

Safe-T

group



NASDAQ / TASE: SFET

Corporate Presentation, January 2022

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 its estimated revenue, annual run-rate, the potential of its products, its strategy and growth drivers, market potential for its products and future market 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 22, 2021, 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.

Execution, Execution, Execution



Revenues – Up 137%



Gross profit – Up 108%



Focus on the Consumer Market:
Acquisition of CyberKick



Product release:

iShield™

**New Enterprise Data
Collection Solution**

About Safe-T Group Ltd.



We are a global provider of **cybersecurity** and **privacy** solutions to the **enterprises** and **consumers** markets



Highly scalable business model with **high gross margins**



Exponential growth - moving from annual revenue run rate of 1.6M\$ in Q2-19 to ~13M\$ in Q3-21



Strong Management of entrepreneurs and ex-intelligence unit - "holding ~13% of the outstanding share capital"



Strong balance sheet with no debt over \$12 million in cash

Tier-1 Partners & Distributors



Industry Recognition



Customers



Consumers



Thousands of users -
Quantity increased exponentially

Safe-T Group Ltd.

NASDAQ / TASE : SFET

ADS Price (1)	\$1.00M
Market Cap (1)	\$30M
Avg. Daily Volume (2)	\$0.4M
Revenue 2020	\$4.9M
Gross Profit 2020	\$2.4M
Cash & Cash Equivalents (3)	\$12.9M
Total Debt (3)	\$0M
ADS Outstanding (1)	30.0M
Public Float (1)	26.1M
FD ADS Outstanding (1)	40.5M
Employees	60
Headquarters	Herzliya, Israel

1) As of November 26, 2021

2) Based on 3 months ended October 31, 2021, excluding TASE

3) For September 30, 2021

About Safe-T Group Ltd.

+ Strong balance sheet with no debt

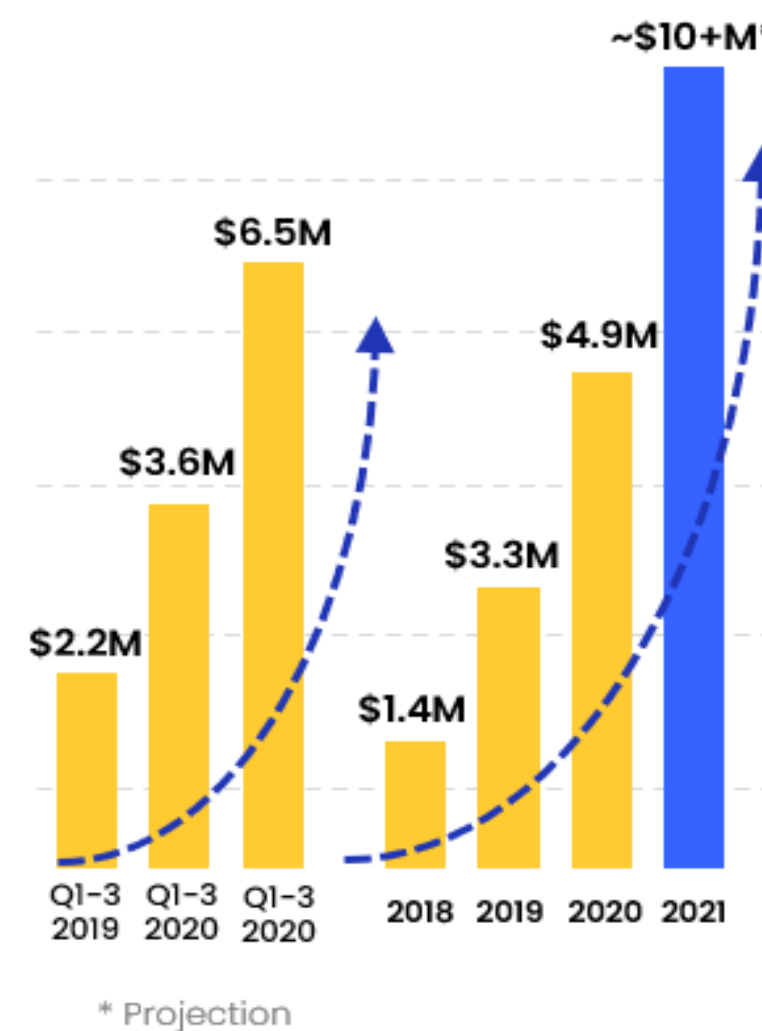
+ Attractive Gross Margin Profile - 53%*

(USD \$ in Millions)	1-9.2021	2020	2019
Revenue	\$6.5	\$4.9	\$3.3
Gross Profit	\$3.0	\$2.4	\$1.4
Gross Margin	47%	49%	42%
Operating Loss	(\$9.2)	(\$11.3)	(\$9.8)
Net Loss	(\$8.6)	(\$7.8)	(\$13.0)

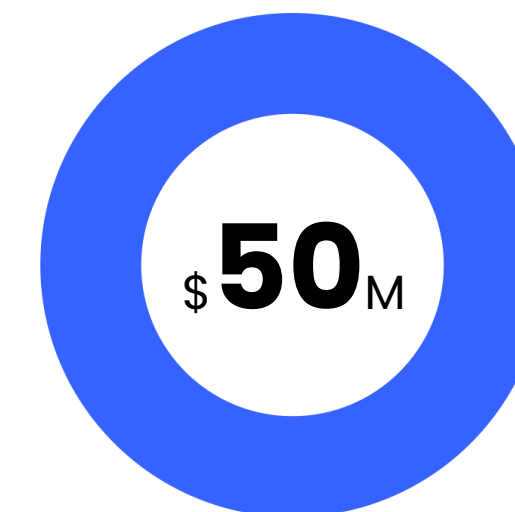
(USD \$ in Millions)	Sep. 30, 2021	Dec. 31, 2020
Cash & Cash Equivalents	\$12.9	\$11.0
Total Debt	\$0.0	\$0.0
Total Equity	\$27.8	\$16.2

* Based on Q3-21 financial results

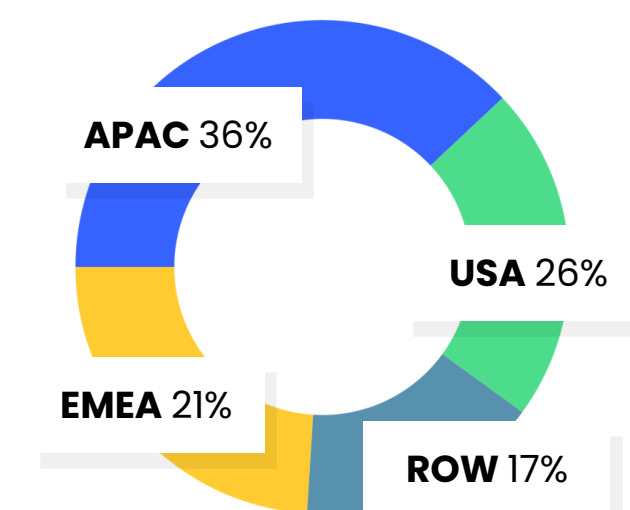
Total Revenues (\$ Million)



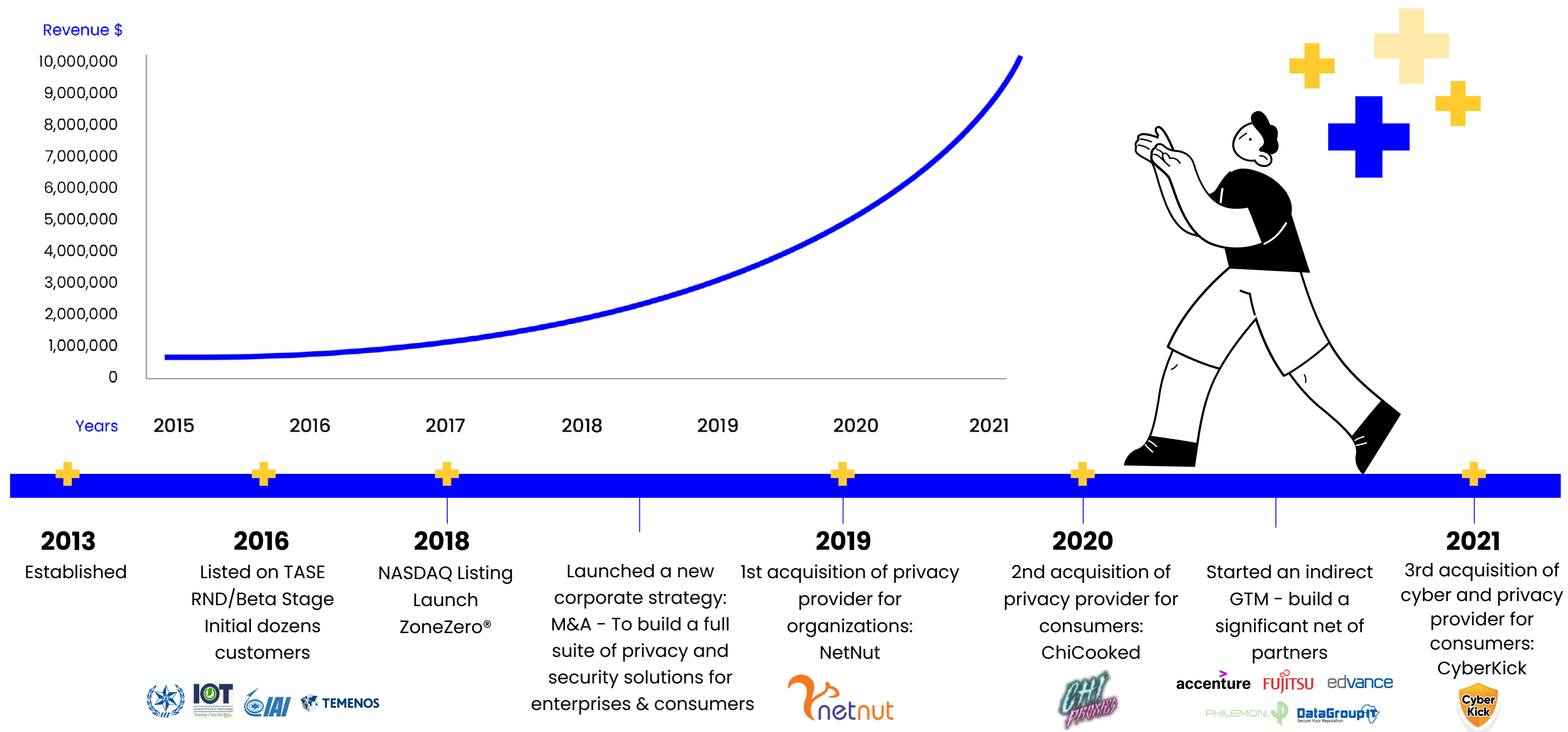
2025 Revenue Target – based on 50% YoY Growth



Revenues Breakdown Q3-21



Timeline



Safe-T Group Highlights

Business

- + Introducing new **innovative products**
- + Expanding market potential—approaching **consumers as well as organizations**
- + **Predicted market needs**— started focusing on remote access in 2019 which proven the main need for businesses during COVID-19
- + New product lines with **high gross margins**

Finance

- + **Growth!** Presenting record high revenues stream, quarter-over-quarter
- + **Average of over 80% Growth Y/Y** during the last 2 years
- + **Last fund raisings were up rounds** - Sufficient cash to support operations
- + **No debt**



Experienced Leadership



Chen Katz

Chairman of the Board

- + TechnoPlus Ventures (TASE: TNPV)
- + Nanomedic Technologies
- + Compulab (TASE: CLAB)
- + Sagarmatha



Shachar Daniel

Co-Founder & CEO, Director

- + PrimeSense / Apple (NASDAQ: AAPL)
- + Logic
- + Elbit (TLV: ESLT)



Shai Avnit

Chief Financial Officer

- + BriefCam Acquired by Canon
- + BioProtect



Barak Avitbul

Head of privacy -enterprise

- + DiViNetworks



Eitan Bremler

Co-Founder, VP Product Strategy,
Marketing and BD

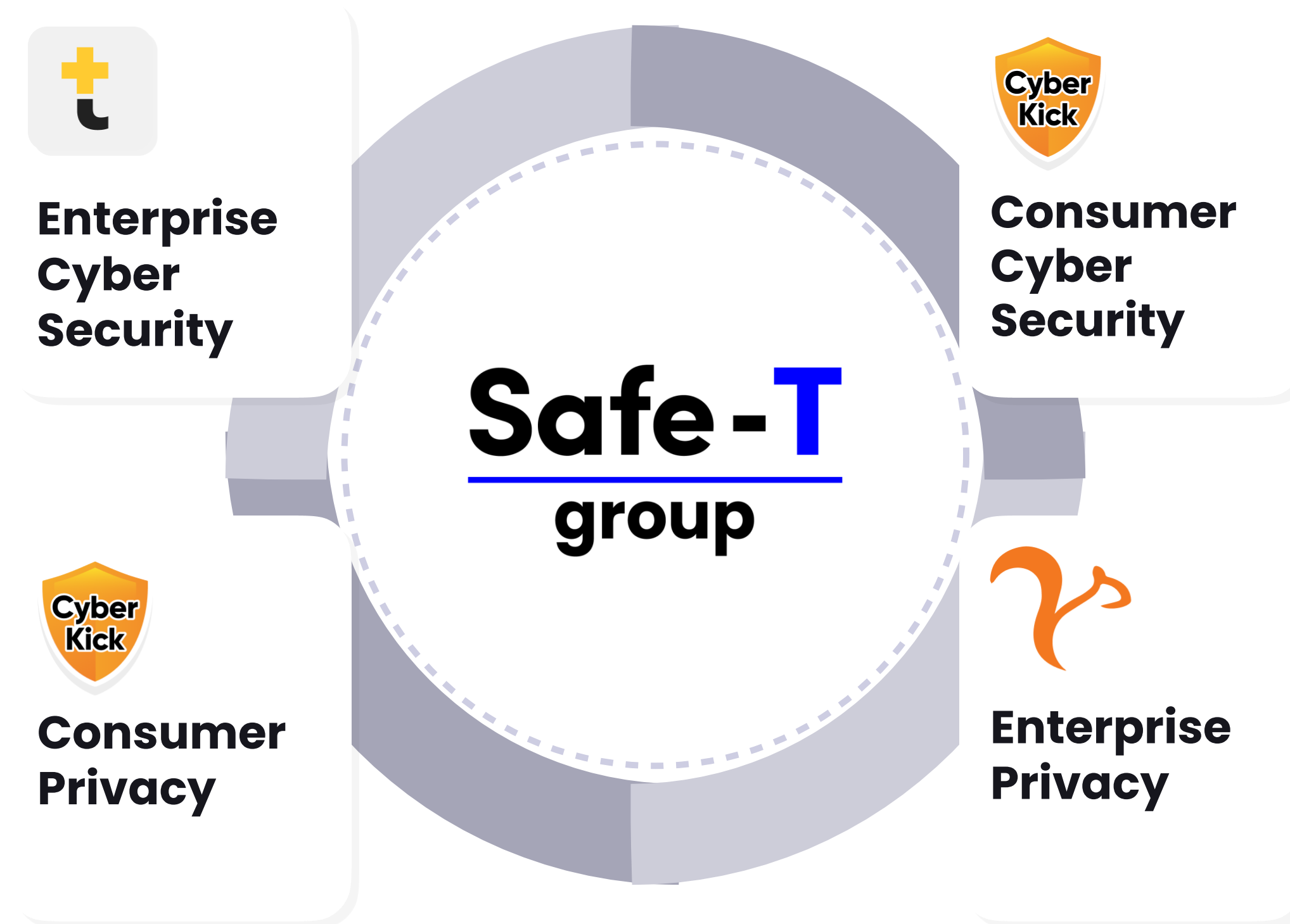
- + Israeli Intelligence Corps
- + Radware (NASDAQ: RDWR)
- + Radvision / Avaya (NYSE: AV)



Hagit Gal, Adv.

Corporate Legal Counsel

- + Emblaze



Safe-T

Cybersecurity

Privacy

Consumer

Enterprise

Consumer

Enterprise

+ Providing consumers an online security dome against ransomware attacks, viruses, phishing, and other online threats

+ ZoneZero®, an Identity-Based Zero Trust business

+ Keeping online users' information private and secure – adding an encrypted secured layer for online privacy

+ An alternative data collection business

+ Realtime detection of dangerous websites resulting in safe browsing for online users – alerting and blocking those threats!

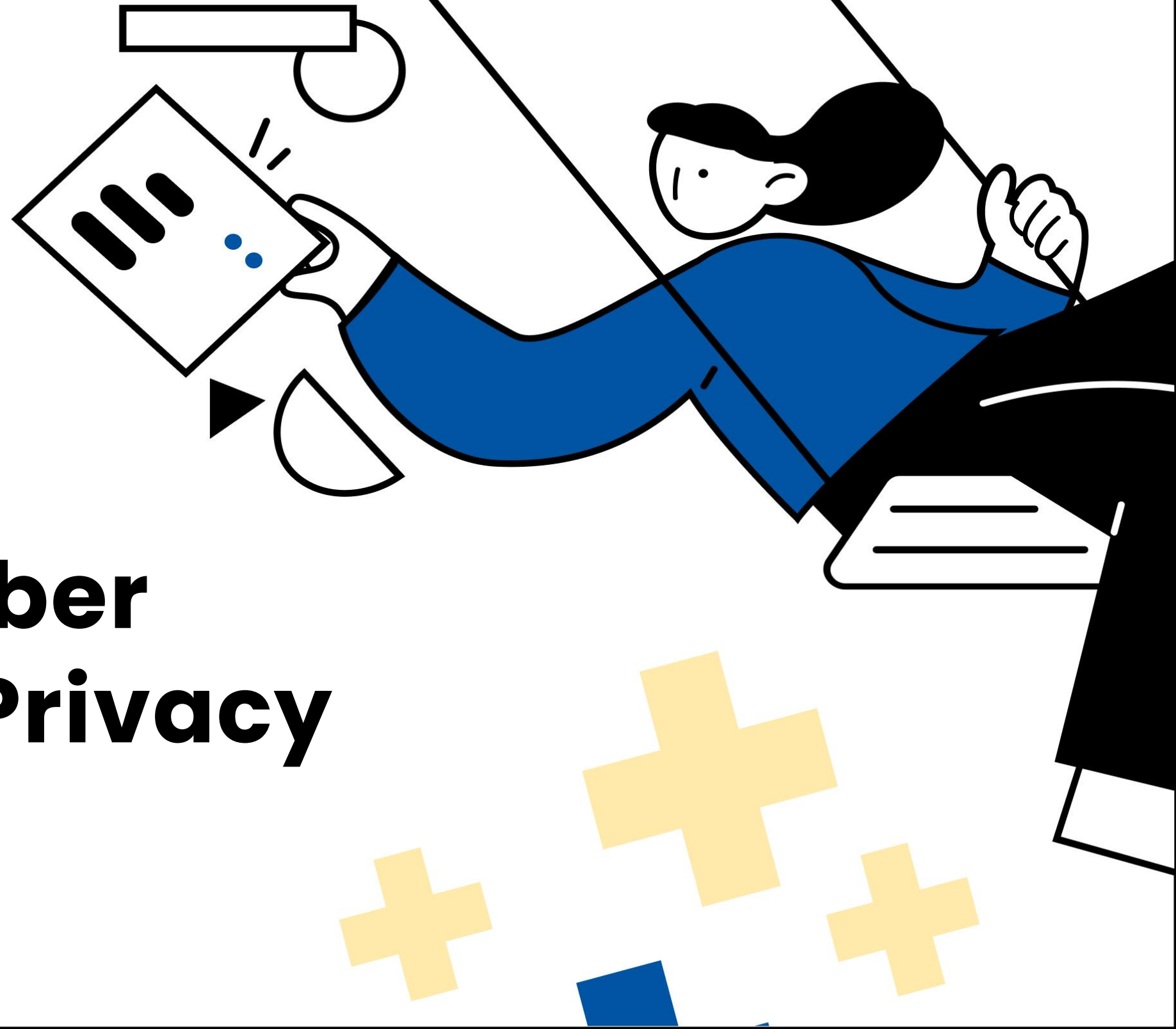
+ Proprietary advantages for granting access (internal or external users)

+ Protecting from attackers when using unsecured Wi-Fi networks

+ World's fastest and most advanced & secured business network (no third-party computers are utilized)

+ Massive market opportunity (\$10B+)

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**Consumer Cyber
Security and Privacy
Solutions**



Threats for Consumers Are Real



- + The last few years have seen an alarming spike in the number of malicious hackers
- + Hackers can be individuals acting on their own, to well-funded private and governmental groups
- + All hackers share the same modus operandi: lurking, waiting for unsuspecting users to make even the smallest mistake online

Consumer's privacy market is "hot"

Kape Technologies acquired Express VPN for 900M\$



47%

*U.S. consumers experienced identity theft in last 2 years

*Source: Aite Group

\$721.3B

*2021 expected losses from identity theft

\$6.99B

** Source: Statista

**2021 consumer security software spending



Safe-T Consumer Cyber Security and Privacy Solutions

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Safe-T Consumer Cyber Security and Privacy solutions, were built in order to **fight the battles of consumer hacking**



We're out to **protect the tens of millions of users** who, like most of us spend a lot of time online, and **fall victim to predators without ever knowing it**



Making the internet a safer place for everyone



Our products consists of **two key fields of cyber security:**

- Online Cyber Security
- Online Privacy protection

Cyber Security Solution – Consumers



Safe-T Cyber Security for Consumers is a protective cyber product that identifies, eliminates and helps avoid security and data breaches threats

Main features:

- + Detects dangerous websites during user's browser usage – alerting and blocking those threats
- + Protects consumer personal data & identity
- + Keeps consumer computer safe
- + Controls consumer web footprint
- + Provides parental control
- + Browsing Encryption

Business Model:

- + Subscription-based (Monthly/Yearly)

Privacy Solution – Consumer

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Safe-T Privacy for Consumers allows its users to take charge of their online privacy with a powerful, secured and encrypted connection

Main features:

- + Encrypting users' data while browsing on sensitive websites i.e. banking sites, emails etc.
- + Protecting users' privacy and browsing activity from hackers and network listeners
- + Defending users from hackers when using unsecured Wi-Fi networks
- + Keeping users' information safe from third parties
- + Generating ultra fast secured tunnel for each user

Business Model:

- + Subscription-based (Monthly/Yearly)

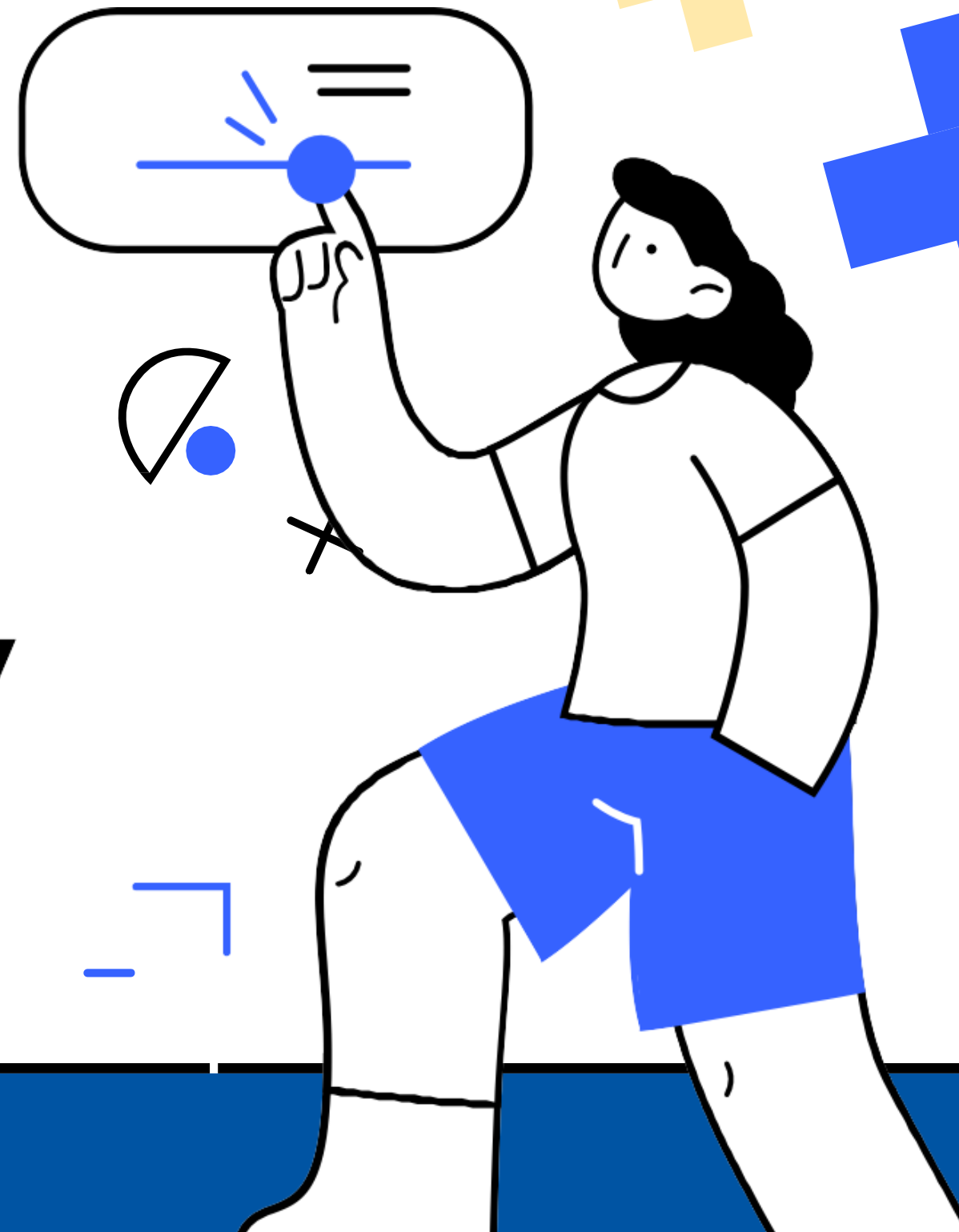


Consumer Cybersecurity & Privacy Go-To-Market



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**Enterprise
Cyber Security
Solutions**



Identity Attacks are on the Rise

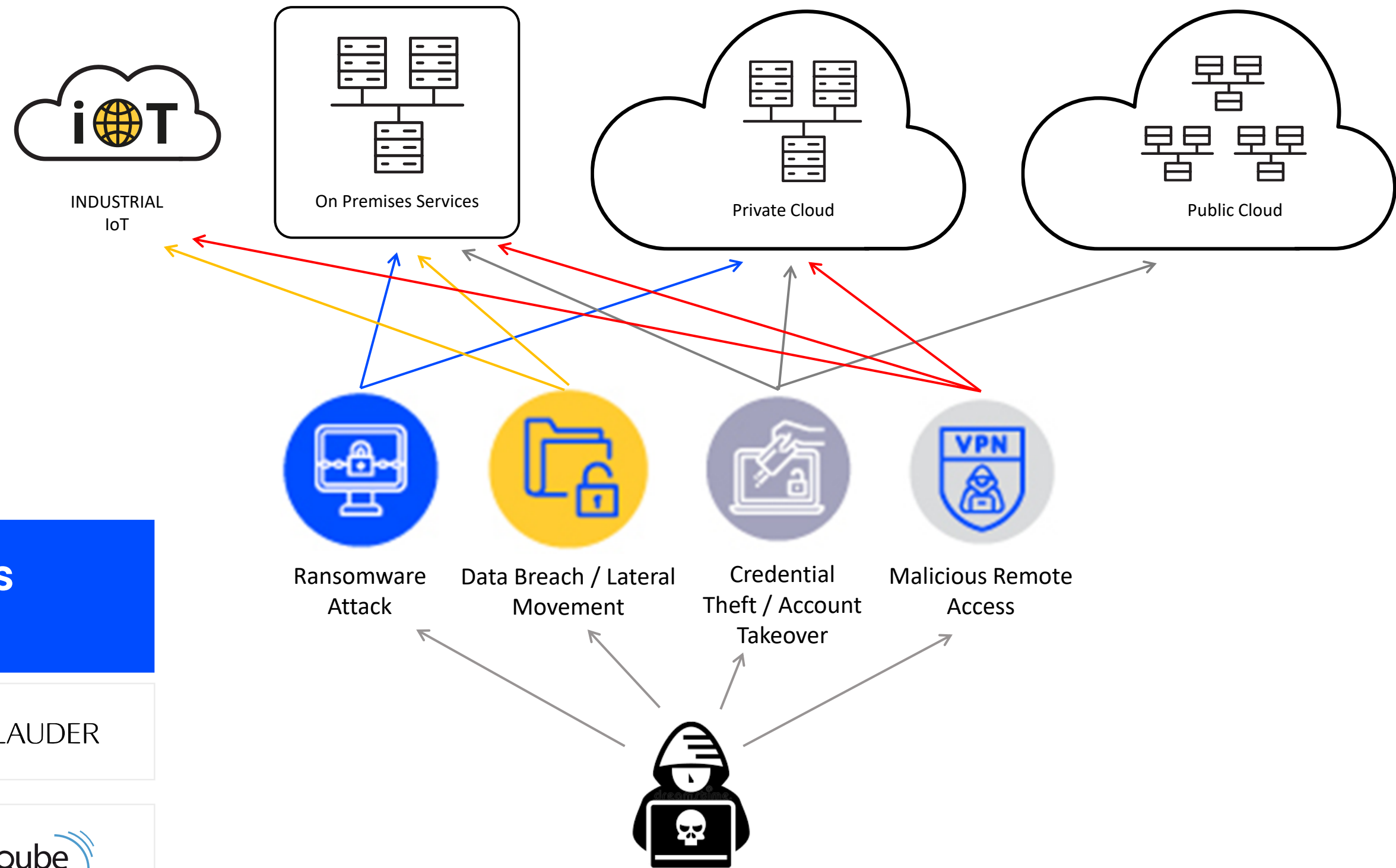
\$9M

Average total cost of a breach in US*

20%

Compromised credentials out of all attacks*

In 2020, ~81% of organizations were compromised by at least one successful attack**



Examples of 2020 Cyber Attacks

(VPN, Ransomware & Supply Chain)



ESTÉE LAUDER

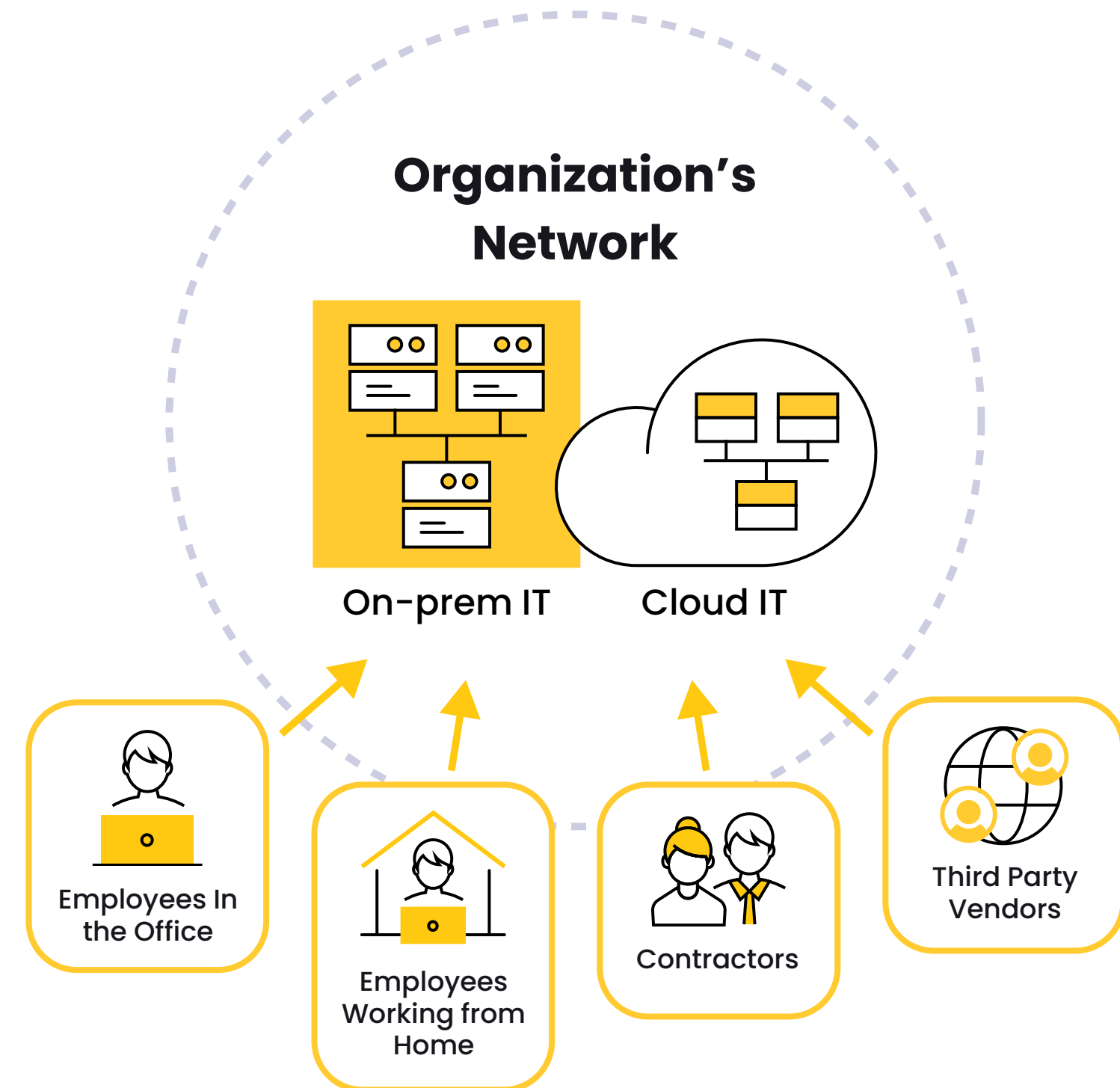
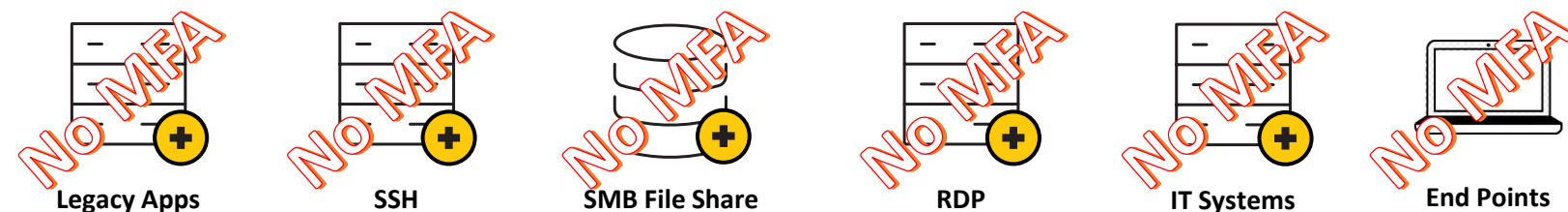


*Source: [IBM Security](#)

**Source: [CyberEdge Group](#)

Modern cybersecurity challenges

- + Employees, clients, partners & service providers connect through **different unsecured networks** (i.e. home & coffee shops)
- + Identity attacks are so effective because, it's easy to steal one's login credentials
- + The **attack surface has increased** exponentially
- + Most organizations currently operate with **old cybersecurity architectures**, , and *MFA does not exist in the network*
- + **Fast adaptation** of old architectures is almost impossible



Our Enterprise Cyber Security Solution

- + ZoneZero®, an Identity-Based Zero Trust solution, providing **secure access and multi-factor authentication (MFA)** for on-premise and cloud environments
- + **The ONLY Identity-Based Zero Trust** that utilizes the organization's legacy/existing infrastructure, while allowing secure access **across any type of user**
 - External non-VPN users (contractors, WFH)
 - VPN users (employees)
 - Internal network users (employees, contractors)
- + **We offer the only solution** designed to easily connect to current infrastructure & dramatically reduce the attack surface, blocking identity-based attacks
- + Unlike standard identity and access solutions, we control access according to the **user's identity and role**
- + **Patented**, outbound based technology

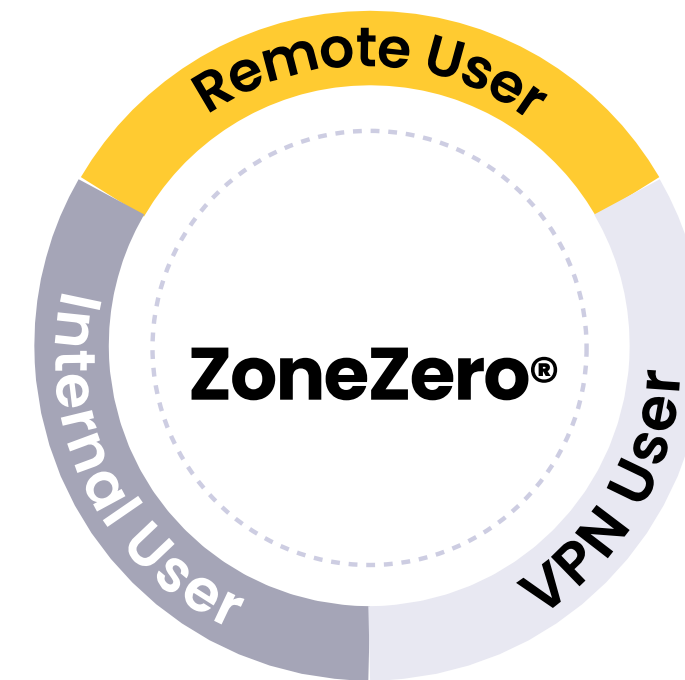
Sample Customers

PHILIPS



LAEGO AG
PoS-Partner Netzwerk

Consolidated Bank
Growing with you



**“ Validate First,
Access Later ”**



Watch a movie

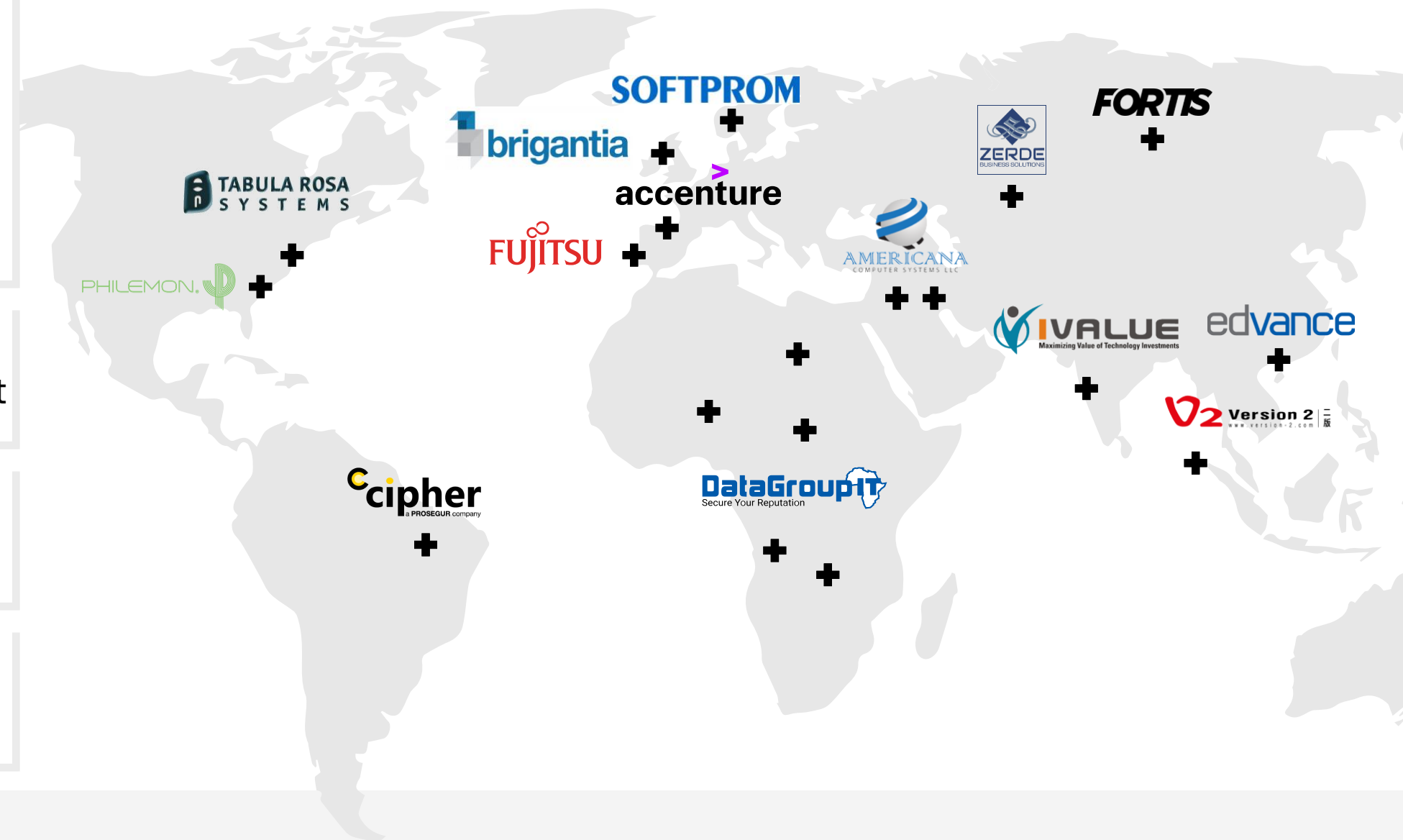
Enterprise Cybersecurity Go-To-Market

- We leverage an indirect sales model** by engaging with top tier partners with deep experience & large sales teams
 - Distributor/reseller/integrator
 - MSSP
 - OEMS (white labeled or branded)

Key Benefits Include: local knowledge, scalable, sector & geographic expertise, cost-effective & uniqueness of product

Working with Safe-T incentivizes and provides partners with the ability to offer innovative solutions not available anywhere else

Cyber revenues are based mainly on user-based annual subscriptions



Organic Growth – Penetrate deeper into customers networks with Safe-T Identity-based Zero Trust

Growth Drivers

M&A – Leveraging Safe-T’s RAccess patented technology to the automotive cyber security, IOT – connected devices or Healthcare

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**Enterprise
Privacy
Solutions**






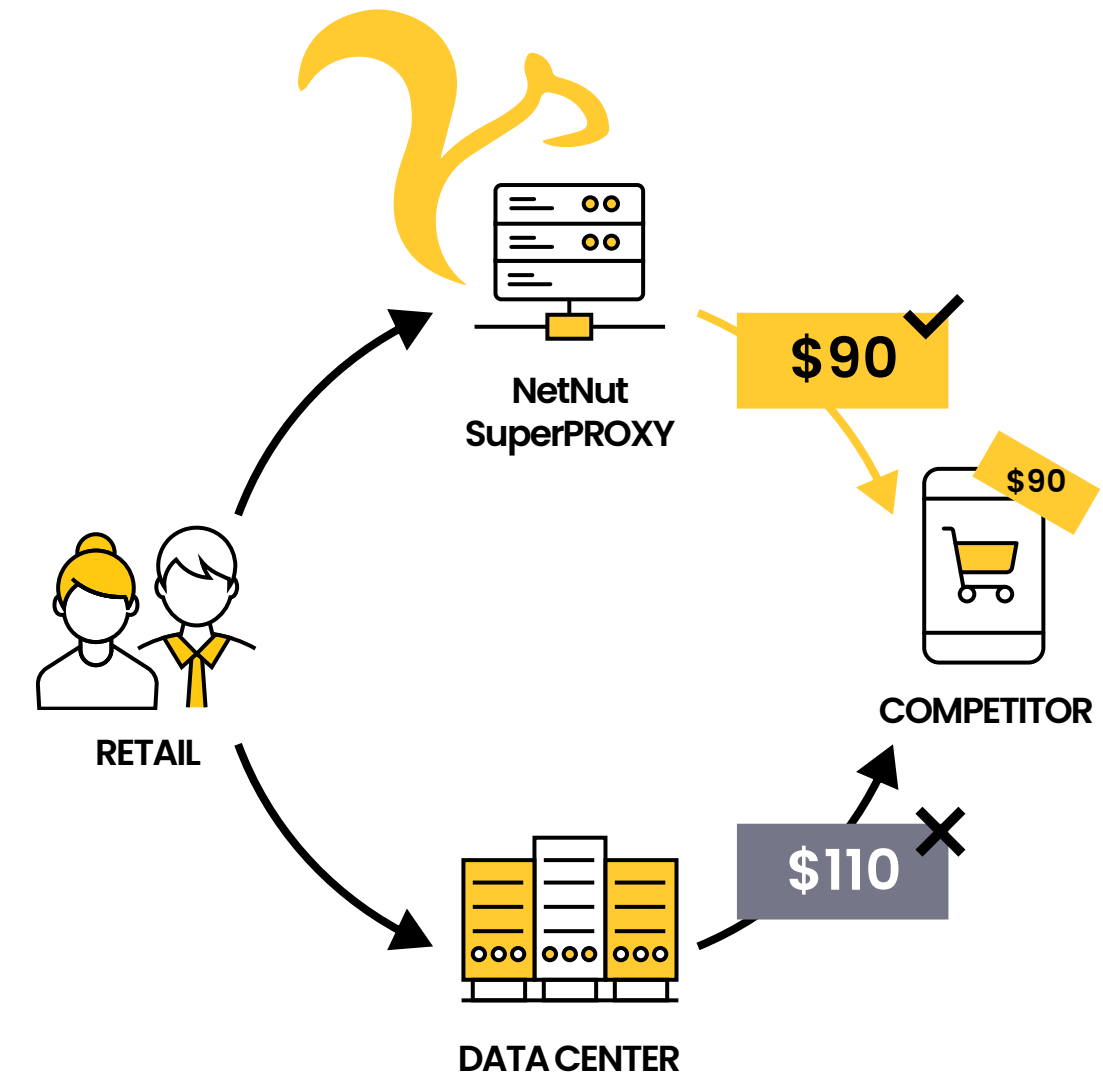
The Need for Enterprise Privacy Solutions

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 Websites increasingly **change their displayed information** based on user IP address, location & demographic attributes

 To conduct competitor analysis, price comparisons & data extraction companies need to access websites as a “simulated user” to capture the **REAL & ACCURATE** information

 To surf the internet while **maintaining anonymity**, enterprise need to mask their IP address



Companies that do not adopt business IP proxy solutions that simulate different users are at risk of gathering incorrect & misleading data, or being exposed



Our Enterprise Privacy Solution

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Our enterprise privacy solution is based on a business IP proxy platform, that:

- + Allows clients to collect **accurate, transparent & increasingly personal data** from public online sources
- + **Completely hides enterprises** from the internet, by modifying IP addresses
- + Is the world's **fastest and most advanced/secured** business proxy network (no third-party computers are utilized)
- + **Utilizes a hybrid network** ensuring security, quality, stability, speed & privacy
- + Has all servers controlled internally (only company with **strategic worldwide ISP provider relationship**)
- + Has revenues which are composed of short-term packages of bandwidth

\$200M Acquisition of IP Proxy Business

EMK acquired Luminati for 8x Revenues (world's largest IP proxy provider)

EMK Capital
Enterprise Management Knowledge

 **Luminati**

+20M

IP Addresses Available

+50

Countries Worldwide

NASDAQ / TASE : SFET



Our Enterprise Privacy Solution Use Cases

Advertising



Airlines &
Lodging

E-Commerce



Competitive
Pricing Info

Financial Markets



Banking &
Finance

Law Enforcement



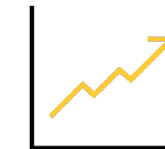
Homeland
Security



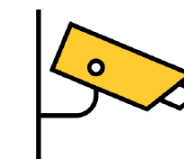
Business &
Leisure Travel



Social Media
Trends



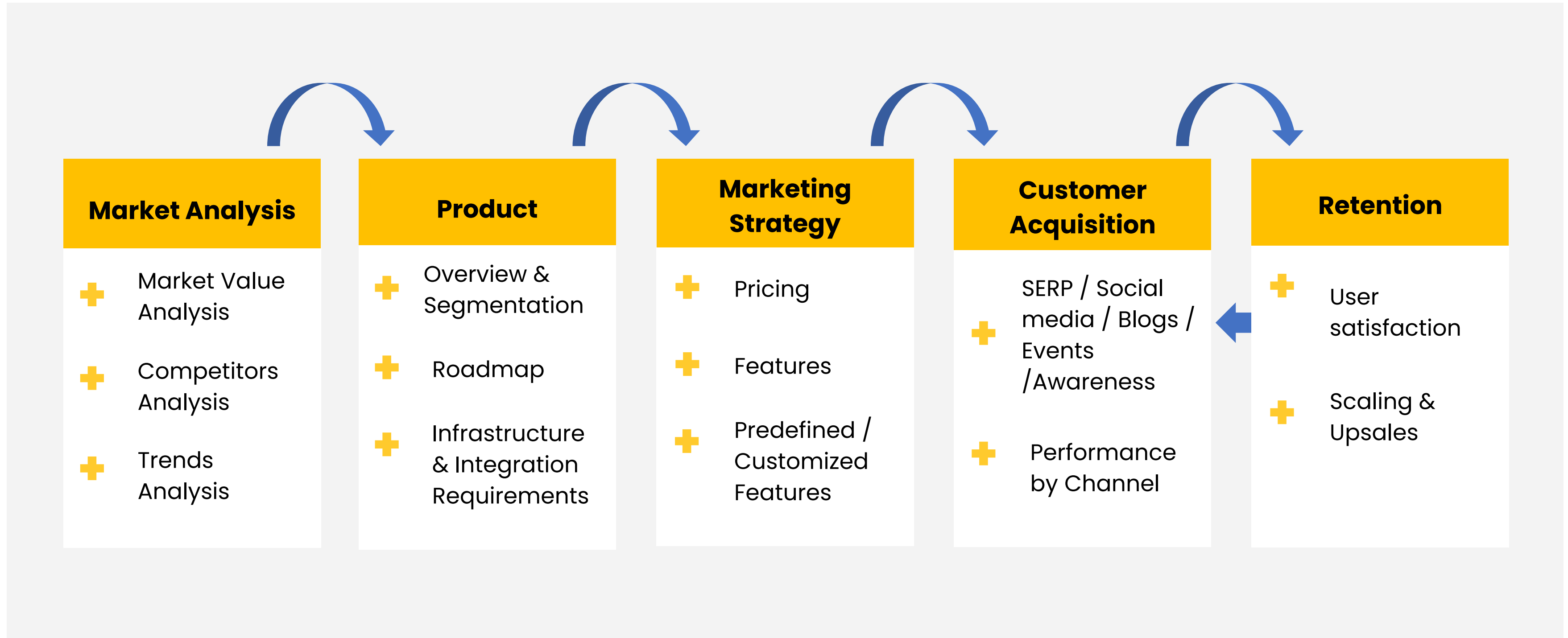
Data for
Hedge Funds



Predictive
Analytics



Enterprise Privacy Go-To-Market





DCaaS (Data Collection Service) solution

- + Providing a best-in-class data collection platform that leverages Safe-T's vast network along with its gathered best practices for collecting data ethically and effectively with Artificial Intelligence & Machine Learning algorithms to make the data collection process as smooth and easy as possible – allowing the user to simply choose his target URL and Country of localized content
- + Will provide users an infrastructure to collect the complete data set on its own house by selecting their respective target sites, required data fields and dates.
- + The global Data Collection market is estimated at \$1.3B a year with an expected CAGR of 25% between 2021-2028, making it an \$8.2B market by 2028.

Key Takeaways

Aggressive growth to attractive
Privacy and security growing
markets



Building **worldwide channel/network**
with Tier-1 Players such as Fujitsu &
Accenture



Highly-scalable business model,
expected 50%+ gross margins



Pursuing **strategic M&A** with
complementary businesses &
technology, following **three
successful M&As**



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Strong Management team,
experienced entrepreneurs
market leaders



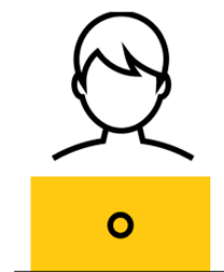
Strong Customer Base

PHILIPS

SISTRIX



Strong balance sheet
with no debt



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Thank you!

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