
- ✓ **Blocking History**
- ✓ Available for iOS and Android
- ✓ **B2B and B2C offerings**



cyan Threat Intelligence engine



Technological advantage with cyan's Threat Intelligence Platform

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



cyan Threat Intelligence Engine

Active sourcing

Sourcing via live analysis with
~200 virtual data centers

Continuous data flow

>1,000bn anonymized Data
requests monthly

Artificial intelligence

Own patented AI algorithms
and human manpower

Cooperation

Sourcing via cooperation
with security partners

SECURITY FILTER DATABASE



25 proven methods of analysis constantly update the proprietary security filter database cyan's products build on a security filter based on DNS technology, which is core to the modern internet

>300m entries

Ensuring quality of solution

+1.5m entries monthly

Constantly evolving database
to account for new threats

Continuous updates

Update frequency: 2 hours,
Real-time updates soon

Self-reinforcing

More users generate more data

cyan's Business Model

We have two ways of generating recurring revenues together with our partners

Revenue Share

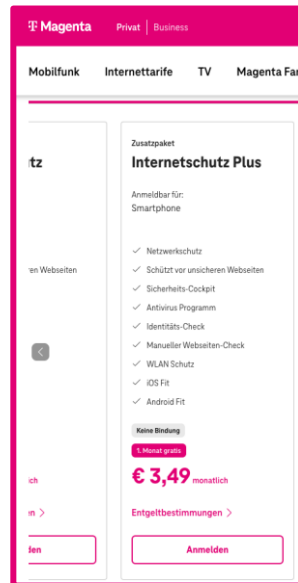
cyan's solutions are offered by partners as add-on product.

Upselling opportunity



Partner offers Internet-Security i.e. for EUR 3.49 per customer per month.

cyan gets 40% revenue share.



Licensing

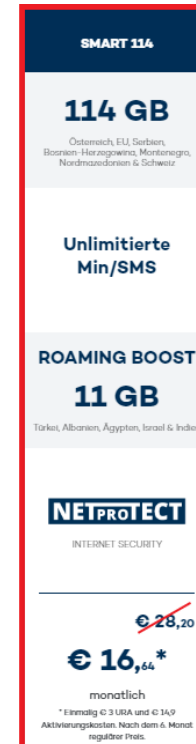
cyan's solutions are integrated into the tariffs of the partners.

Differentiator and Upsell



Partner has cyan's network security integrated in their tariffs as i.e. „Netprotect“.

cyan gets a license fee for every end-user per month.



Generating Recurring Revenues per end-user per month

cyan - The cybersecurity expert focusing on partnering with ISPs

A global provider of **AI-based cybersecurity** solutions, protecting the digital lives of **Telco customers**

15 years of supporting ISPs to provide internet security to their customers

15+ YEARS

experience in the security industry

MILLIONS

end-user actively serviced



Magenta®



true | dtac

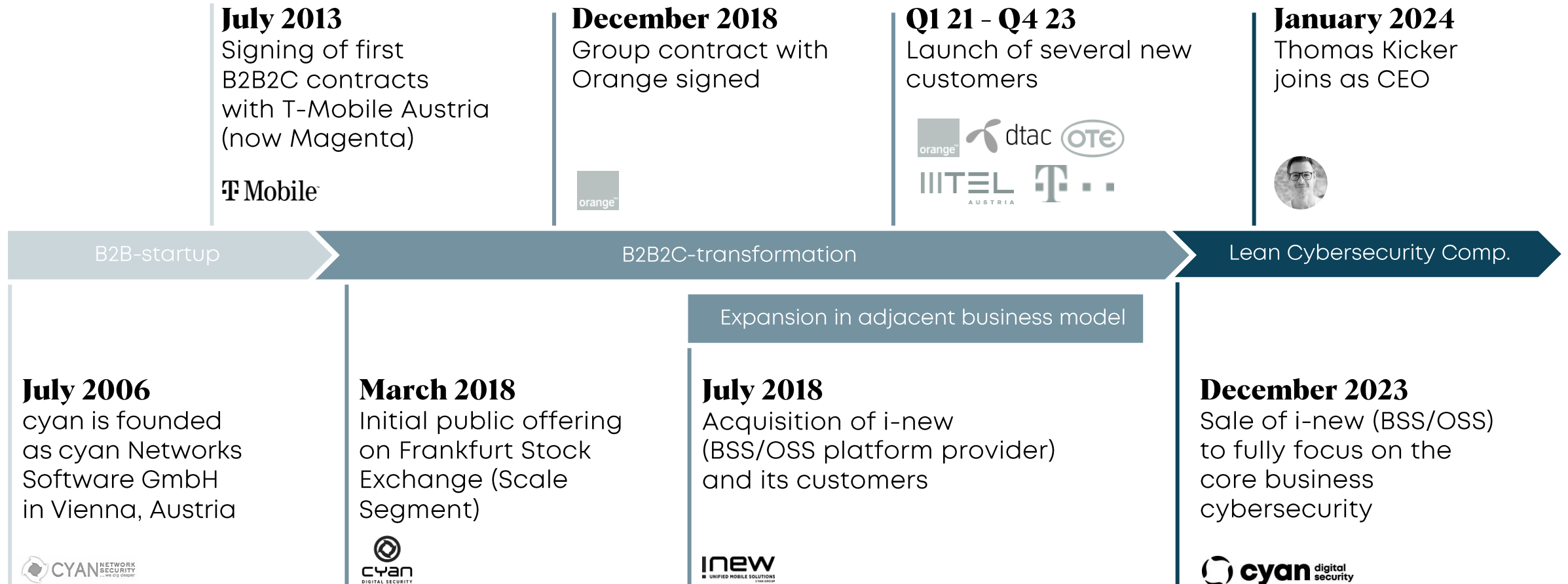
III TEL
AUSTRIA



Claro

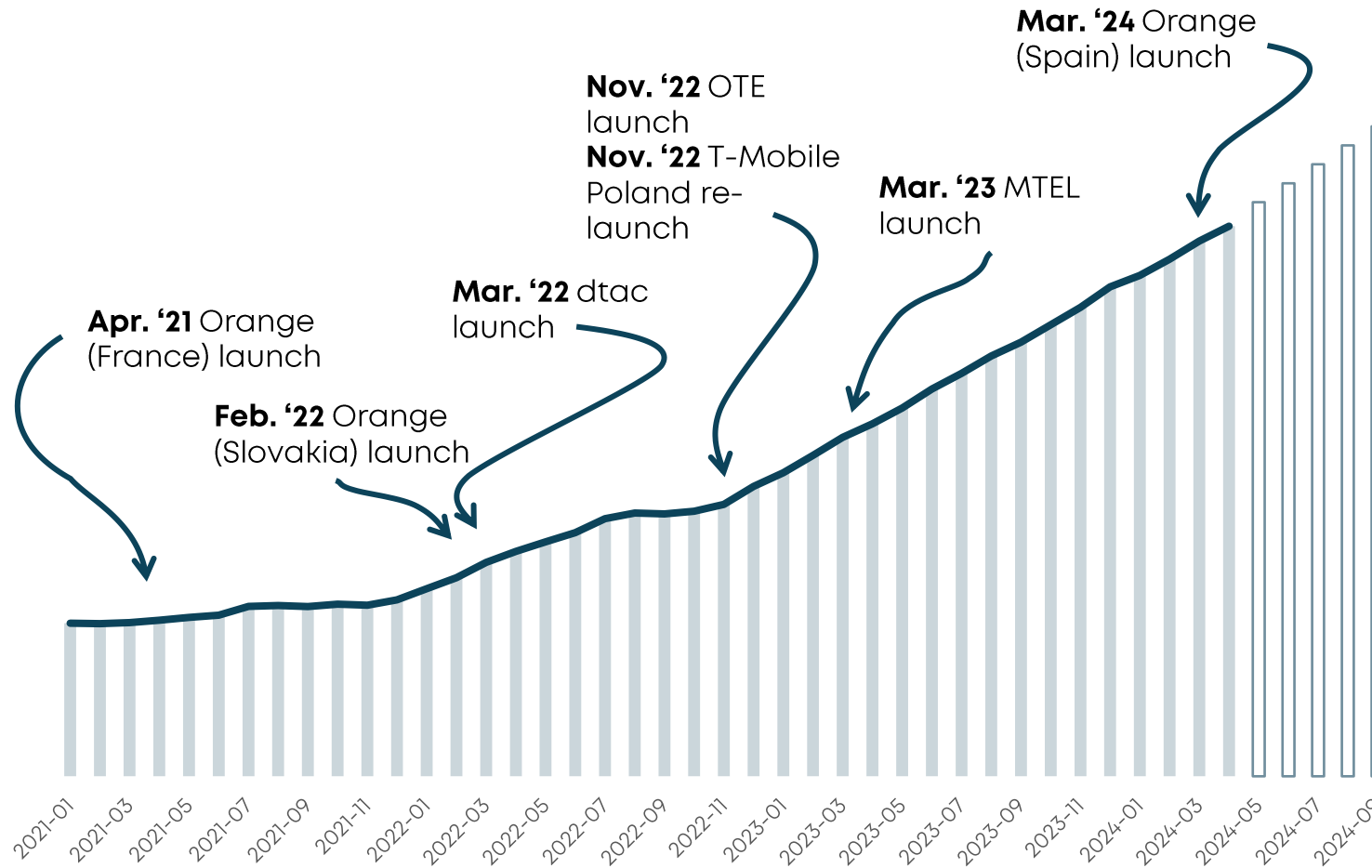
Overview & Key Business Events

Historic timeline of cyan



Growth in Cybersecurity Subscribers

The number of active subscribers increased significantly in the last year



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

Financial Update 2023

Strong growth in cybersecurity segment

Latest KPIs and Achievements:

- ✓ **Subscriber growth of 71%** y-o-y 2023 driven by newly launched partners and product updates at existing partners
- ✓ Launch of **new customers** with long sales cycles and implementation time leads to delayed **recurring revenues** which now can be finally realized over time
- ✓ **Annual recurring revenues (ARR) increase by 41% to € 4,4 mn.**
- ✓ **ARR of over 90%** in the core business Cybersecurity 2023
- ✓ Sale of i-new and fully signed convertible bond 2024 leads to a **stable financial situation**

Due to the sale of the BSS/OSS segment (i-new) at the end of 2023, the financials include only the ongoing business Cybersecurity, also retrospectively

in € mn.	2023	2022
Revenue	4.7	3.8
Total earnings ¹	5.5	5.0
Expenses	-9.4	-9.3
EBITDA	-4.5	-4.4
Earnings per share	€ -0.28	€ -0.67
Cash flow from operations	-4.0	-6.9
	31/12/2023	31/12/2022
Cash and cash equivalents	2.9	5.3
Net debt incl. IFRS 16 ²	-0.7	1.3
Equity	32.0	45,6

¹Includes revenue and other operating income

²IFRS financial leasing liabilities and other financial liabilities less cash and cash equivalents.

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

cyan share

Value-added cybersecurity

- **Market capitalisation of approx. EUR 50 mn.**
- **Increase in capital market communication:**
 - New IR- and PR-agency (kirchhoff)
 - Outlined Corporate News Roadmap for 2024
 - New events planned i.e. Round-Tables
 - Increased attendance at capital market conferences

Financial Calendar 2024

Investor Access Paris	04.-05.04.24
Round-Table mwb	15.04.24
Spring Conference Equity Forum	13.-15.05.24
Fall Conference Equity Forum	02.-03.09.24
Deutsches Eigenkapitalforum	25.-27.11.24



Relative share price performance YTD May





Key Benefits of the cyan Business Model

cyan's core strengths and advantages

Outstanding technology

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

B2P2C Business Model

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

Recurring Revenue

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

Lean Operations

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

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

Additional Upside

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



The new cyan – Strategy 2024



Executive Summary

It's a new focused cyan

Full focus on one core business – digital security

Massive reduction of complexity and costs through sale of i-new

Strongly growing demand for cybersecurity

We solve a problem that is one of the top five global threats

Clearly defined strategy to drive growth to profitability

Reduced complexity and expanded go-to-market motion

Vision

A secure digital future where our white-label solutions redefine efficiency and trust in our digital lives without complication and complexity



Starting point - Understanding the current situation

Sale of BSS/OSS business allows cyan to focus on its growing core business – digital security

The Past

- + Outstanding proprietary technology, particularly for Telcos with OnNet security product
- + Established customer base with leading Telcos
- 2 complex businesses (BSS/OSS, Security)
- Complex corporate structure (16 entities) and large team (160)
- Extremely long time to money (>2 years)
- Changing team and stakeholders
- Business not yet profitable

The Present

- + i-new sold: we are a pure cybersecurity company with a simplified corporate structure (from 16 to 6 entities) and a reduced team of 50
- + cyan subscriber growth y-o-y 2023 of 71% and new signed customers
- + Process and finance clean up in full swing
- + New focused team
- + Clear strategy
- Business not yet profitable

Strategy 2024 – the new cyan

Focus, Simplicity and Reach leading to growth and profitability

Goals:

- Customer growth
- Revenue growth
- Fourth quarter break even

4 Growth to Profit

1 Product - Reduce Complexity

➤ Implementation time -70%

- ✓ New hero product “OnNet Core”
- ✓ AI-push: “cyan engine inside” 
- ✓ Technology Partnerships

2 Go2Market - Expand Reach

➤ Quadruple opportunities

- ✓ Lead generation campaign
- ✓ Broaden target group with SDK
- ✓ Sales Partnerships

3 Costs – Play Lean

➤ YoY OPEX reduction -60%

- ✓ Implement Lean Cost program
- ✓ Install new rigid finance processes

New Lean Team

Seamlessly making end-users life easier and safe

With our new sharpened product portfolio, we can provide faster implementation, open up new markets & build new partnerships

Telco business

All businesses

New Business

OnNet Core



NEW Product & Focus

- 6 weeks to implement
- Less time to money
- Content filtering & blocking
- Proprietary database

OnNet Plus



- 5 months to implement
- Branded self care WebUI
- Identity Check & Website Check
- Blocking history & detailed user statistics

OnDevice / SDK



NEW Markets

- Internet & WIFI security
- Filtering engine
- Black- & White listening
- User Interface
- Device & Profile management

Outlook

- OnNet for enterprise
- Integration with VPNs
- Data and engine monetization

+ Additional product partnerships to strengthen market position

Our unfair advantage in the competitive landscape

Our proprietary software, AI-algorithms and nearly 20 years of experience distinguishes us from competitors

- ✓ **Offering both on-net and on-device security with a proprietary threat intelligence engine**

AI-based technology in our white-label security products for B2C and B2B, tailored to our partners needs

- ✓ **Go-2-Market and Monetization support**

We provide expertise, create the strategies and support our partners with the execution throughout the entire partnership duration

- ✓ **Future oriented and ready**

Our solutions not only provide protection from today's threats - they also predict possible future threats to ensure protection before they occur

- ✓ **Easy implementation process**

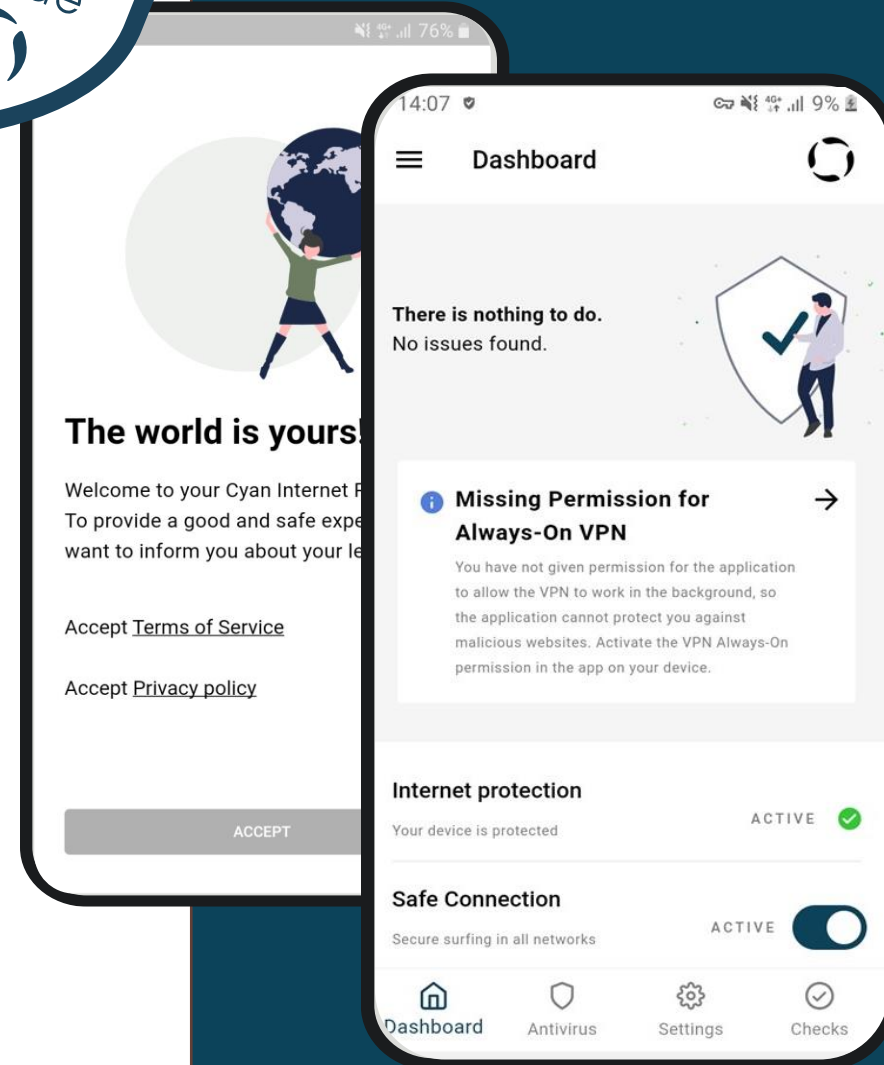
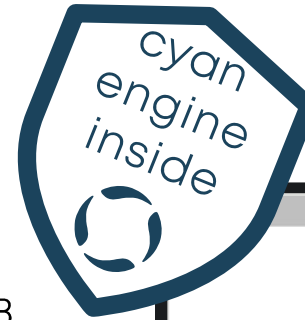
Starting from 6 weeks

- ✓ **Solid end-user base that already benefits from our solutions**

Millions of satisfied end-customers

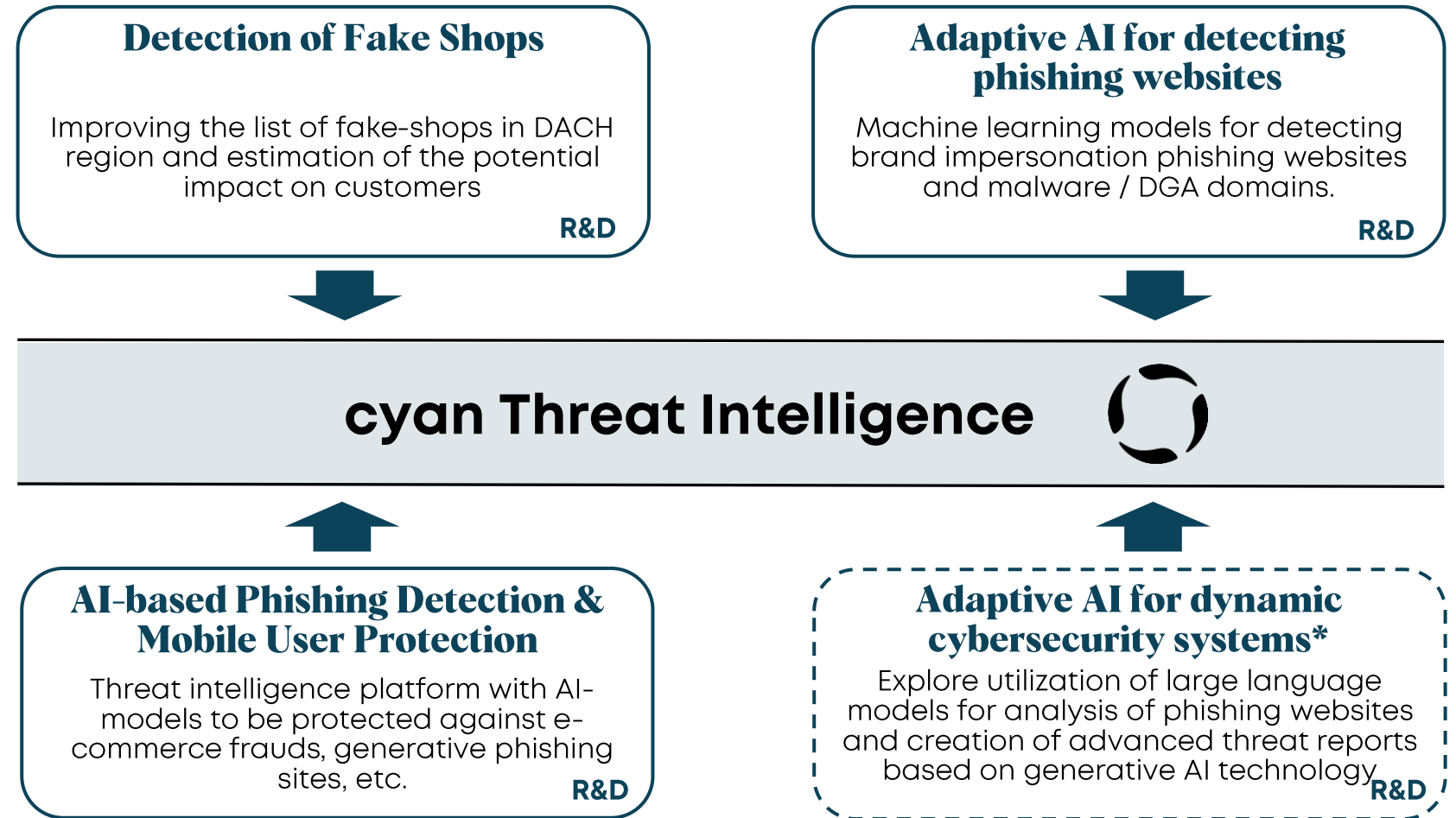
- ✓ **Know-How that matters**

Proven track record with over 15 years of experience



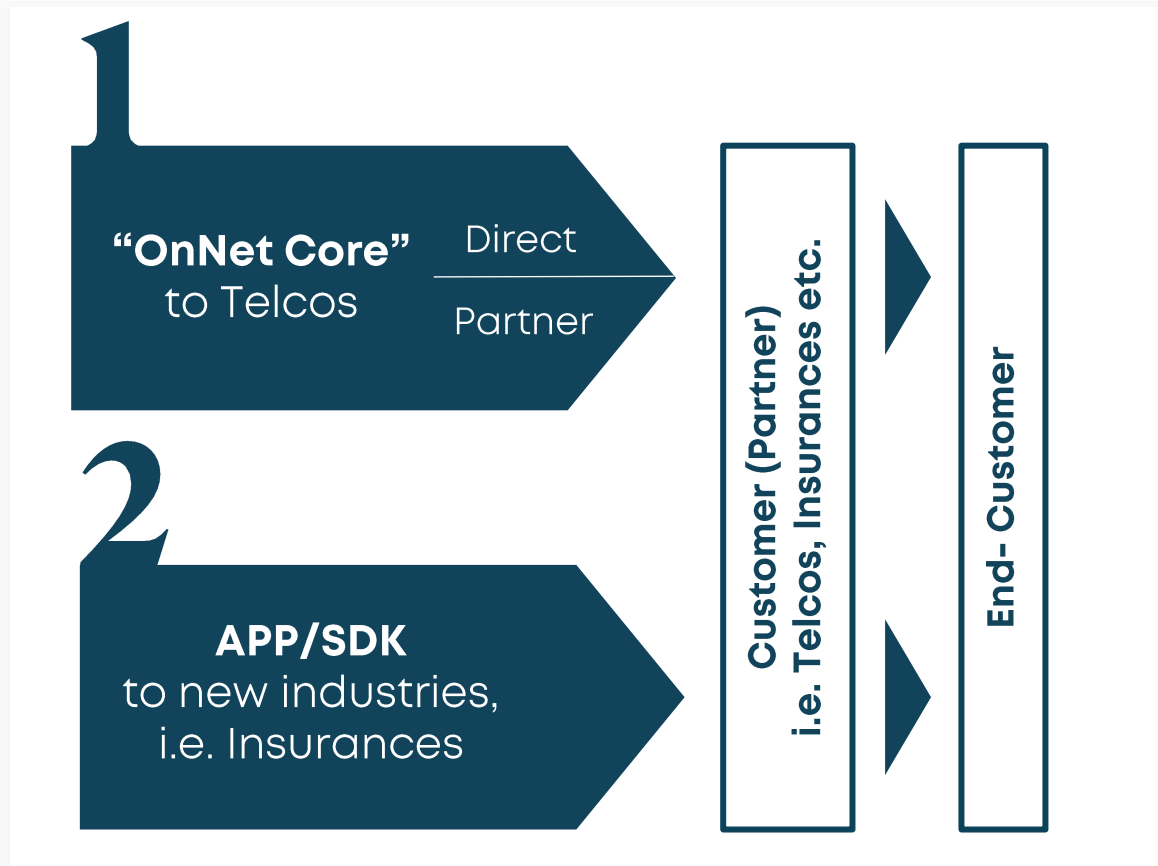
Fight Artificial Intelligence with Artificial Intelligence

We are continuously evolving with comprehensive R&D projects



Go2Market: Simplified and prioritized market approach

Two main Go2Market motions



Improvement levers

- Targeted B2B campaign
- New capital market comms (& agency)
- Go-2-market partners
- Opportunity review process
- Amended project cost logic
- Deal and business case review

Awareness

Leads

Opportunities

Deals

Customers

Company timeline 2024

Status 05/2024

inew

Sale of i-new
Full focus on
core business
cybersecurity



New product Portfolio
Faster implementation &
time to money
with OnNet Core

wefox

wefox
Launch (First
Insurance
customer)



Signed
Customer
Launch



Strategic Partnerships
Partnering with VPN providers &
other companies in technical &
economic regard

Q1 & Q2

Q3 & Q4 24



Leaner processes
Further decreasing
the complexity of our
corporate structures &
internal processes



Orange Spain
Launch of network-
integrated and
device-based
products, for the
business as well as
the consumer
segment.



Claro Chile
Launch



Orange Belgium
Launch of the
cybersecurity
solutions incl. full
range of network-
integrated and
device-based
products



Expand market New
customers from
banking & insurance
business



Contact & Calendar

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04. - 05. Apr. 2024 | Paris
Investor Access Conference

15.04.2024 | online
Round Table mwb Research

13.-15. May 2024 | Frankfurt
Spring Conference Equity Forum

23. May 2024
Annual Report 2023

12. July 2024 | Munich, online
Annual General Meeting

02.-03. Sep. 2024 | Frankfurt
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Interim Report 2024

25. - 27. Nov. 2024 | Frankfurt
Deutsche Börse Eigenkapitalforum

