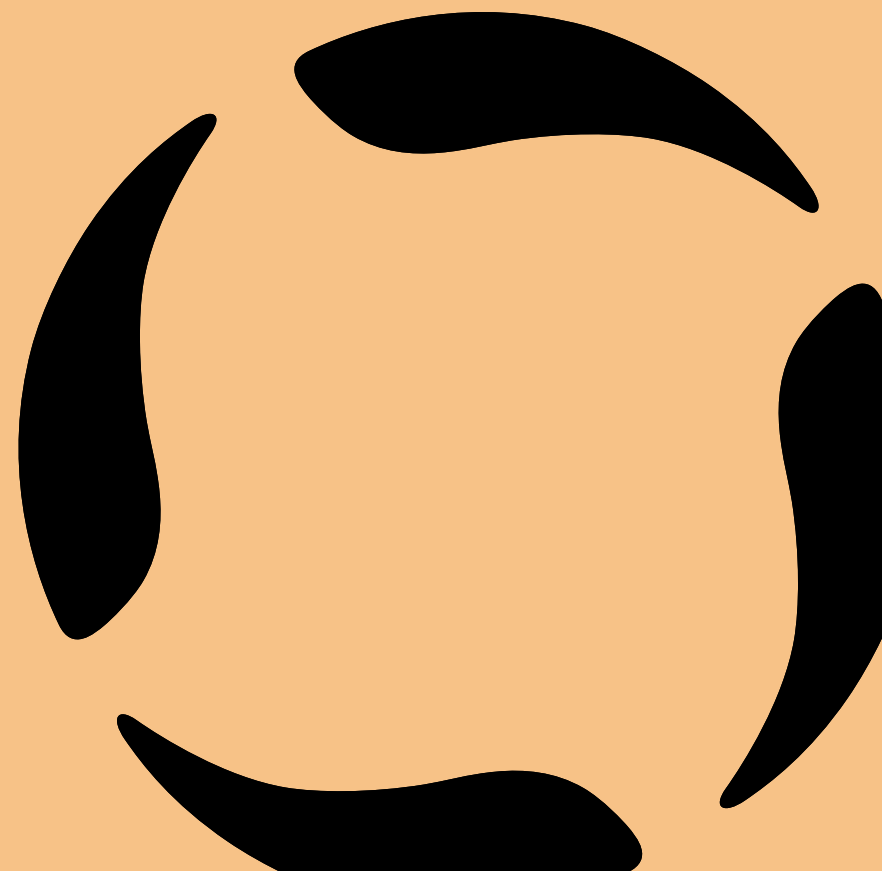


cyan

Connectivity and Cyber Safety

cyan AG

Investor Presentation | April 2023



Providing Global Connectivity & Cyber Safety

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

Connect

Enabler for digital connectivity with an innovative BSS/OSS platform

Highly agile and flexible solution by leading operators

Millions of active subscribers globally – From New Zealand to Austria to Mexico

Detect

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

Protect

Seamless range of cybersecurity solutions as win-win

Revenue uplift and customer retention as strategic benefits to partners

Convenient usability via network-based protection keeps subscribers safe



Management Board

cyan AG



Frank von Seth
CEO

2021 – today
CEO of cyan AG

2011 – 2020
CCO, Aon AUT and SUI

2006 – 2018
Various management positions,
QBE, Aon

2003 – 2006
CEO, Euler Hermes Japan



Markus Cserna
CTO

2018 – today
CTO of cyan AG

2011 – today
CTO of cyan Security Group

2019 – today
CEO of I-New Unified Mobile
Solutions

2006 – 2020
Founder and CTO of cyan

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 and BSS/OSS to its partners
- cyan has market-leading technology, patented or proprietary intellectual property incl. complex algorithms and security filter database
- Today cyan serves 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



August 2021

Launch of a group-wide performance improvement program



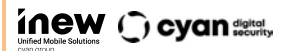
April 2022

Most successful 12 months in business history signing and launching multiple customers



February 2023

Launch of new branding – i-new and cyan digital security



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.

cyan Target Industries

cyan focuses on solutions for the telecom sector (MVNOs, MNOS, ISPs), but the technology is applicable in future growth markets as well

MVNOs & B-Brands

Lightweight convergent platform

One-stop solution for MVNOs and MNO B-brands

High scalability through virtual and cloud-based services



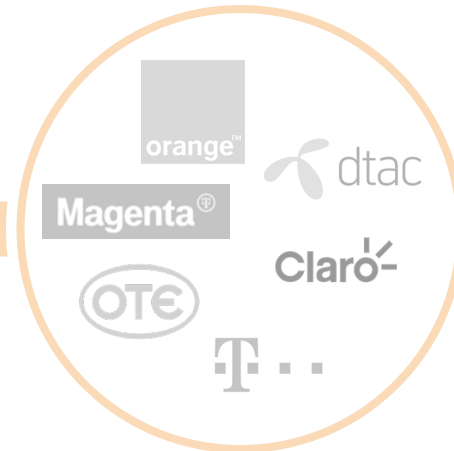
BSS/OSS
via B2B

MNOs & ISPs

High scalability – extremely large customer base

Long-term customer retention with recurring revenue

Project duration: 9-18 months¹

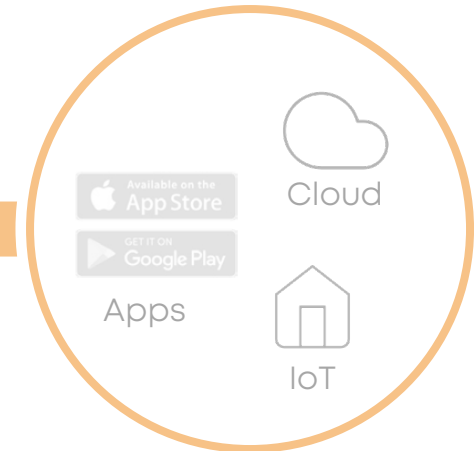


Cybersecurity
via B2P2C

Future Markets

Untapped markets with large and fast-growing customer bases

Own app with branded experience and maximum market potential



cyan Technology
future applications

¹ Time from approval to go-live, depending on existing infrastructure.

We are **enabling** a rapidly accelerating digital world through **connectivity platforms** and **cybersecurity solutions**.

BSS/OSS by i-new

III TEL
AUSTRIA

Flash
MOBILE

Virgin
mobile
LATAM

Skinny

Viasat

skitto

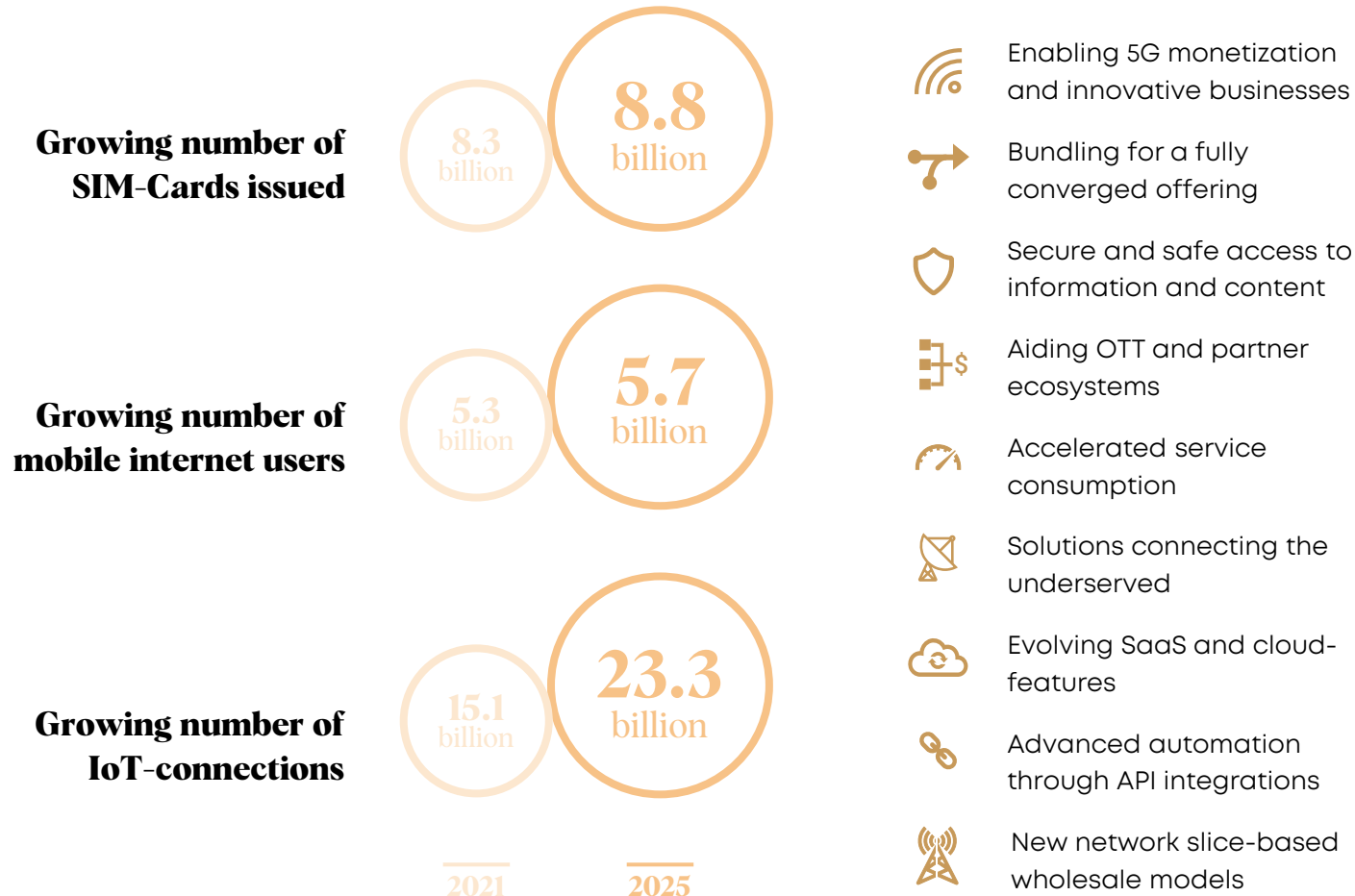


- **Digital connectivity solutions with a global footprint with highly-scalable platforms**
- Focus on leveraging multi-tenancy on existing platforms for economies of scale
- Competitive market, but with significant (new) growth opportunities
- Diversification in new regions and applications such as satellite-based connectivity

inew
Unified Mobile Solutions
cyan group

i-new Enables Connectivity

BSS/OSS powering MNOs' sub-brands, MVNOs, MVNEs and resellers across the globe in a growing digital ecosystem of an evolving telecom industry

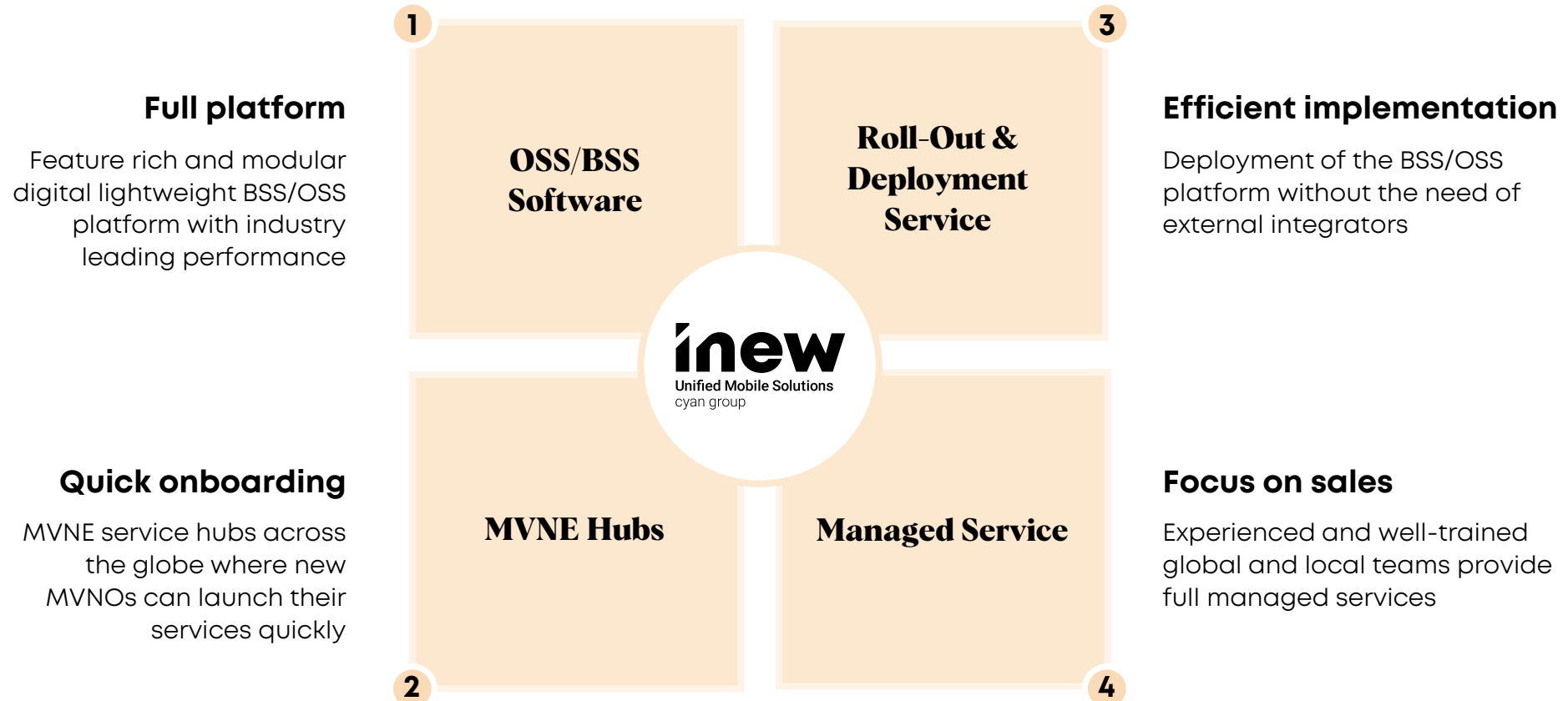


Source: GSMA, company information.

We create connected experiences.

Full-Service Business Model

An end-to-end platform to support the growth of digitalized telecommunications as a one-stop-shop for MNOs, MVNEs, MVNOs, Sub-Brands and Resellers



We are **enabling** a rapidly accelerating digital world through connectivity platforms and **cybersecurity solutions**.

Cybersecurity by cyan digital security



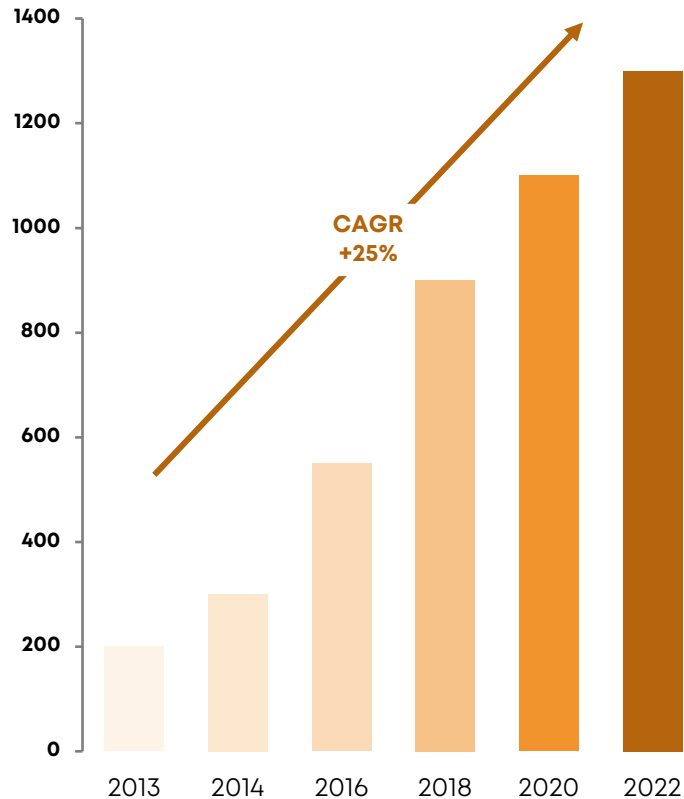
- **Seamless protection through market leading technology with ML/AI in a high-growth industry**
- Cybersecurity is a fast-growing market – Telecom operators (MNOs and ISPs) are at the forefront of protecting the end-user
- Emphasis on implementing, scaling, and monetizing existing customers and selected prospects
- A pipeline of highly promising customers for cybersecurity solutions to be signed

cyan digital security 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.

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

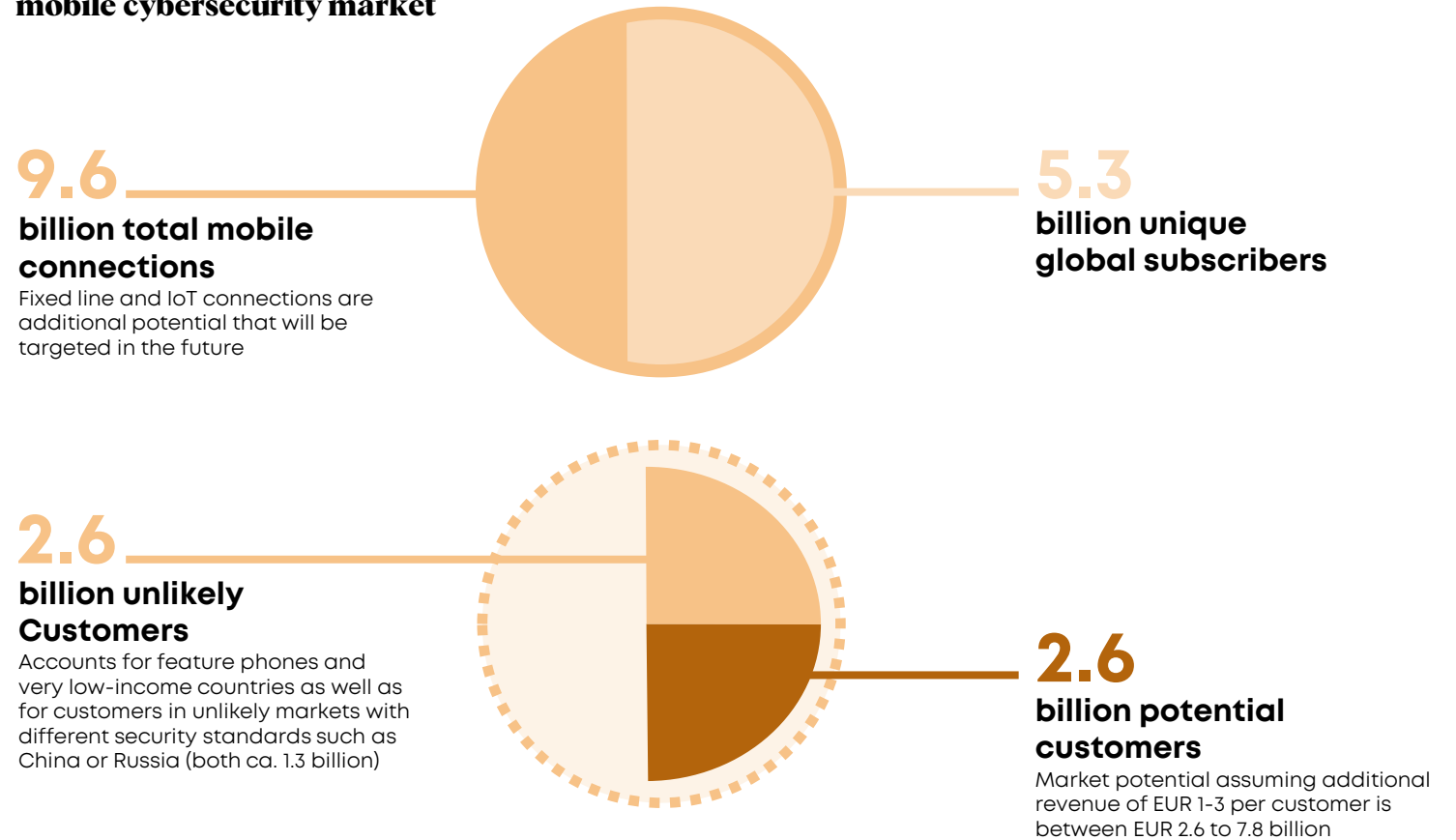
More users generate more data

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 EUR 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

Financial Update

FY2022: Continued focus on monetization and cost efficiency paying off

in € mn.	2022	2021
Revenue	8.5	8.5
Cybersecurity	3.8	3.3
BSS/OSS	4.7	5.2
Total earnings¹	12.4	10.8
Expenses	-20.8	-23.1
EBITDA	-8.4	-12.3
Result before tax	-13.5	-17.5
Cash flow from operations	-6.8	-10.6
	31/12/2022	31/12/2021
Cash and cash equivalents	5.3	8.5
Net debt incl. IFRS 16²	1.3	4.2

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.

- Launched several MVNOs and Cybersecurity customers in 2022
- Multiplied number of Cybersecurity customers results in growth in subscribers and ARR (annual recurring revenue)
- The performance improvement program's cost reductions show effect saving over € 3.5 mn. (excl. FX-effects)
- Debt-equity swap in Q1 2023 reduced debt by € 3 mn.
- Revenue target of € 10.5 mn. to € 13.5 mn. for FY 2023

Recent Operational Highlights

In addition to progress with existing customers, cyan signed and launched new partnerships with MNOs and MVNOs



Orange France

Successful public launch in France within Orange Pro (B2B) –Orange “Cyberfiltre” and “Cyberfiltre Avancé”



educom

Transformation into an independent and 5G-capable MVNO using i-new’s BSS/OSS platform



Lov

Colombian social MVNO Lov launched on i-new’s BSS/OSS platform



Liwa

Colombian Multi-Service Company Liwa expanded into mobile services leveraging cyan’s MVNO platform



MTEL Switzerland

Using cyan’s multi-MNO capable BSS/OSS technology MTEL expanded across borders to Switzerland



MTEL

Expansion of partnership to include cybersecurity solutions in Austria, Germany and Switzerland



Claro Chile

Claro Chile’s (América MóvilGroup) 6 mn. B2B and B2C customers will be offered the full range of cyan cybersecurity solutions



Orange Slovakia

Start of Orange Slovakia’s “Online Ochrana” as an add-on and tariff-integrated service (Go Safe) in B2B and B2C



dtac

The leading MNO in Thailand with 19m subscribers launched an App-integrated cybersecurity offering deployed on the AWS cloud



Viasat

Leveraging cyan’s BSS/OSS platform Viasat aims to connect the underserved across the globe



OTE (Cosmote)

Launch of COSMOTE OnNet Security protecting business customers in Greece – only 6 weeks of implementation

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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Jul. 2023 | Munich

AGM

28. Sep. 2023

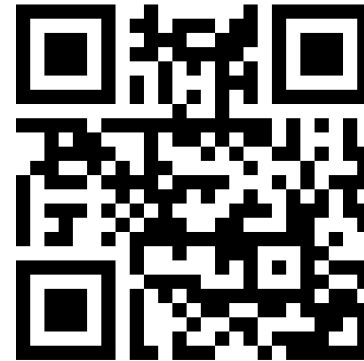
Interim Report

9. Oct. 2023 | Paris

Investor Access Conference

27. Nov. 2023 | 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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