



**NASDAQ / TASE: ALAR**

Corporate Presentation, April 2023

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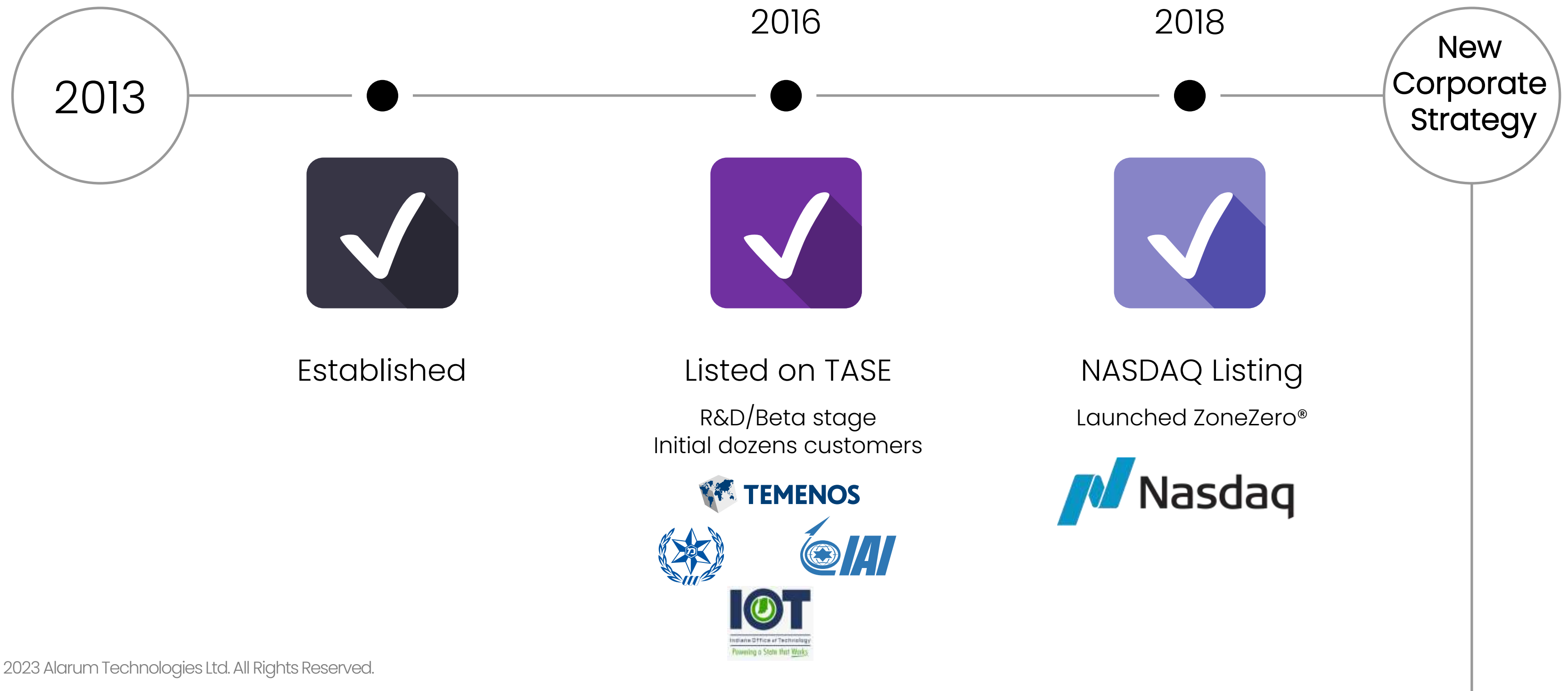
# About Alarum Technologies Ltd.



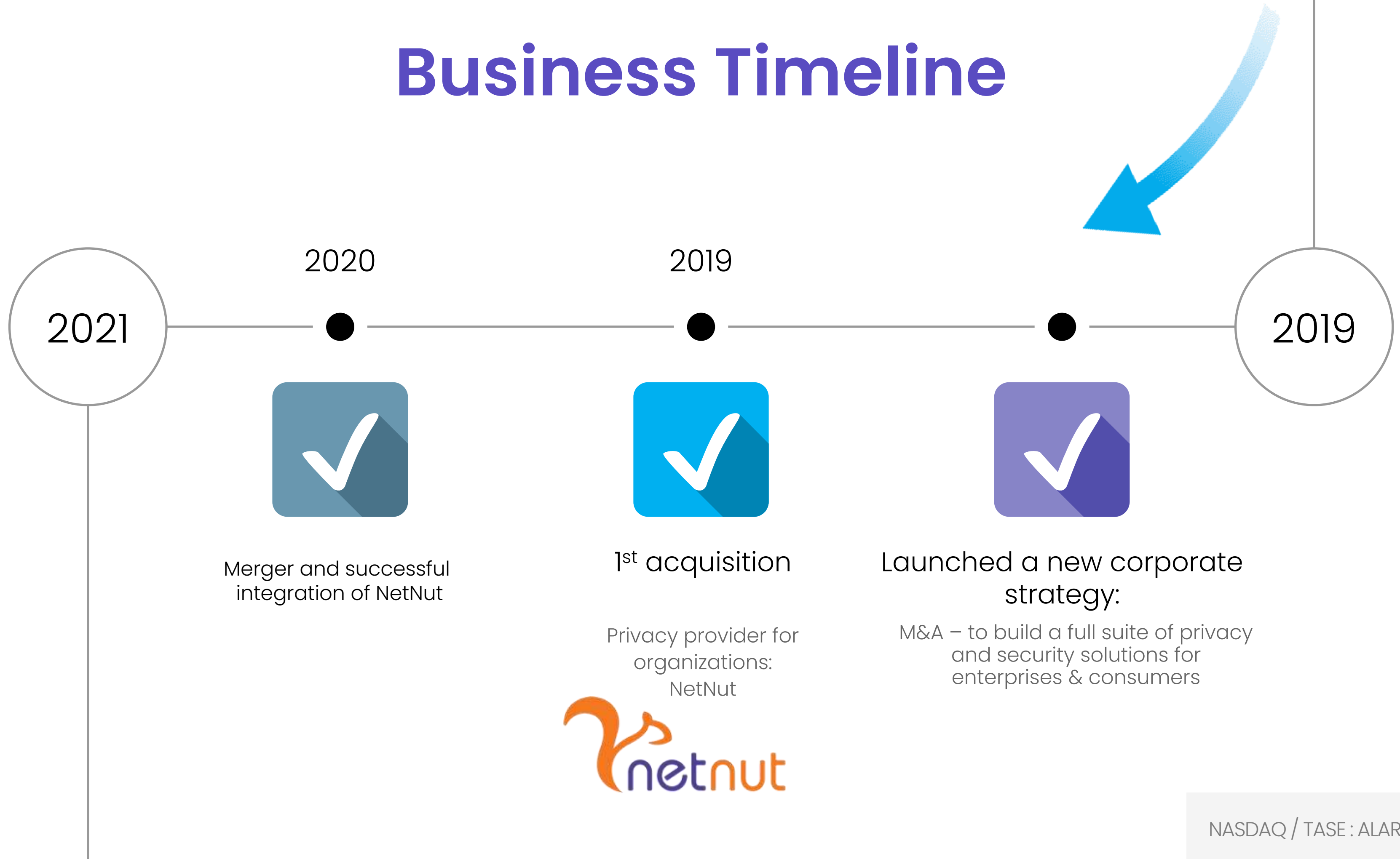
We are a global provider of enterprise and consumers internet access solutions



# Business Timeline



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# 2022–2023 Highlights



Quarter after quarter we build our future of growth all the way to profitability!



\$18.8 million In Revenues 2022

Increase of 83% compared to 2021



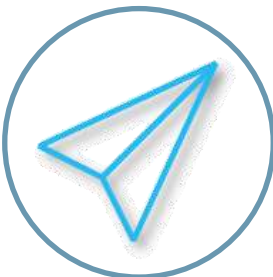
Q1 2023 Operational Burn Rate<sup>1</sup>  
~\$300,000

Sharply reduced loss



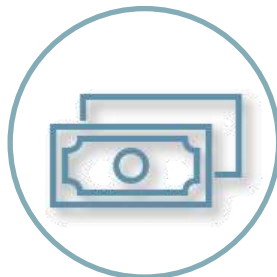
Q1 2023 Revenues  
~\$5.5 million

Increase of ~50% compared to revenues of \$3.7 million in the first quarter of 2022



9 Consecutive Quarters of Revenue Growth

2018-2022: CAGR of 91%



Non- Dilutive Strategic Funding

- \$2 million Non-Dilutive Credit Line from commercial bank
- Up to \$4 million Funding from Strategic Investor

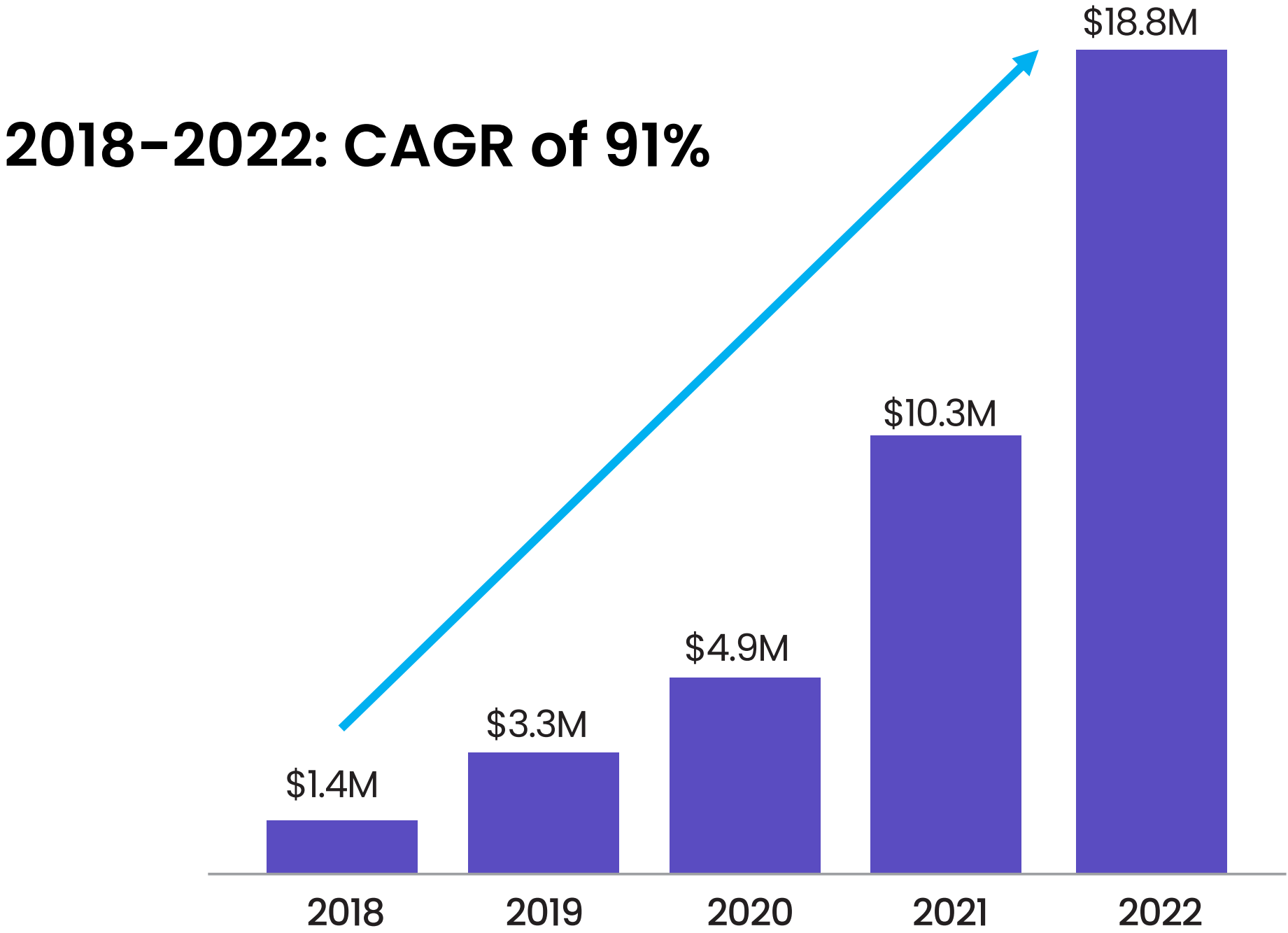


Enterprise Internet Access NetNut

Reaches Break-Even

<sup>1</sup> Adjusted EBITDA loss– before interest, tax, depreciation, amortization, impairment and share based compensation

# Exceptional Annual Revenue Growth

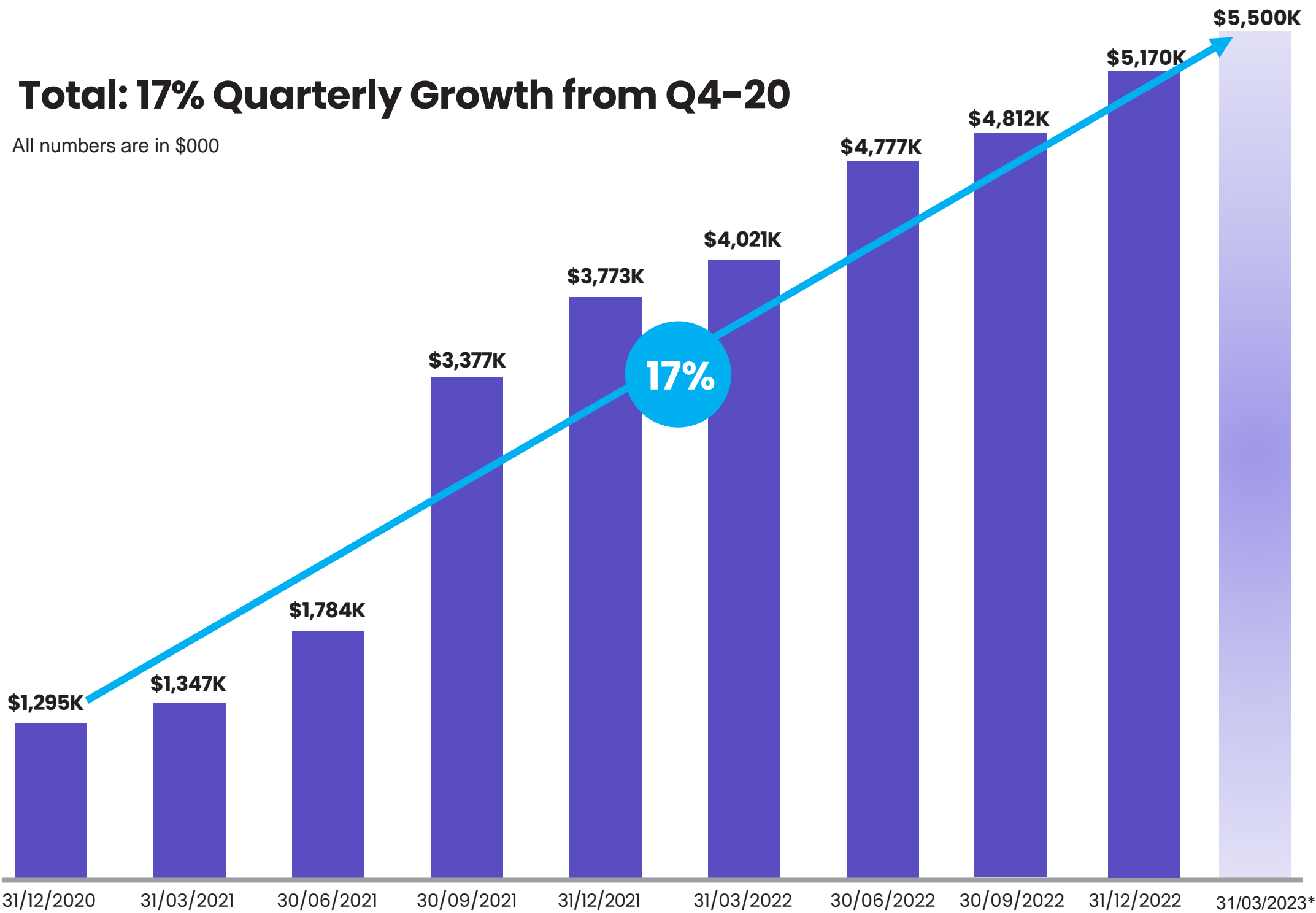




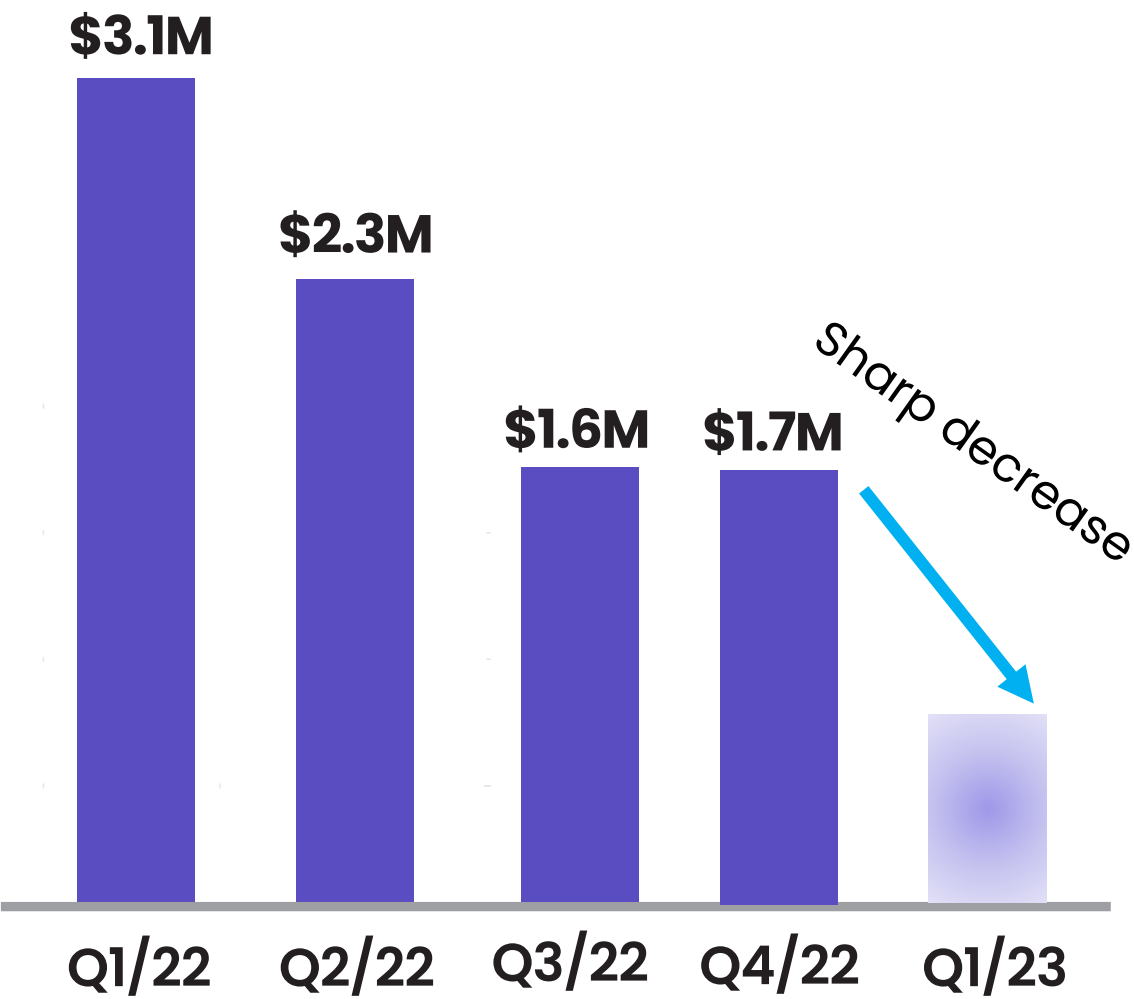
# 9 Consecutive Quarters of Growth

Total: 17% Quarterly Growth from Q4-20

All numbers are in \$000



Adjusted EBITDA loss<sup>1</sup>



\*Preliminary guidance for the 1st quarter of 2023

<sup>1</sup> Adjusted EBITDA loss– before interest, tax, depreciation, amortization, impairment and share based compensation

# Experienced Leadership



**Chen Katz**

Chairman of the Board

TechnoPlus Ventures (TASE: TNPV)

Nanomedic Technologies

Compulab (TASE: CLAB)

Connexa Capital



**Shachar Daniel**

Co-Founder & CEO, Director

PrimeSense / Apple (NASDAQ: AAPL)

Logic

Elbit (TLV: ESLT)



**Shai Avnit**

Chief Financial Officer

BriefCam Acquired by Canon

BioProtect



**Eitan Bremler**

Co-Founder, VP Product Strategy,  
Marketing and BD

Israeli Intelligence Corps

Radware (NASDAQ: RDWR)

Radvision / Avaya (NYSE: AV)



**Ezra Muallem**

COO Enterprise Privacy

BE ALL

Elisra Electronics Systems

Ernst & Young Israel



**Moshe Kramer**

VP R&D Enterprise Privacy

ARCHIMEDICX

zoomd.com

SweetIM

myThings



**David Matrikin**

CTO Consumers Privacy and  
Cybersecurity

Elite Communication Unit IDF

FOCUUS.COM



**Hagit Gal, Adv.**

Corporate Legal Counsel

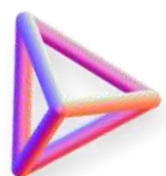
Emblaze



# **Consumer Cybersecurity and Privacy Solutions**

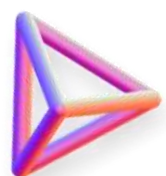


# Threats for Consumers Are Real



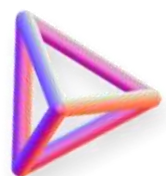
The last few years have seen an alarming spike in the number of malicious hackers

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Hackers can range from individuals acting on their own, to well-funded private and governmental groups

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All hackers share the same modus operandi: lurking, waiting for unsuspecting users to make even the smallest mistake online

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Consumer's privacy market is "hot"

47%

\*U.S. consumers experienced identity theft in last 2 years

\*Source: [Aite Group](#)

\$721.3B

\*2021 estimated losses from identity theft

\$6.99B

\*\* Source: [Statista](#)

\*\*2021 consumer security software spending

Kape Technologies acquired Express VPN **for \$900M**



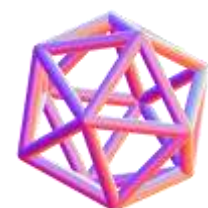
# Cybersecurity Solution – Consumers



Protect against hackers, risky websites, phishing attacks, malware, ransomware and experience uninterrupted browsing with our browsing cyber security solutions



## Selected Features



### CONTINUOUS PROTECTION

24/7 protection for all devices from online threats and hackers



### PROTECT YOUR DATA

Keep data and networks secure from hackers with advanced security solutions



### PREVENT ATTACKS

Avoid malicious sites and popups that may contain malware or other threats

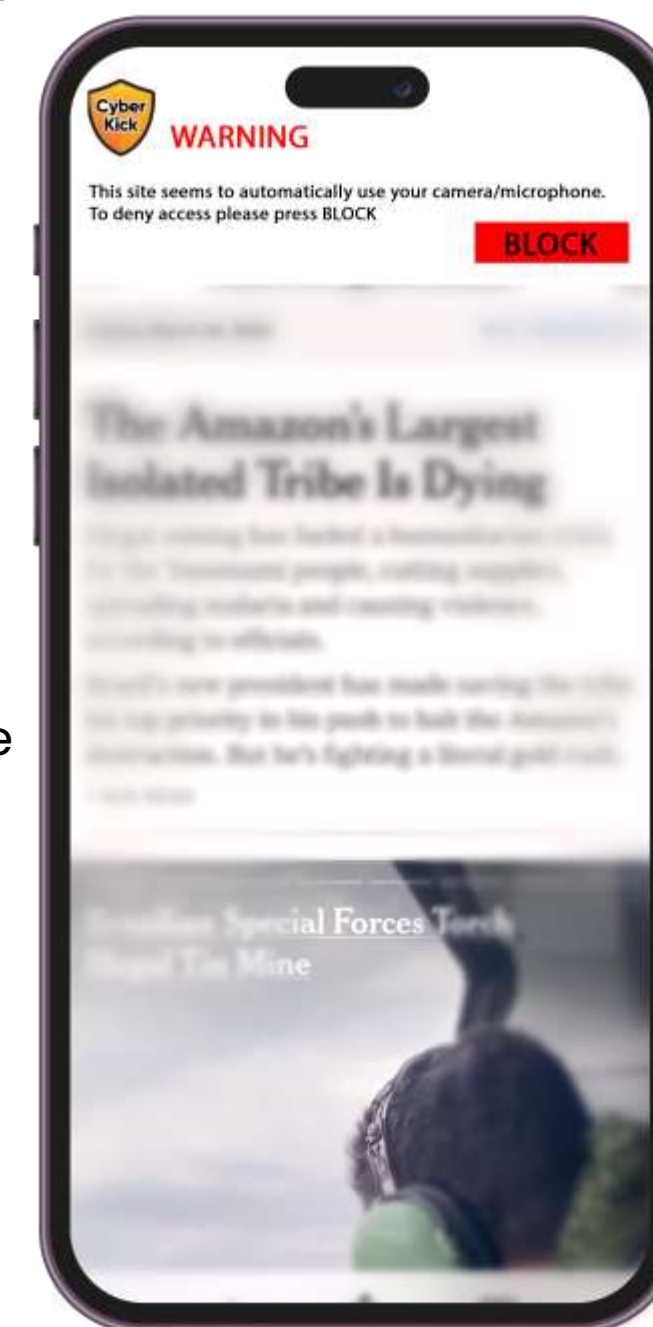


### BROWSE FREELY

Enjoy uninterrupted and secure browsing, free from interruptions by popups and ads

## Business Model:

Subscription-based (Monthly/Yearly)





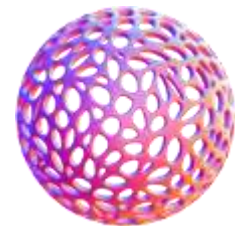
# Privacy Solution – Consumers



**Alarum Privacy for Consumers allows its users to take charge of their online privacy with a powerful, secured and encrypted connection**



## Selected Features:



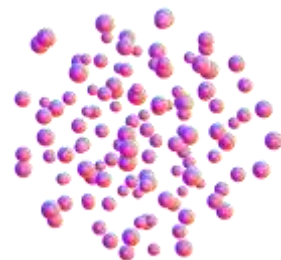
### **SAFE BROWSING**

Browse the web without worrying about who might be tracking your data or monitoring your activity



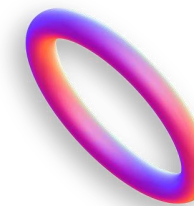
### **PROTECTION**

Protect your personal information and internet browsing history from trackers and advertisers



### **FREEDOM**

Exploring websites and accessing content without worrying about location blocks or security concerns



### **ANY TIME – ANYWHERE**

Regardless of where you are, public Wi-Fi, unsecured internet, with us you are protected

## Business Model:

Subscription-based (Monthly/Yearly)



# Our Consumer Internet Access Business Strategy



Users are our main assets, investment in user acquisition translates to future high-margin, recurring revenues



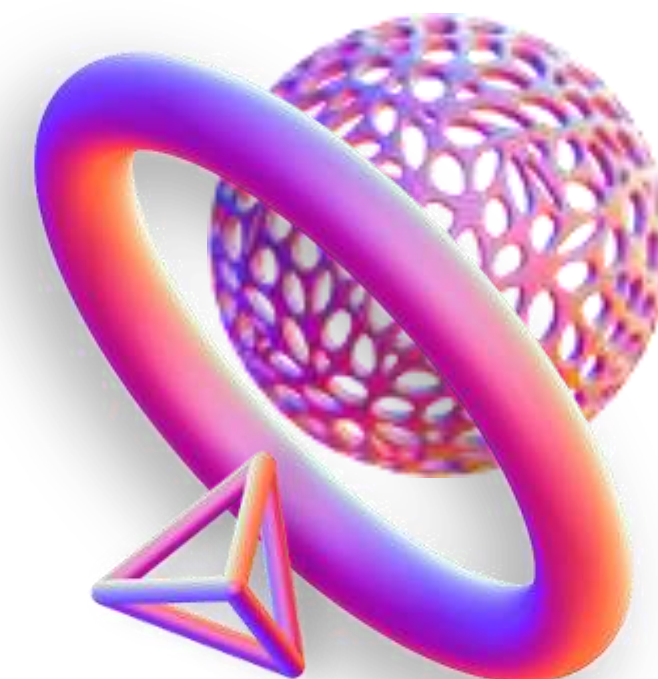
We plan on increasing investments into user acquisition



In alignment with market user retention percentages and our ability to correctly project future revenues, we built our plan on a 5-year forecast model



Our model estimates revenue for each acquired user for the duration of their Lifetime Value ("LTV") period



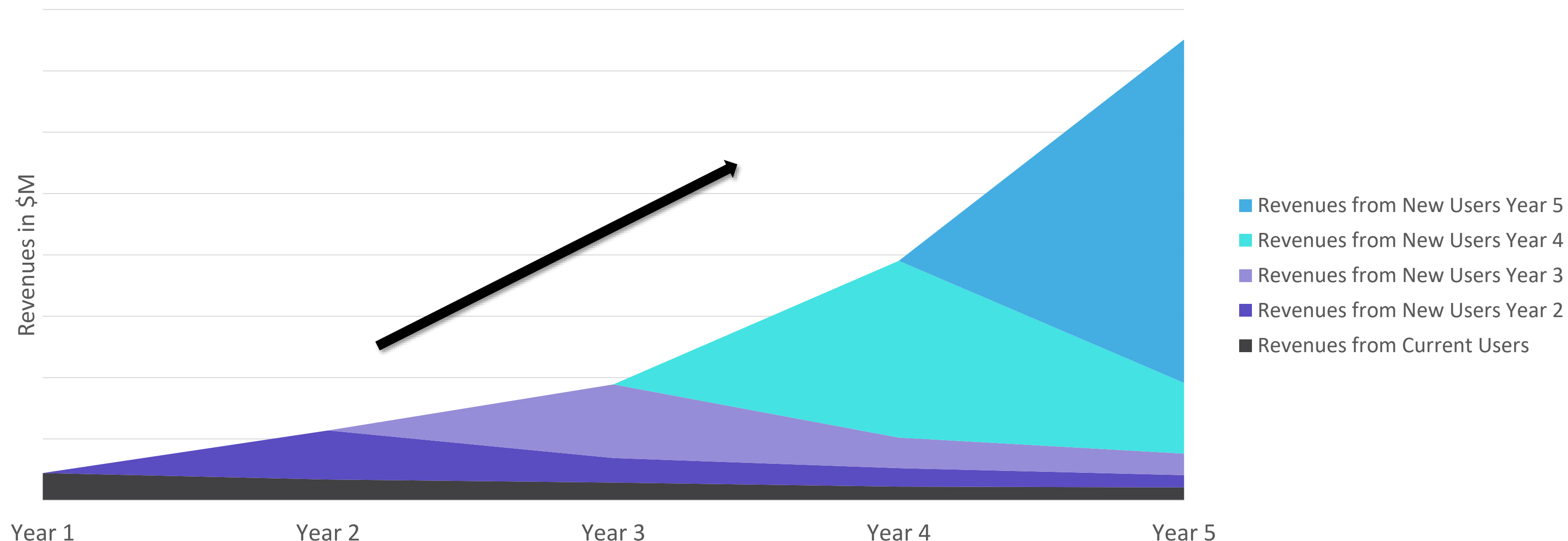
**Based upon our LTV model, investments into consumer acquisition are targeted to generate at least a 3x return, producing millions in recurring revenues over the following years**



# Customer Acquisition– Lifetime Value Model



LTV Model illustrating growth in high-margin recurring revenue through customer acquisition over a five-year period



Based upon our LTV model, investments into consumer acquisition are targeted to generate at least a **3x return**, producing millions in recurring revenues over the following years





# **Enterprise Privacy Solutions**



# The Need for Enterprise Internet Access



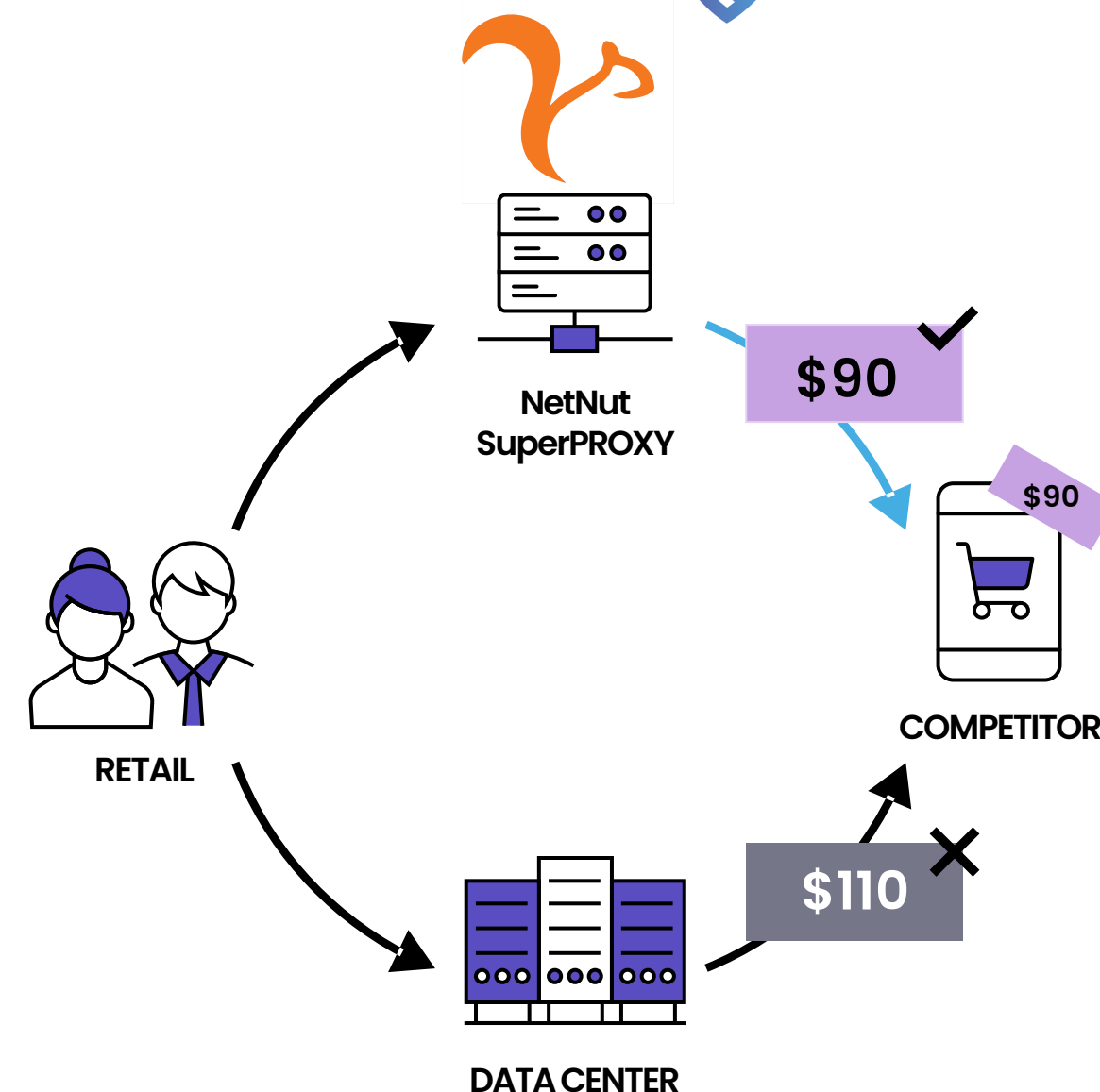
Websites increasingly **change their displayed information** based on user IP address, location & demographic attributes



To conduct competitor analysis, price comparisons & data extraction companies need to access websites as a “simulated user” to capture the **REAL & ACCURATE** information









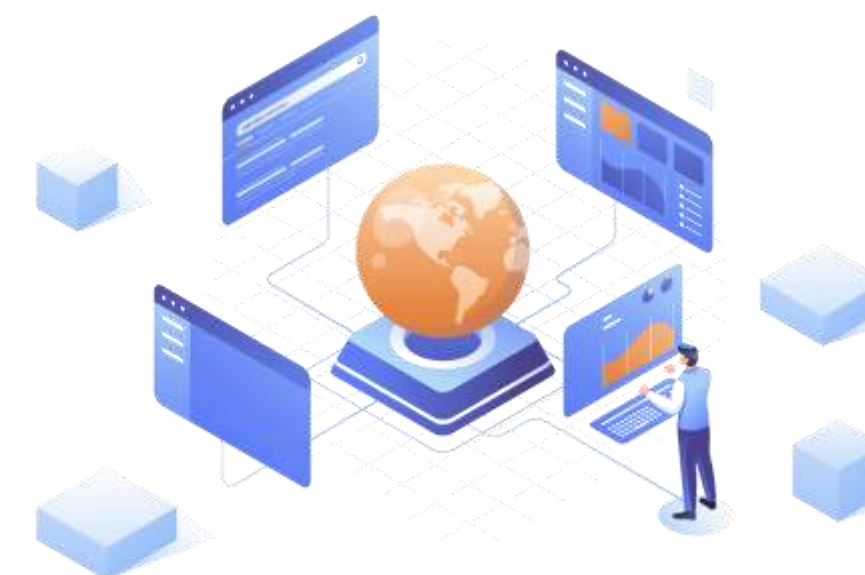
To surf the internet while **maintaining anonymity**, enterprises need to mask their IP address



**Companies that do not adopt business IP proxy solutions that simulate different users are at risk of gathering incorrect & misleading data, or being exposed**

Our Enterprise Internet Access solution comprises millions of residential exit points based on our proprietary reflection technology and hundreds of servers located at our ISP partners around the world, that:

-  Allows clients to collect **accurate, transparent & increasingly personal data** from public online sources
-  **Completely hides enterprises** from the internet by modifying IP addresses
-  Is the world's **fastest and most advanced/secured** business proxy network (no third-party computers are utilized)
-  **Utilizes a hybrid network** ensuring security, quality, stability, speed & privacy
-  Has all servers controlled internally (only company with **strategic worldwide ISP provider relationships**)
-  Has revenues which are composed of short and long term packages of bandwidth



## Example Acquisition of IP Proxy Business

**Y2017: EMK Capital acquired Bright Data, world's largest IP**

**proxy provider at estimate X5 over revenues\***

**EMK Capital**  
Enterprise Management Knowledge

**bright data**

\*) Bright Data: <https://brightdata.com/about>, Frost & Sullivan, Global IP Proxy Networks Market, July 2019



# Our Enterprise Internet Access Solution Use Cases



Collect data with ease and efficiency for various industries.  
Stay ahead of the competition and gain valuable insights using our network



**Social Media Management**



**SEO Monitoring & SERPs Tracking**



**Price Comparison**



**Market Research**



**Web Data Extraction**



**Ad Verification**



**Email Protection**



**Travel Aggregation**



**Alternative Data**



**Threat Intelligence**



**Website Change Monitoring**



**Food Delivery Data**



**Brand Protection**



**Reviews Monitoring**



**Cybersecurity**

# Aggressive growth

in the attractive privacy and security markets



## Started our path to profitability

a trend that will continue in 2023 with  
an significant reduction in our burn  
rate



## Building worldwide network

with Tier-1 players

## Strong brands

With thousands of global customers

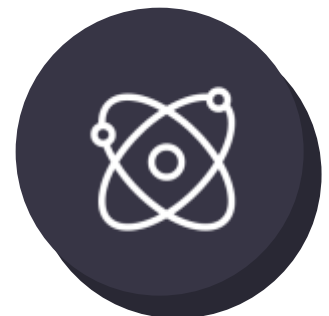


## Platforms



## Highly-scalable business model

50%+ gross margins



## Strong management team

experienced entrepreneurs and  
market leaders



## KEY TAKEAWAYS

Alarum  
Technologies  
(**ALAR**), a global  
provider of  
cybersecurity  
and privacy  
solutions to  
consumers and  
enterprises





# Thank You

## **Investor Relations**

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