positive technologies

Alkhanashvili Adam • Arkhipov Nikolay • Gadaev Isa

01

What is and why PT?

Motivating points

Consider:

- Cybersecurity is an industry of utmost relevance in the Russian business environment
- Cybersecurity solutions are sought after by the governmental branches
- Recent geopolitical events made

Why Positive Technologies, then?

Positive Technologies is the leading developer of cybersecurity solutions in Russia

PT prevents hacker attacks before they cause unacceptable damage to businesses, industries, and entire nations

22 **years of** — expertise in research and development

2,2k+ — Team members

1,1k+ — experts and technical specialists

205k+ — shareholders as of 2024

20+ — Products And solutions

3,3k+ — clients

300+ — partners - leading integrators

02

Mission & Vision

Mission

" Mission is to safeguard businesses and entire industries against cyberattacks and non-tolerable damage. Make the response to cyber threats fully automatic. This makes it possible to ensure the cybersecurity of a company by one person who does not have unique experience in this area "

Vision

" Running and improving upon a comprehensive ecosystem of various cybersecurity solutions suiting both businesses and governments through continuous R&D and horizontal expansion that targets any potential need a client might have "

Products

MAXPATROL SIEM Monitoring of IS events	**MAXPATROL VM** Vulnerability management	**PT NETWORK ATTACK DISCOVERY** Vulnerability management	**PT SANDBOX** Protection against targeted and mass malware attacks
MAXPATROL 8 Control of security and compliance with standards	**XSPIDER** Professional vulnerability scanner	**PT MULTISCANNER** Multi-level protection against virus threats	**PT DEPARTMENTAL CENTER** Incident management and interaction with GosSOPKA
PT INDUSTRIAL SECURITY INCIDENT MANAGER Network security of enterprises	**PT APPLICATION INSPECTOR** Vulnerability identification and application security testing	**PT APPLICATION FIREWALL** Web application security	**PT BLACKBOX** Dynamic web application analyzer

Shipment

'22 ██████████████████████ **14,508**

'21 ▨▨▨▨▨▨▨▨▨▨▨▨ **7731**

'20 ▨▨▨▨▨▨▨▨▨▨ **6211**
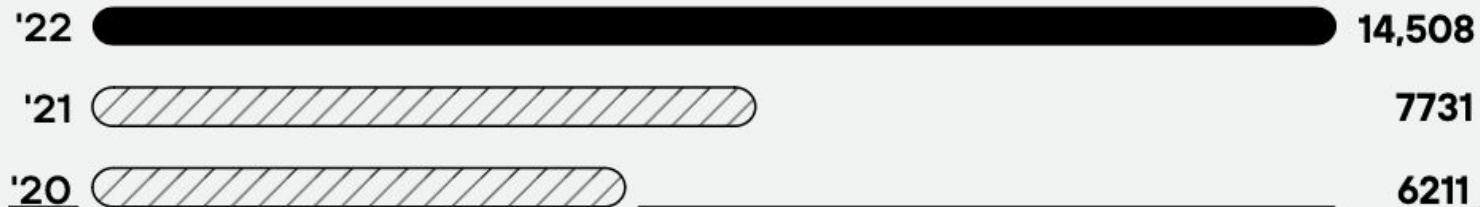
Share of shipments with VAT by product

% of total shipments with VAT

	31	25	6	6	1	14	17
	29	13	9	8	9	12	20

MaxPatrol SIEM   MaxPatrol 8   PT AF   PT NAD   MaxPatrol VM   IS services, extended Technical Support   OTHER

Ⓧ '22   ⊘ '21

8
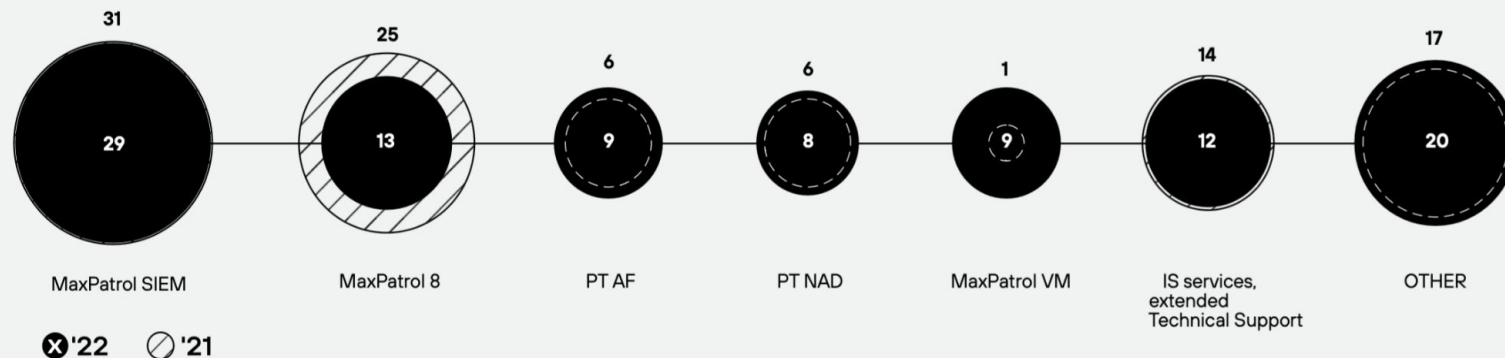
03

SWOT Analysis

SWOT

Strengths

- Products complementarity
- Import substitution
- Diversification of the products portfolio
- Market specifics
- Government support

Opportunities

- Expansion into international markets
- Processes automatisation
- New products

Weaknesses

- Seasonality
- Problems with investors
- Lack of qualified specialists
- M&A

Threats

- Competition and new players
- Regulation and free government order

04

Objectives

Objectives

- **Local dominance and International expansion:**
  Russian developments in the field of cybersecurity have traditionally been among the strongest in the world, and the company is now seeing increased interest in the products in the markets of Russia and friendly countries - in particular in the Middle East, Asia and Latin America.

- **Comfortable environment:**
  In cybersecurity industry, team is the main competitive advantage. Positive Technologies creates a comfortable environment so that the best experts in the industry want to work for the company, and attracts highly qualified specialists to strengthen the team, which is especially important during periods of active business growth.

- **Industry transformation:**
  Positive Technologies is a visionary in the information security market. Products of the company keep entire industries safe. Positive technology grows talents for the industry and helps our clients fill vacancies for cybersecurity specialists. They act as a partner of the state, helping to build an effective regulatory framework for the industry.

- **Business efficiency and transparency:**
  In an effort to improve profitability, Positive Technologies improves internal processes, improves operational efficiency and maintains strict cost controls. They strive to provide maximum clarity and transparency of business for investors. To achieve this, PT will regularly disclose financial results according to IFRS, supplemented by individual management reporting metrics.

pt

SMART Goals

Specific, Measurable, Achievable, Relevant, and Time-Bound

3. Our goal is to achieve a 25% increase in brand awareness among cybersecurity professionals and decision-makers in the Middle East, Asia, and Latin America within the next 24 months. The marketing and communications teams will accomplish this goal by developing region-specific marketing campaigns, participating in industry events and conferences, and leveraging social media and digital platforms to engage with target audiences. Accomplishing this goal will enhance our reputation as a trusted cybersecurity provider and facilitate market penetration in key regions.

06

Digital Transformation Projects

Digital Transformation Projects

1 Roll out **online demos** showcasing cybersecurity solutions for potential clients in target regions to achieve an increase of market share by 15%. Increase understanding and adoption of products, overcoming resistance to change.

2 Develop a **partner portal** for streamlined communication with distributors to strengthen partnerships and facilitate the acquisition of at least 10 new distributors. Enhance accessibility to resources, strengthening partnerships and acquiring new distributors.

3 Implement **analytics-driven marketing campaigns** tailored to target audience preferences and achieve a 25% increase in brand awareness. Increase brand awareness among cybersecurity professionals, boosting reputation and market penetration.
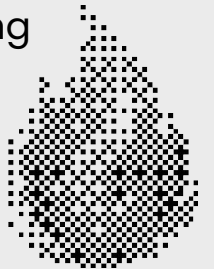
07

Strategy

Best project strategy

- **Policy of measurements**

  Metrics concerning both the monetary and the customer-oriented aspects.

- **Metrics**

  We have several categorical metrics - CSAT, Duration, etc. - we used rank encoding to account them in the evaluation of the project. Such numerical metrics as NPV, ROI and costs were normalized to [0, 1] range. Some of the parameters, for examples duration and risk depreciate the value of the project, so we ranked them in the decreasing order.

- **Weights of the parameters**
  - Customer Satisfaction Score (CSAT)- 20%
    Decrease - 0, No change - 0.5, Increase - 1
  - Opportunity for scaling - 15%
    Low - 0, Medium - 0.5, High - 1
  - Expected cost - 15%
  - Duration - 10%
  - NPV - 20%
  - Implementation risk - 2%
    Low - 1, Medium - 0.5, High - 0
  - ROI - 10%
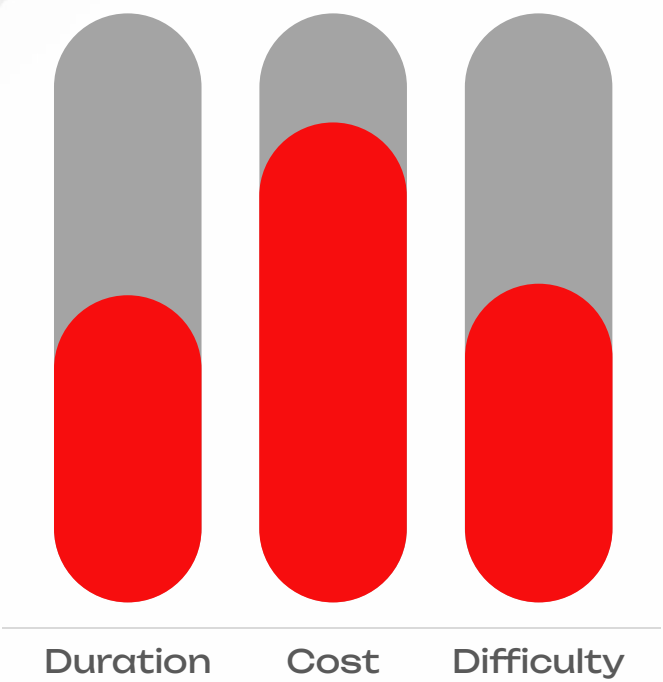 - Success in development - 8%
    Low- 0, Medium - 0.5, High - 1

08

Projects evaluation

Metrics

For Online Demos

| | Duration | Cost | Difficulty |

Business effect	Increase market share by 15% through online demos showcasing cybersecurity solutions
Measurements	Lead-to-Client Conversion Rate, Client Engagement, Demo Participation Rate
Expected duration	9 months
Expected cost	$4M
Difficulty	Medium
Probability of success	Medium
Potential for scaling	Medium
ROI	300%
NPV	$3M

Metrics

For Partner Portal

Duration	Cost	Difficulty
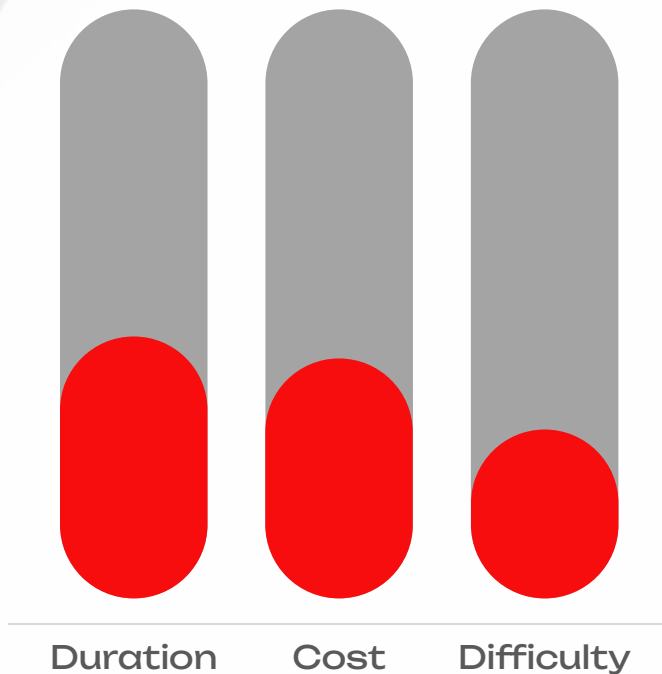
Business effect	Strengthen partnerships and facilitate the acquisition of at least 10 new distributor
Measurements	Number of New Distributors, Partner Engagement Level, Portal Usage Rates
Expected duration	7 months
Expected cost	$2M
Difficulty	Low
Probability of success	Medium
Potential for scaling	High
ROI	150%
NPV	$2M

Metrics

For analytics-driven marketing campaigns

	Duration	Cost	Difficulty
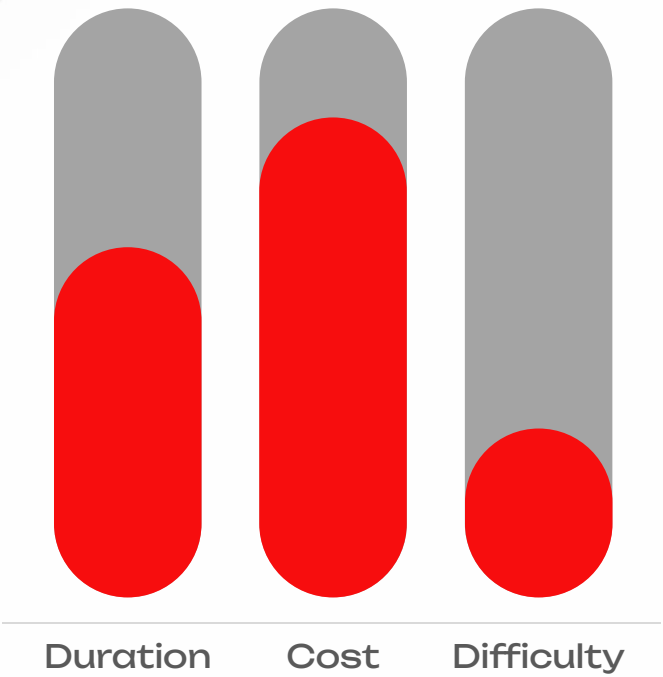
Business effect	Achieve a 25% increase in brand awareness through analytics-driven marketing campaigns
Measurements	Brand Awareness Rate, Customer Engagement Metrics, Conversion Rates
Expected duration	10 months
Expected cost	$3M
Difficulty	Low
Probability of success	Medium
Potential for scaling	High
ROI	400%
NPV	$5M

Projects comparison

Project Weight	NPV (20%)	Expected Duration (10%)	Expected cost (15%)	Difficulty (2%)	Probability of success in Development (8%)	Potential for scaling (15%)	ROI (10%)	CSAT (20%)
Online demos	$3 millions	9 months	$4 millions	Medium	Medium	Medium	300%	Increase
Partner portal	$2 millions	7 months	$2 millions	Low	Medium	High	150%	Increase
Analytics-driven marketing campaign	$5 million	10 months	$3 millions	Low	Medium	Low	400%	Increase

Results

Project Weight	NPV (20%)	Expected Duration (10%)	Expected cost (15%)	Difficulty/ Implementation Risk (2%)	Probability of success in Development (8%)	Potential for scaling (15%)	ROI (10%)	CSAT (20%)	Total Score (calculated out of normalized values assigned to each feature)
Online demos	0,33	0,5	0	0	0,5	0,5	0,6	1	3 0,566
Partner portal	0	1	1	1	0,5	1	0	1	1 0,66
Analytics-driven marketing campaign	1	0	0,5	1	0,5	0	1	1	2 0,635