



GLOBAL PROVIDER OF CYBERSECURITY AND PRIVACY SOLUTIONS TO CONSUMERS AND ENTERPRISES

COMPANY OVERVIEW

Alarum Technologies Ltd. is a global provider of internet access solutions for enterprises and solutions for consumers. The Company's Enterprise Internet Access segment operates under the NetNut brand and are based on the **world's fastest and most advanced and secured hybrid proxy network**, enabling customers to collect data anonymously at any scale from any public sources over the web. The infrastructure is optimally designed to guarantee the privacy, quality, stability, and the speed of the service. Alarum's Consumer Internet Access segment, operating under the Cyberkick brand, offers privacy and cybersecurity solutions to end users. These solutions are designed to allow users to take charge of their online privacy with a powerful, secured and encrypted connection. The **solutions are designed for basic and advanced use cases**, ensuring complete protection of personal and digital information.

(Nasdaq: ALAR) (TASE: ALAR)

Alarum Technologies Ltd.

HQ: Tel Aviv, Israel

Leadership Team

Chairman: Chen Katz

CEO: Shachar Daniel

CFO: Chai Avnit

VP Product Strategy: Eitan Bremler

Auditors: Kesselman & Kesselman

Legal: Sullivan & Worcester LLP

INVESTMENT HIGHLIGHTS

- **Aggressive growth in attractive privacy and security markets**
 - Nine consecutive quarters of growth
 - CAGR of 91% between 2018-2021
 - 2025 revenue target of \$50 million based on 50% YoY growth
 - Recorded first-ever positive cashflow from operating activities in Q1 2023 with record revenue
 - Consumers spent ~\$7 billion on security software in 2021
- **Highly scalable business model with 50%+ gross margins**
- **Building worldwide channel/network with Tier-I players**
- **Pursuing strategic M&A** with complementary businesses and technology following **three successful acquisitions**
- **Solid balance sheet**
- **Strong management team** of experienced entrepreneurs and market leaders

MARKET DATA

Price ¹	\$3.00
Market Cap ¹	\$98.7M
ADS Outstanding ¹	32.9M
Revenue (ttm) ²	\$20.5M
Gross Margin (ttm) ²	54.5%
Cash (mrq) ²	\$3.7M

Fiscal Year: December 31

¹ as of May 30, 2023

² as of March 31, 2023

VALUE PROPOSITION

Alarum's innovative products, **nine consecutive quarters of revenue growth**, and aggressive expansion plans in the attractive and rapidly growing privacy and security markets provide a compelling opportunity for early investors. **47% of US consumers experienced identity theft in the last two years, leading them to spend nearly \$7 billion on security software in 2021.** To fight back, Alarum's two operating subsidiaries provide cutting-edge solutions to protect consumer and enterprise customers. Alarum has a **strong financial foundation** and recently secured a **\$2 million non-dilutive credit line** from a commercial bank to fund continued growth, and a strategic investor has agreed to provide up to **\$4 million in non-dilutive funding** to support the Company's consumer business. Moreover, Alarum has already established a strong track record of revenue growth, producing a **CAGR of 91% between 2018 and 2021.** Growth accelerated in 2022 with the Company generating **\$18.8 million in revenue for the year, up 83% over 2021,** and its highly scalable business model boasts **gross margins of greater than 50%.** Three analysts cover Alarum with a **median price target of \$8.25 per share,** providing significant upside potential for current investors.

www.alarum.io

Analyst Coverage

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