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**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 ”



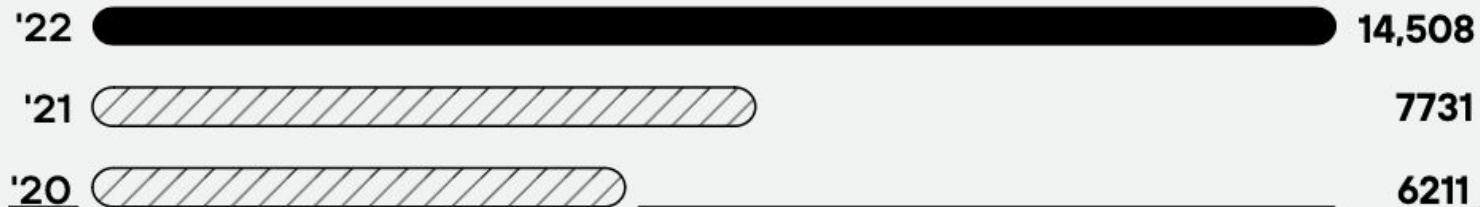


# Products

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

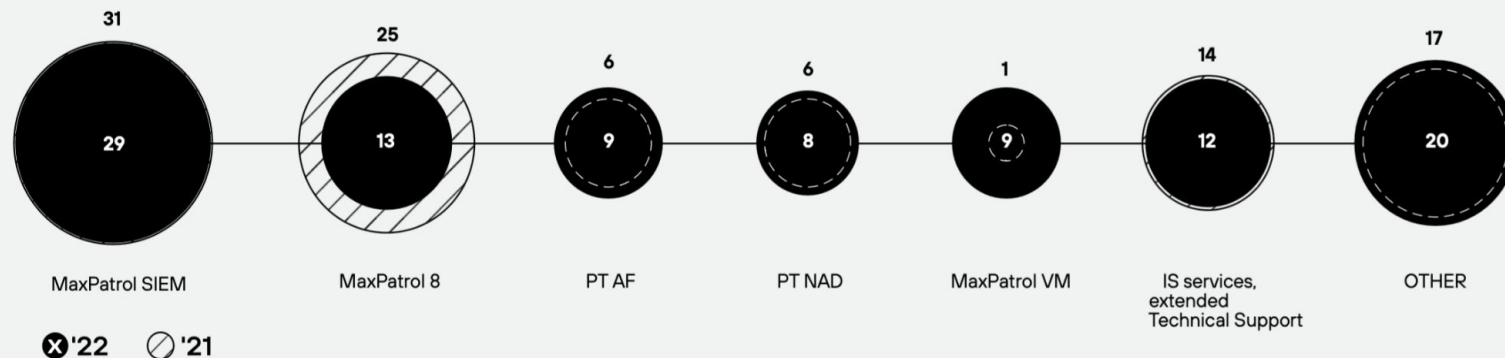
# Shipment

*million rubles.*



## Share of shipments with VAT by product

*% of total shipments with VAT*





**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.

# 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

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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.

