

# WHY CYBERSECURITY MATTERS IN 2025

The Digital Wild West.

**COST:**  
**\$10.5 TRITILION**  
**ANNUALLY**  
(with a 'T')



**EVERYTHING CONNECTED:**  
Homes, Cars, Fridges

**! DATA SECURITY =**  
**SURVIVAL**

**DON'T LET A HACKER TURN YOUR SMART FRIDGE**  
**INTO A BITCOIN MINER**

**"MORE DATA, MORE TECH, MORE HACKERS."**