



# INVESTOR PRESENTATION

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NOVEMBER 2021

OTC: **WHEN**

# FORWARD-LOOKING STATEMENTS

This presentation contains certain forward-looking statements within the meaning of the federal securities laws. These statements may be made a part of this presentation or by reference to other documents we file with the SEC.

Some of the forward-looking statements can be identified by the use of forward-looking words. Statements that are not historical in nature, including the words “anticipate,” “may,” “estimate,” “should,” “seek,” “expect,” “plan,” “believe,” “intend,” and similar words, or the negatives of those words, are intended to identify forward-looking statements. Certain statements regarding the following particularly are forward-looking in nature: Future financial performance, market forecasts or projections, projected capital expenditures; Our business strategy.

All forward-looking statements are based on our management’s beliefs, assumptions and expectations of our future economic performance, taking into account the information currently available to it. These statements are not statements of historical fact. Forward-looking statements are subject to a number of factors, risks and uncertainties, some of which are not currently known to us, that may cause our actual results, performance or financial condition to be materially different from the expectations of future results, performance or financial position. Our actual results may differ materially from the results discussed in forward-looking statements. Factors that might cause such a difference include, but are not limited to the risks set forth in “Risk Factors” included in our SEC filings.

The specific discussions contained in this presentation about our company include financial projections and future estimates and expectations about our company’s business. The projections, estimates and expectations are presented in this presentation only as a guide about future possibilities and do not represent actual amounts or assured events. All the projections and estimates are based exclusively on our company management’s own assessment of its business, the industry in which it works and the economy at large and other operational factors, including capital resources and liquidity, financial condition, fulfillment of contracts and opportunities. The actual results may differ significantly from the projections. Potential shareholders should not make an investment decision based solely on our company’s projections, estimates or expectations.

# INTRODUCTION

WHEN Group, formerly known as World Health Energy, was founded by merging two cybersecurity companies, RNA Ltd & R2GA Ltd., in the B2C and B2B space respectively. Through diligent development of innovative and patented cybersecurity solutions, WHEN Group continues to expand its consumer and corporate client list.

**Corporate Offices:** Boca Raton, FL; Florida and R&D and marketing center in Herzliya Pituach, Israel

**Employees:**

**Stock Symbol OTC:** WHEN

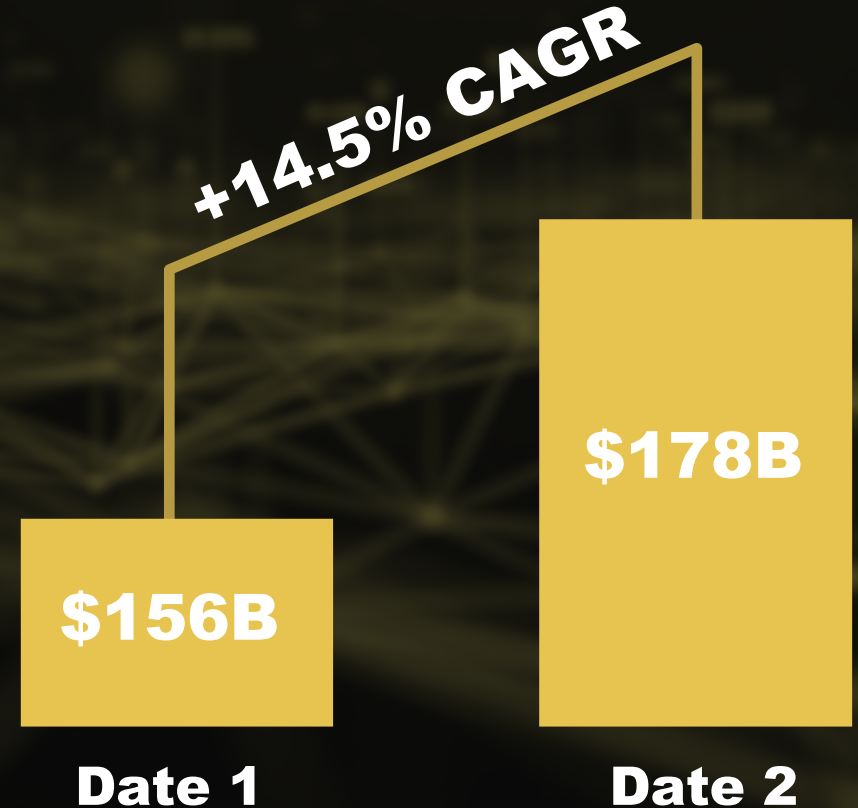
**According to Gartner, the increase in threats to Operational Technology (OT) environments has pushed the National Security Agency (NSA) and Cybersecurity and Infrastructure Security Agency (CISA) to issue the following warning:**

*“Over recent months, cyber-actors have demonstrated their continued willingness to conduct malicious cyber-activity against critical infrastructure by exploiting internet-accessible OT assets.”*

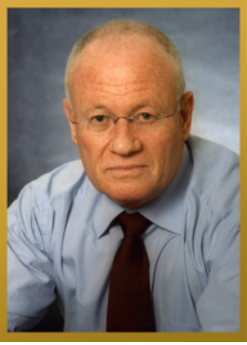
# INVESTMENT HIGHLIGHTS

- Robust cybersecurity technology developed by top industry experts from government and private industry
- Addressing a cybersecurity market of \$156 billion, growing at a CAGR of 14.5%
- Innovative A.I. Driven technology platform targeting multiple markets, including small and mid-size businesses and consumers
- Recurring Revenue model-subscription based
- Zero Trust — Zero Tolerance Platform
- Highly experienced and market savvy management team

## CYBERSECURITY MARKET



# ADVISORY BOARD



**Maj. Gen. (Ret.) Dan Yatom – President and Chairman of the Advisory Board** – Has over 40 years of experience in top intelligence and security leadership roles, including as the Director of Mossad, the national intelligence and special operations agency of Israel, and head of the Israeli Defense Forces’ Planning Directorate, commander of the Central Command, and military secretary to defense ministers Moshe Arens and Yitzhak Rabin and prime ministers Yitzhak Rabin and Shimon Peres.



**Dr. August Hanning** - Former director of Germany’s federal intelligence service (BND) with over 50 years of experience in top intelligence and security leadership roles.



**Dr. Shlomo Shamir** – Has over 50 years of experience in top positions in the military as well as with leading technology, defense, and security organizations globally, with business experience in the Americas, Europe, and Far East. He served from 1970 till 1994 in the Israeli Defense Forces in field and staff roles, and among other roles led the Artillery R&D, the Center for Systems Analysis of the General Staff, the Planning Department of the IDF and served as the military attaché to Federal Republic of Germany after the fall of the Berlin Wall.

# MANAGEMENT TEAM



**Giora Rosenzweig** - Chief Executive Officer - Extensive knowledge in Cyber Security development and proven experience in solutions implementation with over 20 years' experience in developing unique software. Served as CEO of Tomagi, Ltd. and became the co-founder and CEO of RNA Technology Ltd. Also has worked with the Israeli Government, Hewlett Packard, IBM, and Checkpoint Systems



**Toni Meranda** - Chief Operating Officer - Experienced marketing and sales professional, conducting mergers and acquisitions negotiations. Her work includes building and executing strategic marketing plans, managing the company's world-wide sales organization, and keeping the company's marketing and sales efforts in sync.



**Omer Yatom** - Chief Strategy and Business Officer – Over 10 years' experience in business activities worldwide.

# WHEN GROUP TECHNOLOGY PLATFORM

- Zero Tolerance — Zero Trust
- A.I. and Deep Machine Learning

## WHY WHEN GROUP IS BETTER



**DATA ACCESS**  
CONSTANT  
PROTECTION



**DATA ANALYSIS**  
CONTINUOUS  
LEARNING



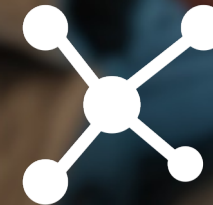
**DATA REUSE**  
COLLECT ONCE,  
REUSE MANY



**CLOUD  
MODULES**

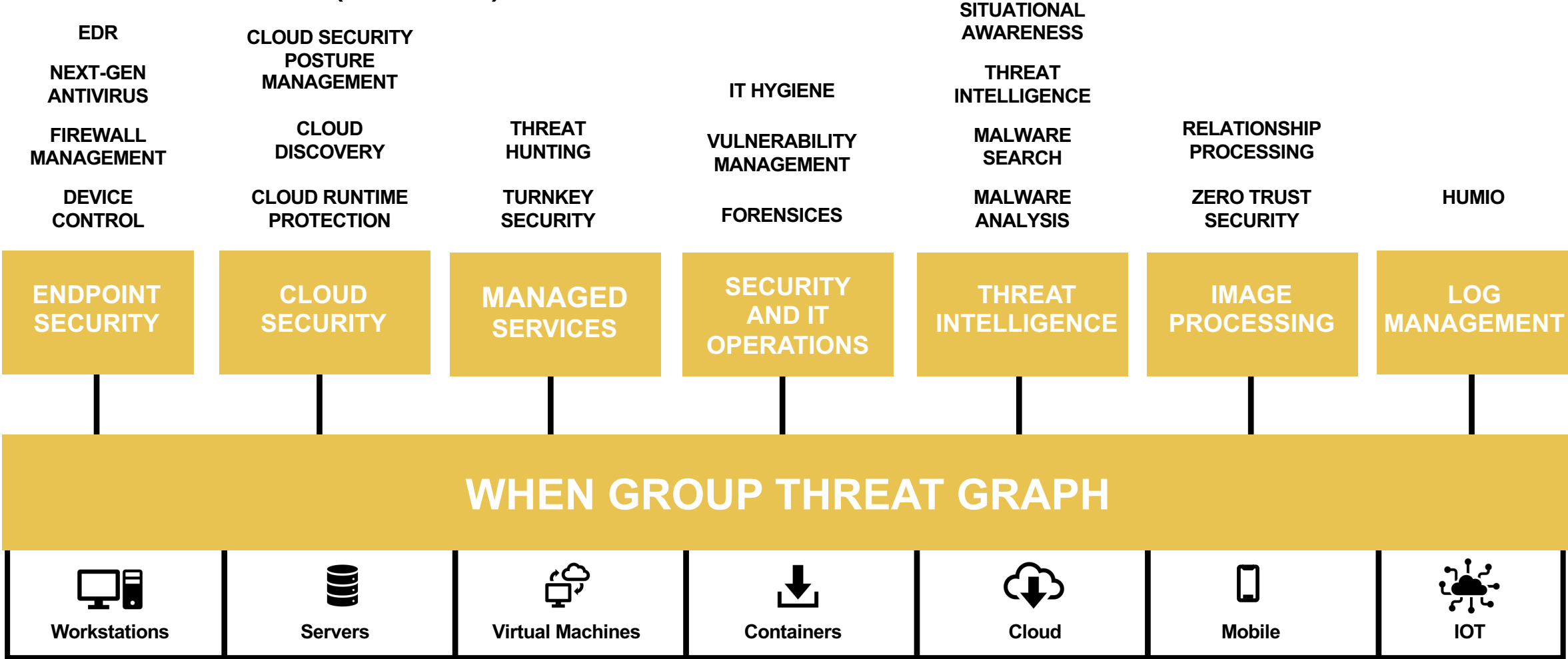


**SINGLE  
INTELLIGENT  
AGENT**



**PROPRIETARY  
DISTRIBUTED  
THREAT GRAPH**

# WHEN GROUP TECHNOLOGY PLATFORM (Cont'd)



# WE PROFILE EVERYTHING

- Voice processing, image processing, text processing, and relationship processing
- Device profiling across all devices including mobile, computers, servers, TV, radios, cars, iPads, and the entire IOT ecosystem
- **We know everything** — where you are now, what you are doing, where you were last year, yesterday, where you went last summer for vacation, who you talked to, what you said, and more



**VOICE  
PROCESSING**



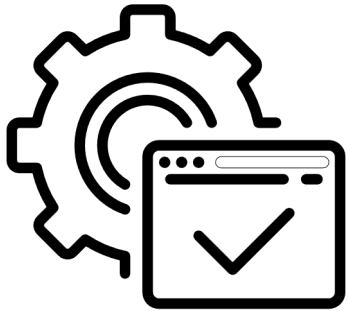
**RELATIONSHIP  
PROCESSING**



**DEVICE  
PROFILING**

# BUSINESS MODEL | B2B MODEL

(small-medium businesses)



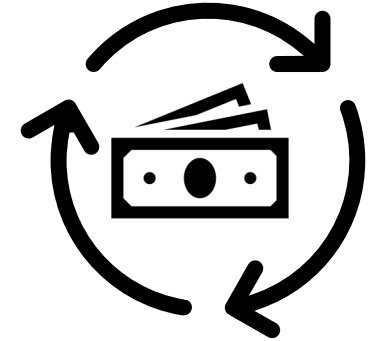
## ONE TIME INSTALLATION FEE

Depending on Size  
of Company  
(\$5,000-\$15,000)



## SYSTEMS INTEGRATION AND GUIDANCE TRAINING

Depending on  
Complexity & scale  
(\$1,000-\$250,000)



## MONTHLY SUBSCRIPTION FEE

Depending on  
Number of Employees  
(\$10.00-\$30.00)

## Enterprise Model

- Based on scale

# BUSINESS MODEL | B2C MODEL

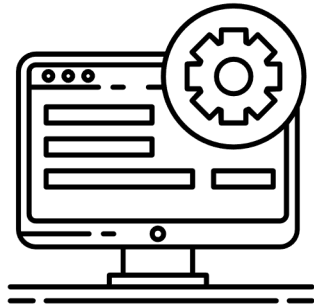
## (Cont'd)

- **Child Protection**
- **Suicide Prevention** — deep monitoring capabilities for any type of encrypted communication.
- Doctors can evaluate data and determine the symptoms, check and analyze changes, i.e., **PTSD** and **OCD**



# INDUSTRY FOCUS

Ideal for any company that wants to protect data and itself



**Technology**



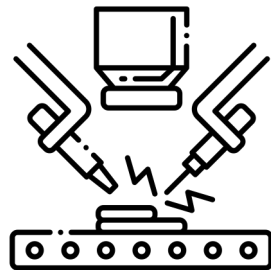
**Energy and  
Utilities**



**Finance**



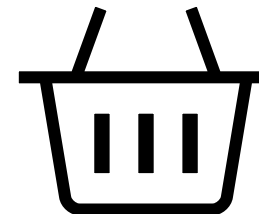
**Healthcare**



**Manufacturing**



**Public  
Sector**



**Retail**

# SOLUTIONS

We Learn the Relationship Between the Device and Who Uses It

## Use Cases:

- Cybersecurity Asset Management
- Compliance
- Medical Device Security
- Network Segmentation
- OT Asset Management
- OT Security
- ICS Risk Assessment
- Threat Detection & Response
- Learn you and device, other devices, the device itself — we see and hear everything and use A.I. and machine learning



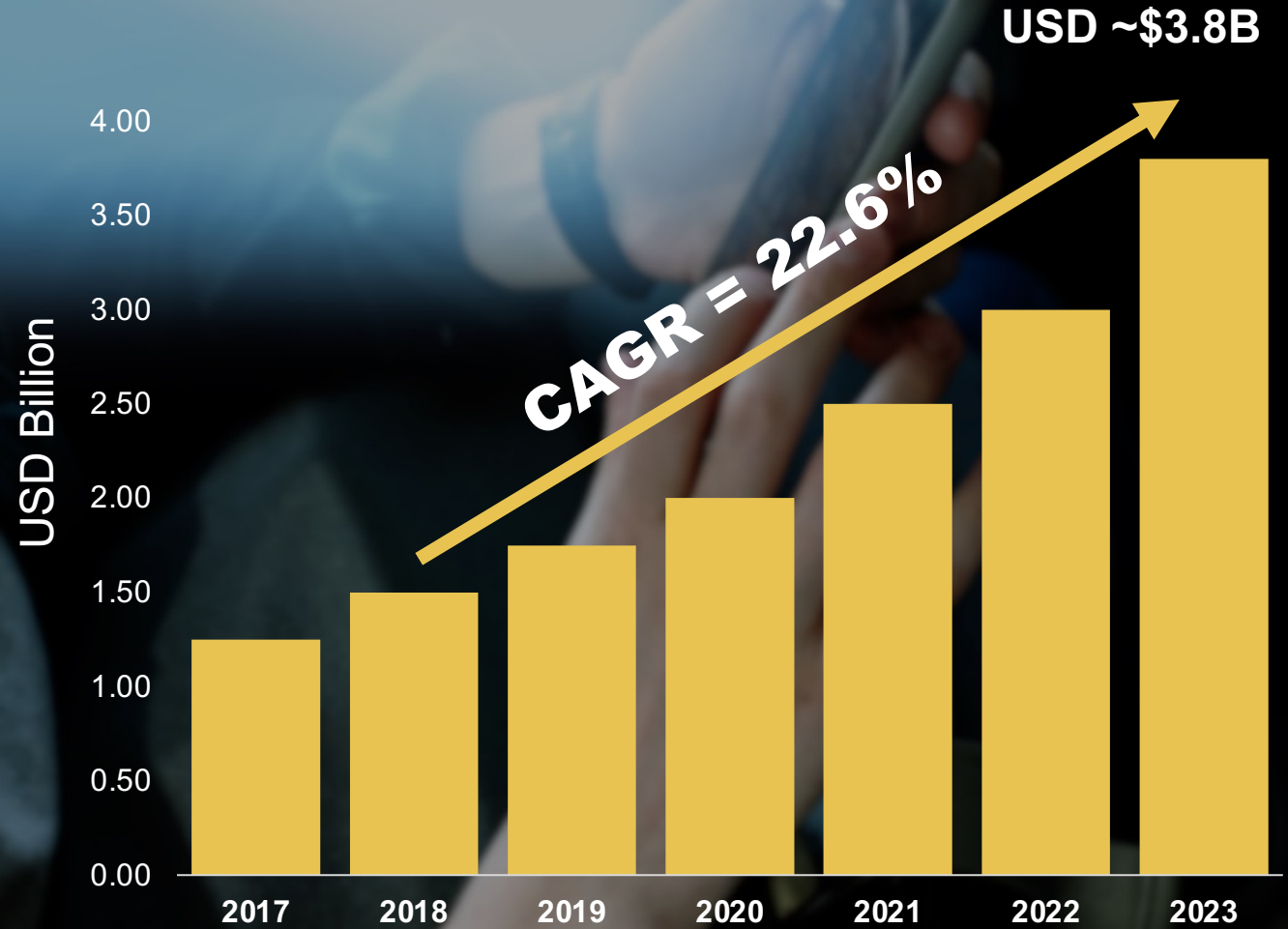
# MARKET BACKGROUND

- Global Mobile Device Management (MDM) market to grow from \$4.3 billion in 2020 to \$15.7 billion by 2025
- (CAGR 29.6%)

# BUSINESS STRATEGY

- Substantial global addressable market
- Research and development.
- Paying costumers
- Addressing new costumers worldwide, distributors and strategic partners
- Additional applications including sales performance monitoring and enhancement
- **Target:** 500,000 new user within 3 years

## Global Employee Monitoring Solution Market Size, 2017-2023



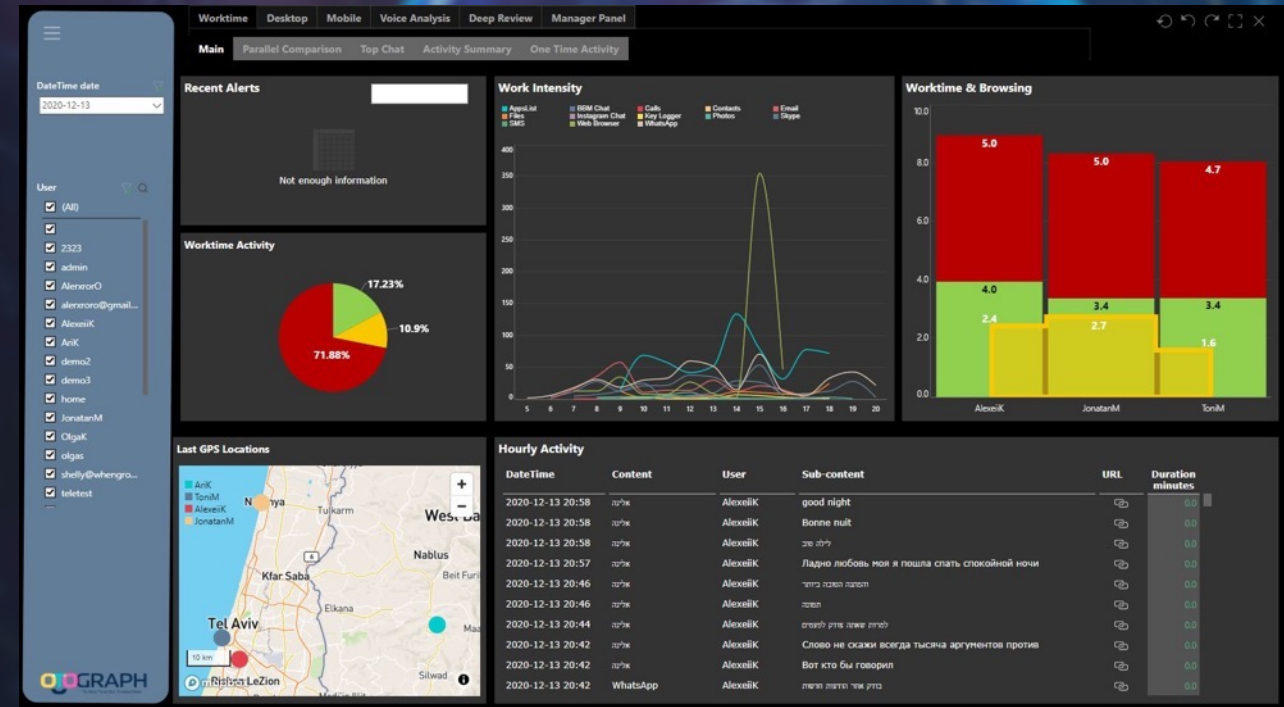
# A DEFENSIVE SYSTEM

- Full audit, full forensic on the fly-in real-time
- Any device — monitors in real-time forensics
- Case and Response Alert System
- Customized to each business
- Can increase or decrease surveillance intensity
- Enables intelligence for defense
- Fully internal system inside the business on premise — no possibility of hacks or outside attacks
- Customized Reports depending on what you want to see — compare days, weeks, and years between employees and measure the business



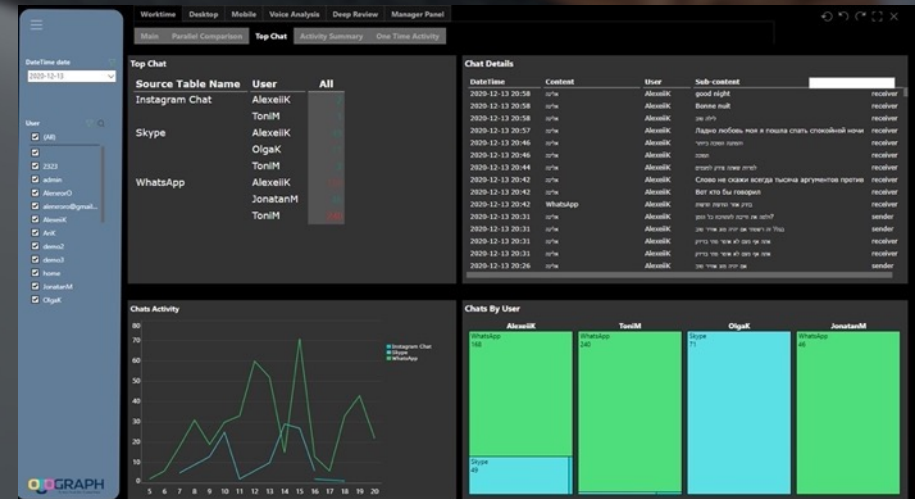
# WHAT MAKES OUR TECHNOLOGY UNIQUE

- One holistic solution
- Integrates with any system
- Customizable with multiple levels with any company based on needs
- The last security system any business will need to buy
- The most advanced system with proprietary technology
- Easy-to-use



# WHAT IS OTOGRAPH?

- Full security solution that takes out the cybersecurity/IT and puts everyone under the business owners' control
- Dashboard — easy-to-understand, easy-to-use and see what is happening in real time and collect all data points
- Measures everything
- Know when something is wrong in seconds, and with the press of a button, get the answer to the problem
- Simple security for those who are not tech-savvy



# ENTERPRISE PROTECTION – OTOGRAPH

- Unique BBA security system, identifies threats and prevents damage and losses caused within the organization.
- Agents installed physically on endpoint devices (workstations, laptops, tablets, and smartphones).
- AI technology automatically monitors and analyzes all digital activity.
- Detects patterns of behavior likely to lead to a breach, taking action before that breach takes place.

## COMPETITORS

- **ActivTrak** - Based in Austin, around 100 people and recently raised \$70m. Over 6,500 customers.
- **Teramind** - Based in NY, launched in 2014 and raised \$6m to date.
- **Hubstaff** - used by Groupon and Ring.
- **Time Doctor** - 83,000 customers including Allstate, Ericsson, Verizon.

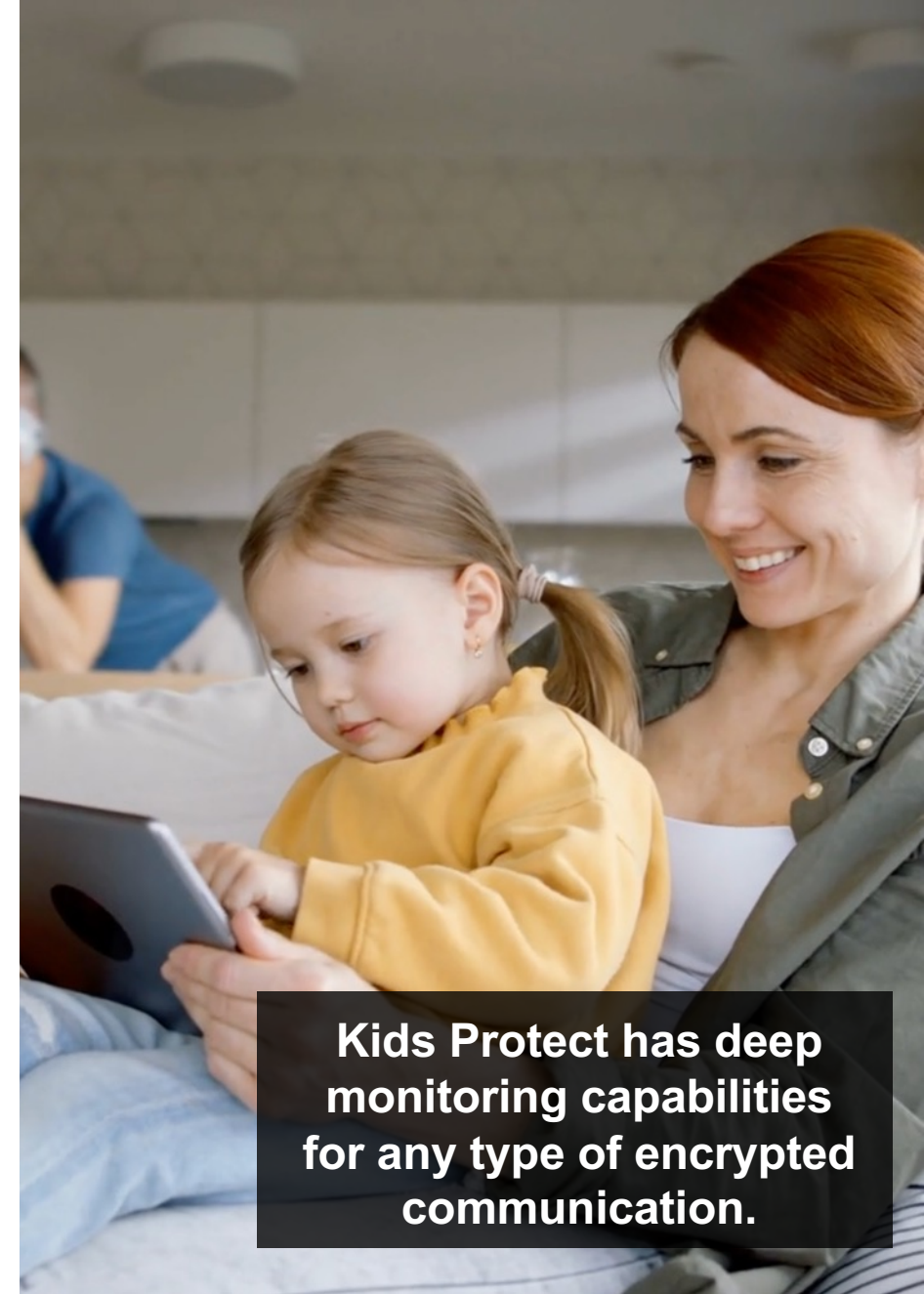
**OTOGRAPH** offers more advanced features than these companies.

# KIDS AND PERSONAL PROTECTION

- Protect kids by monitoring and analyzing online behavior. Tracks real-time location
- Detect patterns of online behavior indicating threat of:
  - **Depression**
  - **Suicidal tendency**
  - **Bullying**
  - **Contact with pedophiles and others**
- Massive advantage over alternative products which only restrict access to predefined sites and content.

## COMPETITORS

- **Qustodio:** Includes family locator, extensive monitoring tools, and powerful web filtering.
- **NetNanny:** Intuitive family feed and flexible monitoring features with desktop and mobile apps.
- **Bark:** Text and social media monitoring.
- **Kaspersky Safe Kids:** Receive instant alerts when the app identifies a concern and uses geofencing technology.
- **Mobicip:** Customizable screen time schedules to establish health online habits and limit distractions during homework time.



**Kids Protect has deep monitoring capabilities for any type of encrypted communication.**

# IMAGE PROCESSING TECHNOLOGY

- Analyze faces, objects, and feelings
  - The system knows if you are smiling and gauges reactions
- Through the camera, it can detect threats such as shoplifting
- New technology preparing for commercialization
- Can be used on Zoom, Google Meet, and WhatsApp



**FACE ANALYSIS**



**DETECT THEFT**



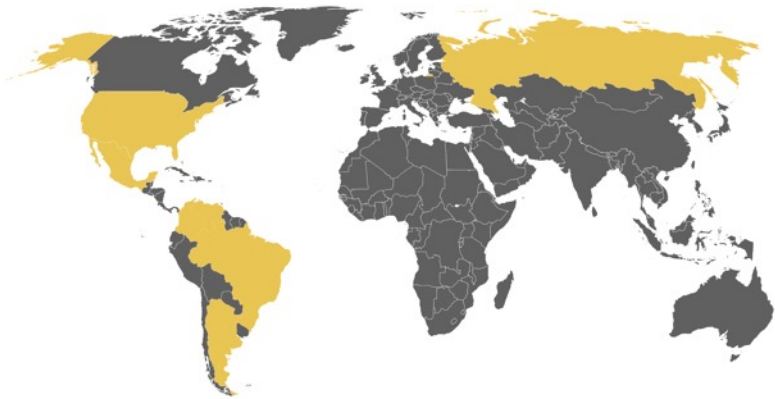
**MULTI-PLATFORM USE**

# MARKET OPPORTUNITY

Targeting small and medium sized businesses who need easy-to-use cyber security solutions

## CLIENTS IN:

- South America including Columbia, Venezuela, Brazil, Argentina
- Mexico
- Russia
- U.S.



# 32.5 MILLION

Small Businesses Employ 46.8%  
of the American Private Workforce

# 44%

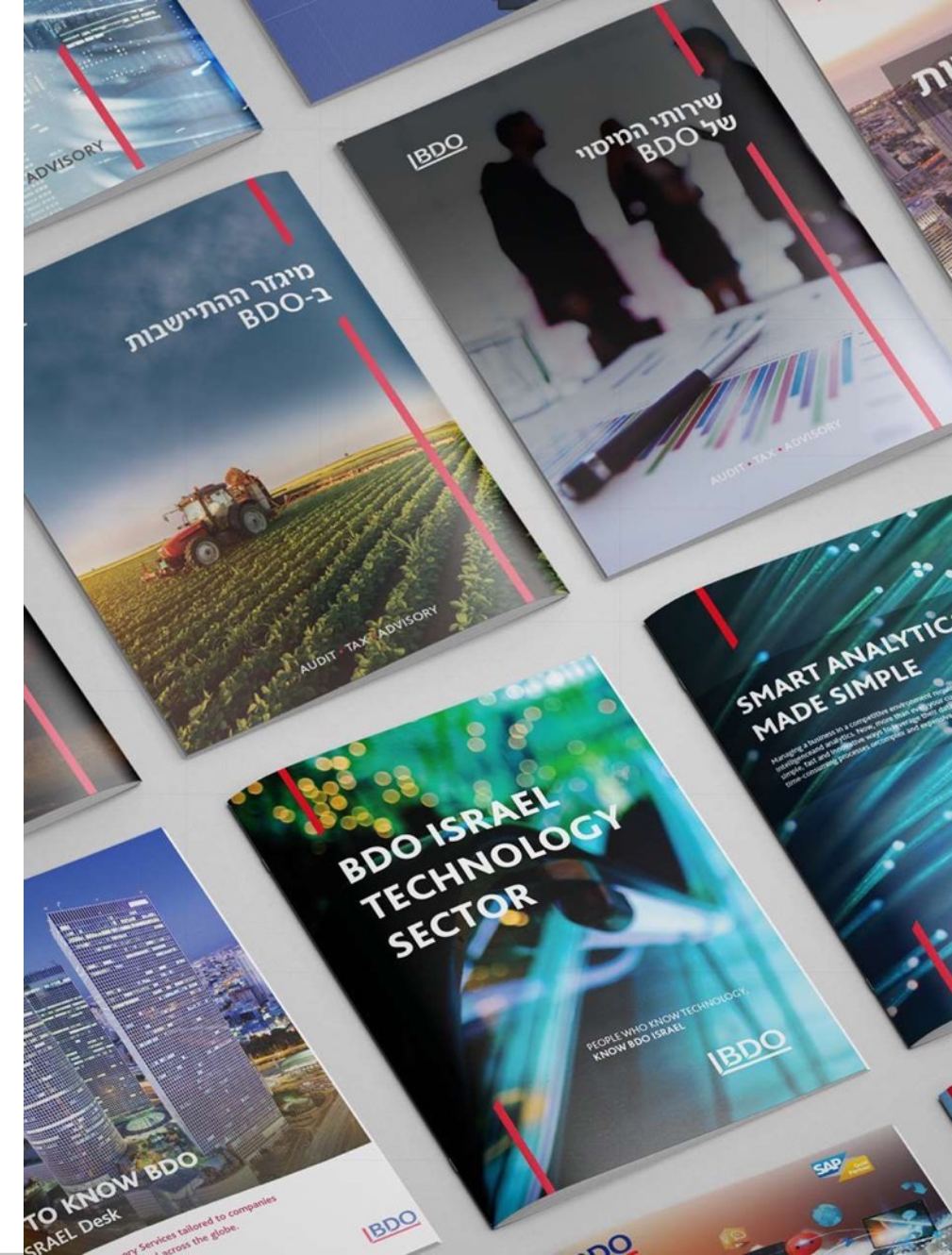
Small Businesses Account for 44%  
Economic Activity in the United States

# 43.5%

of the United States' Gross Domestic  
Product Derived from Small Business

# MARKETING MODEL:

- Targeting small and medium sized businesses who need easy-to-use cyber security solutions
- Partnered with **BDO Israel**, the second largest accounting and consulting firm in Israel, and part of the global BDO network, one of the largest and leading digital consulting firms in the world.
  - **BDO** services include a discovery and lead generation campaign, market dynamics analysis, and value proposition development
  - Additionally, **BDO** will provide a high-level social media plan, events plan, non-paid and paid media plan, and a marketing collateral and content creation plan.
- Work with resellers, security offices, and private investigators
- **Distributors:** IT Companies, Private Investigators, and Cyber Security Companies
- **Partnerships:** 100 Resellers — online selling for mobile security and Private Investigators



# GROWTH STRATEGY

- Proprietary technology and an integrated fabric platform lead to security anywhere in any form or factor, driving growth into new markets
- Large and fast-growing addressable market driven by long-term secular tailwinds including
  - Increasing risk
  - Expanding attack surfaces
  - Complexity
  - Networking and security converging
- Business model is diversified across geographies, customer segments, and industry verticals
- Continued R&D investment supports organic growth
- WHEN's Zero Trust — Zero Tolerance Policy Advantage



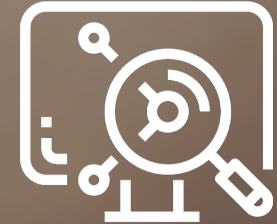
**PROPRIETARY  
TECHNOLOGY**



**LARGE  
ADDRESSABLE  
MARKET**



**DIVERSIFIED  
GEOGRAPHIES**



**CONTINUED  
R & D**



**0 Trust**

# CAPITAL STRUCTURE

# INITIAL FINANCING/ USE OF PROCEEDS: \$2M

- Global Marketing, Sales, and Business Development — **\$850,000**
- Acquisition — **\$300,000**
- R&D and Support — **\$350,000**
- Operations — **\$500,000**

# UPLIST STRATEGY/ USE OF PROCEEDS: \$15M

## Use of Proceeds:

- Global Marketing, Sales, and Business Development — **\$5M**
- R&D and Support — **\$2M**
- Operations — **\$8M**



# SUMMARY VALUE PROPOSITION

- Robust cybersecurity technology developed by top industry experts from government and private industry
- Addressing a cybersecurity market of \$156 billion, growing at a CAGR of 14.5%
- Innovative A.I. Driven technology platform targeting multiple markets, including small and mid-size businesses and consumers
- Recurring Revenue model-subscription based
- Zero Trust — Zero Tolerance Platform
- Highly experienced and market savvy management team



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OTC: **WHEN**

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