

**[CIPHERPOINT]**

**marketing & business update**  
**July 2020**

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# Cipherpoint – gaining momentum

enabling large enterprises to secure engage in digital transformation

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GDPR continues to be a strong driver of demand in Europe

Singapore-based partner driving sales opportunities in Asia

Bank of Finland contract announced in June 2020

German presence has supported increasing sales pipeline

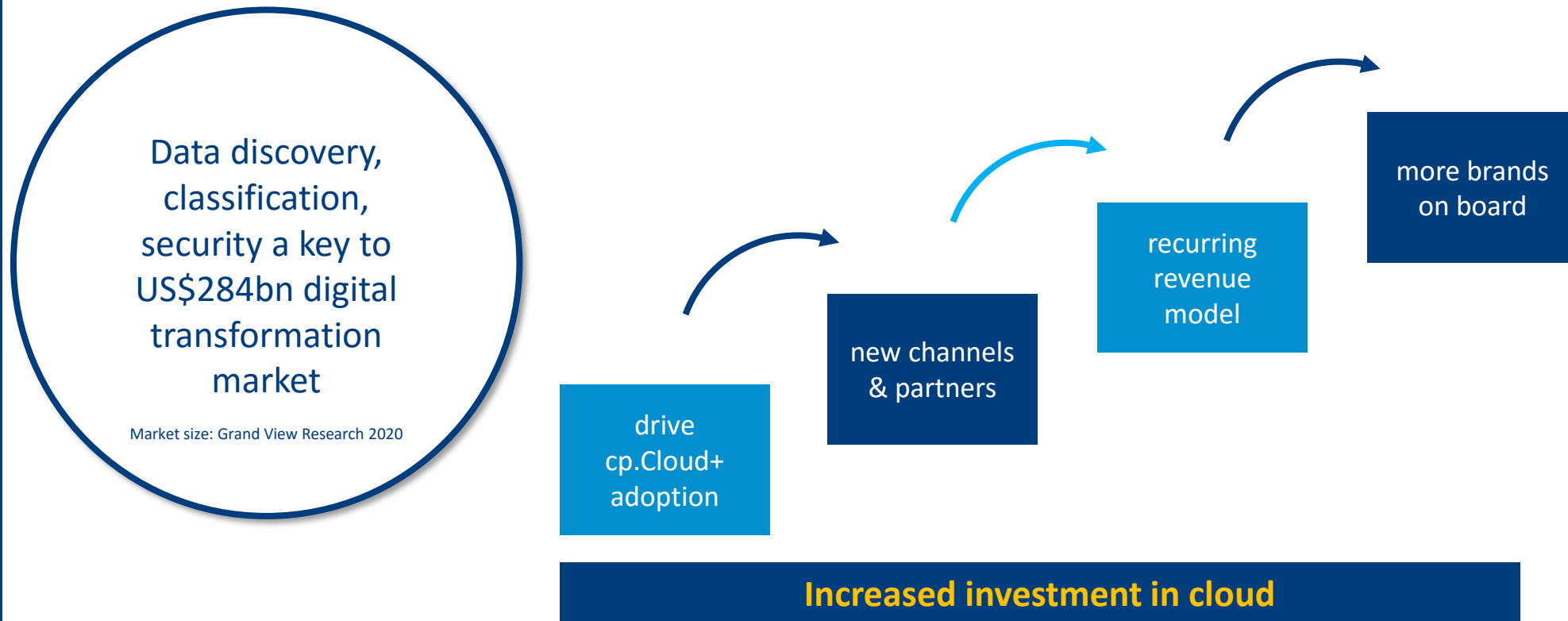
Despite COVID-19 business, tenders and bids underway

On-going customer renewals being driven by presence in Austin, Texas office

US customer base includes defence, government and large institutions

# Strategy 2020-2022

Focus on customer growth in Europe; enabling secure digital transformation



# Marketing approach – working well

our focus is on digital content, lead generation and opportunity conversion

## Great content

- quality collateral, whitepapers, blogs
- relevant use cases, case studies



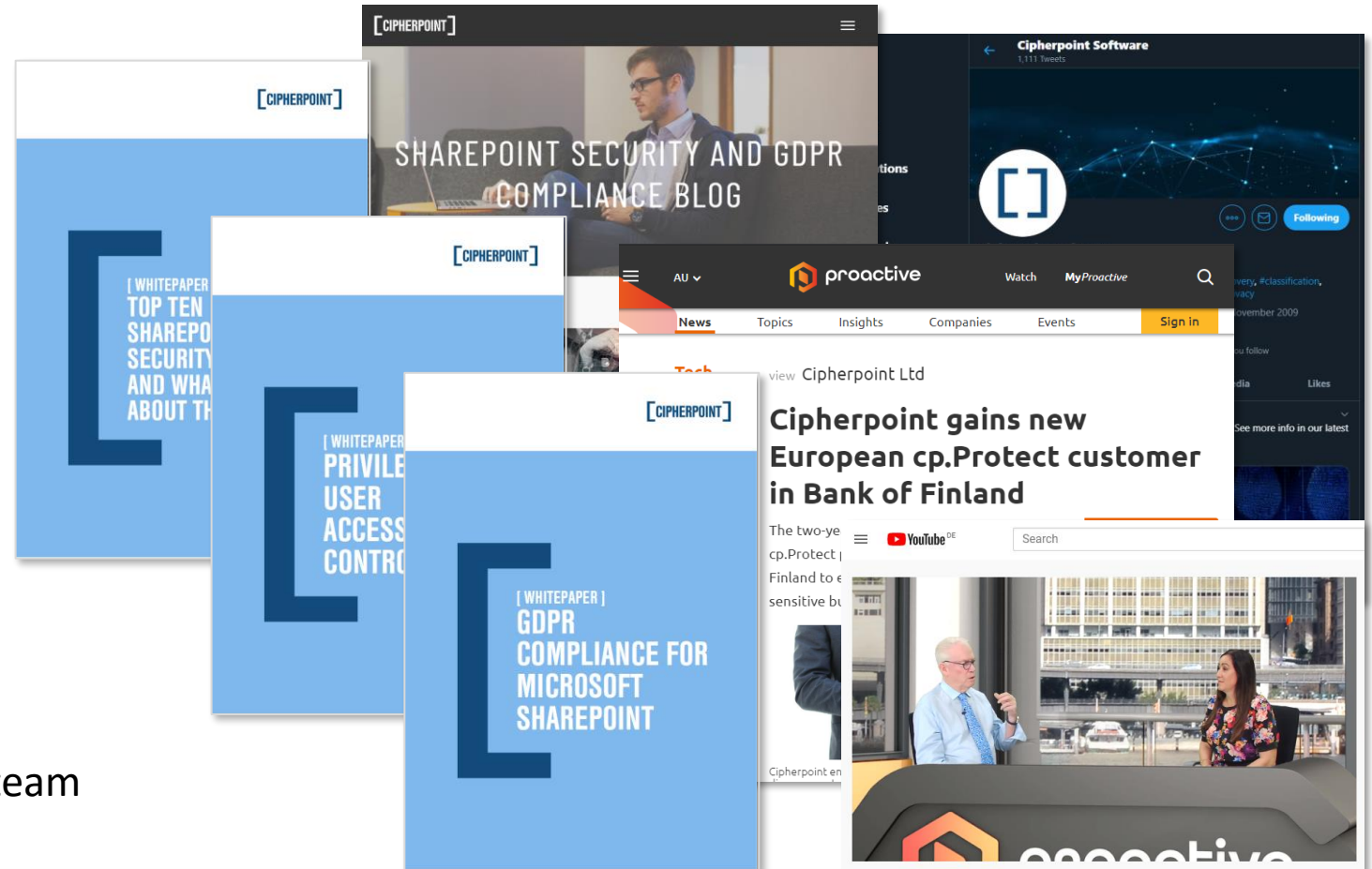
## Cost efficient digital marketing by

- Growing traffic using SEO
- Targeted digital ad spend



## Opportunity qualification

- direct customer access to solutions team
- sales are technically driven

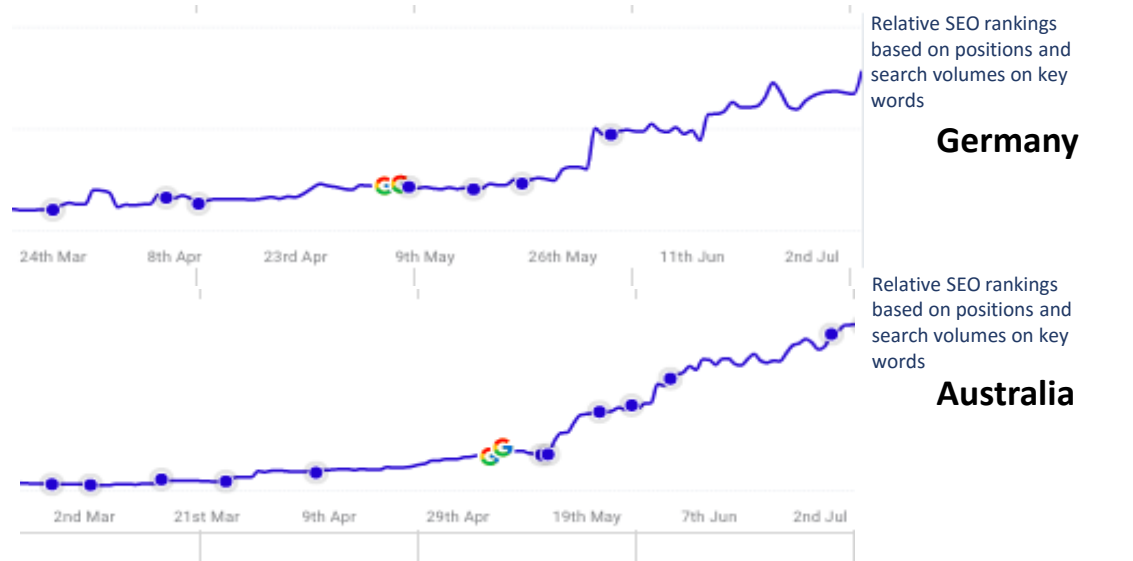
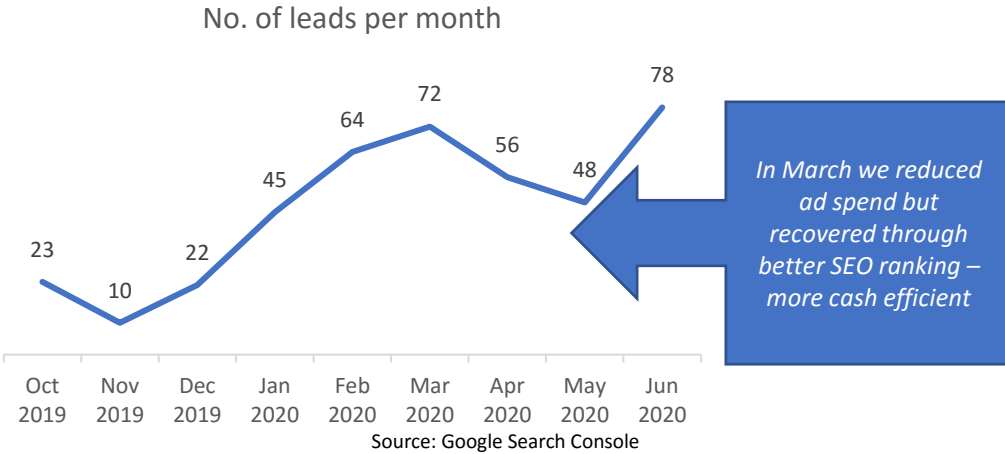


# Lead indicators – trending up

post COVID-19 recovery indicators are improving

**Lead Generation** - volumes and quality are increasing

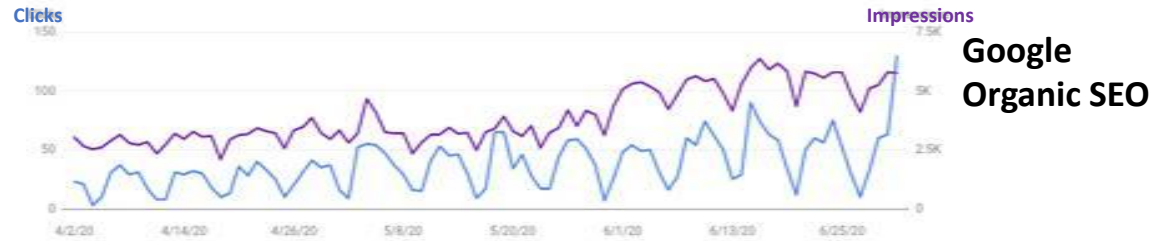
**SEO Rankings** – impressive growth in last quarter



Leads are potential sales enquiries that are at various stages of discussion or negotiation, some progressed others in early stage engagement. Lead numbers are provided for the purposes of providing an indication of increasing enquiries and customer engagement. There is no guarantee that any lead or percentage of leads will convert to customer contracts in any particular timeframe or all.

(SEO) refers to the method used to increase a website's position on search engine results pages.

Organic search usage and share is outpacing growth in other channels. Optimizing our pages for SEO is important as organic search continues to rise above other search traffic.



# Our 3 key products

assisting enterprises to securely drive innovation



## cp.Discover

We discover sensitive data within systems classify and tag to give control.



## cp.Protect

We protect sensitive data from external and insider threats be it deliberate or inadvertent.

We stop people who should not access or see sensitive data from doing so.



## cp.Content

We control and report on data access, ensuring compliance and without impacting productivity.

# ...We are innovating for the future

increasing focus on data security to enable secure collaboration



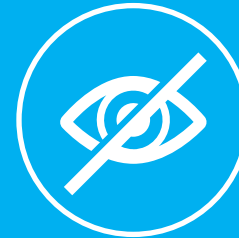
## cp.OEM

We provide core modules with REST APIs ready for developers to integrate our technology into their products



## cp.Cloud

We provide a single console to enforce policy. cp.Protect extended to SharePoint Online and OneDrive



## cp.Cloud+

cp.Cloud extended to **Exchange Online** and **Teams**. With early interest from an existing large customer

..and we are looking for new acquisition opportunities



# Scalable business model

we use digital marketing and partners to generate leads and charge recurring revenues

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## marketing model

digital

focus on digital marketing

channel

reduced requirement for large sales force

direct

nuture direct customer opportunities



## revenue model

licence

legacy perpetual model paid up front with 20% maintenance & support paid annually – help

subscription

**recurring revenues**, based on number of users – paid 12 months in advance (SaaS)

volume

based on \$ per GB of data scanned/classified

# Why Invest?

four reasons why you should invest in Cipherpoint

1

## team

### Lean and agile team

Deep cyber security experience and understanding of customer problems

2

## product

### Solving real-world problems – leveraging AI

We own our IP and are innovating for the future

3

## market

Global market, driven by regulation and privacy.

**We are positioned to service major global markets of Europe, US and Asia Pacific.**

4

## stage

Proven product with existing, high-value customers.

**We are scaling up within existing customers and new opportunities**

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