CONSUMER SECURITY

PROFITABLE GROWTH

Kristian Järnefelt, EVP, Consumer Cyber Security
SYNERGIES ACROSS SEGMENTS

MID-MARKET

SMALL BUSINESS

LARGE ENTERPRISES

SHARED SECURITY TECHNOLOGY

CONSUMERS

Privacy Family Connected home
CONSUMERS’ SECURITY NEEDS ARE GETTING BROADER

- **Privacy**: Worry about viruses and ransomware (88%)
- **Family**: Concerned about online and WiFi privacy (73%)
- **Connected Home**: Protecting kids from inappropriate content is important (91%)
- **Devices**: IoT Gadgets in Use by 2020 (>20B)

F-Secure Capital Markets Day 2017
TRENDS WITH DISTRIBUTION MODELS

- Preinstalled devices: Challenged
- Retail / eTail: In transition
- Operator: Resilient
- Appstores: Growing
F-Secure Capital Markets Day 2017
3-LAYER CYBER SECURITY STRATEGY FOR OPERATORS

* also available as SDKs to integrate with operator routers and apps

Enhance network security by integrating EPP and router security solutions

- F-Secure SENSE*
- F-Secure FREEDOME*
- F-Secure SAFE
- F-Secure KEY

F-Secure Capital Markets Day 2017
UNIQUE DIFFERENTIATORS FOR THE OPERATOR MARKET

DRIVING OPERATOR SUCCESS

- Best practices from +200 operators and Direct Business
- Focus in Operators’ business outcomes and full customer lifecycle
- Analytics and data driven customer journey optimization

OPTIMIZED FOR OPERATORS

- Support for operator brand strategy through co-branding
- Simplified integration, billing and cloud based business support systems
- 450+ launches provide best budget control and minimized schedule risk
OPERATOR CHANNEL CASE EXAMPLES

GETTING THE PROPOSITION RIGHT

Increasing sales by changing the value proposition

RESULTS

Sales with “secure broadband” focus

Original broadband sales trajectory and forecast

IMPROVING THE CUSTOMER JOURNEY

Using analytics and lifecycle messaging improves activations

RESULTS

40-60% increase in activations even to large operator

10-15 point increase in their NPS scores

2-3% decrease in broadband churn
DIRECT BUSINESS GROWTH ACCELERATED
BY FOCUSING ON KEY MARKETS AND CHANNELS

10 quarters of accelerated growth

<table>
<thead>
<tr>
<th>eCommerce</th>
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<td>Retail and eTail</td>
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<td>Increasing demand for privacy and multi-device protection</td>
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<td>Cost-efficient customer acquisition</td>
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<td>Improving conversion and renewal rates</td>
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<td>Increasing ARPU with bundled offerings</td>
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**F-Secure’s $200 SENSE router is like a Swiss Army knife for your home that protects against malware attack. Totally worth it**

*Tom’s Guide, US*

*Overall, SENSE provides peace of mind by offering more security features than most routers*

*Cnet.com US*

*It’s stupidly simple to set up, looks great and most importantly, F-secure SENSE will make the process of protecting your data and privacy easier*

*letstalk-tech.com, UK*

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**GROWTH BY BUNDLING**

- TOTAL
- FREEDOME
- SAFE

F-Secure TOTAL increases revenue per user

**INCREASING NON-PC USER BASE**

Share of non-PC users steadily rising

- 30% Jan 2017
- 43% Oct 2017

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**F-SECURE SENSE MARKET FEEDBACK**

- “F-Secure’s $200 SENSE router is like a Swiss Army knife for your home that protects against malware attack. Totally worth it”
  - *Tom’s Guide, US*

- “Overall, SENSE provides peace of mind by offering more security features than most routers”
  - *Cnet.com US*

- “It’s stupidly simple to set up, looks great and most importantly, F-Secure SENSE will make the process of protecting your data and privacy easier”
  - *letstalk-tech.com, UK*
WE HAVE A COMPETITIVE PORTFOLIO

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<tr>
<th><strong>F-SECURE SAFE (with KEY)</strong></th>
<th><strong>F-SECURE FREEDOME</strong></th>
<th><strong>F-SECURE SENSE</strong></th>
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<td>Award winning technology</td>
<td>Consistently in the Top 3 recommended VPN apps</td>
<td>Superior set-up experience</td>
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<td>Built to fit operator channel business model</td>
<td>Ease of use that re-defined VPN category user experience</td>
<td>Automated software upgrades</td>
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<td>Simplicity leads to market leading NPS</td>
<td>Browsing and tracking protection</td>
<td>Certified and globally available</td>
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Further differentiation through market leading NPS and seamless portfolio experience

F-Secure Capital Markets Day 2017
FOCUS AREAS IN CONSUMER SECURITY

• Solid performance with healthy profitability
• Increase revenue per user by bundling and upselling
• Offer a seamless portfolio experience
• Capitalize on IoT market opportunity with F-Secure SENSE, including SENSE-as-a-software