

# Allow Everything. Trust Nothing.

December 2019

# Forward-Looking Statements

This presentation of Safe-T® Group Ltd. (the “Company”) contains “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act and other securities laws. Words such as “expects,” “anticipates,” “intends,” “plans,” “believes,” “seeks,” “estimates” and similar expressions or variations of such words are intended to identify forward-looking statements. For example, the Company is using forward-looking statements when it discusses the potential of its products, its strategy, market potential for its products and future growth. Forward-looking statements are not historical facts, and are based upon management’s current expectations, beliefs and projections, many of which, by their nature, are inherently uncertain. Such expectations, beliefs and projections are expressed in good faith. However, there can be no assurance that management’s expectations, beliefs and projections will be achieved, and actual results may differ materially from what is expressed in or indicated by the forward-looking statements. Forward-looking statements are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in the forward-looking statements. For a more detailed description of the risks and uncertainties affecting the Company, reference is made to the Company’s reports filed from time to time with the Securities and Exchange Commission (“SEC”), including, but not limited to, the risks detailed in the Company’s annual report on Form 20-F filed with the Securities and Exchange Commission (“SEC”) on March 26, 2019, and in any subsequent filings with the SEC. Forward-looking statements speak only as of the date the statements are made. The Company assumes no obligation to update forward-looking statements to reflect actual results, subsequent events or circumstances, changes in assumptions or changes in other factors affecting forward-looking information except to the extent required by applicable securities laws. If the Company does update one or more forward-looking statements, no inference should be drawn that the Company will make additional updates with respect thereto or with respect to other forward-looking statements.

# Safe-T – Masters of Access

We empower organizations to easily and dynamically **allow** the access of users to private apps, services and networks with **maximum business continuity** and **minimal risk**

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**Allow Everything. Trust Nothing.**

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# Safe-T Leadership



**Chen Katz**  
**Chairman of the Board**  
TechnoPlus Ventures (TASE: TNPV)  
Nanomedic Technologies  
Compulab  
Aminach



**Amir Mizhar**  
**President and Co-Founder and CSA**  
eTouchware  
M-Technologies



**Shachar Daniel**  
**Co-Founder and CEO**  
PrimeSense / Apple (NASDAQ: AAPL)  
Logic  
Elbit (TLV: ESLT)



**Eitan Bremner**  
**Co-Founder and VP Technology**  
Radware (NASDAQ: RDWR)  
Radvision / Avaya (NYSE: AV)  
Israeli Intelligence Corps



**Itay Nahum**  
**VP Customer Success**  
IBM



**Shai Avnit**  
**Chief Financial Officer**  
BriefCam  
BioProtect  
Card Guard Scientific / LifeWatch (SIX: LIFE)



**Barak Avitbul**  
**CEO NetNut**  
DiViNetworks



**Moshe Kremer**  
**CTO NetNut**



# US Advisory Committee



**Dr. Sunil Lingayat**  
Chief of Cybersecurity  
Strategy and Technology  
T-Mobile



**Gary Eppinger**  
Global Chief Information  
Security Officer (CISO) and  
Privacy Officer  
Carnival Corporation & plc



**Yabing Wang**  
Chief Security Architect and  
Vice President of Global  
Security  
Alight Solutions (Aon-Hewitt)



**Richard Greenberg**  
OWSAP Global BoD, ISSA  
Fellow, Former CISO Los  
Angeles County Department of  
Health Services



**Floyd Fernandes**  
Chief Information Security  
Officer for an undisclosed  
global multi-media company



**Mike Pflieger**  
Chief Information Security  
Officer and Vice President of  
Enterprise Information  
Management for CDW, provider  
of technology solution



**Martin Bally**  
Chief Security Officer and Vice  
President for Diebold Nixdorf,  
responsible for enterprise  
information and product  
security

# Holding Structure



# Safe-T ID



Publicly traded cyber security company (NASDAQ, TASE: SFET) with patented technology; Founded in 2013



\$6 Billion total addressable market\*



Employees with deep expertise (leading global cyber companies & intelligence army units)



Hundreds of enterprise customers globally, including a scalable cloud solution in 5 continents



Recently acquired NetNut Ltd., residential IP Proxy company, and CyKick Labs' UBA technology



Global technology and channel partner network and partnership platform with almost 100 ISPs

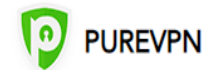


OEM partnerships in USA (K2, SecureAuth)



Research coverage by leading industry analysts (Gartner)

# Selected Customers



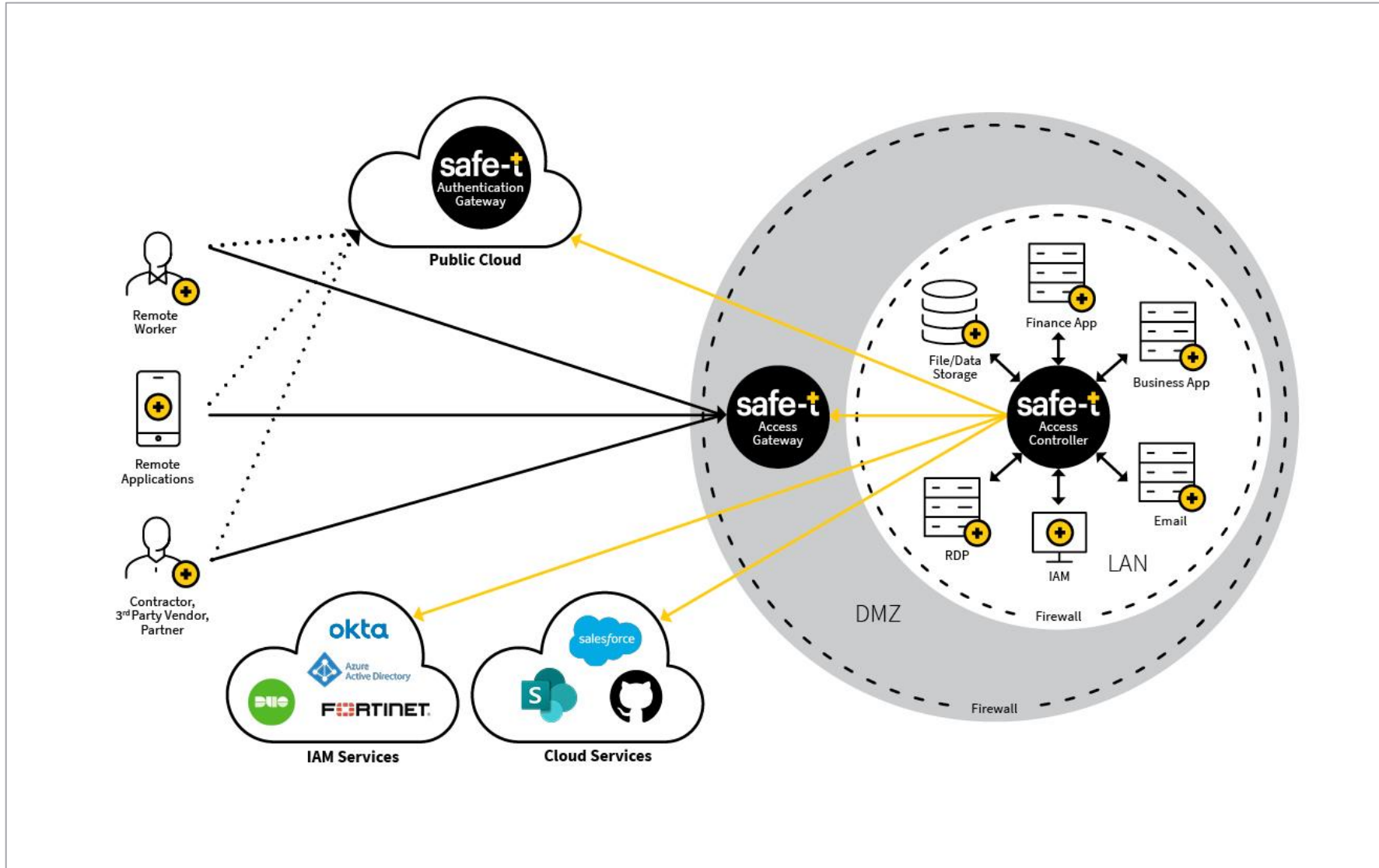


# Safe-T Secure Application Access

## Safe-T's Software-Defined Perimeter Solution

- + Safe-T Secure Application Access introduces an evolution in the way organizations grant secure external access to their services.
- + It offers true secure and transparent access for all entities to internal applications and data.
- + Clients requesting access must go through authentication and authorization stages before they can access the resource.

# Safe-T Secure Application Access



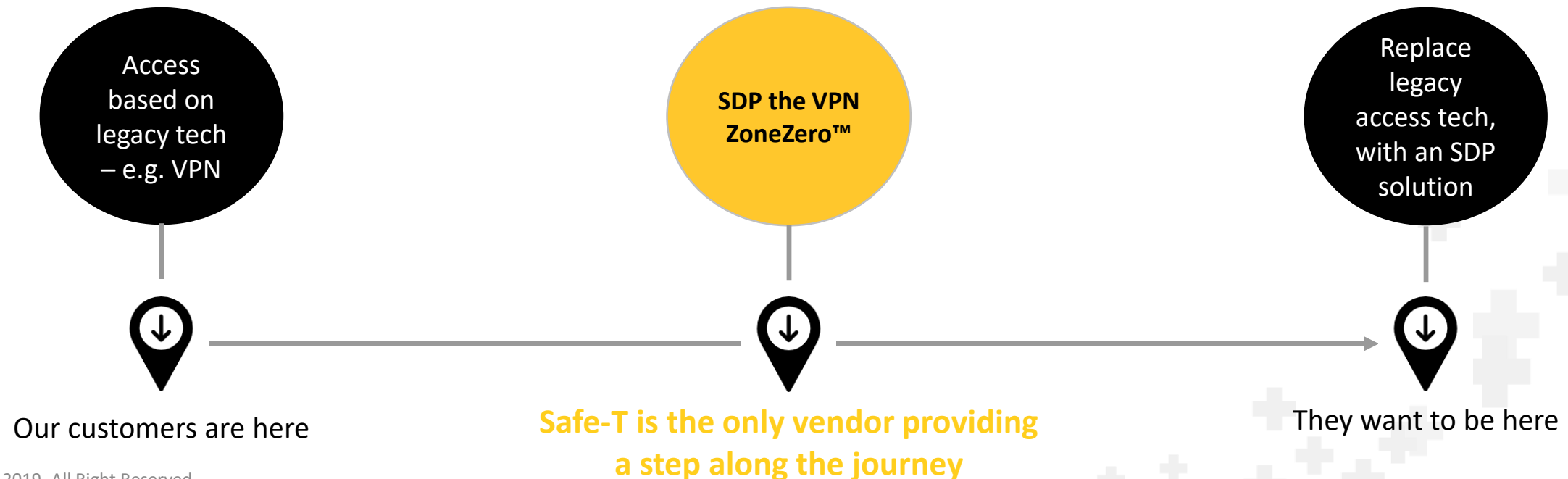
# Secure Applications Access

## Deploying SDP is a Journey

- Access **before** trust is established
- Users are **on** the network
- **Potential** lateral movement
- **VPN Client-based** solution
- Designed for **on-premises services**

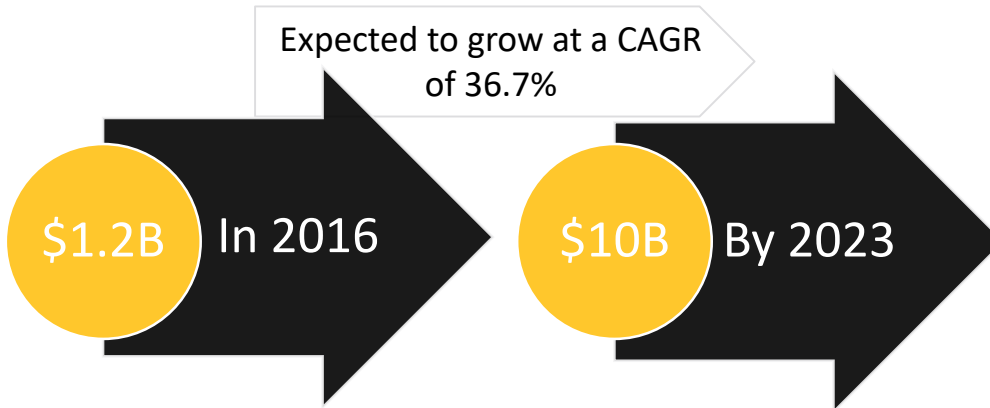
- Access **after** trust is established
- Users are **off** the network
- **No** lateral movement
- **VPN Client-based** solution
- Designed for **on-premises services**

- Access **after** trust is established
- Users are **off** the network
- **No** lateral movement
- **Client-less** solution
- Designed for **cloud & on-premises services**



# Secure Application Access

## Global Software-Defined Perimeter (SDP) Market\*



According to Gartner, “By 2023, **60%** of enterprises will phase out most of their remote access virtual private networks (VPNs) in favor of ZTNA.”\*\*

safe-<sup>+</sup> was named a Representative Vendor in Gartner SDP reports.

\* <https://www.marketwatch.com/press-release/software-defined-perimeter-sdp-market-2019-global-analysis-opportunities-and-forecast-to-2024-2019-03-11>

\*\* Gartner, Market Guide for Zero Trust Network Access, Steve Riley et al., 29 April 2019

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“**Symantec** buys Israeli cybersecurity co **Luminate** for \$200m

Globes, February 2019



**Proofpoint** is paying \$120 million for **Meta Networks**, in which \$10 million has been invested since it was founded two and a half years ago.

Globes, May 2019



# Secure Application Access - Main Advantages



Any setup: on-premise,  
on cloud or hybrid



Flexible - Client, Clientless & IoT  
versions/ with your VPN, instead of your  
VPN or next to your VPN



Full network segmentation using  
Reverse Access patented  
technology



Detects the presence of bots or authenticated malicious  
insiders using Telepath Behavioral Analytics thus preventing  
attacks before they happen



Scalable – fits any type & numbers of  
users, grows with the growing data  
demands

# Safe-T Secure File Access

## Current File Access and Storage Solutions are Inadequate

- + Requires deploying clients – operational overhead
- + Uses technologies like SMB, which are vulnerable for Ransomware attacks



- + No access control on user actions
- + No auditing of user actions



## Safe-T Secure File Access

- ✚ Safe-T Secure File Access solution transforms standard network drives to a secure, encrypted and access-controlled drive
- ✚ Sensitive information is exposed on a “need to know basis” and permissions
- ✚ Users are granted specific permissions to upload, download, copy, open, delete, view, etc.
- ✚ Secure access to sensitive information is gained over the standard and secured protocols
- ✚ All user actions are controlled and audited
- ✚ Fully integrated with Safe-T Secure Application Access solution

# Secure File Access Main Advantages



Full segregation of duties –  
Isolate IT from business users



Seamless Integration –  
Hassle-free unification with current  
file storage solutions



Control over sensitive information-  
Keep your data in the right hands



Simple and easy deployment –  
No client installation



Enhanced risk reduction –  
Prevent data theft and leakage



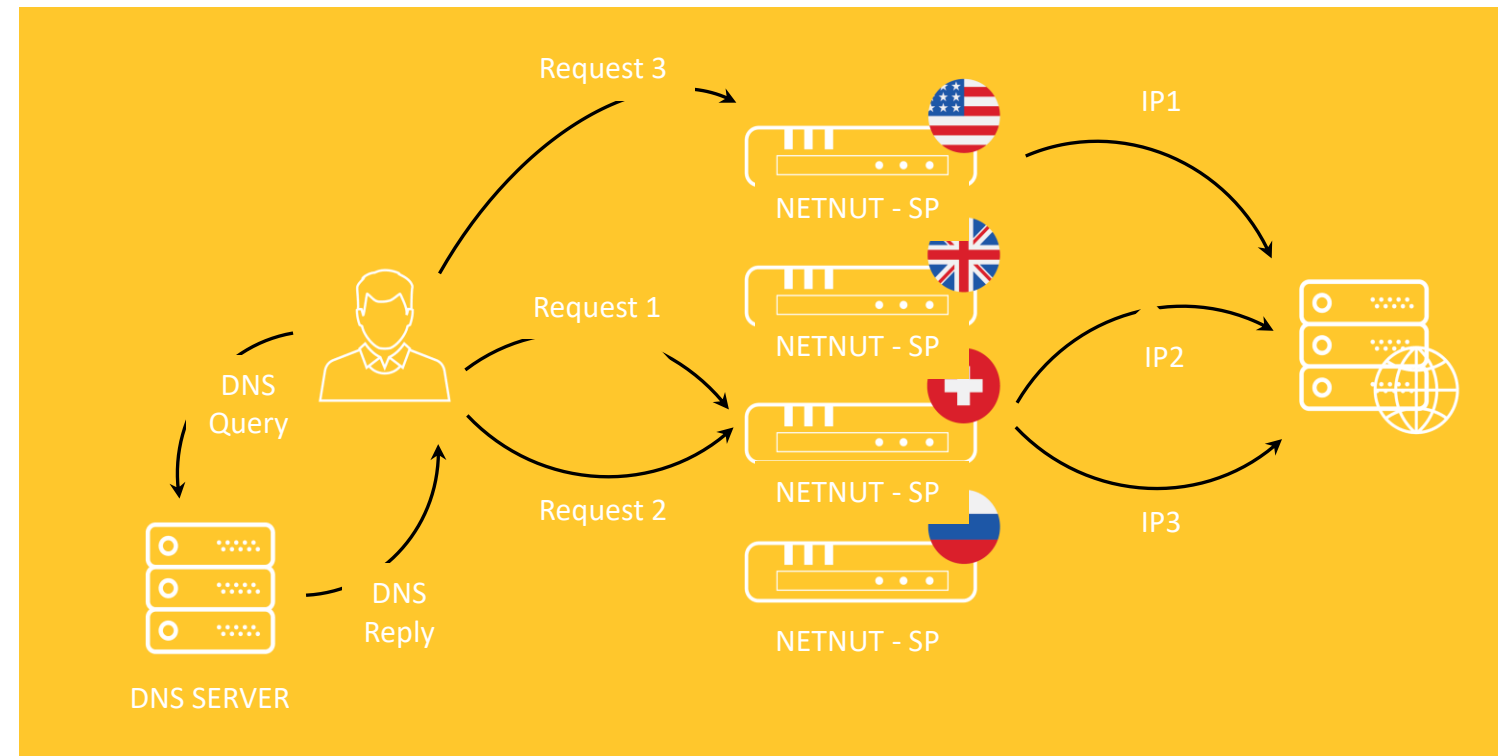
Minimized overall network attack footprint-  
By removing the insecure SMB protocol

# Secure Internet Access

## NetNut Global Proxy Network

NetNut provides cyber and web intelligence companies with a proxy service that allows them to collect data anonymously and infinitely from any public online sources.

The service is based on NetNut's unique optimized proxy and traffic redirection technology deployed on the backbone of ISPs and internet exchange points worldwide.

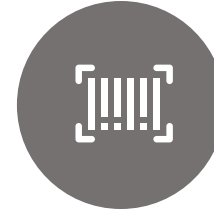


# NetNut Customer Use Cases



## Ad verification

Our ad network customers view their advertisers' landing pages to ensure they don't contain malware or improper ads. This verification is crucial for fraud detection.



## Brand protection

Well known brands monitor the web for proper use of their brand to protect their Intellectual Property, trademarks and pricing strategy.



## Travel

Travel companies collect pricing information of their competitors from different GEO location. Our network allows them to adapt their pricing accordingly and gain competitive advantage.

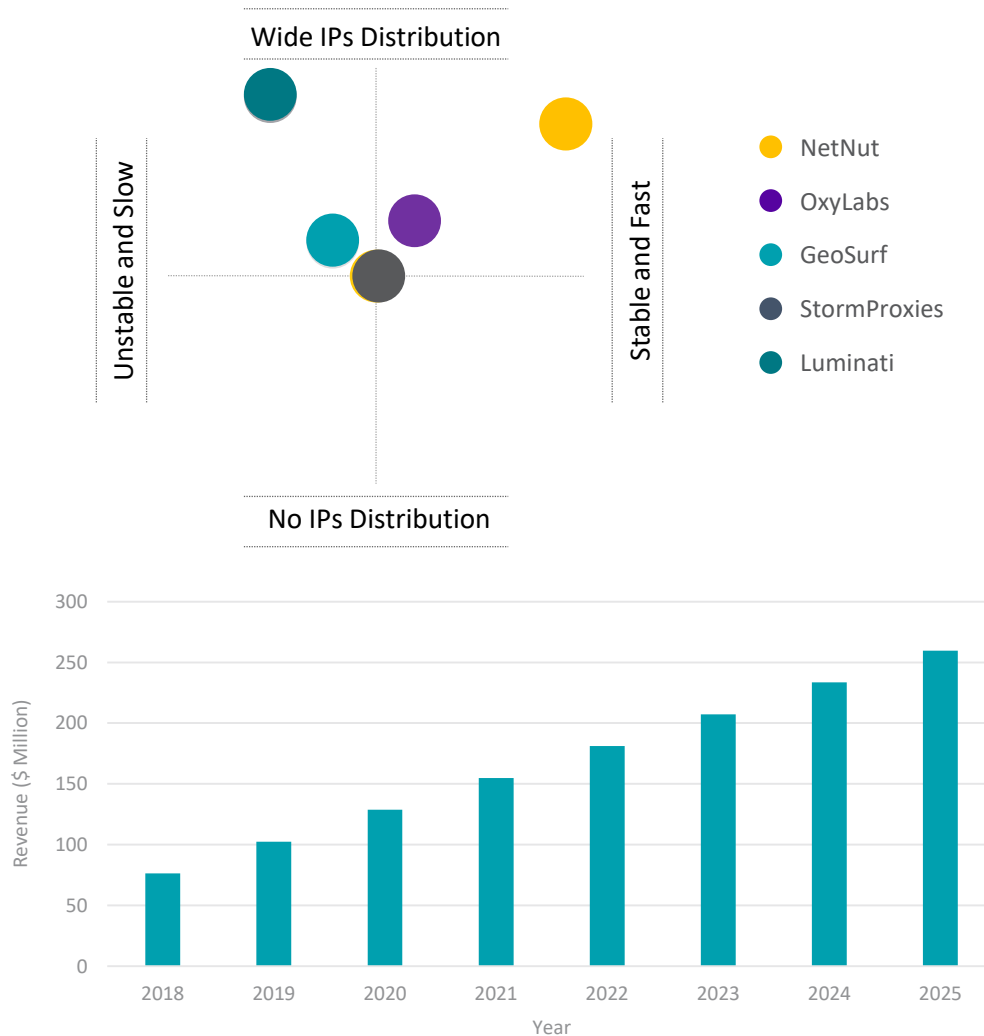


## Business intelligence

Leading E-commerce websites collect product related features and pricing from the web using our network to get the data in a reliable way without being misled.

# Secure Internet Access

## Solution Comparison Map



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## Market & Competitors

**\$200M RECENT ACQUISITION IN THE FIELD**

***EMK acquires Luminati – the world's largest IP proxy network, which brings transparency to the internet***

**EMK Capital**  
Enterprise Management Knowledge



# Secure Internet Access

## NetNut Global Proxy Network Main Advantages



### Security

All traffic is routed exclusively through the NetNut network; no third-party computers are utilized



### Quality

Guarantees the quality of its service, by controlling all their servers located on major internet routes or at ISPs around the world



### Speed

Provides unique architecture of residential IP's



# Capitalization Table (as of December 8, 2019)

	<u># of Shares</u>	<u>% of Fully Diluted</u>
Ordinary Shares Outstanding – DiviNetworks (*)	2,342,673	2.46%
Ordinary Shares Outstanding - Baroma AG (*)	680,508	0.72%
Ordinary Shares Outstanding - Directors & Officers	391,251	0.41%
Ordinary Shares Outstanding – Public (**)	42,139,870	44.31%
Warrants	49,213,874	51.75%
Stock Options	335,252	0.35%
Fully Diluted Shares Outstanding (***)	95,103,428	100.00%

(\*) Does not include additional potential equity paid as earnout fee.

(\*\*) Includes exercise of all 378,500 American Depositary Shares underlying the Pre-funded Warrants issued as part of the Company's underwritten public offering dated November 4, 2019.

(\*\*\*) Outstanding convertible debenture is approx. \$2.5 million (down from total of \$6.9 million originally issued). Does not include future potential dilution resulting from conversion of debentures and/or exercise of warrants issued in connection with the debentures.

# Growth Strategy- Short-term

## Leveraging the fast growth IP proxy by adding hundreds of customers



### Sales & Marketing

- + Expanding existing marketing channels :  
SDRs, Affiliation, SEO, SEM, Social media, content creation, etc
- + Partnerships with small competitors (less than 1M\$ annually)
- + Increase brand awareness



### Research & Development

- + Enhancing networking capabilities
- + Adding features: City selection, carrier-based selection, Dynamic IPs etc.



### China

- + Penetrating the Chinese market
- + Building Chinese website
- + Establish local partners, local affiliates
- + Setting a dedicated sales team
- + Patent infringement

# Growth Strategy- Short-term

## Leveraging SDP potential



### Sales & Marketing

- ✚ Enhance Leads Generation (USA focus): events, SDRs cold calls & email campaigns, digital & social, Evangelism by our Advisory Board executives
- ✚ Partnerships – leverage our success story with K2 & SecureAuth to additional OEMs, expand our distribution network
- ✚ Increase brand awareness



### Research & Development

- ✚ Moving to the cloud (SAAS revenues)
- ✚ Leverage customers slow adoption by disruptive approach “SDPing the VPN”
- ✚ Winning features & hybrid approach



### Patents and IP

- ✚ Expansion of patents portfolio
- ✚ Research of patent infringement

# Setting the Course for a Rapid Growth

**During the past 12 months, Safe-T® has made impressive progress by adopting a new business strategy**

- + Acquired NetNut, a fast-growing cash flow positive company with efficient operation
- + Reduced variable overhead costs dramatically
- + Focused on growing our innovative SDP product line, rather than legacy SDE products
- + Adopted focused revenue growth strategy, with short-term growth mainly stemming from IP Proxy activities and long-term growth (2020 and on) stemming from the SDP product line along with IP Proxy activities

**Already bearing fruits from the new strategy**

- + Q3 2019 expected revenues are 5.5 times higher than Q3 2018
- + Currently exploring noteworthy business opportunities in the fast-growing SDP market
- + Examining alleged patent infringements of Safe-T's patents by market leaders



**Thank You**