[CIPHERPOINT]

**Protecting the most
sensitive data
of governments
& enterprise**

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In simple terms

we help organizations

discover

classify

protect

their most **sensitive data**

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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.

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While we continually innovate

growing our business by adding solutions for tomorrow
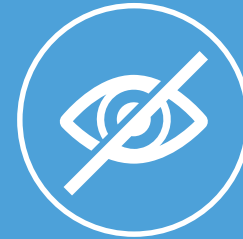
cp.OEM

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

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cp.Cloud+

cp.Cloud extended to Exchange Online and Teams

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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

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Where we focus
growth markers 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

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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
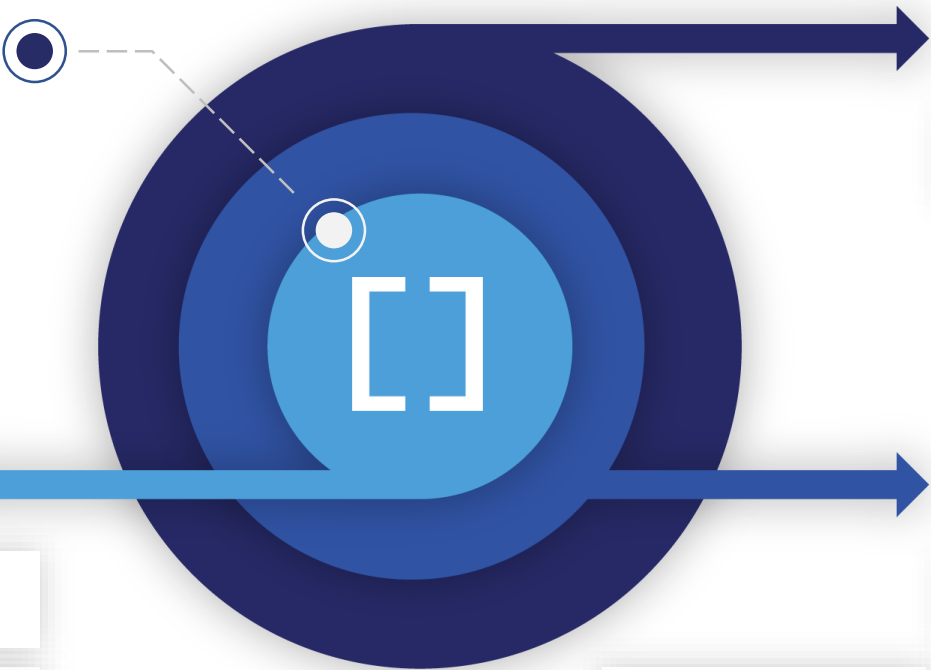
Data migration to the Cloud

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

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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%"**

MARKETSANDMARKETS™

Control Governance

NUCLEUS CYBER   GETVISIBILITY

Content Services

opentext™   everteam Global Services

M-Files®   Microsoft

Discovery/ Classification

AvePoint®   VARONIS

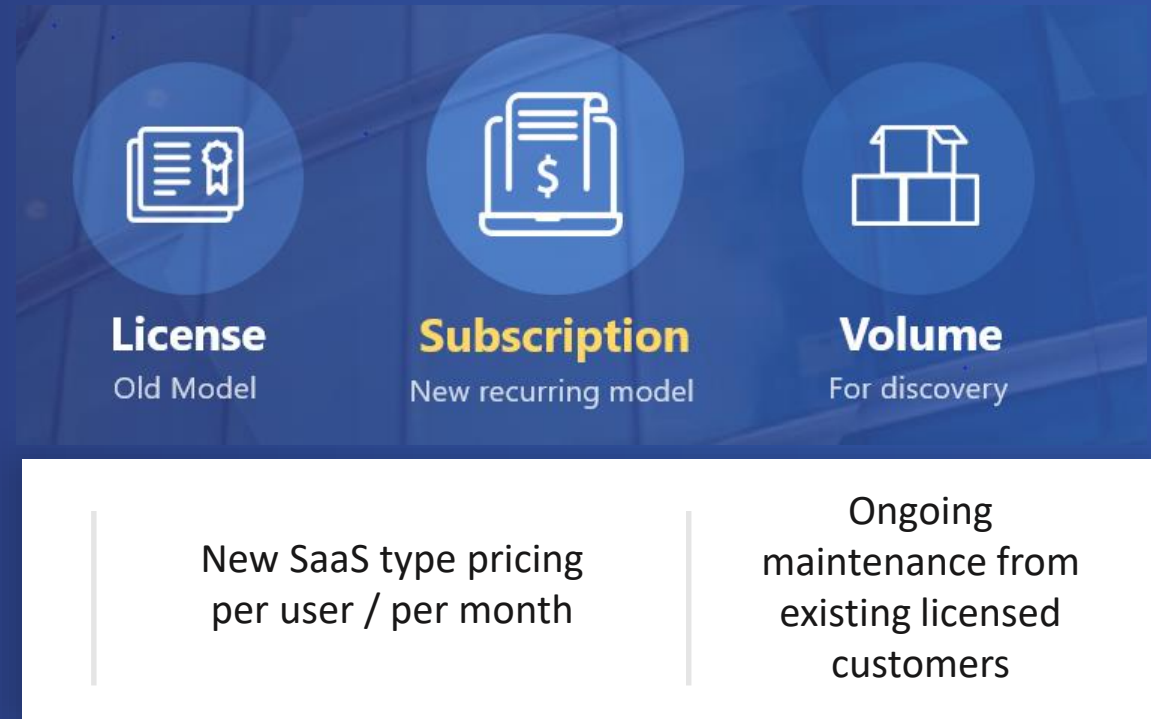TITUS   MICRO FOCUS®   RecordPoint

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Sales, Marketing and Pricing

create leads, use partners and charge recurring revenues
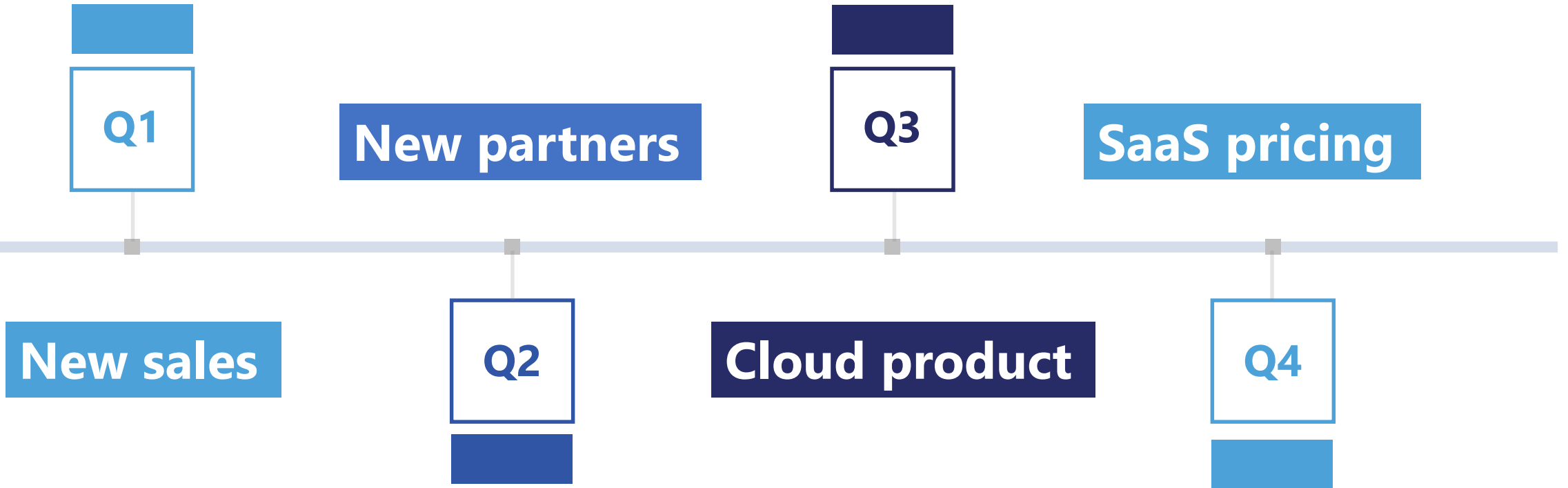
marketing model

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

revenue model

License
Old Model

Subscription
New recurring model

Volume
For discovery

| New SaaS type pricing per user / per month | Ongoing maintenance from existing licensed customers |

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What to expect in 2020

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

Q1

New partners

Q3

SaaS pricing

New sales

Q2

Cloud product

Q4

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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 |

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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**
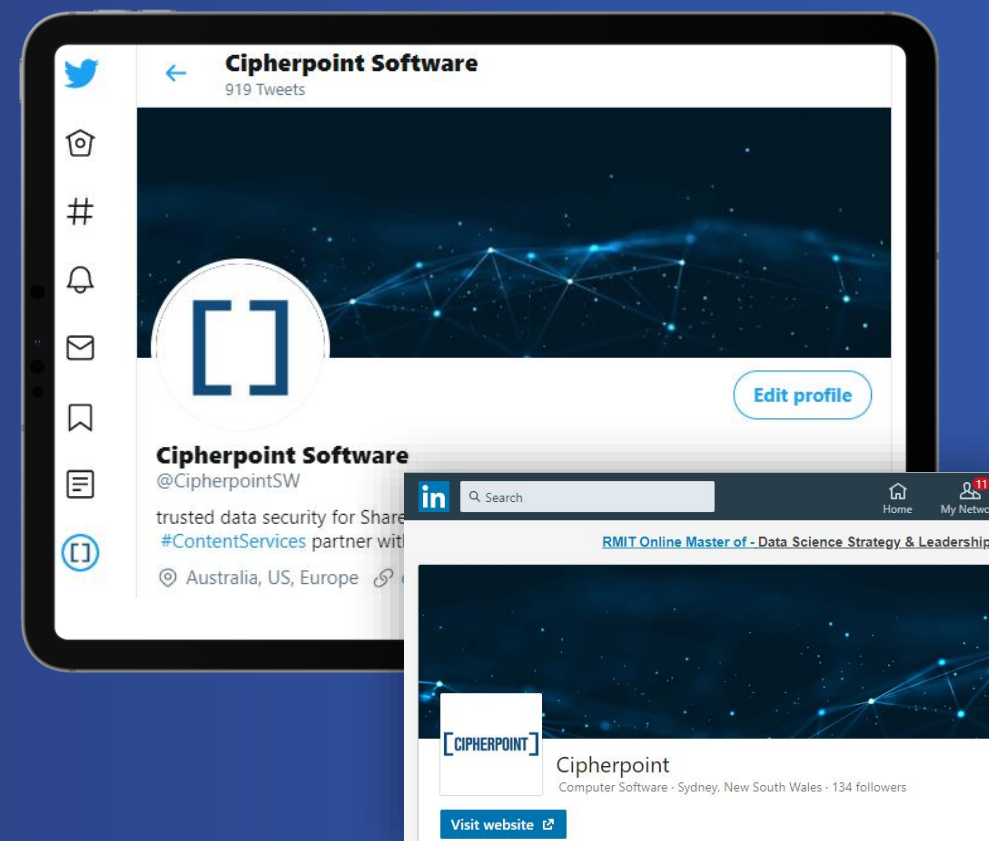
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