

Go To Market Strategy

Before State: Market/Customer Problem

- Systems of critical infrastructure are vulnerable to attacks (677 healthcare data breaches in the US in 2024)
- Systems need to be updated due to the evolving and complex nature of attacks
- Organizations need to keep updating their knowledge base to keep abreast of cyber security
- There is a financial cost of updating
- Resources that could be allocated to the core business are utilized in cybersecurity
- Organizations need to comply with regulations (recently the US has mandated all Federal agencies to produce a quantum migration plan by 2025)
- Lack of awareness of the quantum threat
- Expensive legacy systems
- Integration can be costly and time consuming
- Multiple solutions increase costs of time, management, money
- No preparation for a quantum proof world
- Knowledge deficit

Bridge: How we reach the market

Our GTM strategy features multiple approaches. As a reminder, we have three products which cater to different segments of the market: B2G, B2B (Corporates) and SMEs. Our GTM can be divided into three periods:

- Stage 1: Next 6-9 months. Our software is at TRL 5 whilst our hardware is at TRL 3. At the end of this stage, our software will be commercially viable and the proof of concept for our hardware will be completed
- Stage 2: 9 months to 24 months. Our QShield Lite product will be out in the market whilst our other mid and top tier (QShield Embedded and QShield Trustless respectively) will be under development
- Stage 3A: 24 – 36 months. All our products will be out in the market. Hard launch.



- Stage 3B: post 36 months. We will start our international expansion

Stage 1

The objectives of Stage 1 GTM are the following:

- Build awareness about our Company and our work
- Generate excitement about our products
- Secure a pilot for our hardware
- Reach and educate potential customers about our QShield Embedded and QShield Trustless systems prior to launch and development. The rationale is that we will already have primed these customers before launch
- Secure customers for our QShield Lite which will be available in the next 6-9months
- Design our channel partner strategy

General Awareness and Excitement

Knowledge Base: to educate potential customers, society, strategic partners and potential recruits we do the following:

- Contribute to papers such as 'Quantum in Healthcare' with the World Economic Forum. This paper will discuss our product and go to CEOs of major corporations around the world, heads of state and key decision makers. This positions our product, demonstrates use cases and reaches key decision makers whilst creating a positive ripple effect. We are also working with the C4IR of Saudi Arabia to develop the quantum economy policy of Saudi Arabia – again this provides visibility for our product to key leaders in the Kingdom. We are working with universities such as KAUST and KFUPM to develop courses in quantum technologies. This creates awareness about: our product and also has the effect of attracting talent to the Company.
- Attending conferences. We attended the Summer Davos. We have been invited to speak at Quantum Europe. We will be attending a Quantum KSA conference in October. We will also be presenting at Science House in Davos in 2026. This will position us as a global company
- We will also provide continuous education by:

- White papers: the target is scientific community, quantum enthusiasts. The purpose is positioning and technology validation
- Technical papers: targets would be the technical/IT teams of our potential customers. This will enable them to keep up to date on developments in the field as well as increase their knowledge of our products
- Certifications: Google, Microsoft and CISCO have certifications for the use of their products which also enable IT professionals to become more competitive in the job market. We will explore the concept of providing QShield trainings and certifications. This will provide an additional revenue stream and will also position our product as premium
- YouTube: to educate the 'general public' we will have videos on YouTube explaining quantum in a simplified way which will also provide information on our product. This will increase brand recognition. This will be especially useful for QShield Lite product
- LinkedIn: continuously provide updates
- Website: will contain multiple resources for education and training

Pilot for our Hardware

Pilot Project: we are in discussions with a PIF entity to develop a pilot for our hardware. This is our premium product, the QShield Trustless system. We have had a discussion with MCIT on approaching the other Telco companies to do this. Other than MCIT, we will utilize our networks to reach out to the Telcos. We have also had a preliminary discussion with ARAMCO and will continue to pursue this. The advantage of the pilot is that we are funding our product development whilst gaining a customer. Our hardware is at TRL 3 so this strategy combines TRL advancement with customer acquisition as well as resource validation.

University Partnerships: we are in discussions with KAUST to develop a pilot for our hardware. We have exchanged technical documentation and KAUST has expressed a clear interest to work with us. We will iron out the details this month. This is our premium product, the QShield Trustless system. Universities are also potential customers of our product so this enables technology validation, credibility enhancement, TRL advancement whilst creating a potential customer.



Customer Validation and 'Priming' for QShield Embedded and QShield Trustless

In-person meetings: we have had an in-person meeting with the CEO of one of the largest conglomerates in Saudi Arabia who has expressed his interest in being a potential partner also. We have a list of meetings planned with the CEOs of major corporations in Saudi Arabia in the healthcare space over the next two months. These in-person meetings will be used to educate, understand and create excitement about our products and offering. We have used our personal networks to secure these conversations. However other avenues for this include:

- LBS Alumni network (over 500 in KSA)
- Referrals from our personal network
- Tomouh Community of Leaders (over 500+ members in key posts in KSA)
- Investment bankers (network includes heads of investment banks who have access to premium clients)
- Law firms (partners from the law firms can make introductions)
- C4IR has already made introductions to potential customers
- World Economic Forum: we are part of a 3 year programme where WEF facilitates us

Newsletter: we will be sending a newsletter every month to all of our contacts which will not only be about Quantasphere but also about developments in science and tech. It will be brief, fun and interesting.

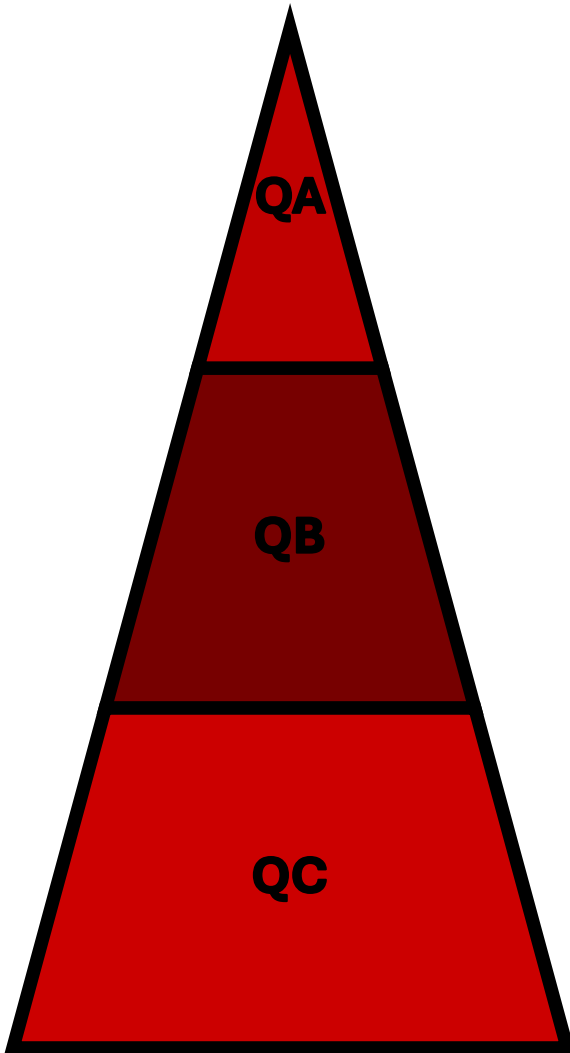
Secure Customers for QShield Lite

Direct sales: we have signed an MoU with the largest affordable healthcare group in Saudi Arabia to be our 'Beta User' for QShield Lite once it is ready. We will continue to utilize our network to have initial customers even before our product is ready.

Product Development Partnership: To make our product 'enterprise ready', we will be partnering either with HCL or Wipro. We have had an initial introduction with HCL. The advantage of this strategy is that we will utilize their vast local and global customer network to distribute QShield Lite.

Design of our channel partner strategy

General Concept: The figure below illustrates our channel partner strategy, **it is just the design for the next five years:**



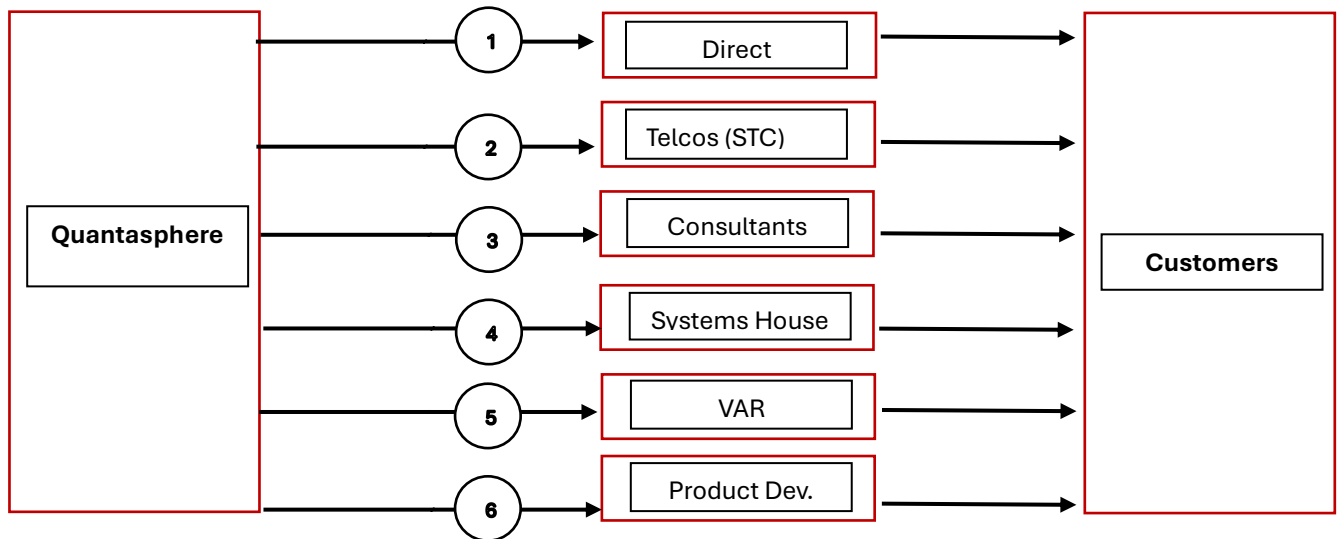
The top 1- 100 government and large enterprise accounts – mainly QShield Trustless. A customized sales approach with our direct salesforce. We may get leads through 'agents' but the entire relationship will be managed by us. The rationale for this is that this is a highly specialized product and system and very sensitive relationships which we want control over. **Intense customer interface and services.**

The next 125 -5,000 enterprise accounts which will be large and medium sized corporations – mainly QShield Embedded. A mixed sales approach with some critical accounts managed by us but largely collaborations with channel partners. To qualify as a channel partner, staff will need to secure certifications from us. This will ensure that we are maintaining quality. We will provide marketing collateral. **High customer interface**

The 1,000,000 enterprise accounts which will be SMEs – QShield Lite. Entirely led by our product development partners (HCL/Wipro) as well as channel partners. **Low level of Quantasphere but high level of marketing and promotional support.**



Routes to Market: The figure below illustrates our routes to market:



Channel 1: Direct sales force. Will be responsible for identifying, sourcing, targeting and selling to customers. Will be highly trained and will be building customer relationships for the long term. The Direct Sales force will play a major role pre and one year post launch.

Channel 2: Telcos. Telcos can also be channel partners by selling both our QShield Trustless and QShield Embedded to their top tier clients

Channel 3: Consultants such as Accenture, E&Y and etc. They offer turnkey solutions and could also be channel partners

Channel 4: Systems Houses such as IBM, Microsoft and Quantinuum.

Channel 5: Value Added Resellers such as Logicalis, Al Jammaz Distribution and Neo Connect Technologies.

Channel 6: Our product development partner either HCL or Wipro. They will distribute QShield Lite using their own network.

During Stage 3A, we expect 90% of the sales to come for direct channels but over time and with product maturity, channel partners will provide the bulk of the sales.



Quality Control: To qualify as our channel partner, there will have to be certain criteria that each partner will have to fulfill and the discount that they will receive and hence their margins will be dependent on their quality. We have divided them into 3 tiers:

Platinum: These channel partners will be eligible for the highest discounts (30%). Their staff will need to have certain Quantasphere certifications which will include engineering, sales maintenance and relationship management. Platinum partners must have at least 20 Quantasphere certified staff. They will also need to provide 2 hour on-site response service to customers and 24x7 service.

Gold: These channel partners will be eligible for the second highest discounts (25%). Their staff will need to have certain Quantasphere certifications which will include engineering, sales maintenance and relationship management. Gold partners must have at least 10 Quantasphere certified staff. They will also need to provide 4 hour on-site response service to customers and be available 24x7.

Silver: These channel partners will be eligible for the third highest discounts (20%). Their staff will need to have certain Quantasphere certifications which will include engineering, sales maintenance and relationship management. Silver partners must have at least 5 Quantasphere certified staff. They will also need to provide 24 hour on-site response service to customers and be available 8x5.

Incentivization Rationale: Our Channel Partner incentive structure is based on the quality of service that each Channel Partner provides to our end customer rather than the volume of revenues that they bring. We were considering linking revenues to discount amount but then thought that this might negatively impact the quality of our offering and in the initial stages, our reputation as a highly trusted provider of quantum proof data security is critical to build.

The Quality is measured by the following factors:

1. Number of Quantasphere certified staff
2. Speed of on-site response
3. Availability to the customer
4. Other: as we develop our GTM we may refine and add other indicators



Stage 2

The objectives of Stage 2 GTM are the following:

- Build awareness about our Company and our work
- Generate excitement about our products
- Design certifications
- Reach out to Channel Partners
- Sign contracts and commissions for QShield Embedded and QShield Trustless
- Increase market share for QShield Lite

General Awareness and Excitement

Knowledge Base: to educate potential customers, society, strategic partners and potential recruits we will do the following:

- Contribute to papers and journals. We will also feature in the Quantum Insider. We will appear on podcasts, newspapers and magazines.
- Attending conferences. We will speak at the FII in 2026, attend Davos and quantum specific conferences
- We will also provide continuous education by:
 - White papers: the target is scientific community, quantum enthusiasts. The purpose is positioning and technology validation
 - Technical papers: targets would be the technical/IT teams of our potential customers. This will enable them to keep up to date on developments in the field as well as increase their knowledge of our products
 - YouTube: Increase our content
 - LinkedIn: continuously provide updates
 - Website: will contain multiple resources for education and training

Design Certifications

We will design the material for our Quantasphere certifications which we envision to be in the following areas for each of the products:

- QShield Systems Engineer
- QShield Sales Expert
- QShield Consultant



- QShield Networks Engineer
- QShield Cybersecurity Operations
- QShield Cryptography

We will develop the material for the courses but other service providers can teach and train.

Reach out to Channel Partners

We will start reaching out to Channel Partners to inform, educate and understand their needs and requirements as well as market our offering. Some of the Channel Partners that we have identified are:

- STC, Zain and Mobily
- Accenture, E&Y, KPMG, PWC, Deloitte (we know partners at all of these firms in Saudi Arabia)
- Systems Houses: IBM, SBM, Quantinuum, Microsoft (we have senior contacts at all of these firms)
- Value Added Resellers: we will establish contact with them. We know a senior contact at Logicalis
- Our Product Development partner is already engaged in the process

Contracts and Commissions for QShield Embedded and QShield Trustless

Since we will already have our PoC for both of our premium products, we will reach out to customers for commissions and contracts. The Customers we will reach out to will be:

- Ministry of Health
- Sulaiman Habib Hospitals
- Aster Group
- Dallah Healthcare
- Saudi German Hospital
- KAUST
- KACST
- KFHRSC
- Aramco
- NEOM
- SAMI



- GAMI
- SABIC
- Lifera

We already have relationships with these entities.

Increase Market Share for QShield Lite

At Stage 2, we will increase market share through direct sales as well as through our product development partner's network. We will engage with channel partners for QShield Lite in Stage 3A.

Stage 3A

The objectives of Stage 3A GTM are the following:

- Build awareness about our Company and our work
- Generate excitement about our products
- Implement certifications and trainings
- Train Channel Partners and sign agreements with them
- Start delivery of the contracts and commissions for QShield Embedded and QShield Trustless
- Increase market share for QShield Lite

General Awareness and Excitement

Knowledge Base: by this stage we will have the following:

- Be widely recognized as Saudi Arabia's quantum technologies company
- As an established company with cutting edge work globally
- Will be running two courses at KAUST, KACST and KFUPM
- Will have an internship programme for Saudi graduates
- Will be continuing all the PR, Marketing and Knowledge Sharing activities in all the previous stages

Implementation of Certifications and Trainings with Channel Partners



Implementation: by this stage we will have the following:

- Our first training batches will be underway
- We will have signed agreements with Channel Partners

Delivery and Expansion

QShield Embedded and QShield Trustless: by this stage we will have the following:

- Delivery of our contracts and commissions
- Expansion of our Direct Sales team
- Engagement with Channel Partners

QShield Lite

- Distribution through product development partner
- Channel Partners to start dissemination of the product
- Strong marketing collateral and efforts provided by Quantasphere

Stage 3B

The objectives of Stage 3B GTM are the following:

- Strengthen and maintain our brand
- Build strong relationships with existing Channel Partners and add more using the power of AI and Data Analytics
- Global expansion

Strengthen and Maintain our Brand

By Stage 3B we will:

- Be recognized as a leading quantum networks company globally
- Will build and continue with all the activities in previous stages to build a Knowledge Base
- Will have a Quantasphere Training Academy
- Be regular speakers at conferences around the world in Quantum, Tech as well as FII and Davos
- We will sponsor events which will increase our visibility



- Will establish a Quantasphere Foundation to promote STEM learning for economically disadvantaged students

Expand our Channel Partners – Use Data Analytics and AI to link GTM strategy with other areas of the business

By Stage 3B we will:

- Aim to have 60% of our sales done by Channel Partners gradually increasing that
- Have deep data analytical and AI tools that will provide a continuous feedback loop linking customer needs/satisfaction, Channel Partners and Direct Sales team performance with product development and business strategy.

Global Expansion

By Stage 3B we will:

- Have sales offices in London, Geneva, Mumbai and Dubai
- These sales offices will have a small sales team for our QA clients but will also develop strong relationships with local Channel Partners

After State: Positive Impact in the Market

- Critical infrastructure protected
- No constant updates required for different systems
- Seamless integration with existing legacy systems
- Cost effective long terms security
- Resources allocated to core business
- Regulatory compliance
- Singular strong solution
- Quantum proof security
- Knowledge base developed about quantum technologies and their effects

Ripple Effect: Broader Economic and Societal Transformation

- Greater trust in systems whether it be healthcare or energy
- Protection of critical infrastructure protects citizens
- Better allocation of resources
- Saudi Arabia positioned as a leader in quantum technologies
- Human capabilities developed in quantum
- Reduced costs
- Advancement of unrelated technologies: for example greater trust in data security may lead to increased genomics data being harvested which could cause advancements in precision medicine
- Less stressed out society!