

The logo for CIPHERPOINT, with the word in all caps and enclosed in large, white, square brackets. The background is a dark blue gradient with a diagonal split, showing a close-up of a circuit board on the right side.

[CIPHERPOINT]

Protecting the most
sensitive data
of governments
& enterprise

asx:cpt

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This presentation has been approved by the Board

In simple terms

we help organizations

discover



classify



protect



their most **sensitive data**

We give peace of mind today

for enterprises that need to locate and protect their data



cp.Discover

We discover sensitive data within systems classify and tag to give control.



cp.Protect

We protect sensitive data from external and insider threats be it deliberate or inadvertent.

We stop people who should not access or see sensitive data from doing so.



cp.Content

We control and report on data access, ensuring compliance and without impacting productivity.

While we continually innovate

growing our business by adding solutions for tomorrow



cp.OEM

We provide core modules with REST APIs ready for developers to integrate our technology into their products



cp.Cloud

We provide a single console to enforce policy. cp.Protect extended to SharePoint Online and OneDrive



cp.Cloud+

cp.Cloud extended to Exchange Online and Teams

Our critical points of difference

we put enterprises (not users or vendors) in control of their data

- We use machine learning/AI to discover and classify data
- We protect against insider data breaches
- Encryption keys are held by enterprises not vendors
- We support data sovereignty – your data is kept at home



Reduce Risk



Limit Insider Threat



Enforce Policy



Reduce Cost

Threats and breaches drive demand

regulation, security and privacy are driving structural demand

4.1B

data records were
exposed in H1
2019

80%

of data breaches
involve privileged
credentials

89,271

reported data
breaches in EU
since may 2018

\$3.92M

is the average of
cost of data
breach

34%

of breaches are a
result of insiders
including IT

70%

of users should
not have access
to all data



Where we focus

growth markets and regulated industries

Europe, US and Asia

Europe

- EU General Data Protection Regulation's (GDPR)
- Big enterprises are worried about data sovereignty – especially in Germany
- Strong demand in Scandinavia & Netherlands

US

- Loyal existing base (8 US customers)
- Defence, Health, Education and Financial sectors

Asia

- Strong Government usage of SharePoint – have secured a strong channel partner



How Cipherpoint is used

major enterprises use Cipherpoint to reduce risk and save money

Protecting data in logistics

a global logistics company implemented cp.Protect to provide security in SharePoint with encryption, access control and comprehensive audit capabilities

Protecting data in financial services

a European Bank uses cp.Protect to implement separation of roles with encryption, access control and comprehensive audit capabilities

Protecting data in insurance

a global insurer wanted to use cp.Protect to implement separation of roles in SharePoint with encryption, access control and comprehensive audit capabilities

GDPR Compliance for personal data

a global logistics company implemented cp.Protect to ensure compliance with General Data Protection Regulations by blinding system administrators to sensitive employee data

Reduced Storage Cost

a national telecommunications company applied cp.Discover to find duplicated data or unnecessary .dmp and backup files to reduce data migration and storage costs

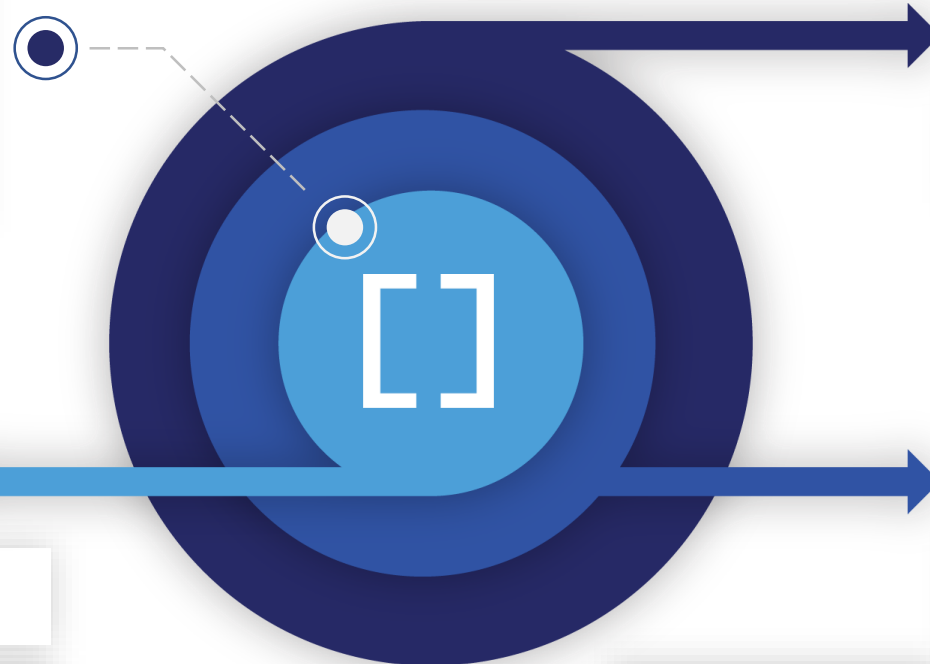
Data migration to the Cloud

a government linked company applied cp.Discover to determine what essential data would need to migrate to the cloud data and what need not

Market and Competition

the market is competitive but we have differentiation

The "data-centric security market is expected to grow from US\$2.06 bn in 2017 to **US\$5.83bn by 2022**, at a CAGR of **23.1%**"



Control Governance



Content Services



Discovery/ Classification



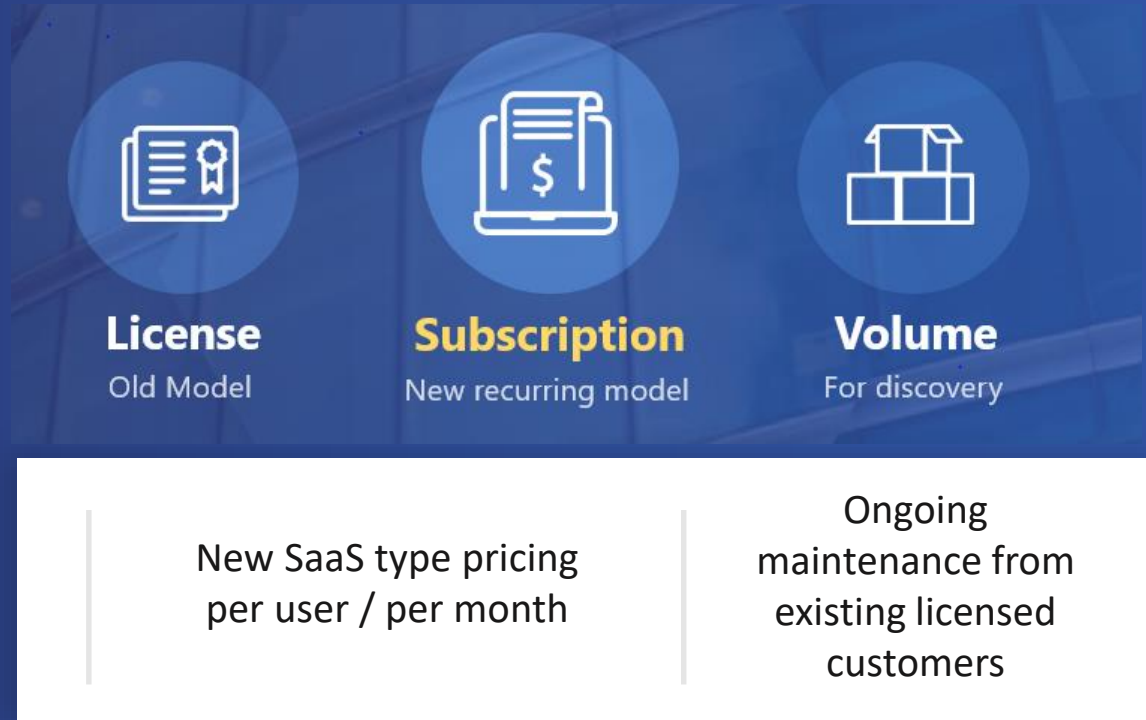
Sales, Marketing and Pricing

create leads, use partners and charge recurring revenues

marketing model

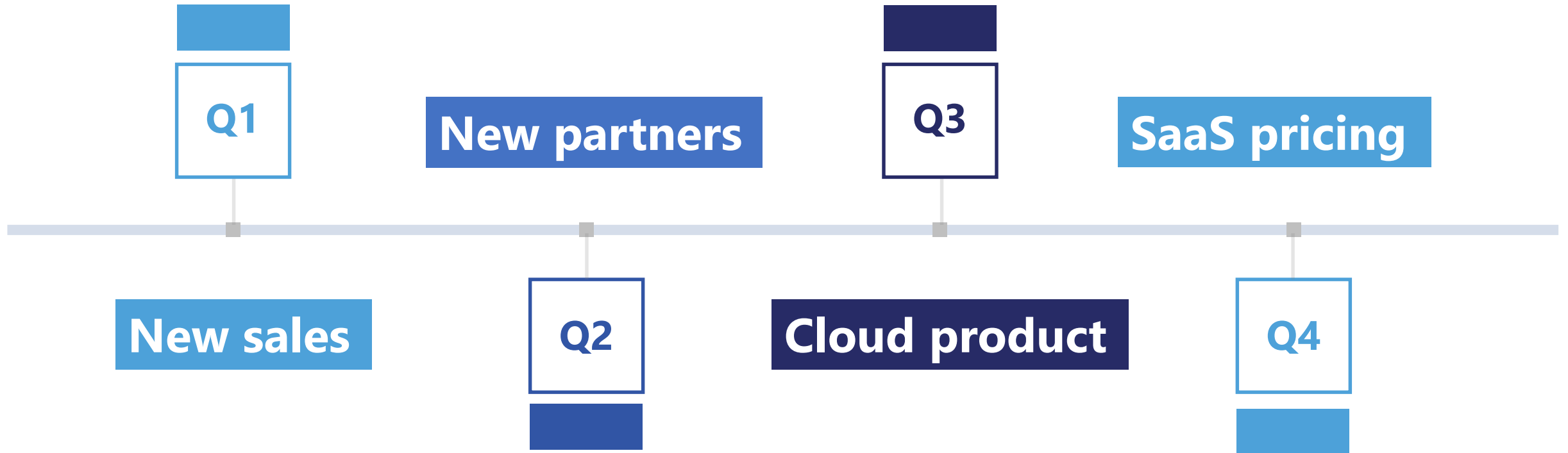
- digital lead generation: Google SEO, Adwords, LinkedIn, Xing, Twitter
- partner channel/reseller
- direct sales initiatives

revenue model



What to expect in 2020

the basics: grow pipeline, convert leads, build channel, move to cloud



Our IP is proven and has value

we own our IP and have proven its value in large enterprises

Discovery and
Classification Engine

- ❑ 5 years of development
- ❑ 4-5 FTE development personnel

Access ,permissions
and key management

- ❑ 10 years of development
- ❑ 4 FTE development personnel

Security console

- ❑ 3 years of development
- ❑ 3 FTE development personnel

Why Invest?

leveraged to upside

- Shares currently priced below intrinsic value of IP
- Highly scalable product
- Global market opportunity
- High-profile customers
- Pathway to growth



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