Revolutionizing Consumer & SMB Cybersecurity & Subscriber QoE
Allot Overview

Revolutionizing Consumer Security & Subscriber QoE - through innovative solutions for CSPs

MARKET
Communication Service Providers (CSPs)

CUSTOMER BASE
- Hundreds of CSPs globally
- Tier-1 operators

COMPANY HIGHLIGHTS
- ALLT (NASDAQ, TASE)
- 2022 revenue: $123M

PROVEN MANAGEMENT TEAM
Decades of experience in CSPs and Cybersecurity
25 Years Turning Granular Visibility into Actionable Intelligence & Innovative Security
The Allot Secure Solution
Allot Secure

360° Security

- Network-based solution
- Mass consumer and SMB markets
- Any device, anywhere, any threat
- Unified management system

Allot Secure

Keeping your customers secure
Allot Secure 360

The only company to offer a full ‘Security Blanket’

Allot Cloud
- Threat Intelligence
- Web Categorization
- Device Fingerprinting

Allot Secure Management
- One seamless security experience
- Subscriber Oriented

On-Net: Zero touch onboarding
No need to download / install

Off-Net
App per device
Customers willing to pay between 5% and 20% of price plan for Cybersecurity

**Consumer**

- **0.99€/m**
  ~5% of average price plan
  “...Vodafone Secure Net is a unique service that protects you simply and safely on your Vodafone connected devices.”

- **1.5€/m**
  ~8% of average price plan
  “...The Drei Internet Protection protects Drei customers regardless of device...”

- **10€/m**
  ~20% of average price plan
  “...Browse with complete peace of mind and configure the service according to your business needs”

**SMB**

- **$10-20/m**
  Two price plans
  “...nothing to install or configure. Simple, low cost and effective solutions to help protect your business from cyber threats”

**Telefonica SMB**
Extraordinary Take Up Rate by Consumers & SMBs*

* Examples of existing customers

[1] Data from several Tier 1 CSPs in EU
[2] Data from SMB subscribers on large CSP in EU
[3] Data from a large CSP in EU
[4] Data from a large CSP in EU (average active subscribers by tenure month in the service)
Allot CSP
Value Proposition

- 360° protection across the network and off-net
- Device agnostic, zero-touch network-native security
- Accelerate ARPU by differentiating and reducing churn
- High adoption rates
- Attractive revenue share model
Customer Testimonials

We are facing attach rates of up to 80% of new customers

Martin Westhoff
Strategy and Marketing Home at Hutchison Drei Österreich

We see the huge potential of Telefónica to achieve very high penetration rates with this type of service

Jose Luis Gilperez
Executive Director Public Administrations, Defense and Security, Telefónica España

We selected Allot to offer a mobile service that cannot be bypassed and removes the burden from our customers by protecting them wherever they are

Tiago Silva Lopes
Director Consumer Products at Altice Portugal/MEO

This offering paves the way for a network-based security portfolio that will simplify the customer experience and help provide peace of mind in today’s ever evolving cybersecurity landscape

Steve Szabo
VP Business Products, Verizon
This is Just the Beginning...

The Future is Bright.

Allot is placed in a strategic location within the network and sees all the traffic.

Future Values:

- Enhanced Security
- Consumer Privacy
Threats to consumers & SMBs are growing

Consumers & SMBs are unprotected, existing solutions don’t work

Customers look to CSPs for solutions and are willing to pay for them

Allot is revolutionizing mass market cybersecurity with a network-based security service offering

Huge opportunity for CSPs and Allot for revenue generation and high adoption rates
The Allot Smart Solution
Allot Smart Technology Heritage

- Deployed with hundreds of CSPs worldwide
- Telco grade solutions
  - High Throughput
  - Multitenancy
  - Quality
- 5G, cloud native and Virtual
- AI technology
Allot Smart
Best in Class
Getting Even Better!

• Carrier grade multi-service platform powered by industry leading DPI
• Tier-1 customers include Dish, Jio, Three, Vodafone, Telstra, Rakuten, etc.
• Serving CSPs, Enterprise and Regulatory verticals, worldwide
• Innovative technology and use cases, such as
  • Cloud native deployments
  • Highest performing platform (1 Tbps)
  • ML powered video analytics
  • Dynamic congestion management
  • Adaptive blocking of illegal content and apps
Meeting & Anticipating the Market Needs

Challenges

- Keeping up with data growth
- Flat or declining ARPU
- High customer churn
- Encrypted video dominates traffic
- Networks are being attacked constantly
- OPEX and CAPEX budgets are down
- Government regulations for safe internet

Allot Smart Solutions

- Granular visibility into subscriber traffic
- Traffic management and QoE assurance
- Policy driven services
- Rapid, targeted service delivery
- ML/AI powered analysis of video QoE
- DDoS protection
- Dynamic QoE optimization
- Block inappropriate sites and apps

Cut costs and generate revenue thru optimal NW utilization, deferred expansion, fine-tuned offerings and enhanced QoE
Turn Granular Visibility into Actionable Intelligence

Solve CSP Pain Points & Optimize End-User QoE

5G Service Assurance
- Containerized, cloud native solutions for:
  - Network visibility
  - Traffic Management
  - Policy & Charging Control
  - Regulatory Compliance

Network Visibility
- Customer Usage Segmentation
- Detect performance/quality issues
- Plan capacity expansion
- Analytics as a Service for Enterprise
- Identify high-risk potential churners

Traffic Management
- Reduce fixed/mobile congestion & optimize QoE
- Prioritize bandwidth sensitive apps
- Allocate bandwidth to enforce caps
- Steer selected traffic to VAS
- Multi-tenant visibility & control for Enterprise

Policy & Charging Control
- Rapidly deploy differentiated services
- Application/volume Based Charging
- Monetize or block tethering
- HTTP header enrichment
- Detect & block fraudulent data traffic

Regulatory Compliance
- URL filtering to block inappropriate web sites
- Support regulatory quality testing
- Record web transactions for analysis
- Prevent dark web activity
- Control social media during unrest
Allot Smart Case Study

QoE Congestion Management

- ROI within months
- Reduced congested cells by 25% during peak hours
- Reduced heavily congested cells (PRB > 90%) by 25% over the day
- Reduced congested cells by 10% over the day
- Increased connected users by 5% during peak hours
- Averaged 25% improved user throughput
- Reduced Internal RTT across all applications – snappier experience
- No significant reduction of overall volume per day or complaints from customers
This is Just the Beginning...

The Future is Bright.

Allot is placed in a strategic location within the network and sees all the traffic.

Future Values:

- Cloud Native
- Tbps Throughput
Allot uniquely empowers CSPs to secure their customers, protect their network, and optimize user QoE.