



CYan
DIGITAL SECURITY

cyan AG

Investor Presentation

Q3 2019

Management

Peter Arnoth

CEO



- CEO of **cyan** AG
- CEO of **cyan** Security Group (2011 - today)
- Member of the Board E-Plus Mobilfunk (2006 - 2007)
- Member of the Board T-Mobile Austria (1998 - 2006)

Markus Cserna

CTO



- CTO of **cyan** AG
- CTO of **cyan** Security Group (2011 - today)
- Founder and CTO of **cyan** Networks Software (2006 - today)
- CEO of **cyan** Research & Development (2006 - 2014)

Michael Sieghart

CFO



- CFO of **cyan** AG
- Partner and CFO, Petrus Advisers (2010 - 2017)
- Member of the Board, Wiener Privatbank SE (2013 - 2014)
- Managing Director, Deutsche Bank AG (1997 - 2009)

Group highlights

- **cyan** is a leading European cyber security provider that caters to Mobile Network Operators (MNOs), Mobile Virtual Network Operators (MVNOs), insurers and banks
- **cyan** is the only cyber security solution provider servicing mobile endpoints through a highly mass-market capable net-integrated cybersecurity
- **cyan's** unique white-labelled solutions help its clients to provide cyber security to their own customer base (B2B2C) and thus to generate additional revenues
- **cyan** concluded a global group contract with **Orange** in Dec 2018. This is a game-changing contract and has significantly increased the long-term value of **cyan**
- In addition, **cyan** signed cooperation agreements with the world's largest insurance broker **Aon** as well as with **Wirecard**, one of the globally leading payment providers
- **cyan** expects to achieve sales of €35m and an EBITDA margin of approx. 40% in 2019
- **cyan's** next steps: (1) accelerate growth after Orange validation; and (2) increase technological edge



We are cyan.

Key customers

Major companies already trust cyan's solutions



wirecard

Telefonica

ACN®



AON



GVG
GLOBAL VOICE GROUP

skitto



weex

Magenta®

tigo



Mobile phone usage

Mobile phones have become an important part of our daily lives



5bn people worldwide...

...use a cell phone. More than half of the world's internet connections are established via smartphone.



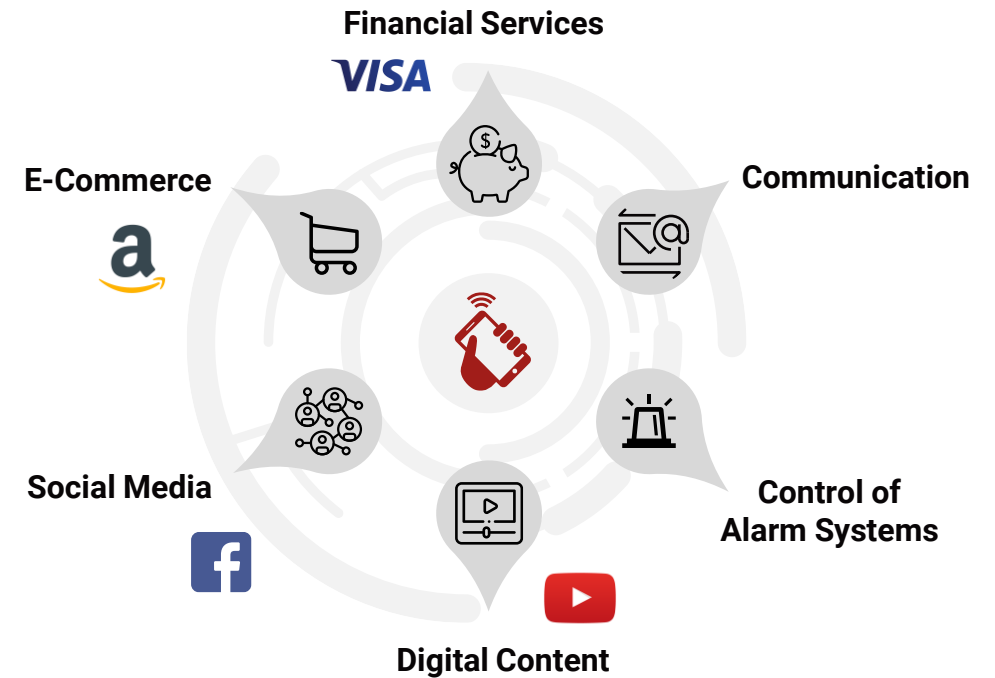
Unique mobile subscribers worldwide

There will be 5.7bn mobile subscribers by 2020.



SIM cards in use

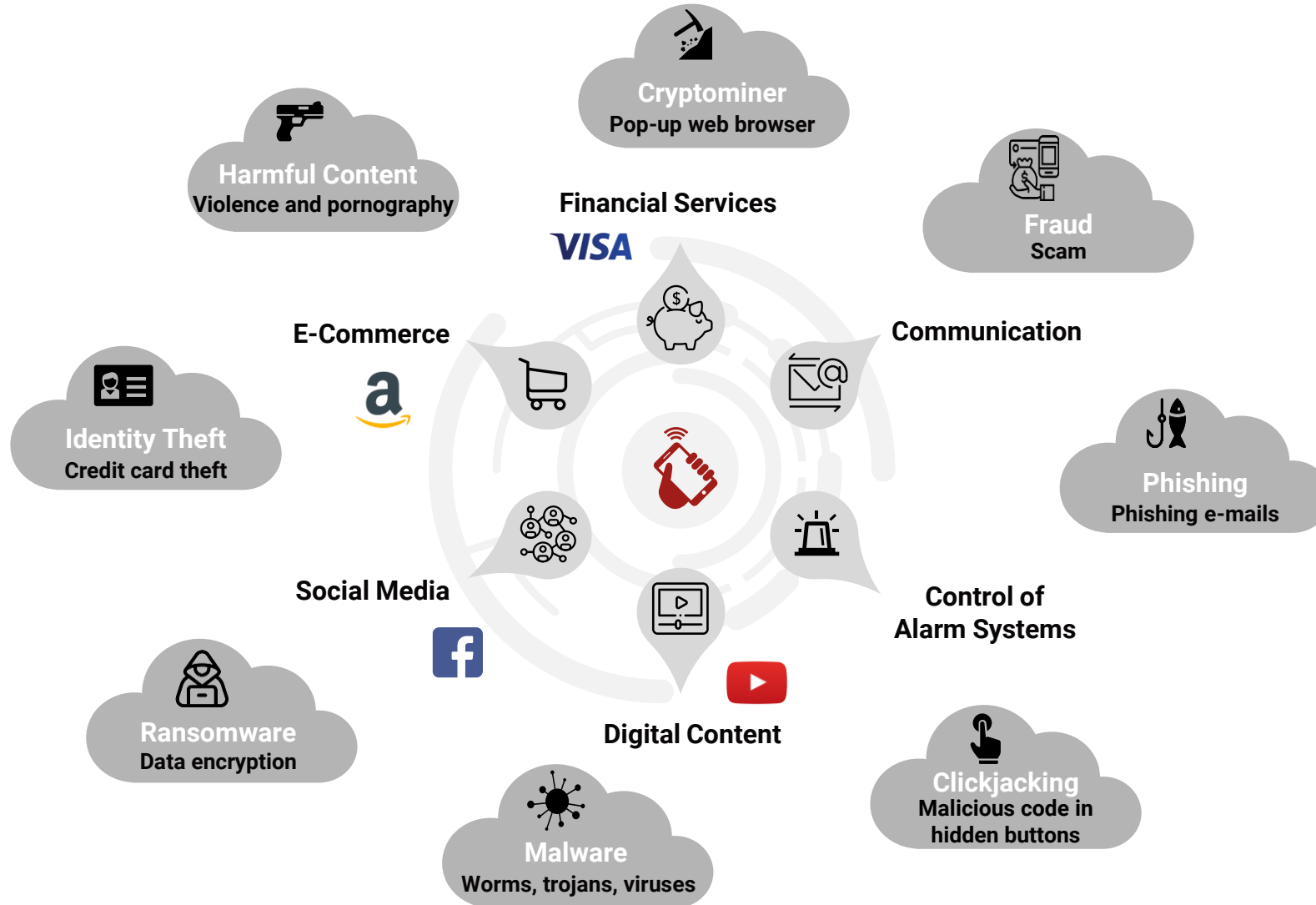
By 2020, the use of SIM cards worldwide will increase to 9.7bn.



More and more areas of applications for mobile phones will keep being developed in the future!

Potential cyberthreats

Examples of potential cyberthreats

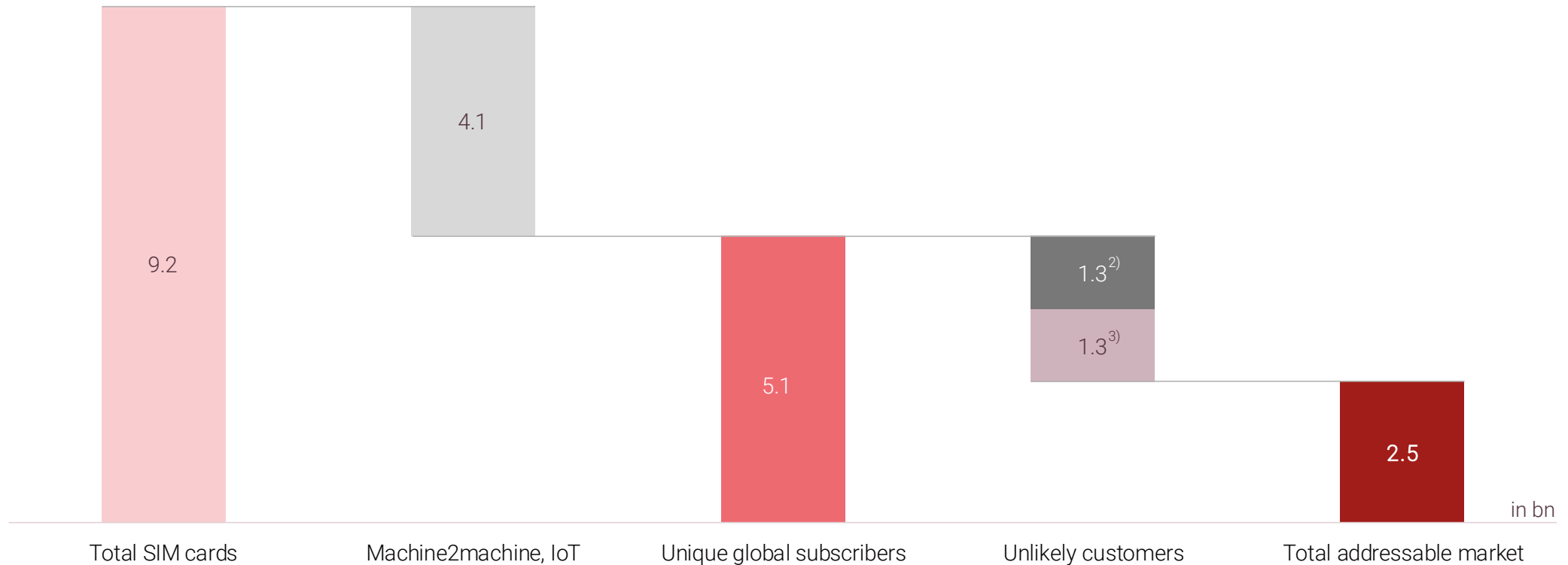


cyan is capable of...

- ✓ ... delivering and maintaining up-to-date cybersecurity solutions
- ✓ ... providing end-users a seamless and safe experience on the internet
- ✓ ... being a reliable source for our clients' end-customers

Total addressable market¹⁾: 2.5bn global customers

Our goal: 10% market share or revenues of €250m at €1 per customer/p.a.



(1) Based on current values, respective segments will grow at different CAGRs
 (2) Feature phones and very low-income countries
 (3) Consisting of unique subscribers in China, Russia, Israel, etc.



Integrated Security.

cyan's core technology



Active sourcing

Analysis with more than 200 IT centers



Continuous data flow

Over 1,000 billion data requests monthly



Manpower for Artificial Intelligence

80k hours human manpower in AI and data analysis every year



Cooperation

Additional security sources and partners

23 proven methods of analysis



worldwide update of our security filter database every 4 hours



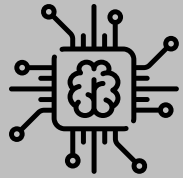
>300m entries, adding +1.5m per month



Strategic product pillars

Development of new USPs based on the utilization of cyan heritage and knowhow

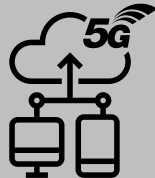
cyan's three strategic pillars provide best in-class cyber-security solutions



Artificial intelligence sourcing

Advanced machine learning

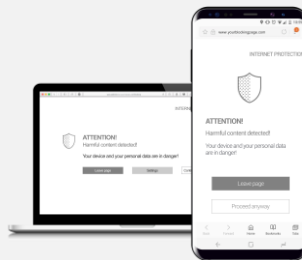
- For most of our algorithms, we target to add **real time updates** to our protection (vs. today's 4h update cycles)



5G capability and scalability

Deeply integrated & fully scalable

- Future ready approach through cyan's technology which is already able to fully cope with **5G** as well as **IoT**









Future business models

(Dis-)Cover new growth fields

- cyan's technology can detect illegal **crypto-mining** or intrusion into **mobile banking** transactions
- Most important growth opportunity via MNO/ISP **clean pipe services** to detect threats directly in the network and **capex optimization** for MNOs





Industry solutions

We provide specific security solutions to a diverse customer base to make their business safer

	 MNOs & ISPs	 MVNOs	 Insurers & Banks	 Governments	 Gaming	 IoT- Producers
USPs	<ul style="list-style-type: none"> No downloads and easy to use security for customers Extremely scalable 	<ul style="list-style-type: none"> Cost savings for MVNO Safer Surfing propositions Best in class BSS/OSS solution 	<ul style="list-style-type: none"> Embedded security (in-app) to supply sec. through trusted partners Personal security 	<ul style="list-style-type: none"> Digital security and safety for all citizens Impulse for political agenda of a certain country 	<ul style="list-style-type: none"> Safe gambling Additional revenue Competition-monitoring 	<ul style="list-style-type: none"> Making data transparent Safe in-car network
Products	<ul style="list-style-type: none"> Net-integrated security In-App security (on-top) Personal security (on-top) 	<ul style="list-style-type: none"> Optimization feature In-App & Personal security (on-top) BSS/OSS & full MVNE stack 	<ul style="list-style-type: none"> In-App security Personal security anti theft, My SOS 	<ul style="list-style-type: none"> Personal security Kids protection, My SOS, Geo fencing 	<ul style="list-style-type: none"> In-App security Big data sourcing Web filter for data privacy 	<ul style="list-style-type: none"> Web filter for data privacy Monitoring of web traffic Web threats detection
Est. sales share 2022	65%	25%	10%			

Our products and solutions

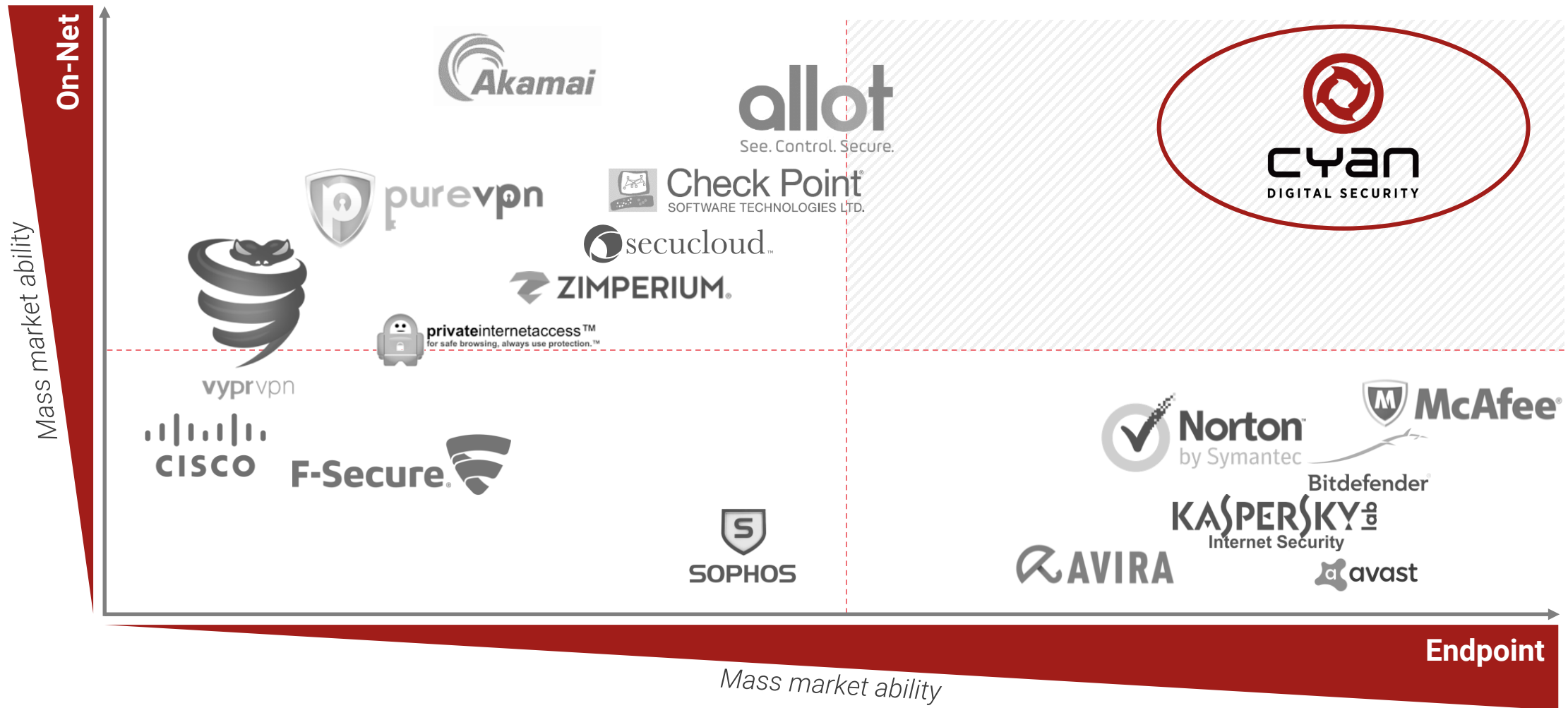
cyan delivers a full range of cybersecurity and BSS/OSS solutions to its clients

	 On-Net Security	 Clean Pipe DNS	 Endpoint Protection	 BSS/OSS Platform
Description	<ul style="list-style-type: none"> Fully network-integrated cybersecurity solution Personalized security and content filtering Protection against harmful content on the web when surfing within the operator's network 	<ul style="list-style-type: none"> Optimize data traffic through blocking harmful and illegal content Better user experience & quality of service due to increased performance (i.e. faster loading of pages by decreased data volume used) 	<ul style="list-style-type: none"> Device based security solution to detect cyberthreats and harmful content on customer's device Outstanding additional features (identity check, website check, risk module, etc.) Customer is always protected 	<ul style="list-style-type: none"> Modular convergent lightweight BSS/OSS platform Full spectrum of MVNO-Enabler (MVNE) solutions including billing, network integration, provisioning, touchpoints, etc.
Advantages	<ul style="list-style-type: none"> Cybersecurity as a value-added service for clients' additional revenue generation White-labelled B2B2C model High scalability (no downloads necessary, easy onboarding) 	<ul style="list-style-type: none"> For MVNOs and MNOs, reduction of data-roaming (national & international) purchase costs Capex delay for MNOs through clean data traffic highly relevant¹⁾ 	<ul style="list-style-type: none"> Cybersecurity as a value-added service for clients' additional revenue generation No separate mobile app required Supplement our partners' security layer with device-integrated checks 	<ul style="list-style-type: none"> One-stop solution for MVNOs and MNO B-brands High scalability through cloud-based services
Industry	<ul style="list-style-type: none"> MNOs, ISPs MVNOs 	<ul style="list-style-type: none"> MNOs MVNOs 	<ul style="list-style-type: none"> MNOs, MVNOs, ISPs Banks, insurers, IoT providers Gaming 	<ul style="list-style-type: none"> MVNOs MNOs

(1) MNOs' data networks require scheduled capex – by reducing network load, investments into the network can be postponed

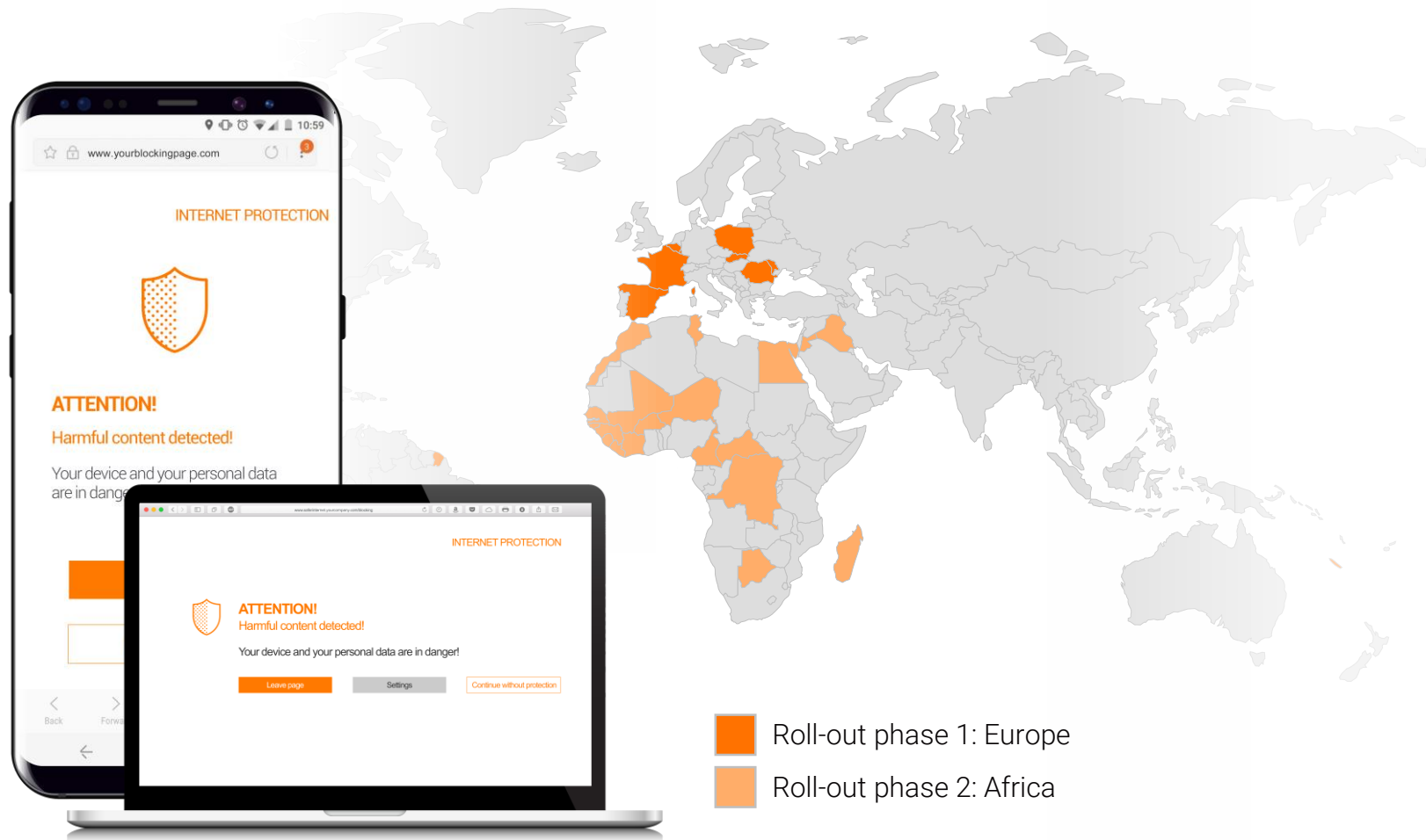
Mobile cyber-security market segments

cyan is the only solution provider servicing endpoints through a highly mass-market capable, white-labelled on-net solution



On-Net & endpoint protection for Orange

We ensure a seamless roll-out with an easy and proven customer journey



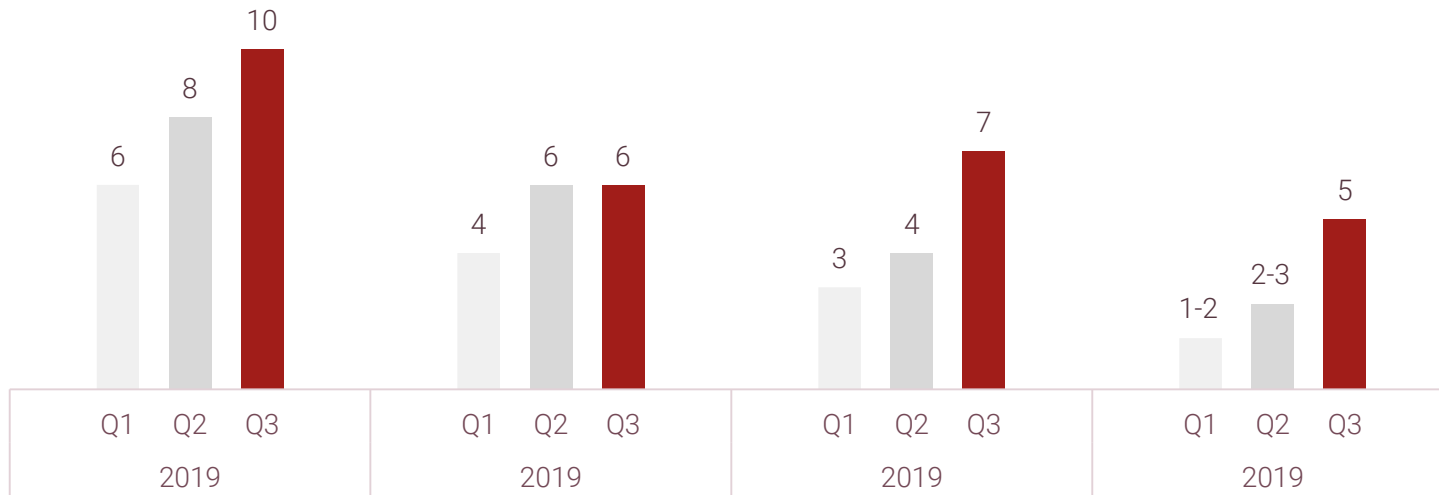
Go-to-market approach

- On-Net & endpoint protection as MVP (Minimum Viable Product for the mass market)
- Easy and quick roll-out for all affiliates
- Look & feel by cyan for Orange
- Customization for affiliates
- Blueprint for Orange Group to roll out in all other markets
- Minimum effort for Orange to launch

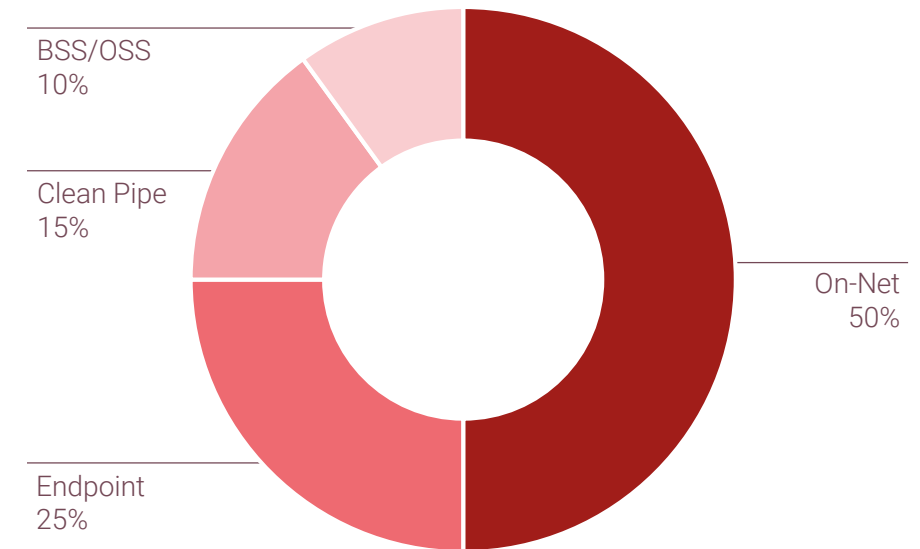
Accelerated growth in sales pipeline

cyan's sales pipeline is picking up speed both in terms of quantity and quality

Number of major potential contracts by stage



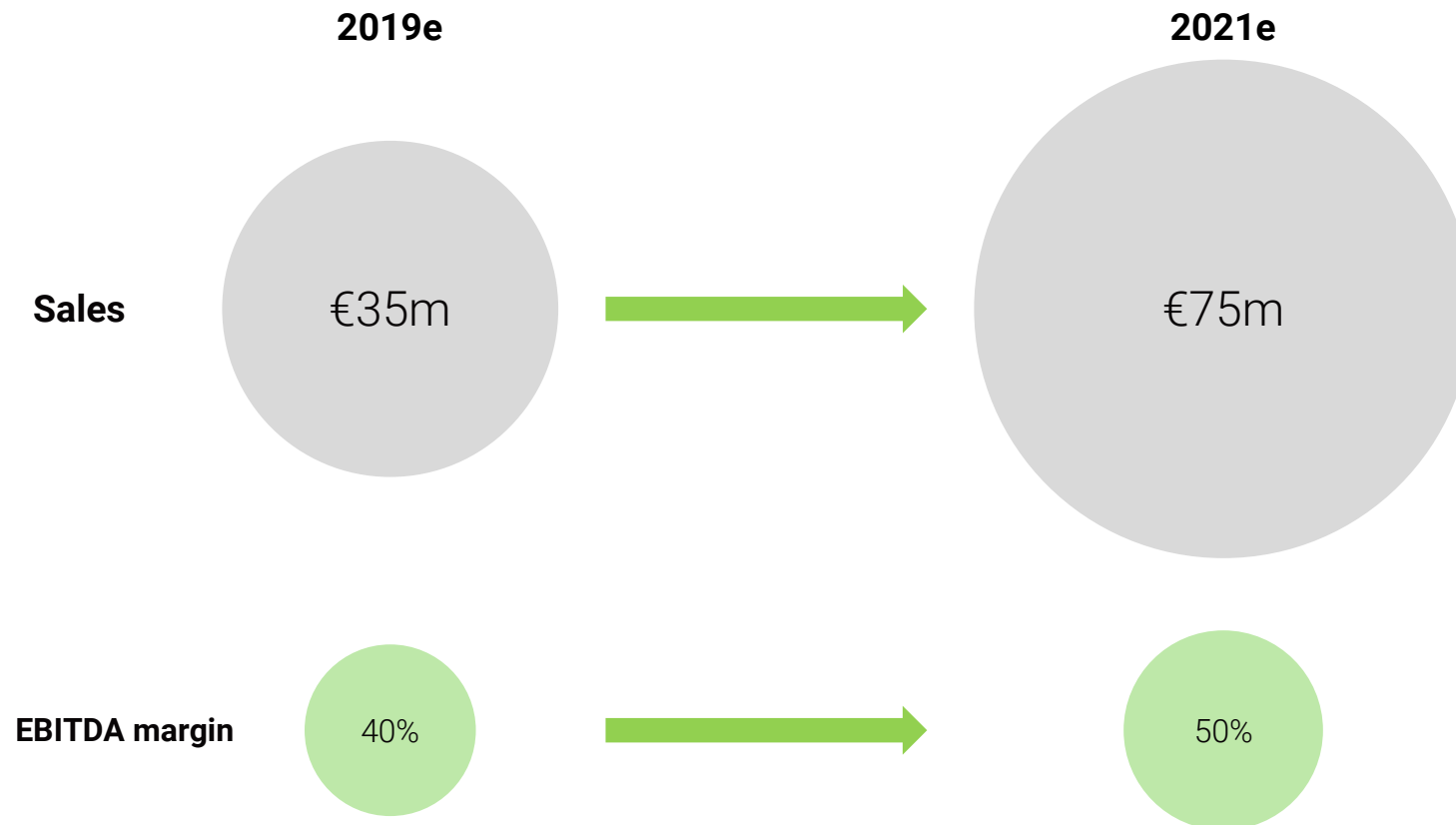
Targeted sales split by product by 2022



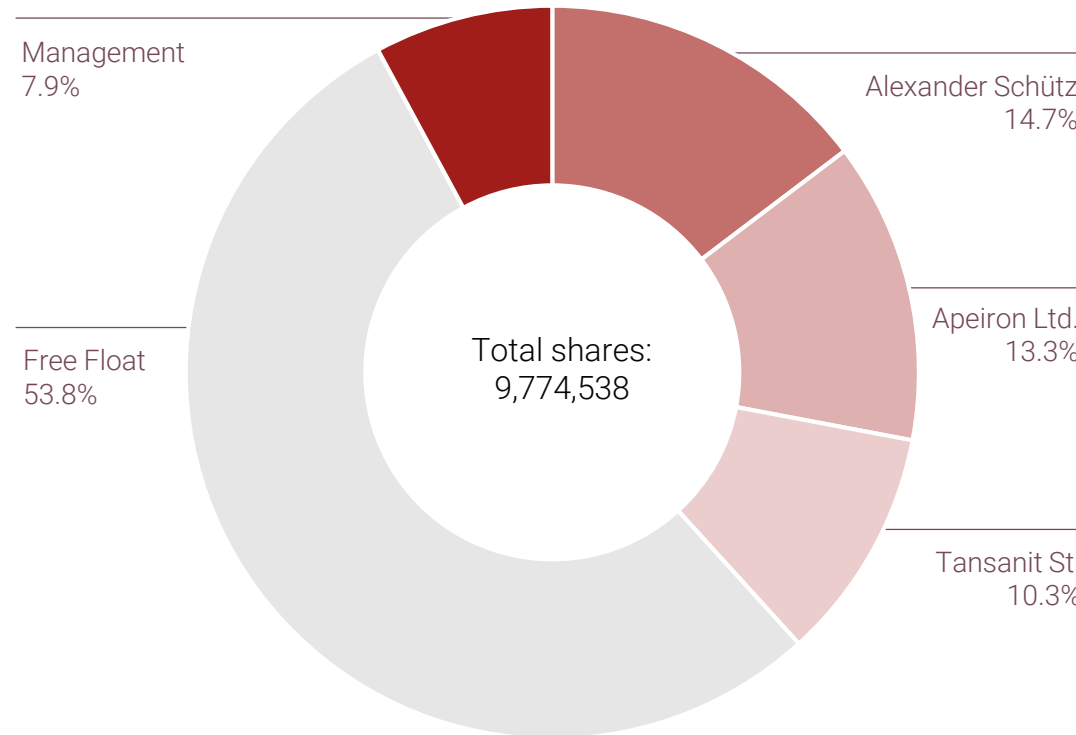
(1) Proof on concept
 (2) Request for proposal

Financial guidance

Management guidance of cyan's key financials FY2019&21



Shareholder structure



Note: Based on shares held by individual investors at cyan's AGM in July 2019

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