FIRSTWAVE
CLOUD SECURITY TECHNOLOGY

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INVESTOR UPDATE

October 2018

"In a vulnerable digital world, we develop technology that enables everyone to be cyber-secure."

David Kirton
CEO

FIRSTWAVE
CLOUD SECURITY TECHNOLOGY

We believe that every business has the right to enterprise-quality cyber-security solutions

Delivered with the world's most adaptive and comprehensive cyber-security platform to help enable one touch automation

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Businesses need security

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MASSIVE

COMPLEX

EVOLVING

Cybercrime is exploding across the globe

1 in 131
emails now contain malware*

US$3 billion+
cost to business from email phishing attack over past 3 years**

US$2 trillion+
cybercrime cost to business by 2019**

Cybersecurity market to grow to US$140B by 2021

US$10 billion+
FirstWave addressable market by 2021

2,500+
global security vendors

Rapid move to multiple cloud infrastructure

69%
of enterprises will have multi-cloud/hybrid IT environments by 2019

US$178 billion+
size of global public cloud market in 2018 with 24% growth rate

* '2017 Internet Security Threat Report' Symantec
** 'The Future of Cybercrime & Security: Financial and Corporate Threats & Mitigation' Juniper Research, 2015
*** 'How to protect your networks from Ransomware' FBI 2017

Businesses are transitioning to the cloud

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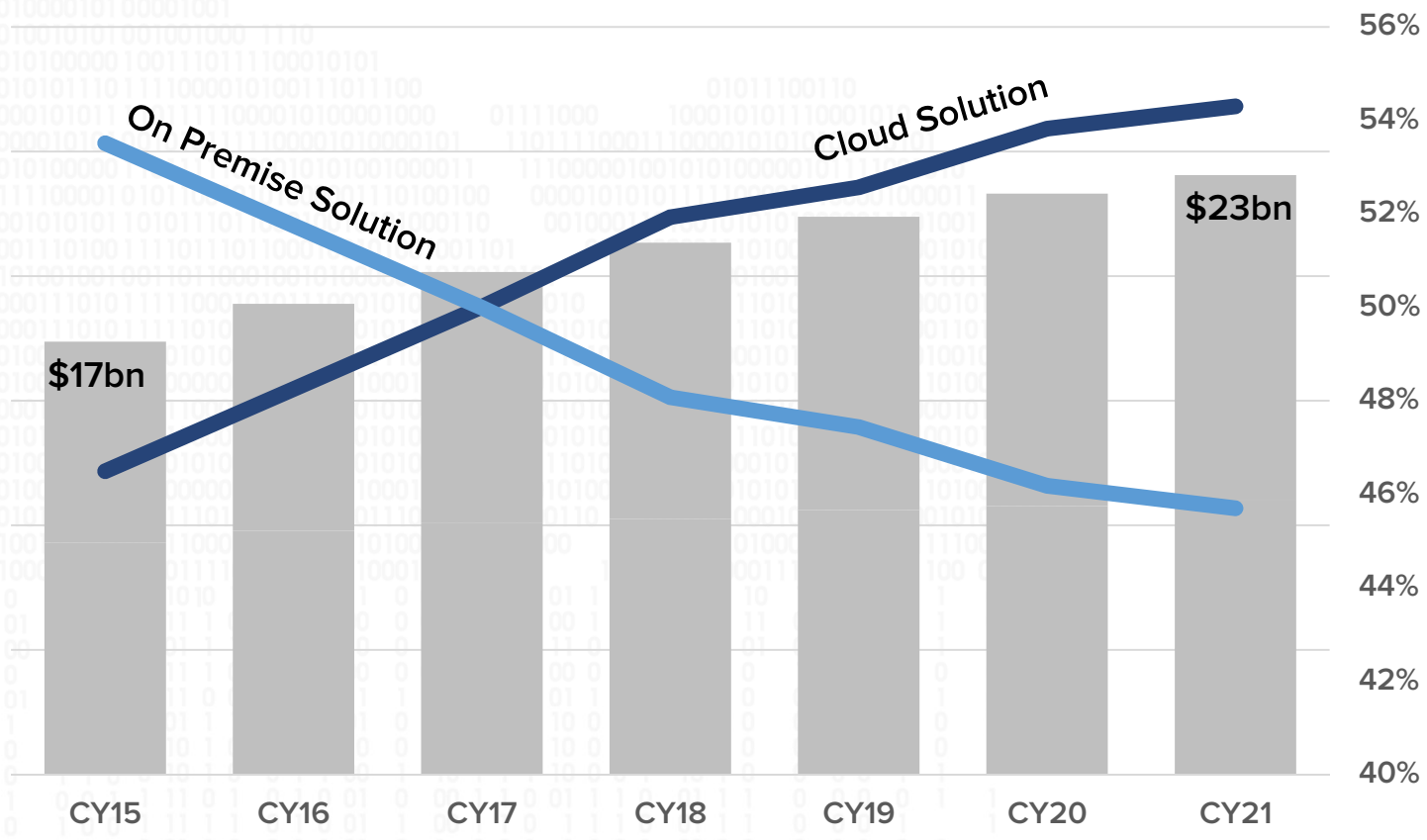
- Managed cloud security adoption growing
- Customer cloud demand growing across business segments
- Cloud migration driving customer churn at cyber security service providers
- Explosion of new cloud security vendors



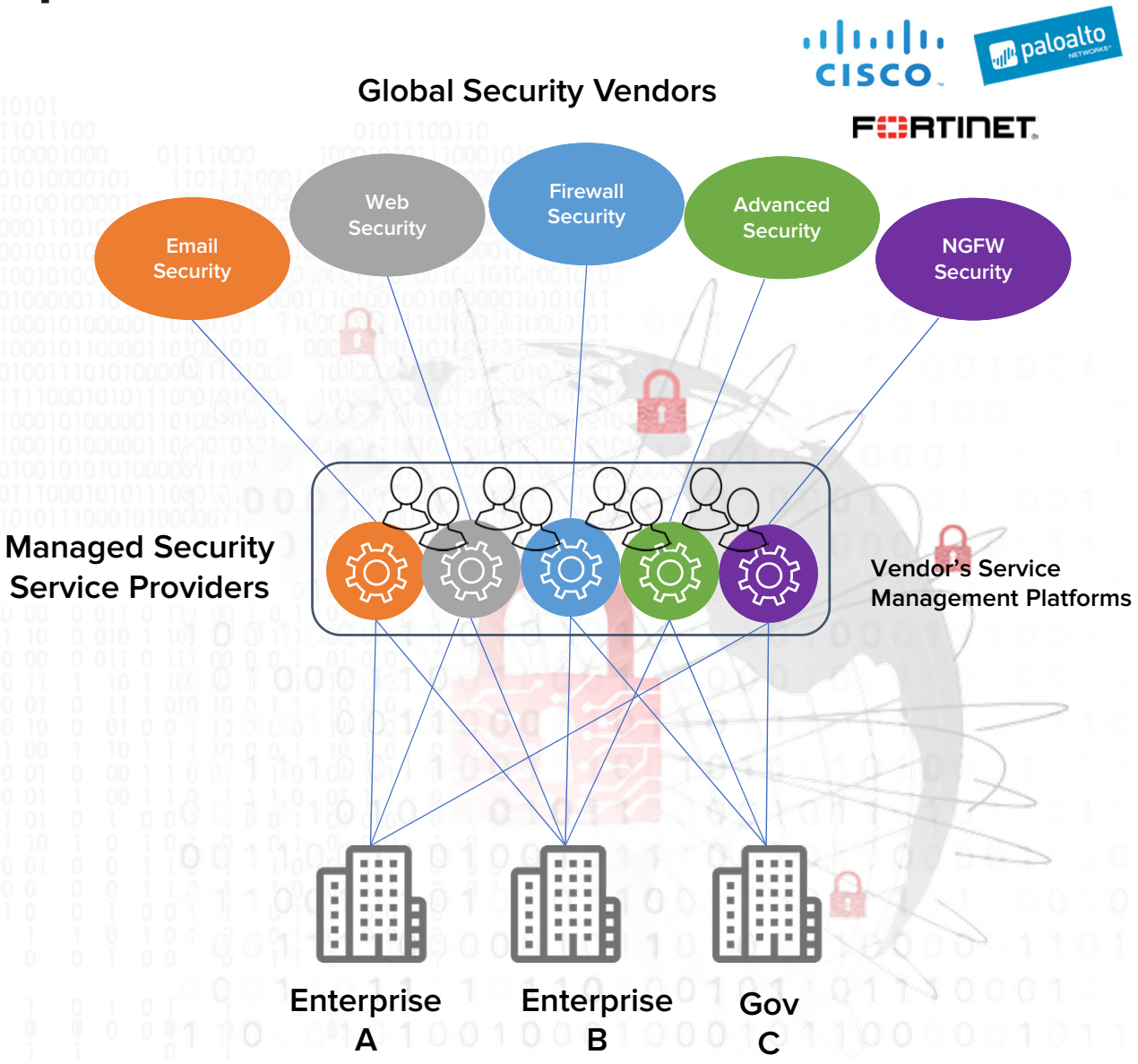
Service Provider cloud platforms and services market growth

IHS CPE and Cloud 2017

Security in the cloud can be complex

Managed Security Service Providers (MSSP/SP)

- High operational costs
- Increased regulation & compliance
- ‘Sprawl’ of security technology
- Management overly complex
- Operational inefficiencies
- Security skill shortage
- Enterprise grade security only for large business



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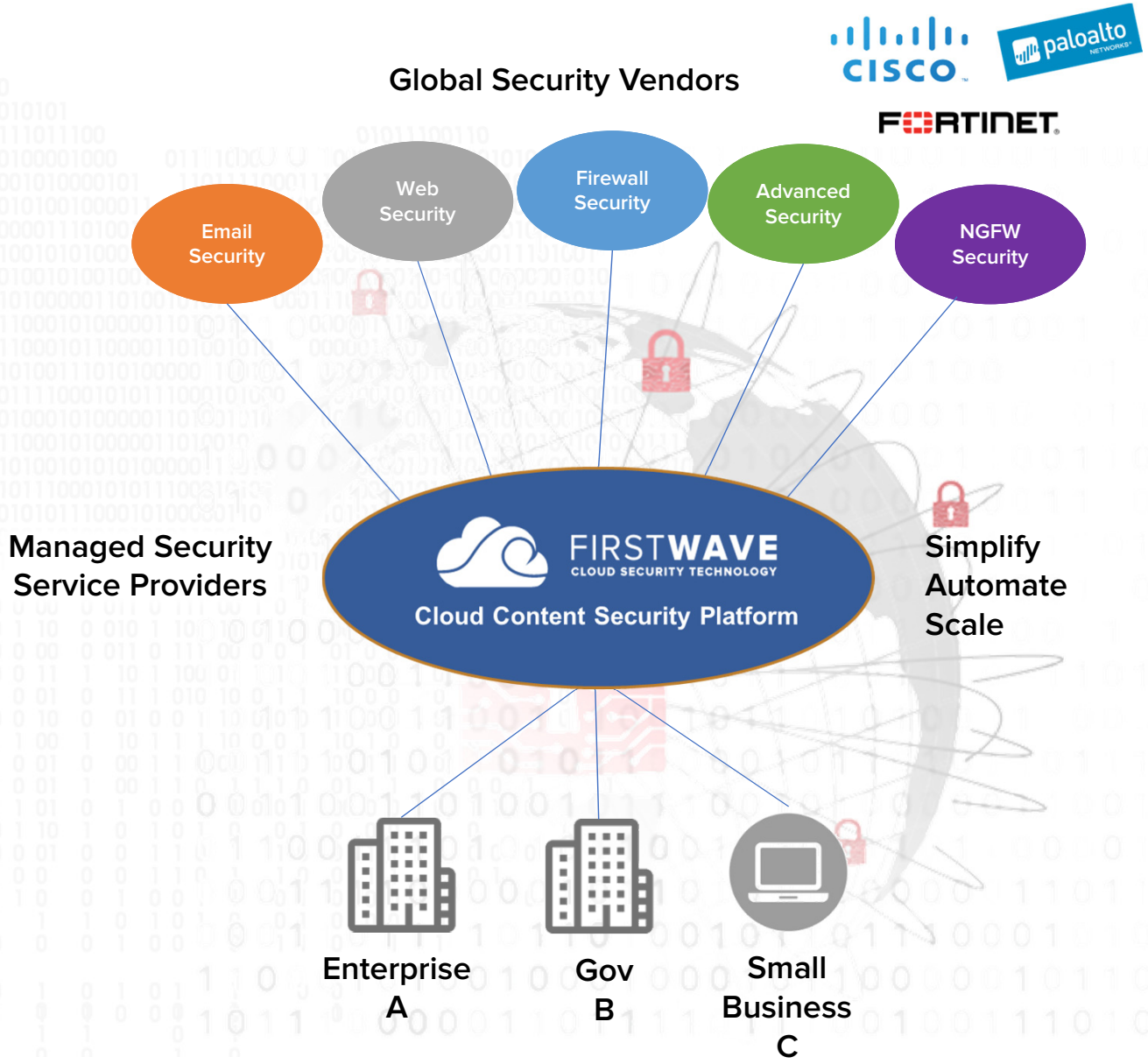
We simplify cloud security offers

By providing a platform that offers SaaS to enable the telco/MSSP to switch on revenue rapidly

- Simplified security that works
- Increase MSSP revenue from new bundles and services
- Accelerate new MSSP products speed to market
- Strengthen MSSP's customer loyalty with fully branded offers
- Make enterprise grade security available to every size MSSP business customer



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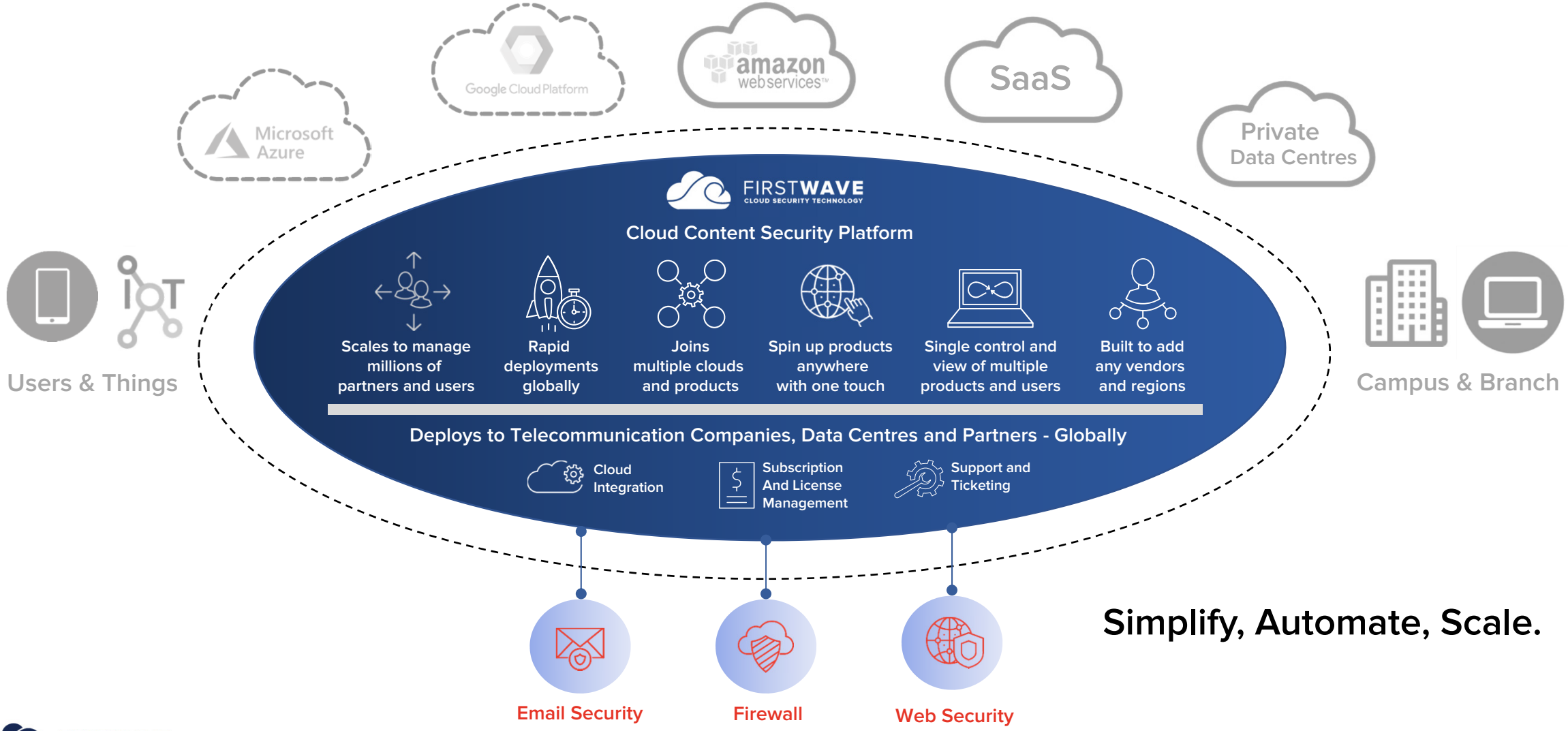
A closer look at our platform

Our adaptive one touch cloud cyber-security platform purpose built for a multi-cloud world



Simplify, Automate, Scale.

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How we compete

In-market, turnkey, fully-managed cloud platform that enables MSSPs to differentiate and sell highly profitable managed security service offerings for every size business

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FLEXIBLE

Multi-Tenant,
Multi-Vendor &
Multi-cloud

INTEGRATED

Multiple, Integrated Security Products
(Email, Firewall, Web)

BUILT FOR CYBER

Leadership in Network Function
Virtualisation (NFV) for security

BRAND BUILDING

White Labelled
Security Mgmt. Portal & APPS

ROBUST

Highly Reliable,
Extensible
& Scalable

END TO END

Security Appliance Orchestration
& Service Lifecycle Management

LOW TOUCH

Automated Service
Provisioning Workflow

MSSP READY

APIs for Telco/SP
operations support systems/
business support systems
(OSS/BSS)

First global services agreement - Cisco OEM

Successfully executed OEM agreement offers FirstWave's unique cloud service orchestration platform for MSSPs globally

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Cisco OEM FirstWave

Cisco global pre-sales enablement

Global technology integration and development

Global monetisation through SPs and Telcos

"Cisco's moat in next-generation security is driven by scale of the company's 400,000-plus sales-channel footprint and $200 billion networking installed base"

Vijay Bhagavath, Deutsche Bank, Investor Business Daily, Oct 2017

Q1 FY19

Q2 FY19

Q3 FY19

One touch platform successfully executed, accelerates 'Scale'

Through efficient and rapid service orchestration in multi-vendor, multi-cloud security ecosystem

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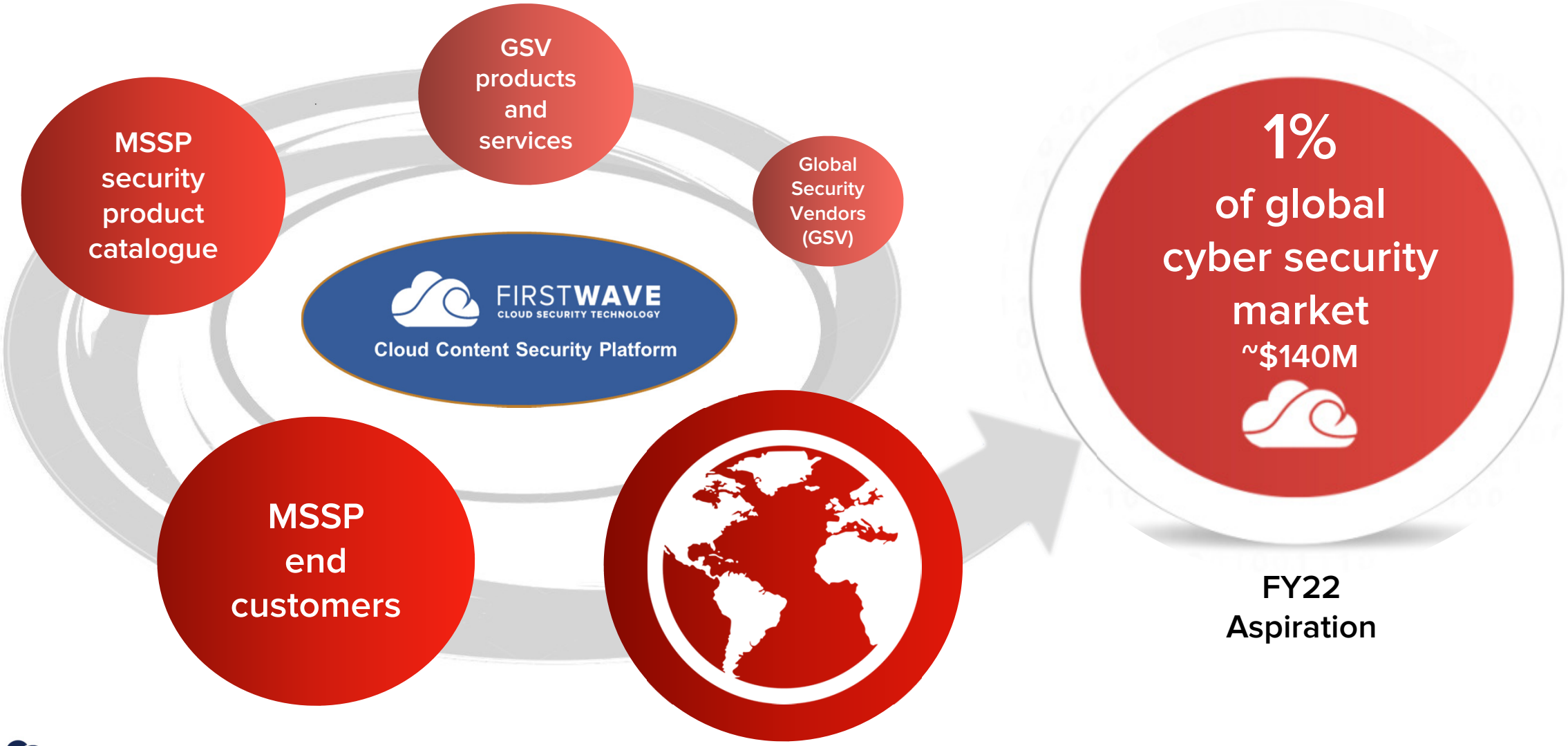

Commercial model – approx. gross margin

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PUBLIC
FirstWave provides infrastructure

MSSP/SP
FirstWave manages the SaaS lifecycle for the MSSP/SP for a monthly subscription fee based on number of users

50%

OEM
FirstWave receives royalty based on number of users

85%

PRIVATE
MSSP/SP provides infrastructure

MSSP/SP
FirstWave manages the SaaS lifecycle for the MSSP/SP for a monthly subscription fee based on number of users

50%

OEM
FirstWave receives royalty based on number of users

90%

Commercial model growing through 6 global channels

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Tier 1 Telcos

Australia – 1 delivered, 1 in pipeline
APJ – 3 in pipeline
EMEA – 3 in pipeline
NA – 2 in pipeline

Regional System Integrators

APJ – MindFlow, Kronicles and Softlogic delivered, 1 in pipeline

Tier 2 Telcos

Malaysia – 1 in pipeline
Brunei – 1 in pipeline

Cloud Service Providers

Interactive (Australia)

6

Channels

Global Security/Tech Vendors

Cisco, Palo Alto, Ingram Micro (Australia)

Online

To be developed during the "Scale" phase of strategy

FirstWave Online Branding Underpinning Channel Partner Sales

FY19 priority platform product roadmap

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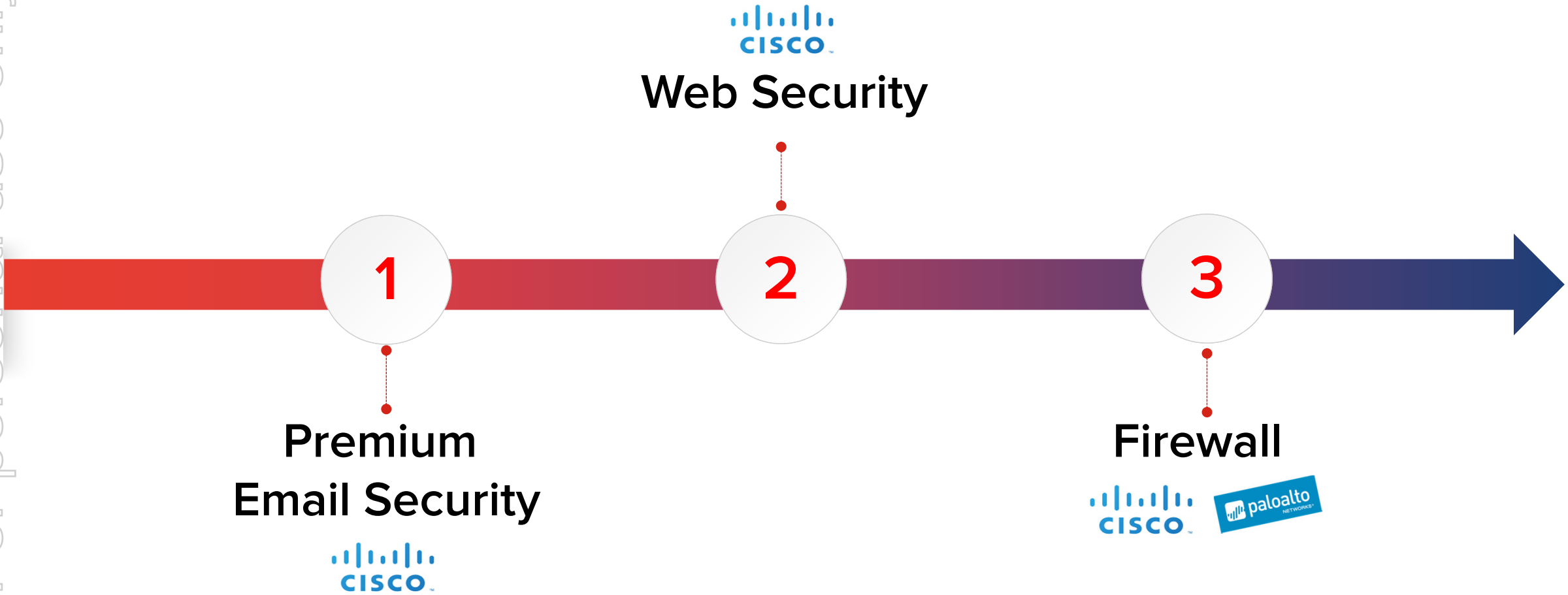

‘Expand’ FY19 detailed programme update

Simplify. Automate. Scale.

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Q1 — JUL AUG SEP

TECHNOLOGY
- ✓ Signed OEM Agreement Cisco
- ✓ Public Cloud Platform Opened North America
- ✓ Email solution enhancement with DMARC
- ✓ Cisco ESA upgrades to platform
- ✓ Automated email provisioning

DELIVERY
- ✓ David Kirton appointed CEO and reaffirms strategic aspirations
- ✓ Onboarding Interactive email
- ✓ Telstra launches Connected Work Place (CWP)
- ✓ OEM Pre-Sales
- ✓ New BDM North America/EMEA/Asia
- ✓ New Sales Director – Australia
- ✓ New Channel BDM - Australia
- ✓ Ingram Micro sales training

Q2 — OCT NOV DEC

TECHNOLOGY
- OEM Integration
  - Vendor accreditation
  - Support Accreditation
  - ✓ Cloud Managed Service Provider (CMSP) Accreditation
  - Global sales teams trained
  - Added to Global Price List (GPL)
- Cloud Platform web and firewall vendor integration
- ISO recertification

DELIVERY
- ✓ Cloud & Security Event Sponsor - Singapore
- ✓ Ingram Cloud Market Place Sponsorship – Australia
- ✓ OEM Customer Training - EMEA
- ✓ Telstra CWP in market
- ✓ OEM POC North America
- ✓ First OEM Order ANZ
- Capital raise
- First OEM POC EMEA
- New Tier 2 Telco ANZ/Asia
- Service Provider customer migration

Q3 — JAN FEB MAR

TECHNOLOGY
- Public Cloud Platform - EMEA/Asia
- One touch orchestration across email, web and firewall
- Palo Alto/Fortinet accreditation

DELIVERY
- OEM Customer Events (Jan/Mar/Jun) – Europe/AUS/USA
- Mobile World Congress (Feb) - EMEA
- RSA Conference (Mar) – Singapore
- OEM global sales campaigns
- Targeting OEM Tier 1 Telco Order USA/EMEA

Three year plan

FirstWave has a three-year plan to deliver revenue of A$50 million per annum

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Domestic

- Plan to grow the domestic business (Australia and New Zealand) to $20M by FY21
- Achieve scale in our addressable market through additional partners and channels to market lead by the public platform and the FirstCloud suite of solutions
- FY18 revenue base of $7.8M

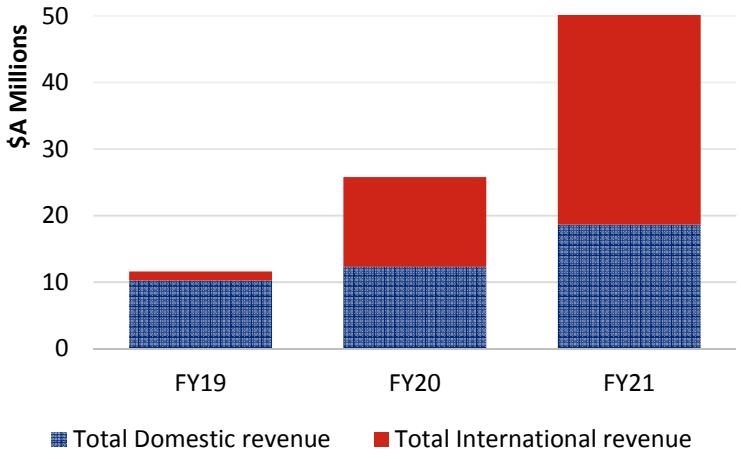
Revenue Streams

- Email
- Web
- Firewall

Go-to-Market channels

- Service Provider – Telstra and MSSPs - enhance their digitalisation and connected workplace strategy and increasing penetration into their addressable base
- Software Distribution – 3 resellers

Estimated Revenues



Platforms

Current Planned

International

- Plan to grow the international business to $30M by FY21
- This growth is to be achieved via accelerated incremental lean regional deployment in North America, Europe, the Middle East and Asia

Revenue Streams

- Email
- Web
- Firewall
- Platform as a Service (PaaS)

Go-to-Market channels

- OEM Partners, leveraging their extensive sales, channel and distribution networks globally, including the previous announced Cisco OEM Agreement
- A combination of direct deals with service providers and regional re-sellers and leveraging our existing partnership agreements to increase penetration in Asia

Business development for expansion

Additional experienced technology sales executives to drive regional growth

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1

Sundar Bharadwaj

Director of Sales – EMEA/USA

Over 25 years transforming and commercialising global telco and technology sectors in senior executive roles.

2

Shekila Ramalingam

VP Business Development - Asia

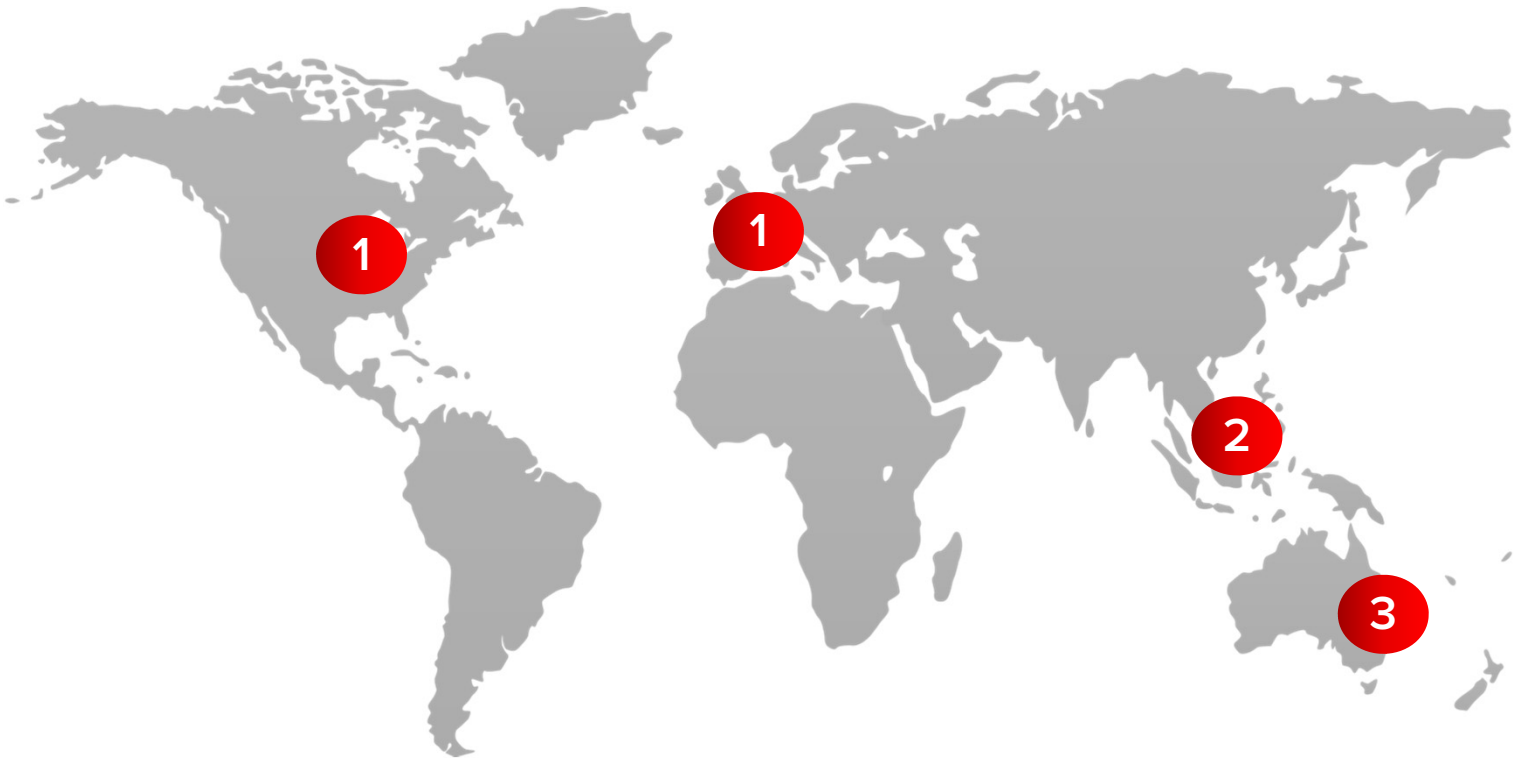
Over 25 years experience as a senior regional executive in the Asian IT industry and Telcos.

3

Martin Conneely

Director of Sales - ANZ

Sales professional with more than 20 years of experience in the IT Industry, selling to Enterprise and Government customers.



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THANK YOU

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A simple guide to acronyms in our presentation

FirstWave plays in highly technical world so here are some definitions to help you navigate terminology

- MSSP – Managed Security Service Provider – e.g. a telecommunications company
- SP – Service Provider – e.g. a telecommunications company
- CSP – Cloud Service Provider – e.g. a telecommunications company
- GSV – Global Security Vendor – e.g. Cisco, Palo Alto Networks, Fortinet
- OEM – An original equipment manufacturer (OEM) is a company that produces parts and equipment that will be marketed and sold by another manufacturer – e.g. what FirstWave does with Cisco
- BDM – Business Development Manager – sales executive
- EMEA – Europe, Middle East, Africa – regions

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