FOR IMMEDIATE RELEASE
25 March 2024

Release of WHK AI/ML Based Product Lines Investor Presentation

Highlights

WhiteHawk has released a new presentation for investor briefings highlighting the fully automated AI/ML features of our Enterprise and Supply Chain cyber risk products now being used by U.S. Federal Government, State, Local and Industry. There is now an increased requirement for Cyber-Supply Chain Risk Management (C-SCRM) with automated tools, in U.S. Federal Government contracts going forward. WHK Cyber Risk Assessments are now 100% automated and can be produced on any Legal Company, Organization or Supplier globally within 24 to 72 hours. The Company has always leveraged publicly available, big data and AI/ML analytics, but now with a renewed focus in the following areas:

How WHK's Open Datasets Leverage AI/ML

How the WHK Platform / Product Lines Use AI/ML

How AI/ML is Used to Continue to Support Product When In Market

Perth, WA and Alexandria, VA - WhiteHawk Limited (ASX:WHK) ("WhiteHawk" or "the Company"), is the first global online AI based cyber security exchange enabling all businesses and organizations to take smart action to prevent cybercrime, fraud and disruption and mitigate the impacts continuously - with automated and scalable Cyber Risk Assessments, SaaS, and Platform as a Service (PaaS) product lines that are tailored for clients of all sizes.

How Open Datasets Leverage AI/ML:
By design WHK datasets and those of our Partners are continuously vetted for their advanced AI/ML capabilities that take "big global risk/threat data sets" and through AI based algorithms answer key Cyber Compliance, Maturity, Risk questions for any legal entity in the world, in near real time or we don't partner with/integrate them. These AI/ML based analytics constantly adjust to evolving threats and determine leading indicators of cyber threat actions.

How the WHK Platform / Product Lines Use AI/ML:
Our WHK platform normalizes across a portfolio of AI/ML curated data analytics to produce an enriched, tailored, actionable assessment that is automatically mapped to top 3 prioritized areas of focus and risk mitigation solution options from our marketplace. The algorithms constantly adjust to determine the weight and priorities of vulnerabilities and remediation actions.

How AI/ML is Used to Continue to Support Product When In Market:
With larger contracts across hundreds to thousands of companies and organizations, WHK conducts portfolio trend and more predictive AI/ML Analytics can be conducted at scale within our platform and with R&D Partners like Peraton Labs and University Research Partners, like Norwich University Applied Research Institute. AI drives assessment of metrics that best correlate to indicators of risk and assess the remediation measures that will have the greatest impact to advance security and resilience across an entire Sector or Portfolio of Companies, Suppliers, State and Local Entities.

Terry Roberts, Executive Chair of WhiteHawk, commented, “Since I took my first AI/ML Graduate class in 1985, I have known the power of advanced analytics. Now today with the convergence of Globally available Open Big Data, advanced computing power and next generation AI/ML Analytics, WHK and our Partners can advance any Clients Journey from Cyber Risk to Resilience, in days and continuously - saving time, effort while preserving revenue, reputation, and operations. Traditional cybersecurity is complex and costly. Our AI/ML driven risk and threat approach is impactful, scalable, and cost effective - not to mention accessible to all via cloud-based SaaS/PaaS Solutions.”

-ENDS-

Authorised for release by Terry Roberts (Chief Executive Officer and Executive Chair).

For more information:

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About WhiteHawk

Launched in 2016, WhiteHawk began as a cyber risk advisory service with a vision to develop the first online end-to-end cyber risk monitoring, prioritization and mitigation cyber security exchange, democratizing access for companies and organizations to continually address Digital Age Risks. WhiteHawk now operates a cloud based Cyber Risk Platform with Software as a Service and Platform as a Service Product Lines and subscriptions that automate and scale digital age risk prioritization and mitigation. Via their online cyber security exchange, the Company also continuously vets and offers a breadth of next generation cyber risk and security solutions, enabling all businesses and organizations to take smart action against cybercrime, fraud, and disruption, for themselves, their clients and across their supply chains, on an ongoing basis with demonstrated time and cost savings. For more information, visit www.whitehawk.com.

FAN STATUS
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UCS 2104XP
FAN 1
FAN 5
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WHITEHAWK®

DISCLAIMER

This information is given in summary form and does not purport to be complete. Information in this presentation, including financial information, should not be considered as a financial projection, advice or a recommendation to any particular or potential investors in relation to subscribing for securities in WhiteHawk. Before acting on any information you should consider the appropriateness of the information having regard to these matters, any relevant offer document and in particular, you should seek independent financial advice. All securities involve risks, which include (among others) the risk of adverse or unanticipated market, financial or political developments and, in international transactions, currency risk. This presentation may contain forward looking statements including statements regarding our intent, belief or current expectations with respect to our businesses and operations, market conditions, revenues, market penetration, and results of operations. Readers are cautioned not to place undue reliance on these forward-looking statements. WhiteHawk does not undertake any obligation to publicly release the result of any revisions to these forward-looking statements to reflect events or circumstances after the date hereof to reflect the occurrence of unanticipated events. While due care has been used in the preparation of forward-looking information, actual results may vary in a materially positive or negative manner. Forecasts and hypothetical examples are subject to uncertainty and contingencies outside WhiteHawk's control. Unless otherwise specified all information is stated as at 25 March 2024.

EXECUTIVE SUMMARY

INDUSTRY LEADER

Leading Australian and US cybersecurity platform for government and enterprise clients

ROBUST FINANCIAL GROWTH

Proven track-record of delivering strong growth with a clear pathway to achieving cashflow breakeven

PRODUCT ROADMAP DELIVERY

Detailed product roadmap focused on automation and scalability

ORGANIC GROWTH STRATEGY

Clear organic growth strategy within the cyber security landscape, focused on both upselling and cross-selling opportunities

GLOBAL AI BASED CYBER SECURITY EXHANGE

Frist global online AI based cyber security exchange with automated and scalable cyber risk assessment, SaaS and PaaS product lines

SUBSTANTIAL PIPELINE

Strong sales pipeline continues to drive revenue growth and additional opportunities through referrals

ORGANISATIONAL CULTURE

Strong employee culture with current employee retention levels at 80% - 90%

EXPERIENCED BOARD & MANAGEMENT

Highly experienced Board & Management with proven capability in developing and scaling cybersecurity and technology businesses

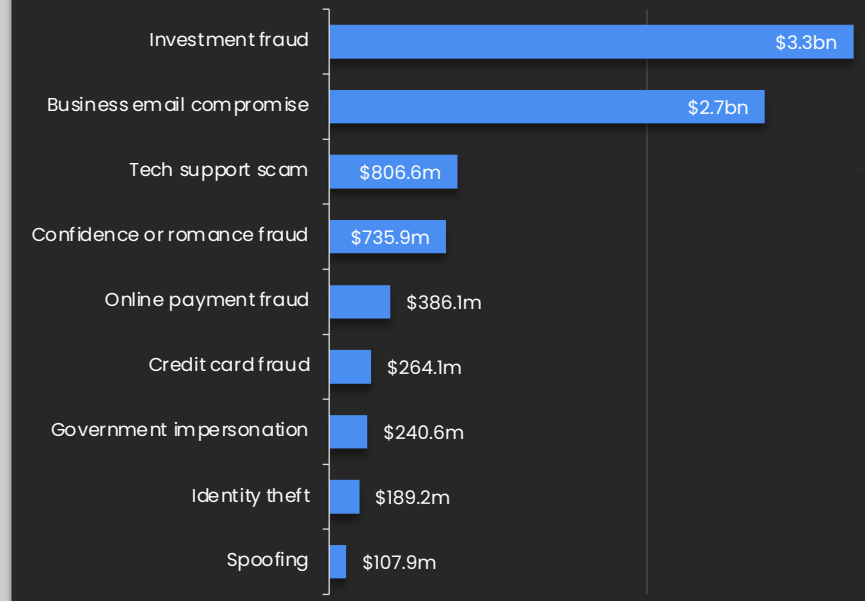
WHITEHAWK

WHITEHAWKS GLOBAL OPPORTUNITY

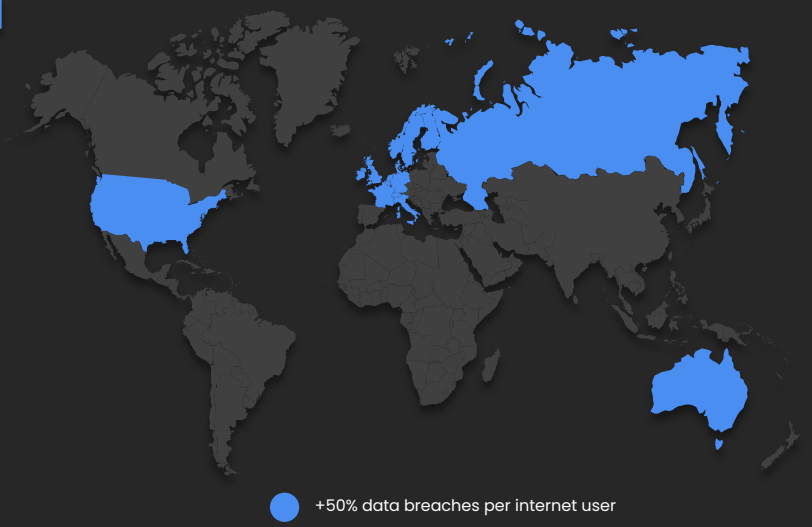
GLOBAL OPPORTUNITY

The largest cybersecurity opportunity resides with the largest & most technologically developed economies globally

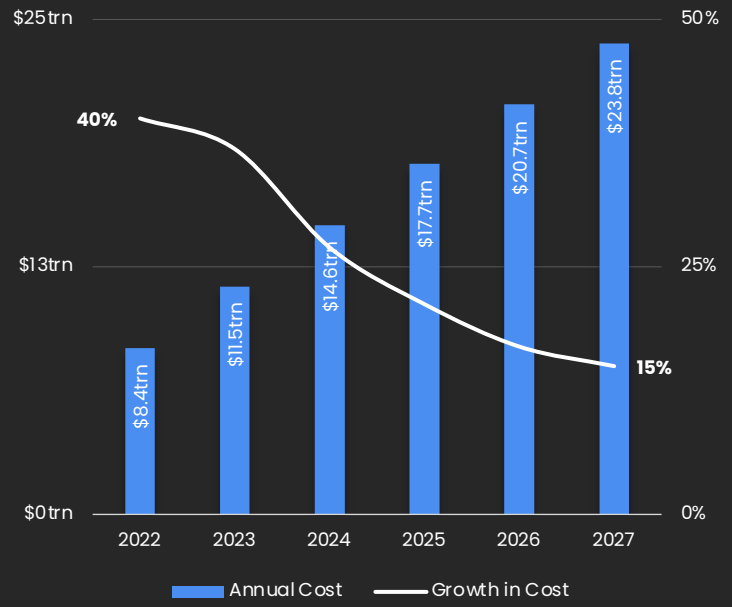
AVERAGE LOSSES WORLDWIDE BY CYBER CRIME TYPE



KEY COUNTRIES BY DATABREACH PER USER



AGGREGATED COST OF GLOBAL CYBERCRIME



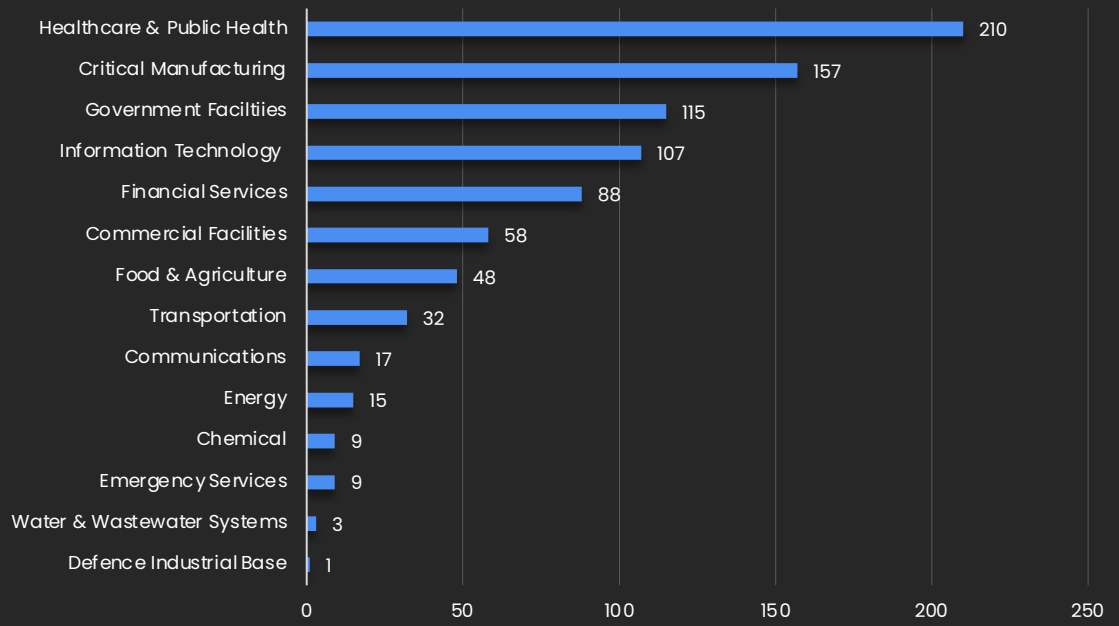
- Expected to cost $23.8 trillion by 2027, cybercrime's largest impact is felt by the most technologically developed and dependent economies, including the USA, Australia, UK and European Nations, a result of:
  - Higher dependence on technology, with significant online presence of government and corporate entities;
  - Adoption of cutting-edge technologies result in new technological vulnerabilities; and
  - The wealthiest nations represent the most profitable target for successful cybercrime attackers
- Consequently, a significant increase in private and public sector spending by developed nations is being mandated by new legislation, driving material demand for new solutions and ongoing management of cybercrime risk, driving material growth over the coming 5-years

Source: Surfshark 2023 Global Data Breach Report, Statista

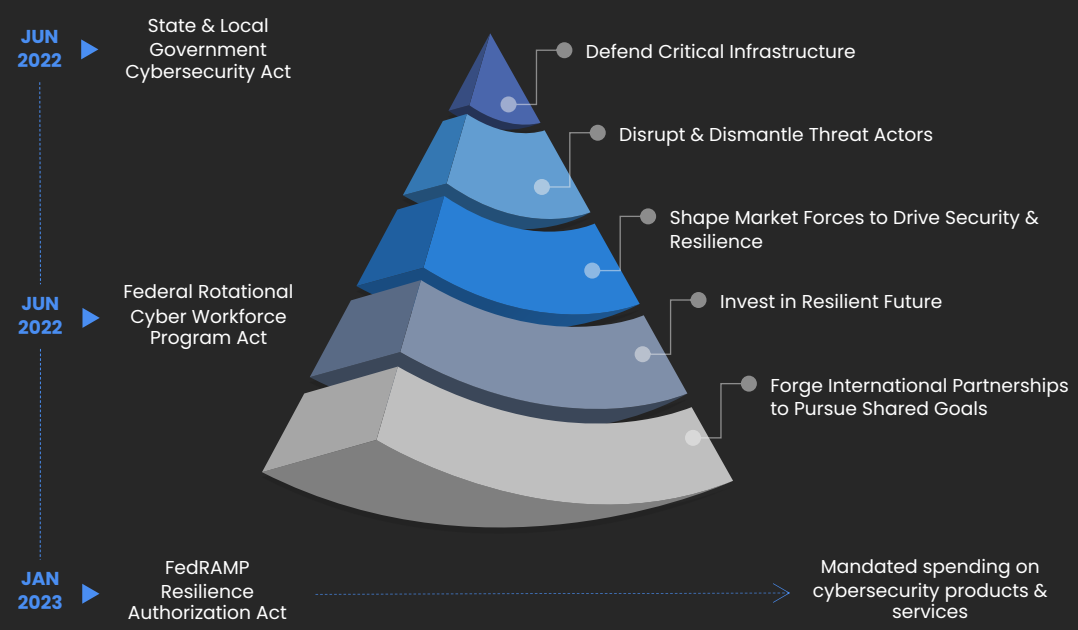
UNITED STATES OPPORTUNITY

Requirements mandated by US Governments response to cybercrime is driving a significant revenue opportunity

INFRASTRUCTURE SECTORS VICTIMISED BY RANSOMWARE



US GOVERNMENT RESPONSE



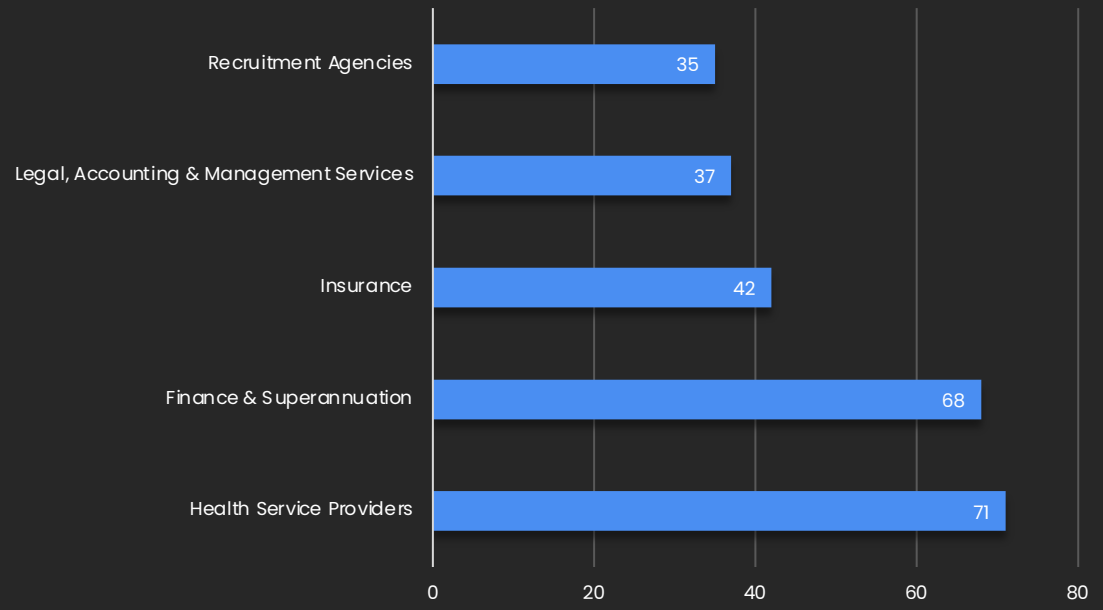
- The FBI revealed ransomware gangs breached networks of at least 860 critical infrastructure organisations in 2022, a significant increase from 649 in 2021
- The US Governments response to this increasing cybersecurity threat has been three critical pieces of legislative framework
- The introduction of the Cybersecurity Act, Cyber Workforce Program Act and FedRAMP Resilience Authorization Act is driving material spending on cybersecurity by Government Agencies and private corporations
- Whitehawk is well positioned to take advantage of this reform, with a key focus upon Governments, financial institutions, insurance and information and managed service providers

Source: FBI – Ransomware hits on critical infrastructure 2022

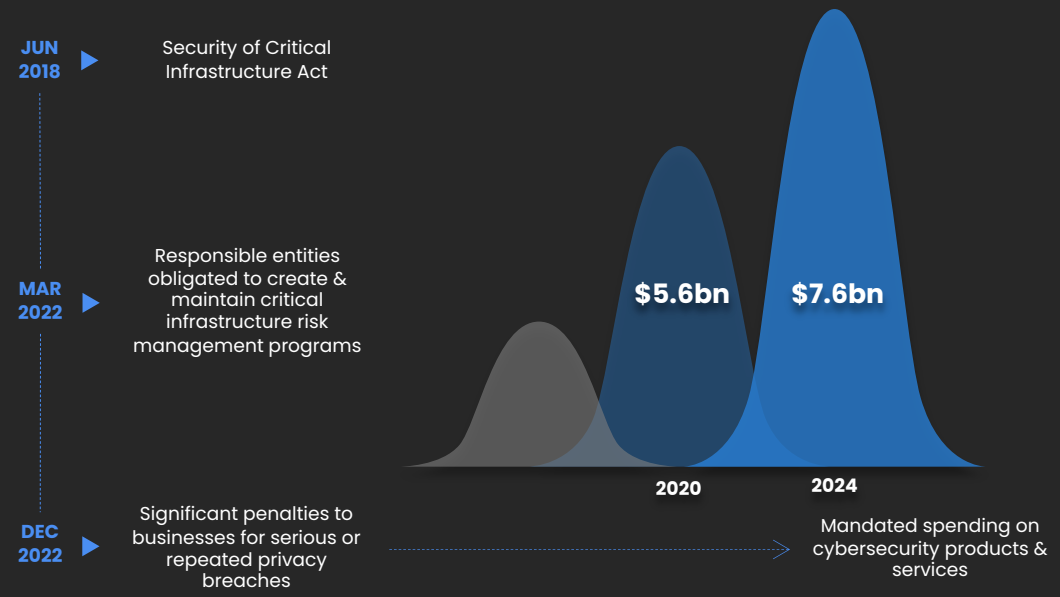
AUSTRALIAN OPPORTUNITY

Requirements mandated by Australian Governments response to cybercrime is driving a significant revenue opportunity

TOP SECTORS TO NOTIFY DATA BREACHES



AUSTRALIAN GOVERNMENT RESPONSE & CYBER SECURITY SPENDING



- Australia is one of the largest victims of cybercrime on a per-capita basis globally, with critical infrastructure representing a significant portion of data breaches
- Accordingly, Government has implemented a number of legislative responses set to alter the requirement of self-governance of both public and private organisations with appropriate risk management programs
- These requirements are anticipated to continue to drive demand in cybersecurity products and services, with significant penalties for those that do not comply
- Whitehawk is well positioned to take advantage of this reform, with a key focus upon [xyz] sectors

Source: OAIC Notifiable Data Breaches Report

WHITEHAWK

SERVICE OFFERING

WHITEHAWK PRODUCTS & SERVICE OFFERING

Whitehawk offers a suite of products & services targeted at the needs of both Enterprise & SME customers

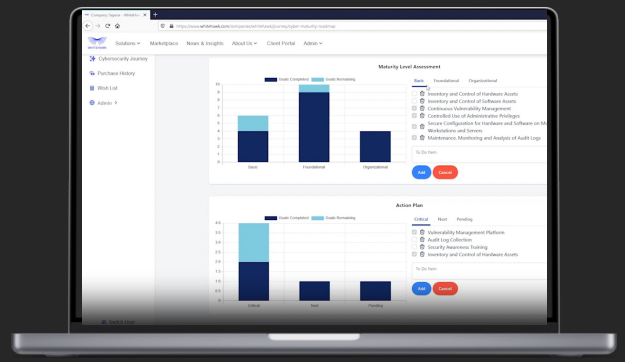
ENTERPRISE		
Large private & public organisations		
Cyber Risk Radar	AI-driven platform identifies, prioritizes and provides near real time mitigation of cyber risk in your supply chain, vendors and teammates. An automated path to Cybersecurity Maturity Model Certification (CMMC)	SaaS
Cyber Risk Program	Program designed to stress test internal and external defense systems to assist in defending businesses and their supply chain. The program continuously identifies and ranks risk indicators to effectively manager resources	SaaS
Cyber Risk PaaS	Platform uses open technologies to cleanly decouple UI/UX and backend business processing services, whilst also providing a documented path to CIS and CMMC compliances, integrating additional security frameworks selected by the client	PaaS
Innovative Solutions	Regularly engage with new innovative cyber vendors, identifying solution options that are mapped against key risks and gaps of clients	Consulting
Training & Education	Offer training in basic cyber practice, certification, advanced cyber training and cyber associate, undergraduate and graduate degrees	SaaS

SME		
Businesses without an internal CIO or CISO		
Cyber Risk Scorecard	Provides an executive level view of cyber risks based on open-source data, AI analytics and customer cyber consultant commentary	SaaS
Cyber Risk Journey	Our cyber analysts work with businesses to match solution options to meet business objectives, developing a maturity plan that adjusts over time	Consulting
Business Risk Suite	Integrated, easy to implement SaaS dashboard that pinpoints risks, develops a customized action plan, identifies tools requires and continuously assesses cyber maturity and resilience	SaaS
CMMC	Assist in transitioning businesses to a Cybersecurity Maturity Model Certification 2.0 (**CMMC**)	Consulting
D&B Cyber Compliance	Executive level view of suppliers' cyber risk posture	SaaS

LEVERAGING AI & MACHINE LEARNING

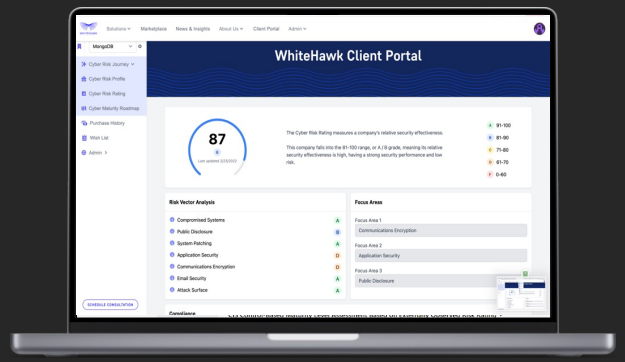
Applying AI & Machine Learning technology to WHK Cyber Risk Monitoring & Automated Analytics

LEVERAGING AI & ML TO OPEN DATASETS



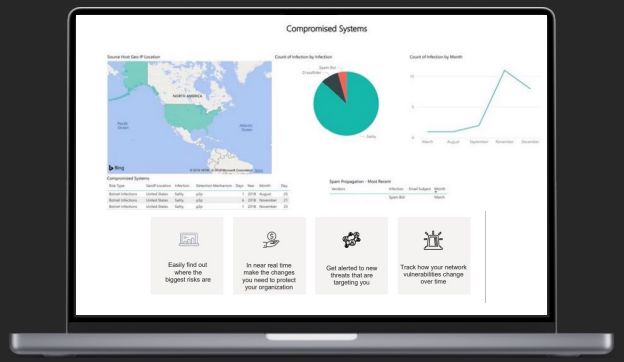
- WhiteHawk employs AI-driven algorithms to meticulously vet client datasets, providing insights into critical cyber compliance, maturity, and risk factors for any legal entity globally
- Whitehawk products constantly adjust to emerging threats, identifying key indicators of cyber threat actions and enabling proactive responses

ENHANCING WHK PLATFORM



- WhiteHawk's platform harnesses AI and ML for curated data analytics, delivering comprehensive, personalised, and actionable assessments
- Through continuous refinement, WhiteHawk's AI algorithms constantly determine the significance and urgency of vulnerabilities, guiding prioritisation for remediation efforts

UTILISING AI & MACHINE LEARNING TO DRIVE PRODUCT IMPROVEMENT



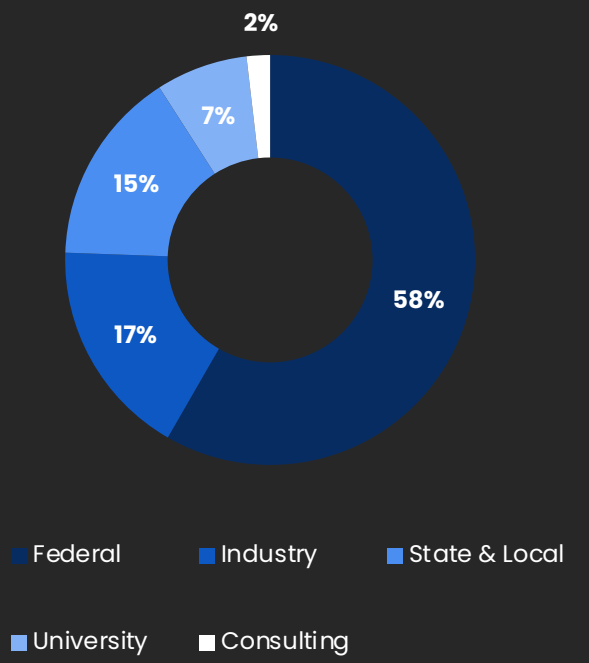
- WhiteHawk continue to use AI and ML to analyse portfolio trends and more predictive analytics to enhance the effectiveness of its in-market security products
- Through collaborations with R&D partners such as Peraton Lab and Norwich University, Whitehawk technologies constantly enhance and scale predictive analytics capabilities to improve the protection of its users

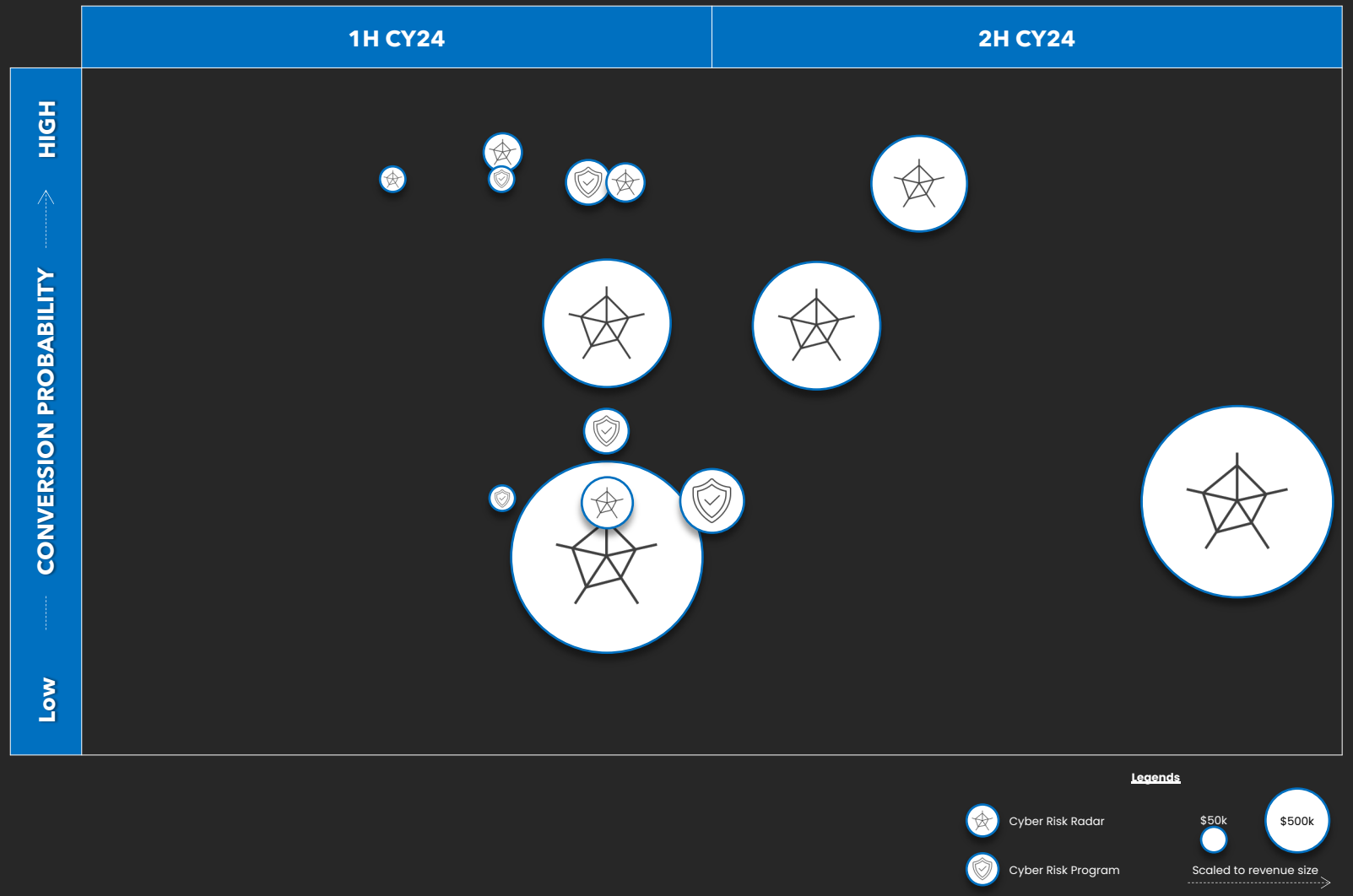
ACTIVE OPPORTUNITIES PIPELINE

WhiteHawk's strong 2024 pipeline has the company set to achieve its US$5M growth benchmark

- Whitehawk holds a strong commercial pipeline and government RFPs for 2024, set to see Whitehawk achieve 2024 revenue projections

SALES PIPELINE OPPORTUNITIES BY SECTOR





STRATEGIC PATHWAY

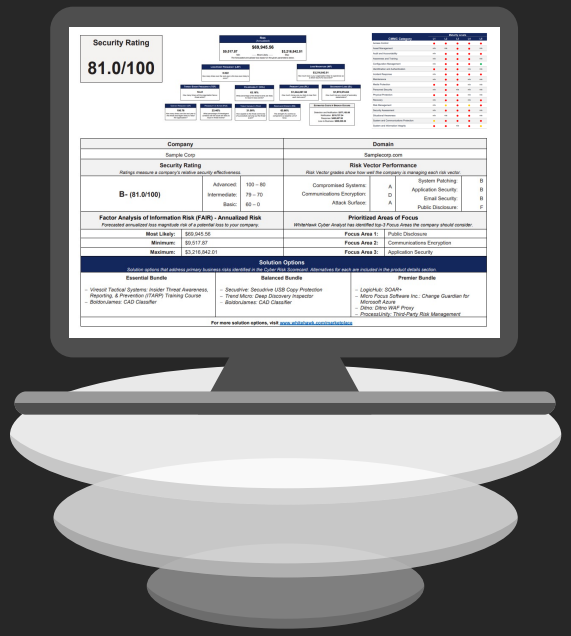
WhiteHawk anticipates that key contract wins within its current pipeline will continue to drive ARR growth & underpin a position of cashflow breakeven

REVENUE GROWTH
Drive revenue growth with $22m pipeline underpinned by Government RFP's and Private Sector Commercial pipeline

CROSS-SELLING
Cross-selling additional products and services into existing clientele, with ~$4m in identified cross-sell opportunity

ARR GROWTH
Continue to improve customer renewal metrics to +80% with client retention of 2 to 4-years

MARKETING
Bolster executable sales pipeline via targeted marketing campaigns into US and AUS markets across key industry verticals



ENHANCEMENT OF AI OFFERING
Continue to leverage existing AI & Machine Learning capabilities to enhance and scale product offering and services

PRODUCT DEVELOPMENT
Focus on automation and scalability of existing products including compliance mapping, integrations with advanced cyber risk partners . Tailoring platforms to meet existing customer needs.

PARTNERSHIPS
Drive revenue growth from key partners in Peraton, Dun & Bradstreet, Amazon Web Services to private and public sector clients

CARAHSOFT SALES CHANNEL
New 2024 Sales Channel to U.S. and Canada Federal, State, Local Clients – two new Contracts already in process with U.S. Cities

WHITEHAWK

BOARD & MANAGEMENT

BOARD OF DIRECTORS

Highly experienced Board & Management with proven capability in developing and scaling cybersecurity and technology businesses

TERRY ROBERTS
CHIEF EXECUTIVE OFFICER, CHAIRMAN & FOUNDER

Terry is a global risk analytics, cyber intelligence and national security professional with over 20 years of Executive level experience across government, industry, and academia.

Terry was responsible for establishing the first online Cybersecurity Exchange, with continuous scalable access to ML/AI based Cyber Risk end to end next generation SaaS and PaaS Product Lines and automated matching to over 400 innovative, easy to implement and cost-effective solutions

Terry was previously the Deputy Director of US Naval Intelligence, TASC VP for Intelligence and Cyber Engineering, and an Executive Director of Carnegie Mellon Software Engineering Institute (establishing the Emerging Tech Center - now the AI division) with an MSSI and AI concentration.

Terry is currently Chair Emeritus of the Intelligence & National Security Alliance Cyber Council and a member of the USNA Cyber Florida Advisory BOD.

PHIL GEORGE
NON-EXECUTIVE DIRECTOR

Phil George has experience as a CEO, managing director and operations manager with a strong background in finance, cybersecurity and technology.

Phil has previously worked as a general manager, technical director, global IT manager, team lead and IT manager in other organisations.

For the past 16 years, Phil has primarily serviced the finance, technology, mining industries and was recently the Operations Manager for Uber Australia.

Phil is the Founder of NURV Consulting, which delivers custom cloud-based solutions to small and medium businesses and the Founder and CEO of Bamboo, a mobile micro-investment platform, with AI features.

MELISSA KING
NON-EXECUTIVE DIRECTROR

Melissa King brings more than 20 years global experience as a senior executive, including her roles as Chief Executive Officer for both FIBA Women's Basketball World Cup 2022 Organising Committee and Surf Life Saving Australia (SLSA) and executive roles with Sydney Opera House, Department of the Prime Minister and Cabinet APEC Australia 2007 Taskforce and the Governance Institute.

Melissa is a strategic, agile and innovative leader with extensive transformation, commercial and communications experience.

Melissa has advised Boards and Government Agencies on strategy, governance and fundraising, and mentors emerging leaders.

BRIAN HIBBELN
NON-EXECUTIVE DIRECTOR

Brian Hibbeln is currently a venture partner at Sinewave Venture Capital LLC, a venture capital firm with the mission of accelerating new technologies across the public and commercial sector.

Brian was previously the Director of the US Remote Sensing Center- National Capital Region (Washington D.C.) for almost a decade, being instrumental in supporting the DoD and Intelligence Community with technology demonstrations and operational support to combatant commanders around the world. Brian led numerous AI/ML projects during his time in the USG in areas such as automated data collection, processing, and exploitation systems.

Brian has advised Boards and Government Agencies on AI/ML Cyber Technologies, Intelligence Activities, Mergers and Acquisitions and the deep understanding of Government needs or requirements. Brian's extensive global networks and experience will open new channels for WhiteHawk into the Australian, British and other markets globally.

MANAGEMENT TEAM

Highly experienced Board & Management with proven capability in developing and scaling cybersecurity and technology businesses

TERRY ROBERTS
CHIEF EXECUTIVE OFFICER, CHAIRMAN & FOUNDER

As stated on previous page.

SOO KIM
CHIEF OPERATING OFFICER & CHIEF PRODUCT OFFICER

Soo previously worked as the cybersecurity, technology strategy expert at Accenture Federal Services, Hewlett Packard Federal and VP at TASC.

Soo has significant experience in technical and business leadership, tactical execution, business operation, and solutions delivery.

Soo holds Bachelor's degree in mathematics from Virginia Tech, a Certified Enterprise Architect and Scrum Master.

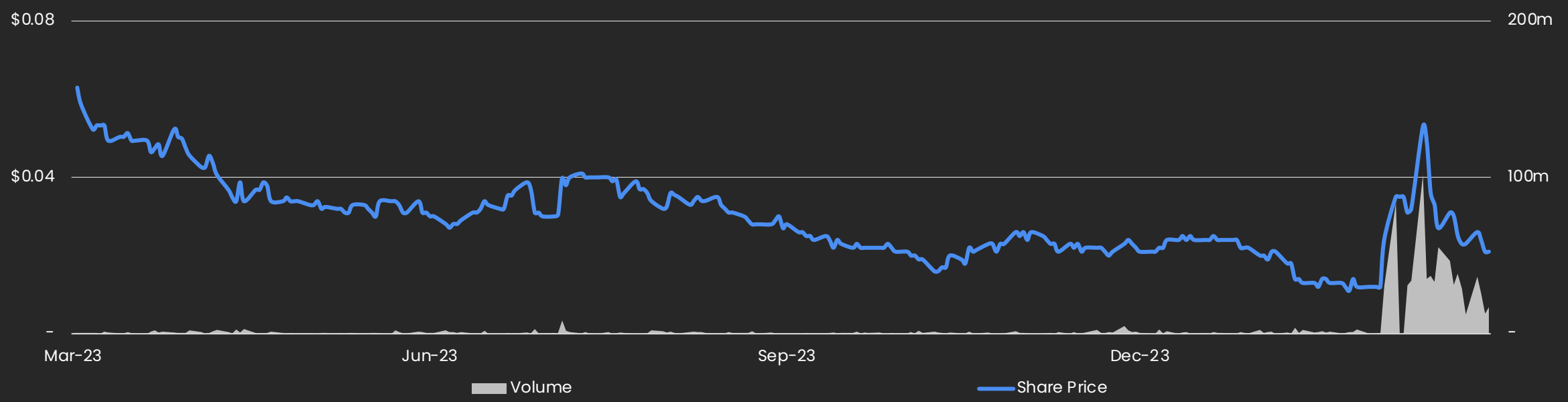
KEVIN GOODALE
CHIEF FINANCIAL OFFICER

Prior to joining Whitehawk Kevin worked as Chief Financial Office (CFO) at Impressions Marketing Group Inc. from 2005 – 2016.

Kevin is a career commercial financial and contracting manager with over 20 years at the CFO level, using degrees in accounting and management information science to reduce risk and increase profits.

APPENDIX

CORPORATE OVERVIEW



TOP SHAREHOLDERS		Shares on Issue (%)
1	Terry Roberts	5.10%
2	BNP Paribas Nominees Pty Ltd ACF CLEARSTREM	2.92
3	S3 Consortium Holdings Pty Ltd <NEXTINVESTORS DOT COM A/C>	2.70%
4	LIND GLOBAL FUND II LP	1.79%
5	AYMON PACIFIC PTY LTD <JREZOS DISCRETIONARY A/C>	1.48%
Top 5 total		**13.98%**
Top 20 total		**26.94%**
Directors & Associated Entities		**6.98%**

CORPORATE SNAPSHOT	
Shares on Issue	441.8m
Options, Performance Rights & Stock Appreciation Rights	58.6m
Share price	$0.022
Market capitalisation	~$9.72m
52-week high	$0.071
52-week low	$0.011
Cash & Cash Equivalents (based on cash reported as of 31 December 2023 and share placement recently announced)	~A$2.01m

FAN STATUS
FAN STATUS
UCS 2104XP
FAN 1
FAN 5
FAN STATUS
68-3231-01 G0
200-240V~
15.5 A Max 50/60 Hz
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WHITEHAWK®