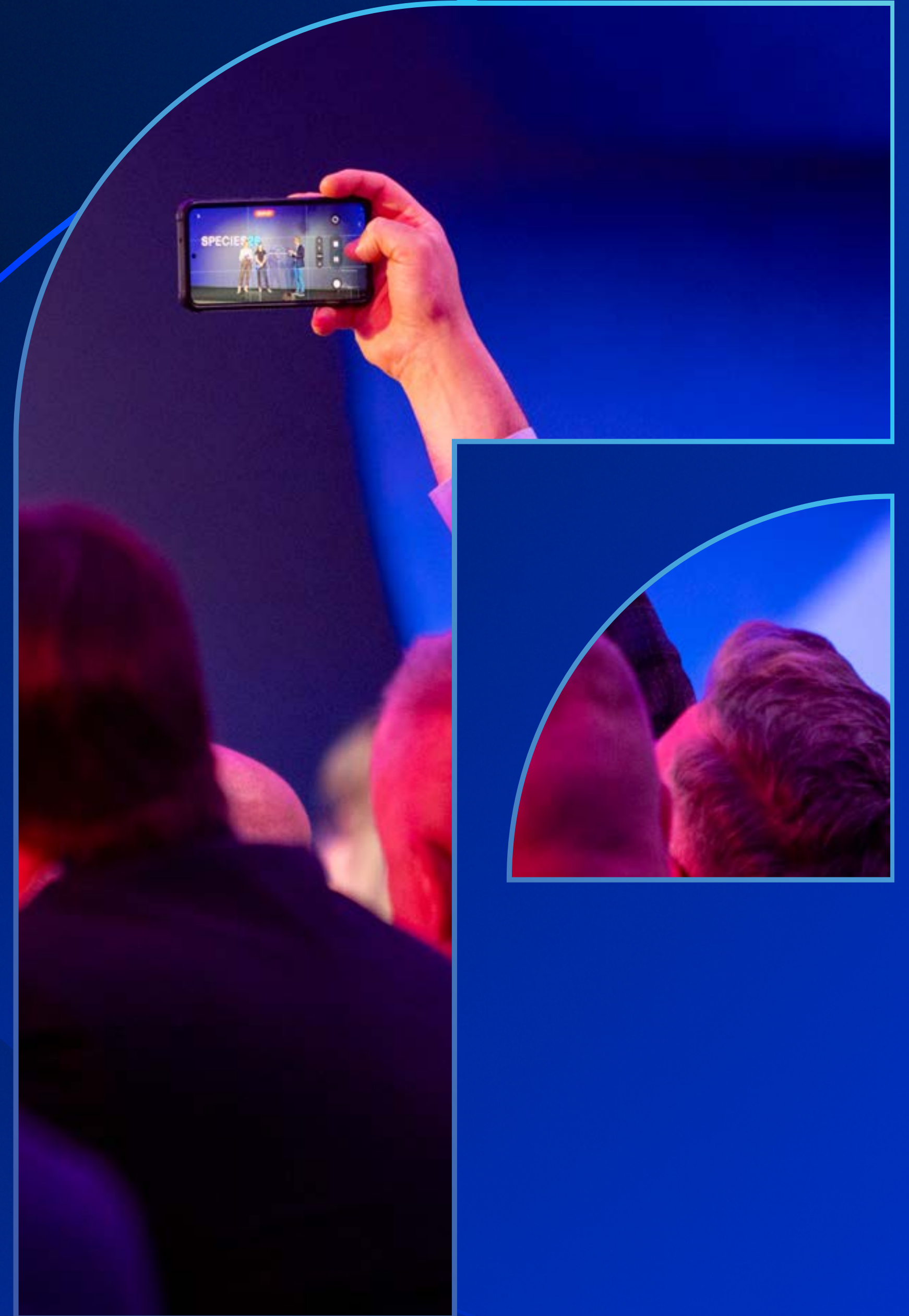


Copenhagen, 18–20 May

SPECIES26

2026 Post-Event Report



The Trust Advantage

“Trust has become the defining challenge of the AI era. How will you respond?”

That question set the tone for SPECIES26, where F-Secure President and CEO Timo Laaksonen argued that we now stand at a “trust inflection point” — a pivotal moment that will separate the organizations that recognize the shift and act with urgency from those that do not.

Now in its landmark 20th year, SPECIES remains a unique forum for partners to exchange ideas, learn from real-world experiences, and discover new ways to create value for customers through cyber security.

Over three days, digital service providers and cyber security experts from around the world gathered in Copenhagen to explore how they can turn consumer trust into a competitive advantage, drive growth, and respond to an era shaped by scams and agentic AI.



of partners would recommend SPECIES to a colleague



found SPECIES very or extremely valuable for their work



of partners are likely to apply what they learned at SPECIES in their work

Highlights from SPECIES26

A keynote from Laura Kankaala examined how scams, AI-generated content, and online manipulation are reshaping consumer trust in today's "scam zeitgeist," while F-Secure Illuminate researchers explored the human dimension of the AI era, sharing new findings on consumer behavior, trust, and the growing complexity of digital life.

Eight partner case studies, a strategic partner presentation, two fireside chats, and three SuperSessions showcased practical insights on topics ranging from selling and scaling security to monetization opportunities and turning trust into a competitive advantage.

By the end of the event, a clear message emerged: trust is becoming a competitive advantage — and partners that can translate security into simplicity and customer value will be best positioned for long-term growth.



SPECIES26 in Numbers



8 Partner cases
on stage



2 Fireside
chats



1 Strategic partner
presentation



103 Partner attendees
45 Companies
38 1-to-1 meetings

4 Keynotes



3 SuperSessions



4 Expo stands
(Total, Embedded, Horizon,
Partner Success)



Keynotes That Shaped the Conversation



Timo Laaksonen
President and CEO
F-Secure

Keynote:
The Trust Advantage



Laura Kankaala
Head of Threat Intelligence
F-Secure

Keynote:
Scam Zeitgeist



Dr. Laura James
VP Research
F-Secure

Keynote:
The Human Dimension: Behavior, Trust, and the Agentic Frontier



Dr. Megan Squire
Threat Intelligence Researcher
F-Secure



Dr. Amel Bourdoucen
Senior User Researcher
F-Secure



Debra Searle MBE
Adventurer and Entrepreneur

Keynote:
Leading Growth with Confidence

Strategies for thriving in storming seas

This Year's Partner Success Stories



Scaling Security: How Elisa Succeeds in Selling Secure Connection and Digital Security

Nora Airas

Business Development Manager,
Value Added Services



The Business of Trust: Scaling High-Margin Security Services in Telco

Katarzyna Życka

Deputy Director, Offer
Department

Diana Nowosz

Deputy Director, Sales
Department



What High Penetration Actually Takes

Hiromi Murakami

Manager, Service Strategy and
Planning Department



Outperforming the Market Through People and Culture

Jesper Holmegaard

Chief Strategy Officer

Per Øyvind Sørsveen

Nordic Director Commercial
Services and Aftersales

Watch presentation recordings and other event materials in the F-Secure Sales and Marketing Portal. If you don't have access to the portal, please contact your account manager or send an email to: species@f-secure.com.

This Year's Partner Success Stories



Our F-Secure Journey 2.0

Monetizing Value: Leveraging Strategic Pricing and VAS Integration for Sustained ARPC Growth

Monetization Opportunity with Security for App Store Routers

The Power of Commercial Priority

Rex Hui

Vice President, Product Development and Management, Residential Solutions

Laurie Alm

VP, Base Management

Ann Shaub

VP, Consumer Product Management

Frank Jiang

TAUC Cloud Product Line Manager

Måns Hultin

Business Manager VAS and Partnerships

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SPECIES Excellence Awards

Eight partners took to the stage at SPECIES26 to share real-world examples of how they are driving growth, increasing customer engagement, and creating value through cyber security.

While each story was unique, common themes emerged throughout the presentations — from monetizing security services and increasing customer adoption to building the people, culture, and commercial focus needed to scale success.

Three presentations stood out for their innovation and impact, earning this year's SPECIES Excellence Awards:

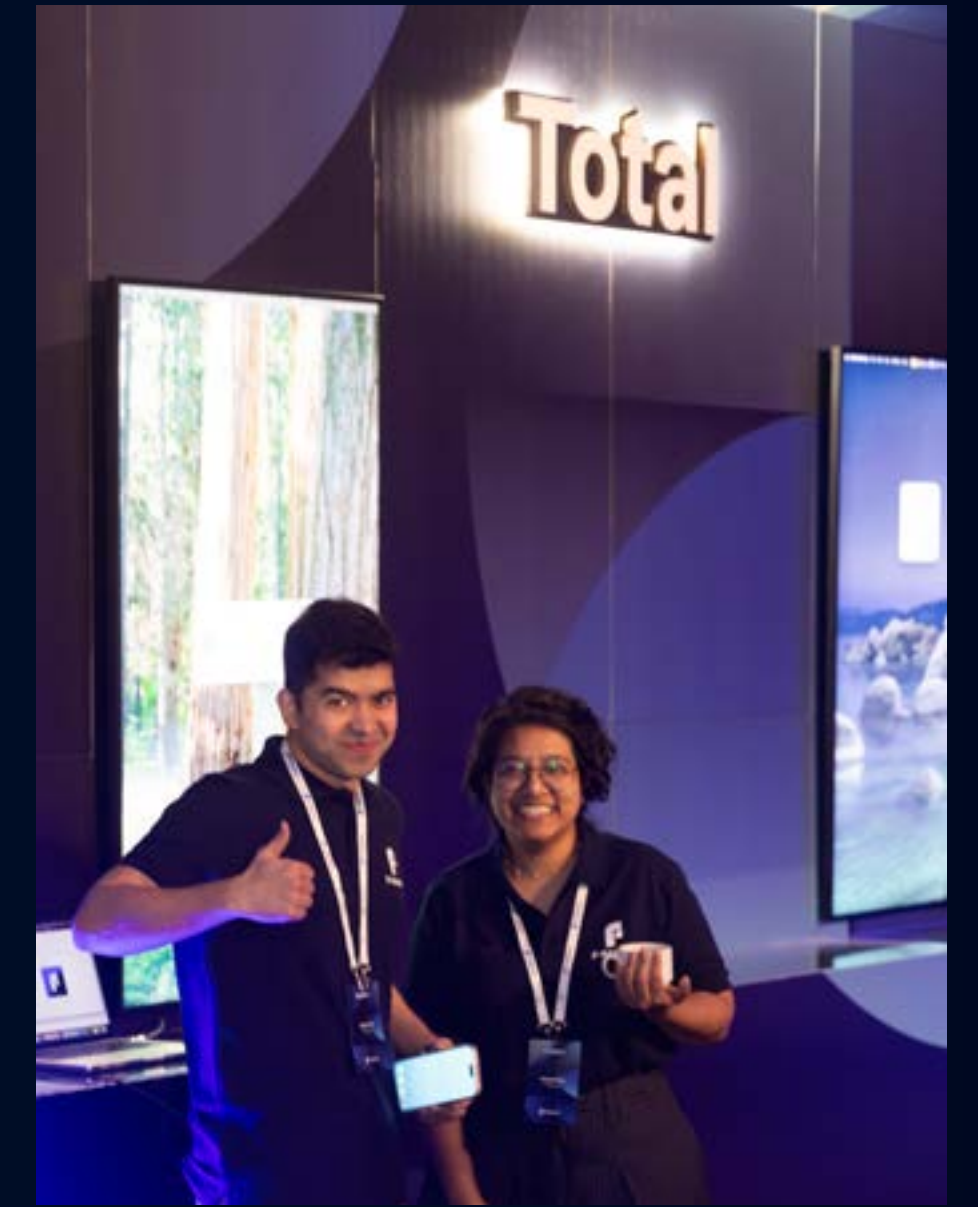
- Telia Sweden won the **People's Choice Award**
- Plus (Polkomtel) won the **Best New Launch Award**
- Sony Network Communications Inc. won the **Best Business Impact Activity Award**



EXPOs Exploring the F-Secure Portfolio

The EXPO area gave attendees the opportunity to explore the latest developments across F-Secure's portfolio, with dedicated stands for Total, Embedded, Horizon, and Partner Success.

Live product and integration demonstrations and discussions with F-Secure experts provided a closer look at the technologies, services, and strategies helping partners turn security into a competitive advantage.



SuperSessions Focused on Future Growth

Three SuperSessions gave attendees a deeper look at the strategies, propositions, and portfolio developments shaping the future of security services.



Karolina Malagocka
Partner Success Manager
F-Secure



Tom Gaffney
Director, Product
Engagement
F-Secure



Niko Kiukkonen
Director, Product Management, Product Business
F-Secure

SuperSession:
Unlocking Security Business Growth

SuperSession:
Winning Value Propositions

SuperSession:
Portfolio Direction: From Protection to Trust

Building Connections Beyond the Stage

From the welcome networking event and gala dinner to conversations between sessions and around the EXPOs, SPECIES26 provided countless opportunities for partners to connect with colleagues from different markets and regions.

One-to-one meetings remained one of the most valued parts of SPECIES, giving partners the opportunity to discuss challenges, exchange ideas, and explore opportunities directly with peers and F-Secure experts. This year, attendees participated in 38 one-to-one meetings, creating space for deeper conversations beyond the main program.

These informal exchanges are a defining part of the SPECIES experience, enabling partners to learn from one another's successes and build relationships that continue long after the event has ended.

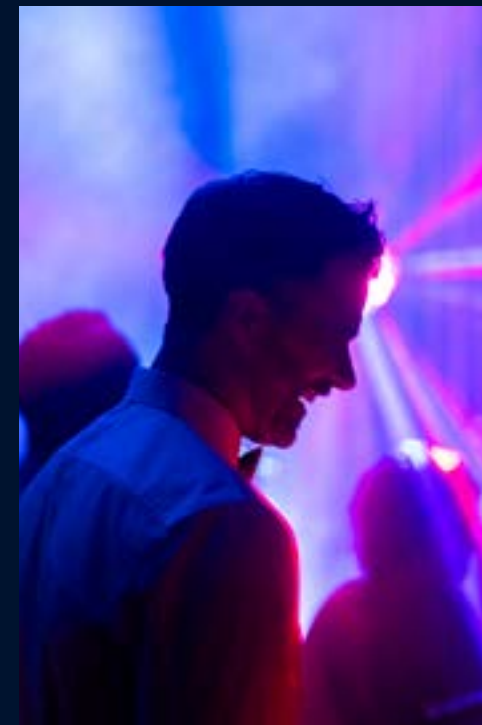


Celebrating Partner Success

The SPECIES26 gala dinner and Excellence Awards ceremony brought partners together at Copenhagen's Langelinie Pavilion for an evening of celebration, networking, and recognition.

Hosted by F-Secure Chief Revenue Officer Bruno Rodriguez, the event culminated in the announcement of this year's SPECIES Excellence Awards winners, recognizing outstanding achievements across the F-Secure partner community.

Congratulations again to this year's winners and nominees.



Thank You to Our Partners

A1 Hrvatska	Gallagher Re	Norlys	Telia Company Group
Altibox	Hong Kong Broadband Network	NTT DOCOMO	TOKAI Communications
Bahnhof	KPN	Orange Cyberdefense	TP-Link
BBSS Corporation	Liberty Global	Orange Group	Tryg
Canal+ Polska	Lyse Tele	Orange Poland	Vectra
Courts Malaysia	Maasloyd	Plus (Polkomtel)	Veikon Kone
Elisa	MasOrange	Power International	Verizon
EXA Tecnologia	NetCologne	Sony Network Communications, Inc.	Virgin Media O2
F9 Distribution Oy	Netia	SupraNet Communications	VNPT
FNAC	NextGenTel	TDS Telecommunications	Nuuday/YouSee
Unieuro – FNAC Darty Group	NIFTY Corporation	Telia Sweden	
Frontier, a Verizon company	Nordnet		

Reflections from Our Partners

"I think the event was great, I wouldn't recommend any changes. The presentations and speakers were all very relevant and had high quality."

"Getting to see that carriers around the world share the same challenges and concerns. Learning from their experiences was truly wonderful!"

"I gained valuable insights into marketing strategies!"

"As a long-term veteran, it helps keep me up to date on the threat landscape each year."

"Another great year - it's by far the best conference I attend annually. From how well it is run, to the professionalism throughout, you won't find a better example of how to successfully operate an event. Looking forward to Prague!"



Let's Meet Again in Prague!

SPECIES27

Stay tuned...

www.f-secure.com/species

About F-Secure

F-Secure is a human-first, AI-powered consumer cyber security experience company with 38 years of expertise in tackling digital threats. We help Digital Service Providers turn trust into a high-value growth engine — protecting their customers while enabling them to live their best digital lives in a world of relentless, AI-driven scams.

With billions of digital interactions secured each year, tens of millions of consumers protected globally, and over \$10bn in partner value created, we deliver proven impact at scale.

To find out more, visit f-secure.com/partners or follow us on our social channels.

