## FirstWave Launches One-Brand Strategy
## Following Opmantek Integration

Australian software company FirstWave Cloud Technology (ASX: FCT) has launched a refreshed strategy together with a new brand following the completed integration of Opmantek (acquired in January 2022). The Opmantek brand will be phased out from 15 September 2022. All products and services previously offered under the Opmantek brand will now be consolidated under the FirstWave brand.

The company's new website, firstwave.com, is a substantial initiative that launches on September 15 with a range of integrated (back-end) marketing automation tools to accelerate lead generation and sales conversion.

The implementation of the single brand strategy aligns to the company's new strategic focus on providing integrated solutions for network discovery, management and cybersecurity for enterprises, managed service providers (MSPs), and telecommunications carriers globally.

Prior to being absorbed by FirstWave, Opmantek was a leading provider of enterprise and service provider grade network management, automation, and IT audit software, with 150,000 organisations using its software across 178 countries including Microsoft, Telmex, Claro, NextLink and NASA.

FirstWave CEO Danny Maher said the retirement of the Opmantek brand would provide the company with a unified focus and enhance the go-to-market strategy for the integrated product offerings.

"FirstWave's strategy centres on the transition from being engineering led to being a sales and marketing led company, built on the strength of our intellectual property," Maher said.

The unified organisation sees FirstWave's continued and expanded focus on its three core strategic objectives:
1. Becoming more capital efficient
2. Accelerating growth
3. Transitioning to a sales and marketing led culture

"We have already seen significant cost reductions and synergies post the acquisition of Opmantek and we now look to leverage a substantial pipeline of opportunities in Australia, North America, and Latin America. In addition to the substantial pipeline growth, we are beginning to unlock the potential of the combined IP through the integration of Opmantek's IP into our CyberCision platform, enhancing functionality and increasing margins." he said.

"I look forward to updating the market further as these initiatives start to accelerate our growth."

**ENDS**

This announcement has been authorised for release by Danny Maher, Managing Director of FirstWave.

**For media inquiries, please contact:**
Ben Ready
RGC Media & Mktng
0415 743 838
ben@rgcmm.com.au

**About FirstWave:**
FirstWave is a global cybersecurity and network monitoring technology company formed in 2004. FirstWave's globally unique CyberCision™ platform provides best-in-class cybersecurity technologies, enabling FirstWave's Partners, including some of the world's largest telcos and managed service providers (MSPs), to protect their customers from cyber-attack, while rapidly growing cybersecurity services revenues at scale. In January 2022, FirstWave acquired Opmantek Ltd (Opmantek), a leading provider of enterprise-grade network management, automation, and IT audit software, with 150,000 organisations using their software across 178 countries and enterprise clients, including Microsoft, Telmex, Claro, NextLink and NASA. Integrating CyberCision™ with Opmantek's flagship Network Management Information System (NMIS) and Open-AudIT product enables FirstWave to provide a comprehensive end-to-end solution for network discovery, management, and cybersecurity for its Partners globally.

# FirstWave

FirstWave Cloud Technology Limited ABN: 35 144 733 595
Level 14, 132 Arthur St North Sydney, NSW, 2060, Australia
T +61 02 9409 7000 W Firstwavecloud.com