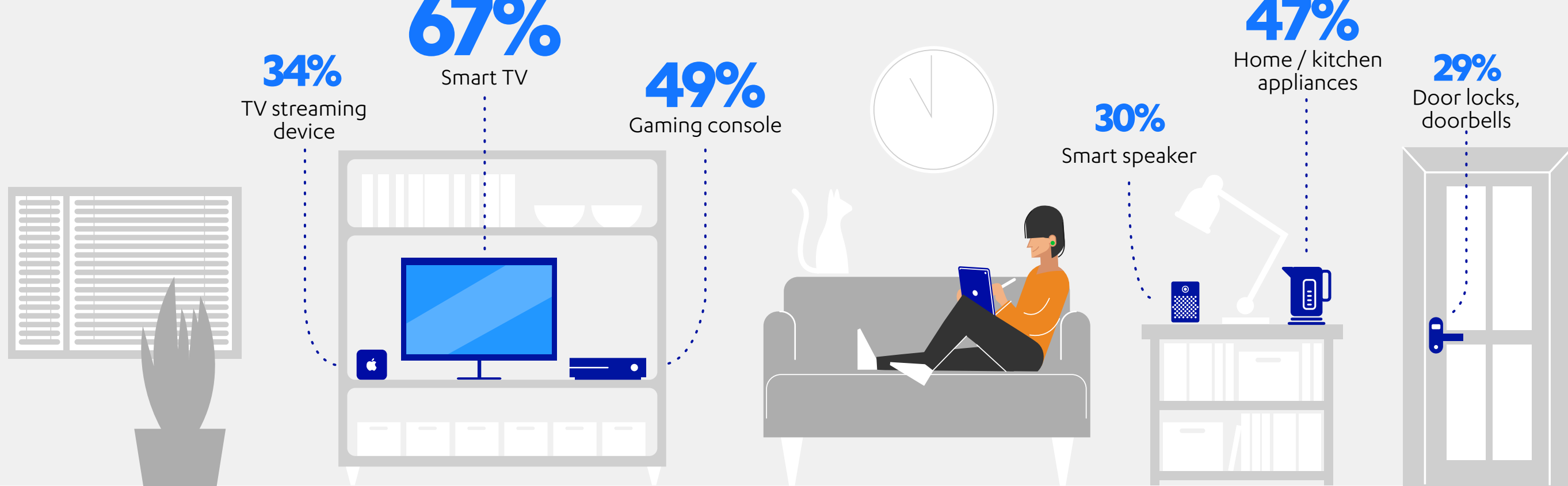
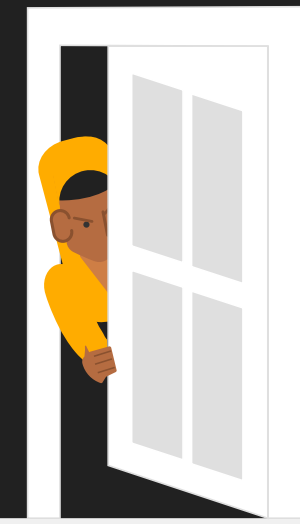
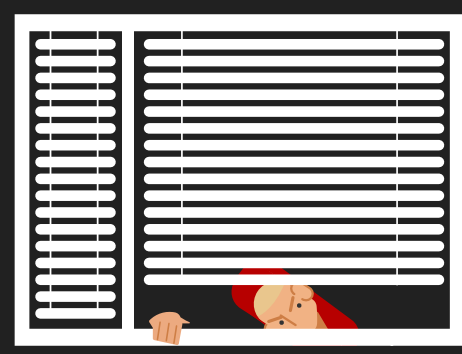


PROTECT CONNECTED HOMES WITH ONE SMART SECURITY SOLUTION

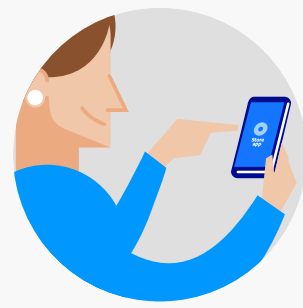


SMART DEVICE OWNERSHIP IS INCREASING



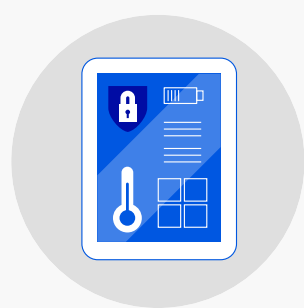
SMART DEVICES ARE VULNERABLE AND CAN OPEN DOORS TO HACKERS

CONSUMERS KNOW THIS



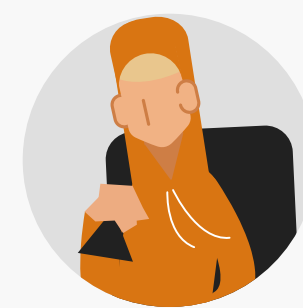
74%

are aware of the risk of hackers gaining access to their personal data through smart home devices



68%

are familiar with the risk of their home Wi-Fi router being used for hacking into other devices at home



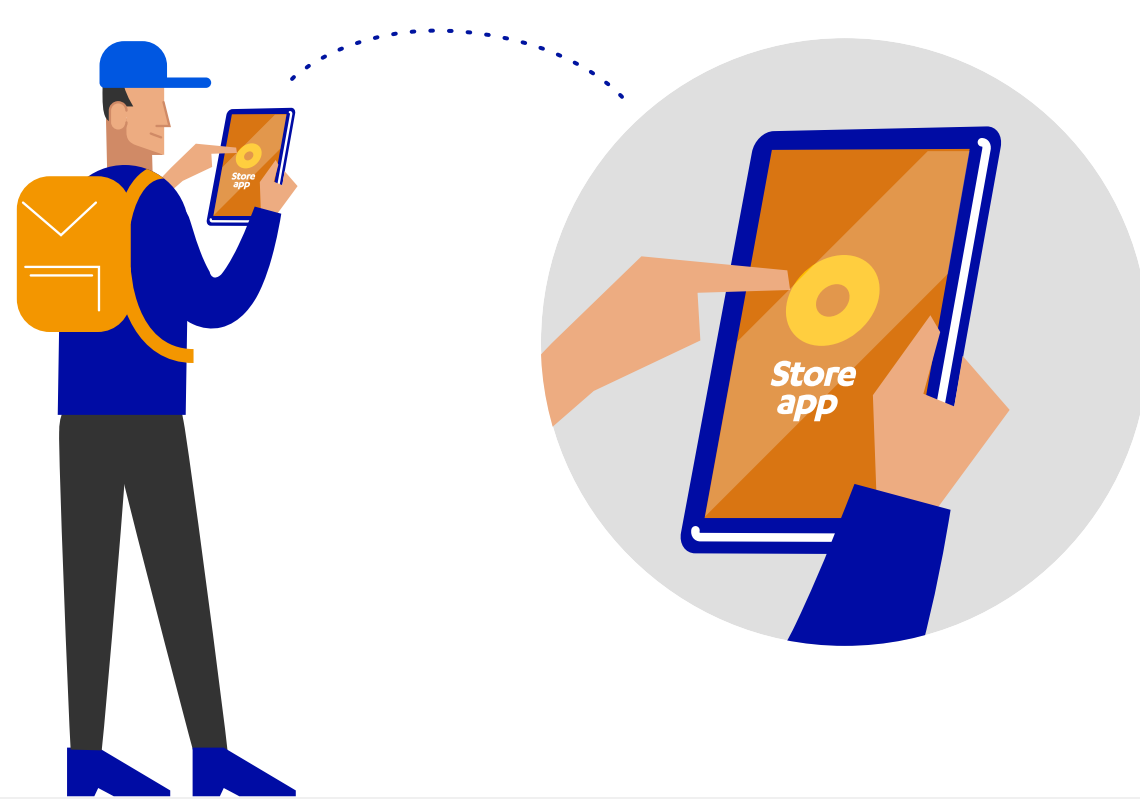
76%

feel they could easily become a victim of smart home crime

CONSUMERS DON'T TRUST SMART DEVICE MANUFACTURERS



80 % think manufacturers are not doing enough to ensure online security and privacy of smart home devices



WILLINGNESS TO PAY FOR SECURITY IS HIGH

Consumers want to take control of security themselves

41% say connected home security is the number one benefit in a security solution that they are willing to pay for

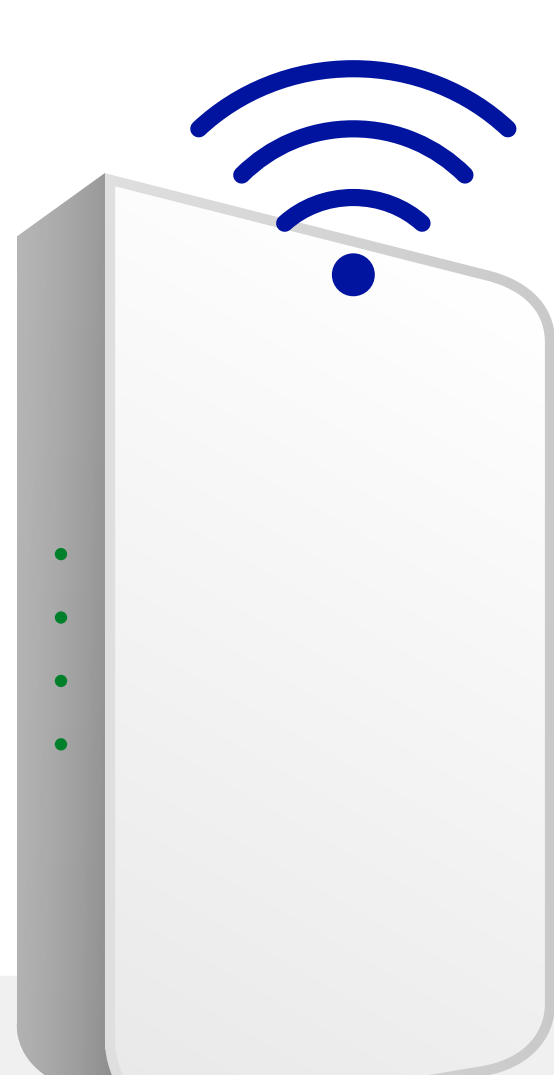
CONSUMERS CRAVE SIMPLICITY IN THE COMPLEX ENVIRONMENT THEY LIVE IN



THEY WANT TO PURCHASE SECURITY FROM A RELIABLE SOURCE

60% prefer to buy connected home security service from their mobile, cable or internet service provider

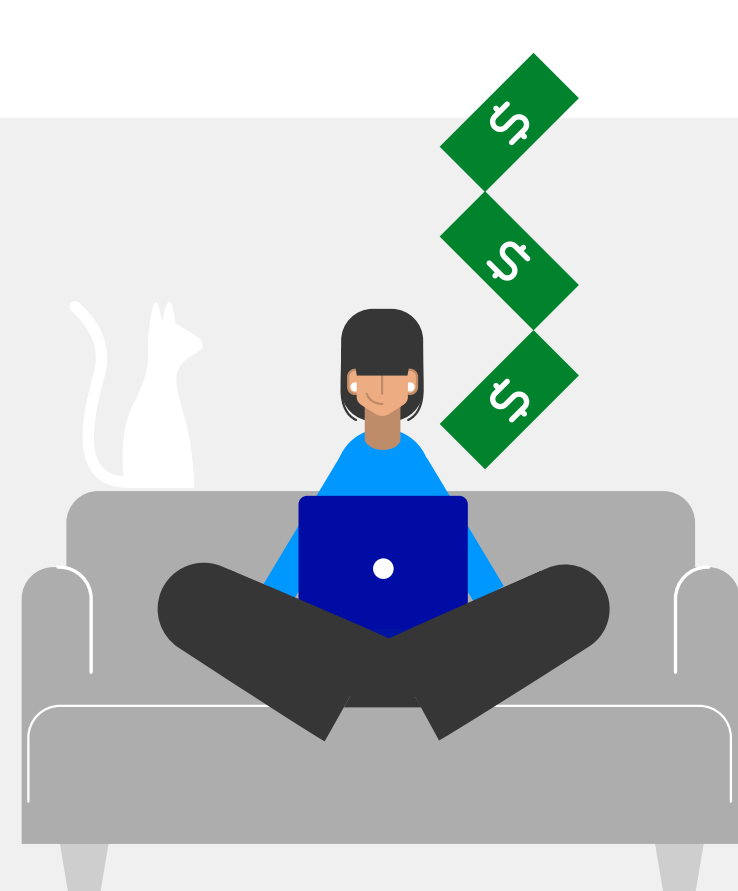
CONNECTED HOME SECURITY IS A BUSINESS OPPORTUNITY FOR SERVICE PROVIDERS



ONE SIMPLE SOLUTION TO A COMPLEX CHALLENGE – SECURITY EMBEDDED INTO ROUTERS

- BEST-IN-CLASS** award-winning cyber security
- PROTECTION FOR ALL** internet-connected devices at home
- FAMILY RULES** to enable healthy online boundaries for children
- HYPER SPEED TECHNOLOGY** to ensure minimal impact on broadband speed
- PEACE OF MIND** for your customers when combined with F-Secure protection on the go
- MANAGE SECURITY** with F-Secure easy to use app or embed capabilities into your own app

CONSUMERS WANT TO BUY CONNECTED HOME SECURITY FROM YOU



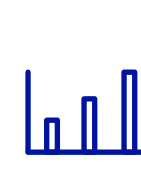
Give them one more reason to trust you



STRENGTHEN your whole home positioning



60 % LESS CHURN with security services*



GROW YOUR REVENUE with security services



DIFFERENTIATE from competition as a trusted provider



UP TO 1BN € SAVINGS through retained customers**

*Benchmark by our European service provider partner ** Savings of a service provider with 10 million broadband customers and 20 % yearly churn (broadband ARPU 70C)

WE CAN HELP. LET'S PARTNER UP FOR A WINNING COMBINATION.

Global leader trusted by millions of consumers

30+

Years of experience in award-winning cyber security

10+

router vendor partnerships

> 50

product NPS

200+

Service Providers

96%

of partners are satisfied with local support

500+

successful service launches

> 10BN €

value created for partners



WANT TO KNOW MORE?

Our research discovered much more about IoT trends and consumers' attitudes. Find out, for example, how much consumers would be willing to pay and what they expect to get in a connected home security package.

[Get the full report](#)

*Source: F-Secure Consumer Survey, April 2020