F-SECURE STRATEGY
GEARING FOR ACCELERATED GROWTH

Samu Konttinen, CEO
F-SECURE’S TRANSFORMATION CONTINUES

FOUNDATIONS
World class endpoint protection with special focus in operator channel and consumers
-2015

NEW STRATEGY
Shifting investments towards corporate cyber security
2015-2017

ACCELERATE GROWTH
Special focus on Enterprise-Grade cyber security for mid-market
2018-
MEGATRENDS

Increasing demand for cyber security products and services

Evolving threat landscape
No 100% protection

More data sources
Automation and AI
Visibility

Increasing complexity
Lack of trained personnel
Cost of expertise

NEED FOR DETECTION AND RESPONSE

NEED FOR BETTER SECURITY ORCHESTRATION

NEED FOR OUTSOURCING
CORPORATE SECURITY CONTINUES TO DRIVE THE GROWTH

INFORMATION SECURITY REVENUE FORECAST 2015-2021

Source: Gartner, Aug 2017
## Differences Between Segments

<table>
<thead>
<tr>
<th>Endpoints Protection</th>
<th>Endpoints Detection &amp; Response</th>
<th>Vulnerability Management</th>
<th>Cyber Security Services</th>
<th>Consumer Security</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Mature&quot;</td>
<td>&quot;Emerging&quot;</td>
<td>&quot;Fast growth&quot;</td>
<td>&quot;Fast growth&quot;</td>
<td>&quot;Mature&quot;</td>
</tr>
<tr>
<td>$3.5 Billion</td>
<td>$0.4 Billion</td>
<td>$1.0 Billion</td>
<td>$16.0 Billion</td>
<td>$4.6 Billion</td>
</tr>
<tr>
<td>2.4%</td>
<td>45.3%</td>
<td>13.0%</td>
<td>10.0%</td>
<td>1.3%</td>
</tr>
</tbody>
</table>

- **Source:** Gartner
- **Source:** Gartner
- **Source:** IDC
- **Source:** Markets & Markets
- **Source:** Gartner
CHANNEL PAYS A BIG ROLE WITH MID-MARKET CUSTOMERS & CONSUMERS

Channel influence

Best of suite

Endpoint protection only

Best of breed products

Product differentiation

Consumers
Small companies
Mid-market
Enterprise

Customer size

Secure Capital Markets Day 2017
**MID-MARKET HAS BROADER NEEDS & MORE CAPACITY TO SPEND**

<table>
<thead>
<tr>
<th>Company size</th>
<th>Available budget*</th>
<th>Customer focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMALL COMPANIES</td>
<td>€ 1k–10k</td>
<td>Endpoint protection</td>
</tr>
<tr>
<td>25–200 seats</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MID-MARKET</td>
<td>€ 100k–1M</td>
<td>Best of Suite</td>
</tr>
<tr>
<td>200–5000 seats</td>
<td></td>
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</tr>
<tr>
<td>ENTERPRISES</td>
<td>€ 1M–5M</td>
<td>Best of Breed</td>
</tr>
<tr>
<td>+5000 seats</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* SOURCE: SANS institute
EXPANSION OF F-SECURE’S OFFERING FOR MID-MARKET

ENDPOINT PROTECTION ONLY

COMPREHENSIVE CYBER SECURITY OFFERING

INTEGRATED SECURITY SUITE FOR MID-MARKET

– 2015

2015–2017

2018 –
BROADER OFFERING EXPANDS BUSINESS OPPORTUNITIES

Sales

Time

INITIAL SOLUTION

ADDITIONAL SOLUTIONS

CYBER SECURITY SERVICES
DETECTION CAPABILITIES OFFER TWO FAST GROWTH MARKETS

SHARE OF ENDPOINTS WITH AUTOMATED DETECTION CAPABILITIES

SHARE OF COMPANIES WITH DETECTION AS A SERVICE

BRINGING TOGETHER ENDPOINT PROTECTION AND DETECTION & RESPONSE

World-class endpoint protection

2018

Endpoint detection & response

F-Secure Rapid Detection Service
COMBINATION OF MAN & MACHINE OFFERS UNIQUE COMPETITIVE ADVANTAGE

- Cyber Security Experts
- Artificial Intelligence
- Security Technology
SCALABILITY THOUGH
A GLOBAL NETWORK OF PARTNERS

CORPORATE SECURITY
PRODUCTS & SERVICES

RESELLERS
6000+

HUNDREDS OF LARGE ENTERPRISES

100,000+ COMPANIES

OPERATORS
200+ globally

TENS OF MILLIONS OF CONSUMERS

CONSUMER SECURITY
PRODUCTS

CYBER SECURITY
SERVICES

RETAIL & ETAIL

6000+

F-Secure Capital Markets Day 2017
• Wider and better integrated portfolio
• Increase in share of wallet by cross-selling and upselling
• Adding new customers in focus geographies
• Best in class renewal rates
• Active M&A