Revolutionizing Consumer & SMB Cybersecurity & Subscriber QoE

Allot Overview

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

MARKET   Communication Service Providers (CSPs)

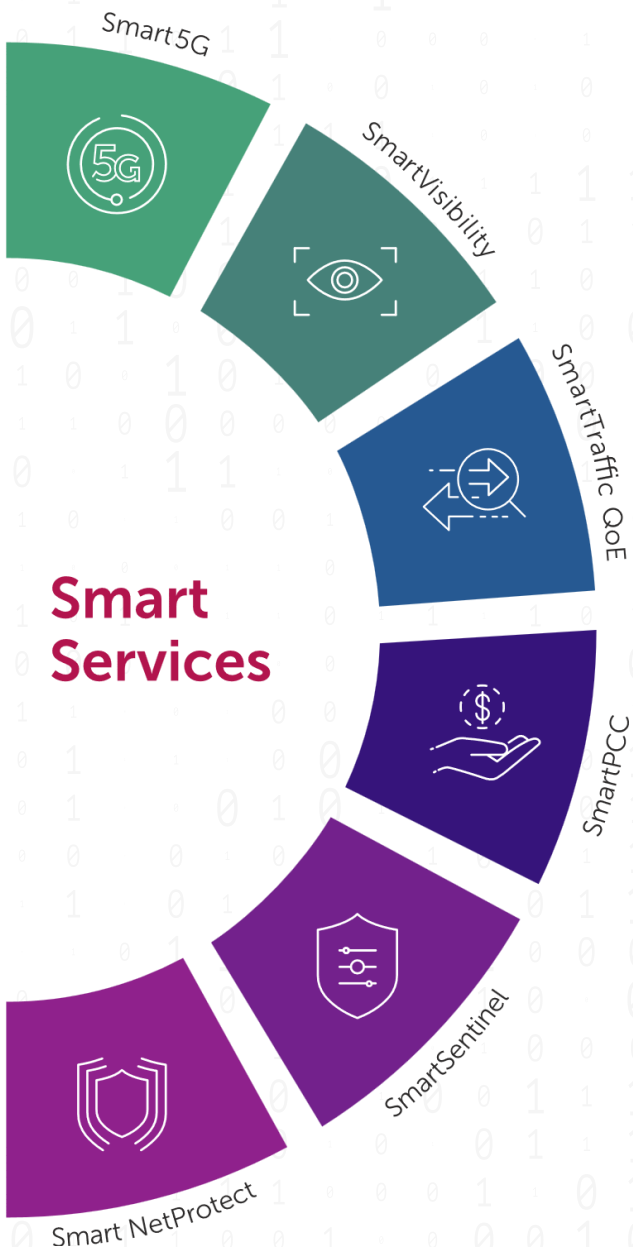CUSTOMER BASE   • Hundreds of CSPs globally

                        • Tier-1 operators

COMPANY   • ALLT (NASDAQ, TASE)
HIGHLIGHTS
                        • 2024 revenue: $92M

PROVEN   Decades of experience in CSPs and Cybersecurity
MANAGEMENT
TEAM

Security Services

- NetworkSecure
- DNS Secure
- HomeSecure
- BusinessSecure
- EndpointSecure
- DDoS Secure

Smart Services

- Smart 5G
- SmartVisibility
- SmartTraffic QoE
- SmartPCC
- SmartSentinel
- Smart NetProtect

25 Years Turning Granular Visibility into Actionable Intelligence & Innovative Security

allot

The Allot Secure Solution

Allot Secure 360

The only company to offer a full 'Security Blanket'

Allot Cloud
- Threat Intelligence
- Web Categorization

Allot Secure Management
- One seamless security experience
- Subscriber Oriented

NetworkSecure

DNS Secure

HomeSecure

BusinessSecure

On Home / SMB

Router

OffNetSecure

On Device

On-Net : Zero touch onboarding

No need to download / install

allot

Consumer

SMB
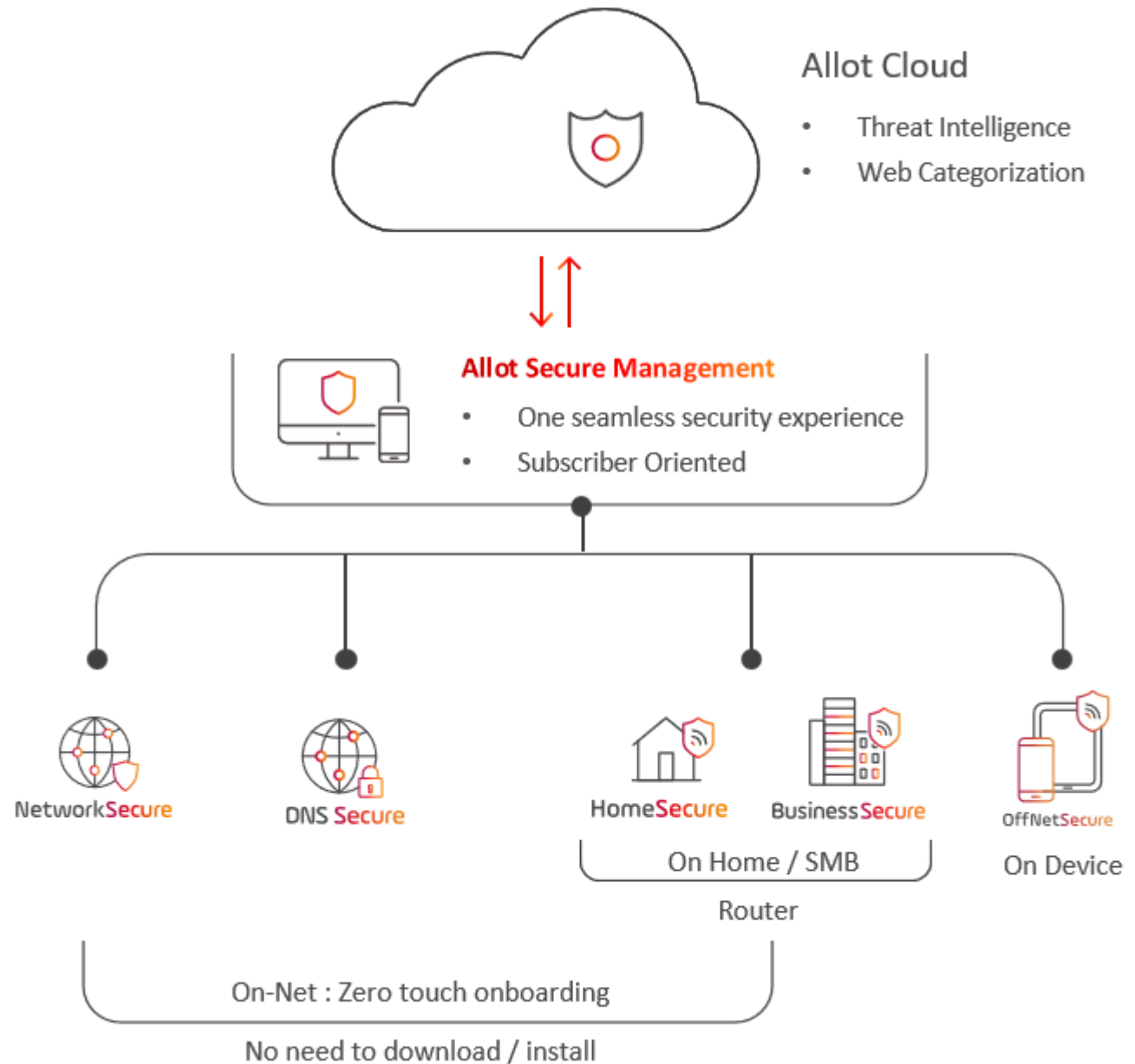
Customers
willing to pay
between
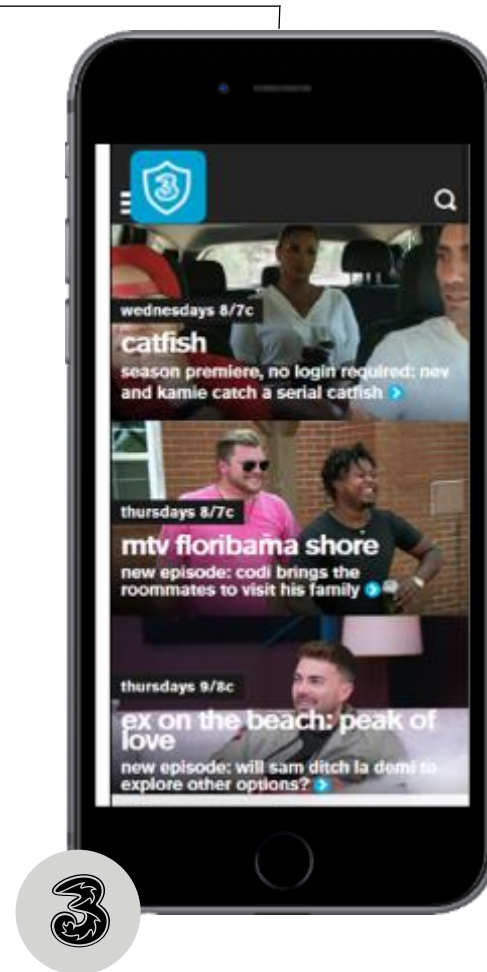5% and 20%
of price plan for
Cybersecurity

Telefonica SMB
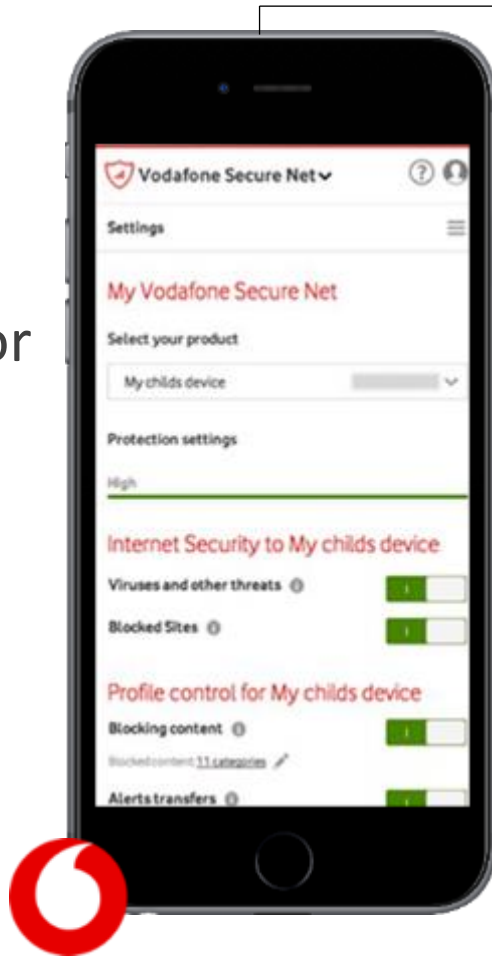
0.99€/m

~5% of average price plan

"…Vodafone Secure Net is a unique service that protects you simply and safely on your Vodafone connected devices."
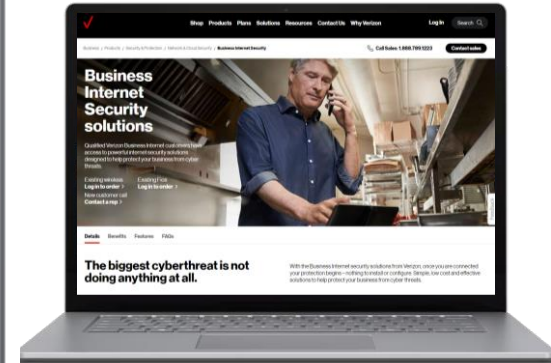
1.5€/m

~8% of average price plan

"…The Drei Internet Protection protects Drei customers regardless of device…"

10€/m

~20% of average price plan

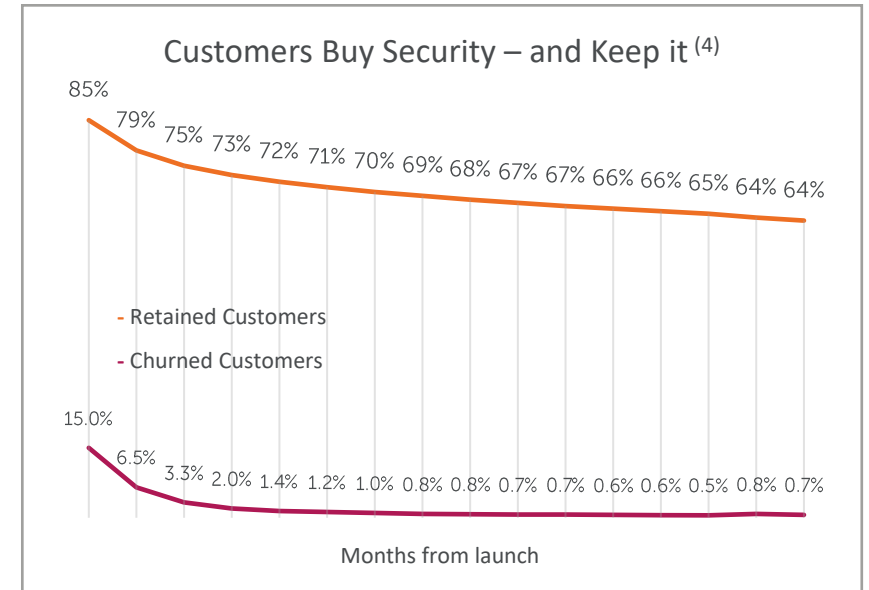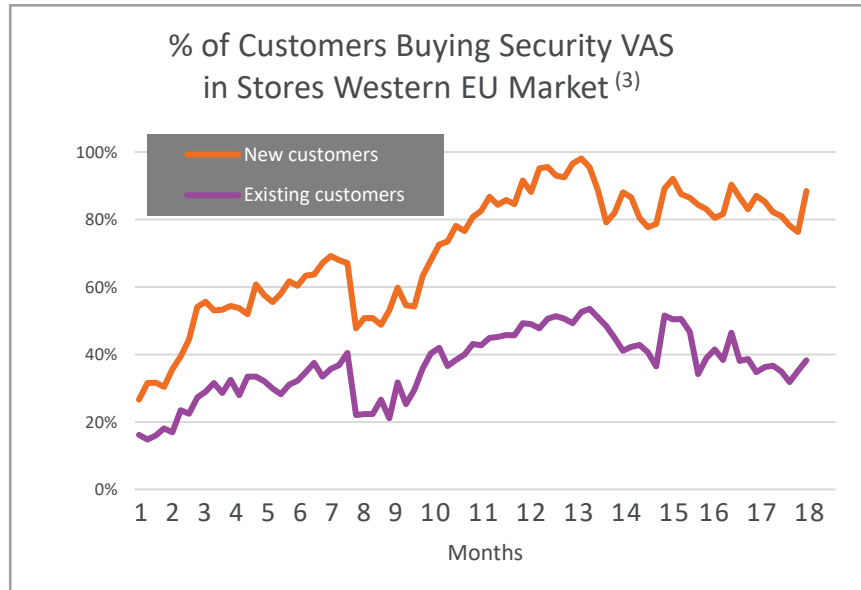*"…Browse with complete peace of mind and configure the service according to your business needs"*

$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"

allot

Extraordinary Take Up Rate by Consumers & SMBs*

Consumer Take Up Rate Sample EU Markets [1]

SMB Penetration – EU Market [2]

% of Customers Buying Security VAS in Stores Western EU Market [3]

Customers Buy Security – and Keep it [4]
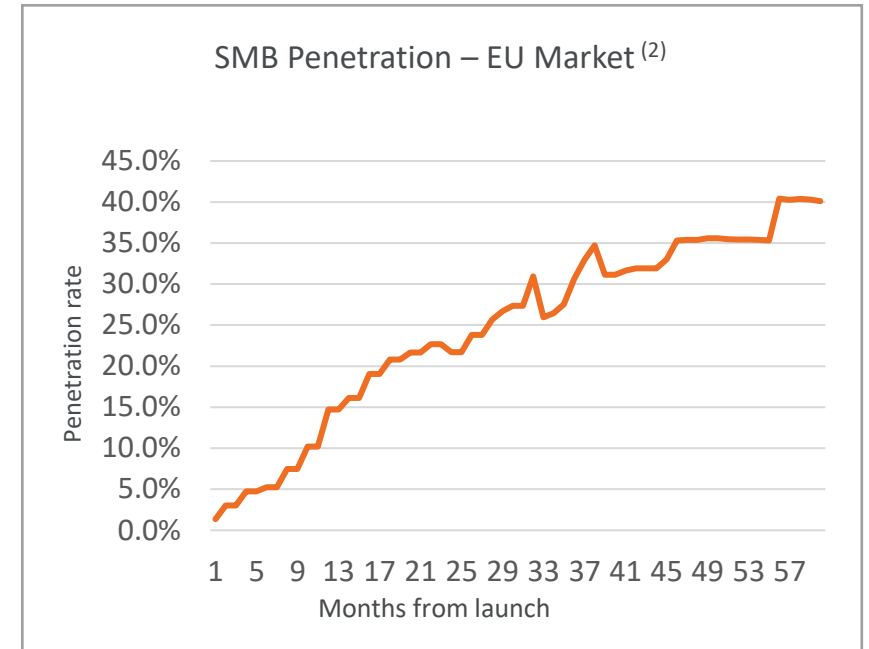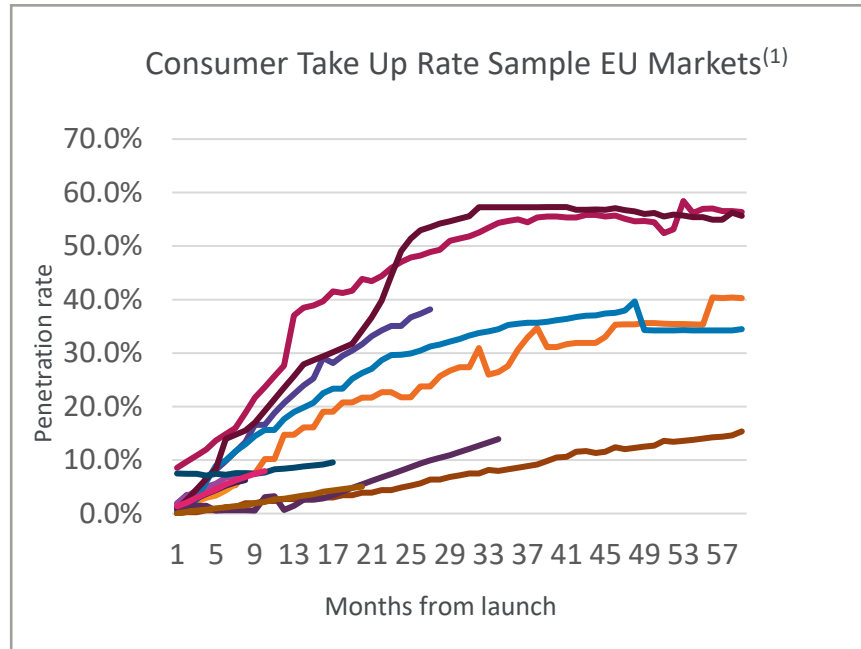
* Examples of existing customers

[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

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 pricing model

allot

Customer Testimonials

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

Martin Westhoff
Strategy and Marketing Home at Hutchison Drei Osterreich

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

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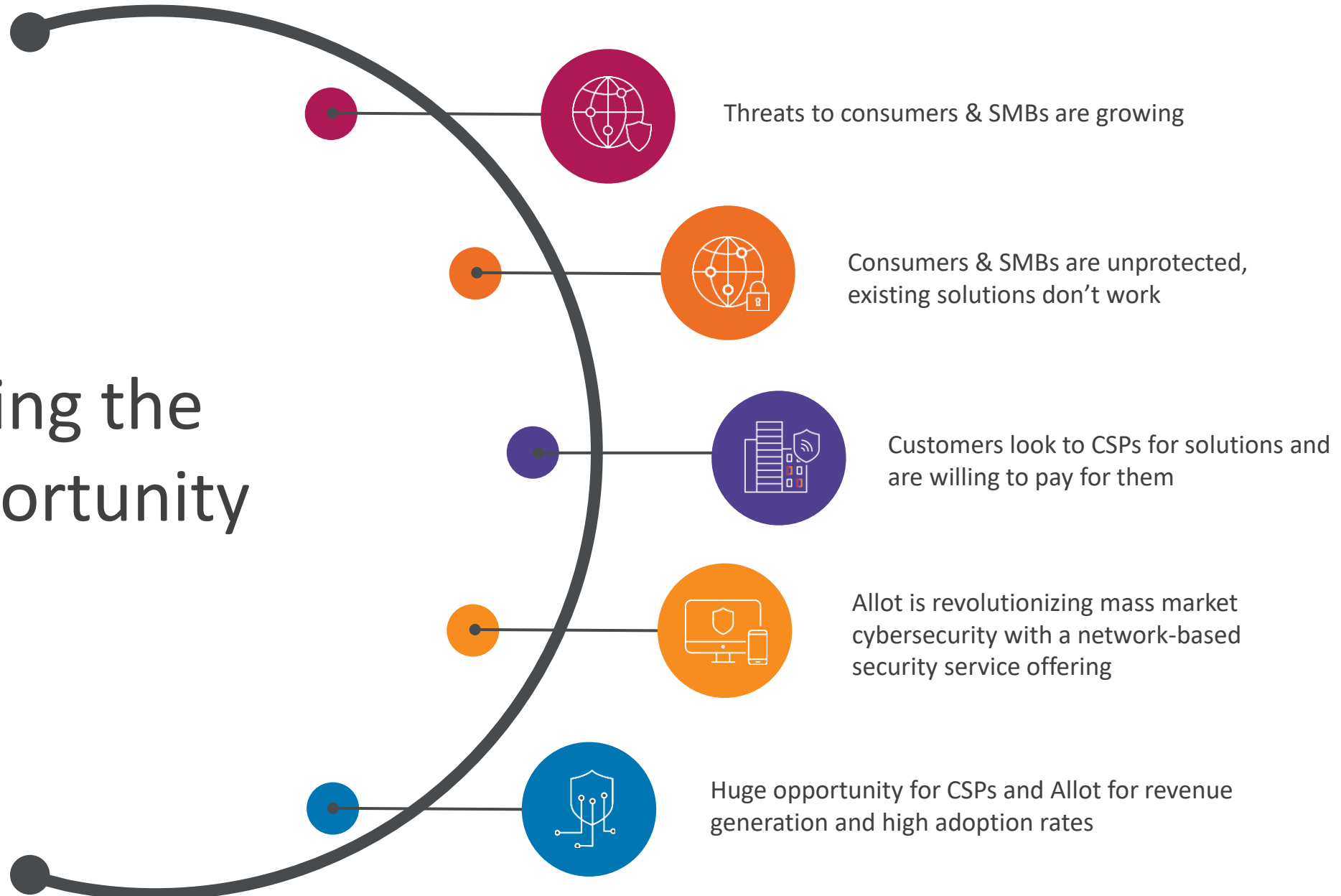
This offering paves the way for a network-based security portfolio that will simplify the customer experience and help provide peace of mind in today's ever evolving cybersecurity landscape

Steve Szabo
VP Business Products, Verizon

Seizing the Opportunity

- 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

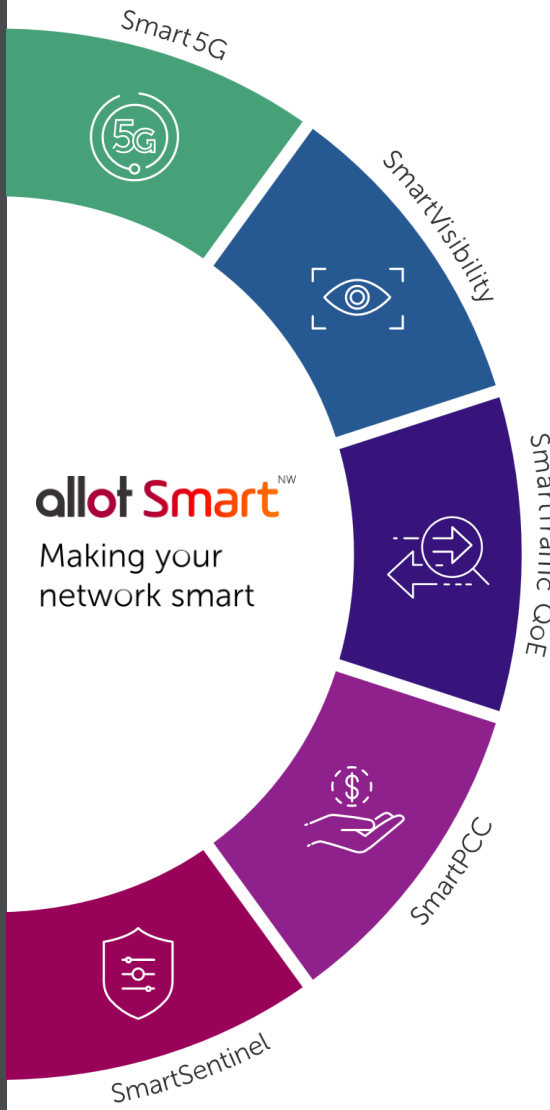- Huge opportunity for CSPs and Allot for revenue generation and high adoption rates

allot

The Allot Smart Solution

Allot Smart Technology Heritage

- Deployed with hundreds of CSPs worldwide
- Telco grade solutions
  - High Throughput
  - Quality
- 5G, cloud native and Virtual
- AI technology

Smart 5G
SmartVisibility
SmartTraffic QoE
SmartPCC
SmartSentinel

allot Smart NW
Making your network smart

Allot Smart
Best in Class
Getting Even Better!

- Carrier grade multi-service platform powered by industry leading DPI

- Tier-1 customers include Verizon, Jio, Telecom Italia (TIM), Softbank, Optus, Vodafone, Rakuten, etc.

- Serving CSPs, Enterprise and Regulatory verticals, worldwide

- Innovative technology and use cases, such as
  - Cloud native deployments
  - Highest performing platform
  - ML-powered analytics
  - Dynamic congestion management
  - Adaptive blocking of illegal content and apps

allot

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
- Block inappropriate sites and apps

Cut costs and generate revenue through optimal network 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

allot

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.
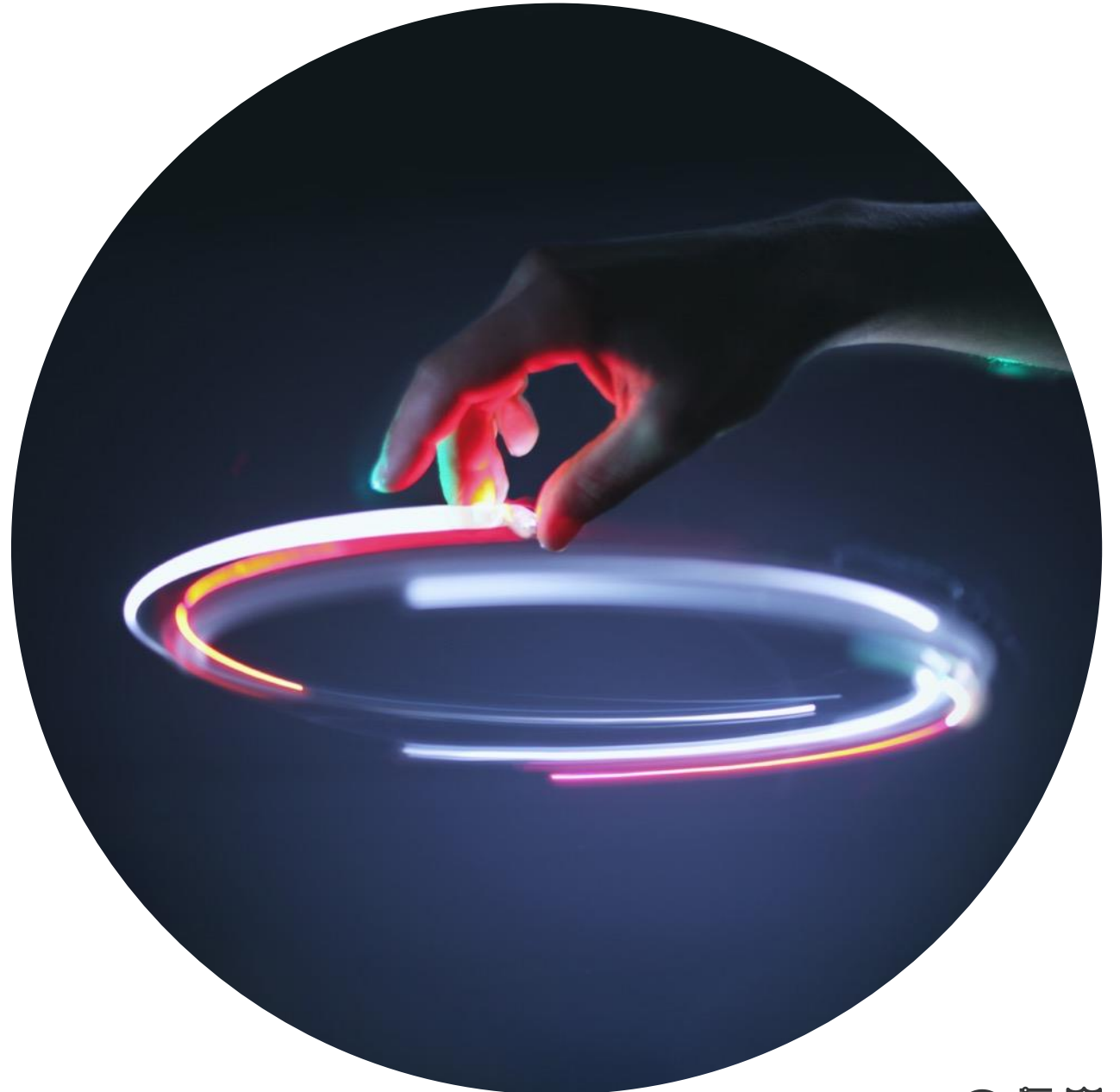
Future Values:

✓ Cloud Native

✓ Multi-Tbps Throughput

Allot uniquely empowers CSPs
to secure their customers, protect their
network, and optimize user QoE