Bitdefender®

# Commercial Presentation
# Bitdefender 2020

# Security Market Overview

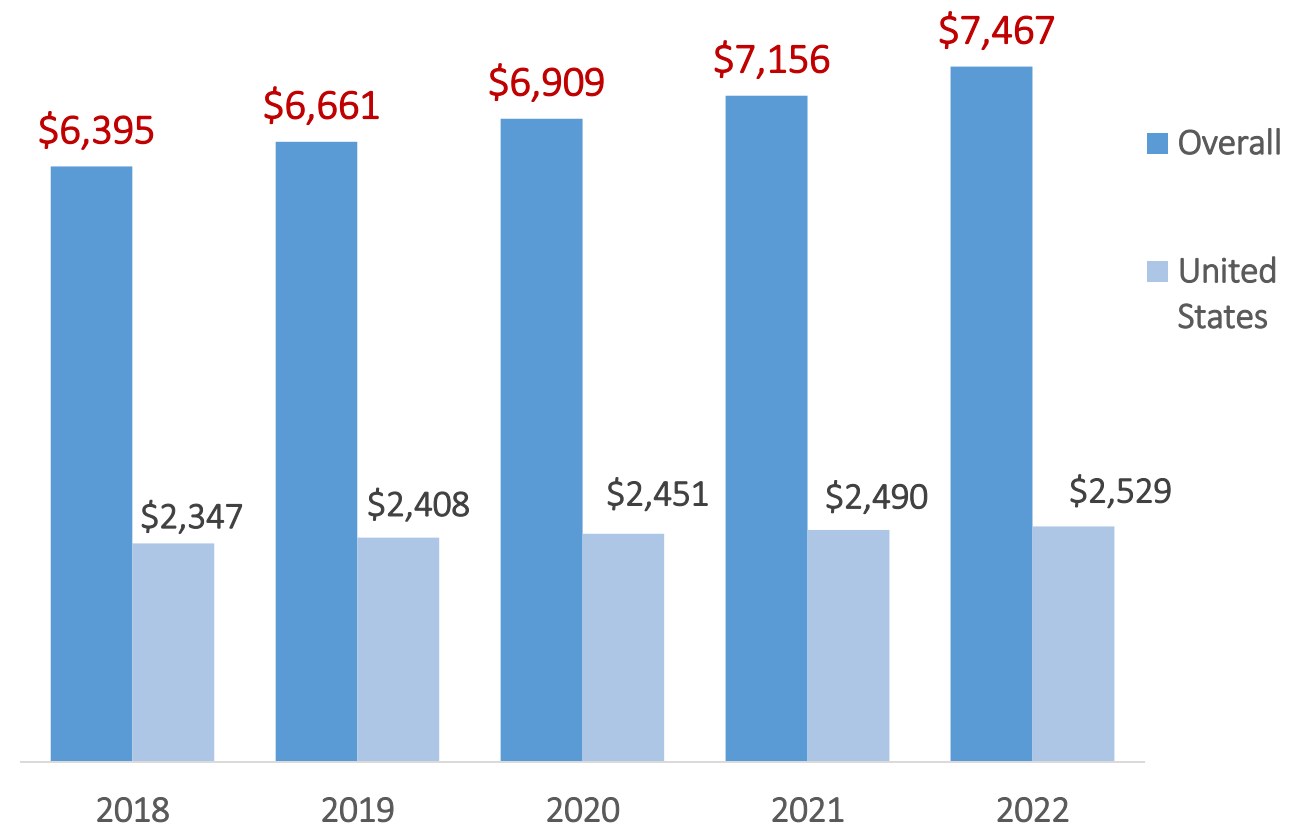February 4, 2020

# Making technology work

Traditional software – still a major contribution to productivity and drives much of the economic benefit of ICT spending.*
Investment in mobile and cloud hardware have created new platforms which will enable the rapid deployment of new software tools and applications.

$3.8 T worldwide IT spending in 2019;

$124 B worldwide spending on information security products, up 8.7% from 2018;
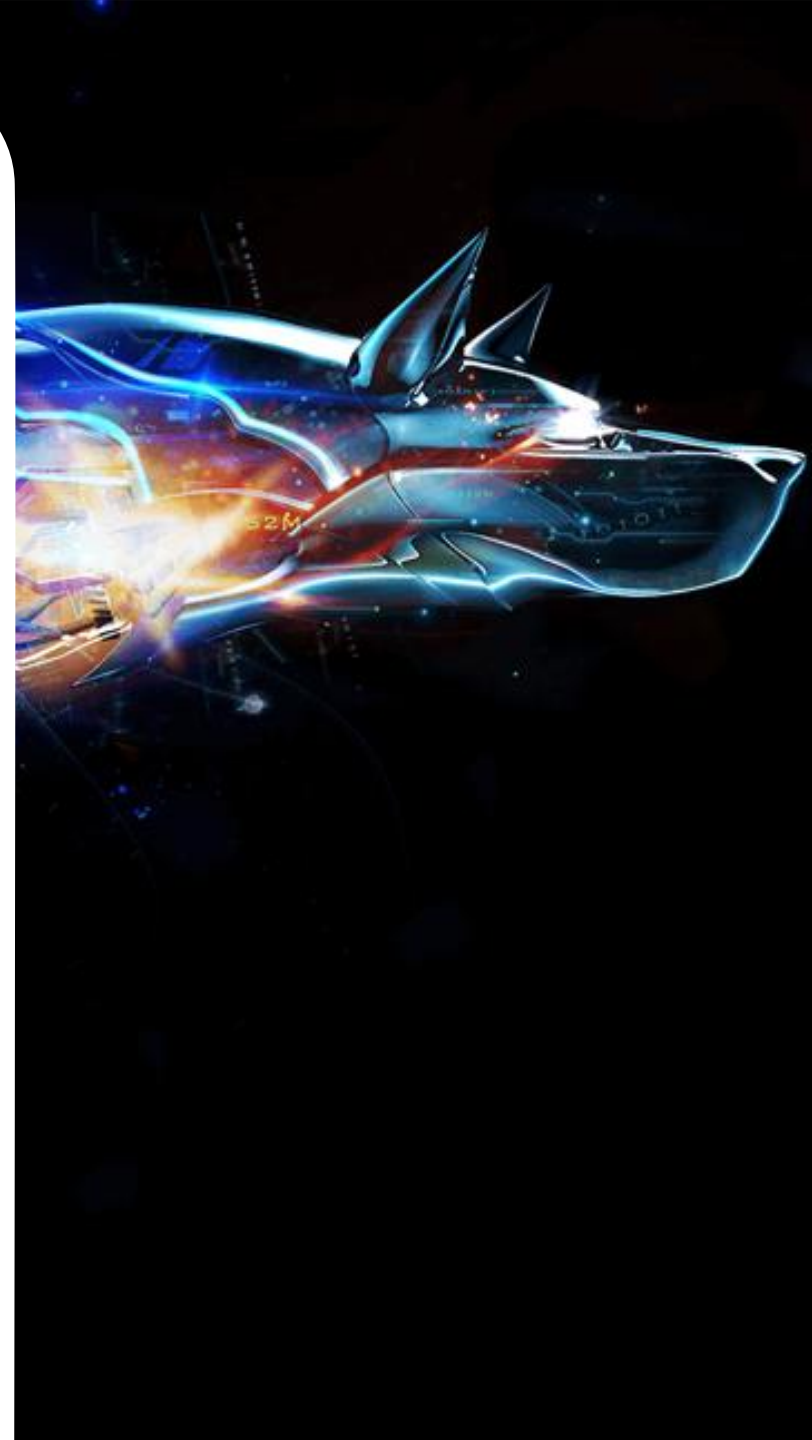
## Consumer Security Market (Mil. $)

| Year | Overall | United States |
|------|---------|---------------|
| 2018 | $6,395 | $2,347 |
| 2019 | $6,661 | $2,408 |
| 2020 | $6,909 | $2,451 |
| 2021 | $7,156 | $2,490 |
| 2022 | $7,467 | $2,529 |

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# Bitdefender – The Story

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# Bitdefender – The Story

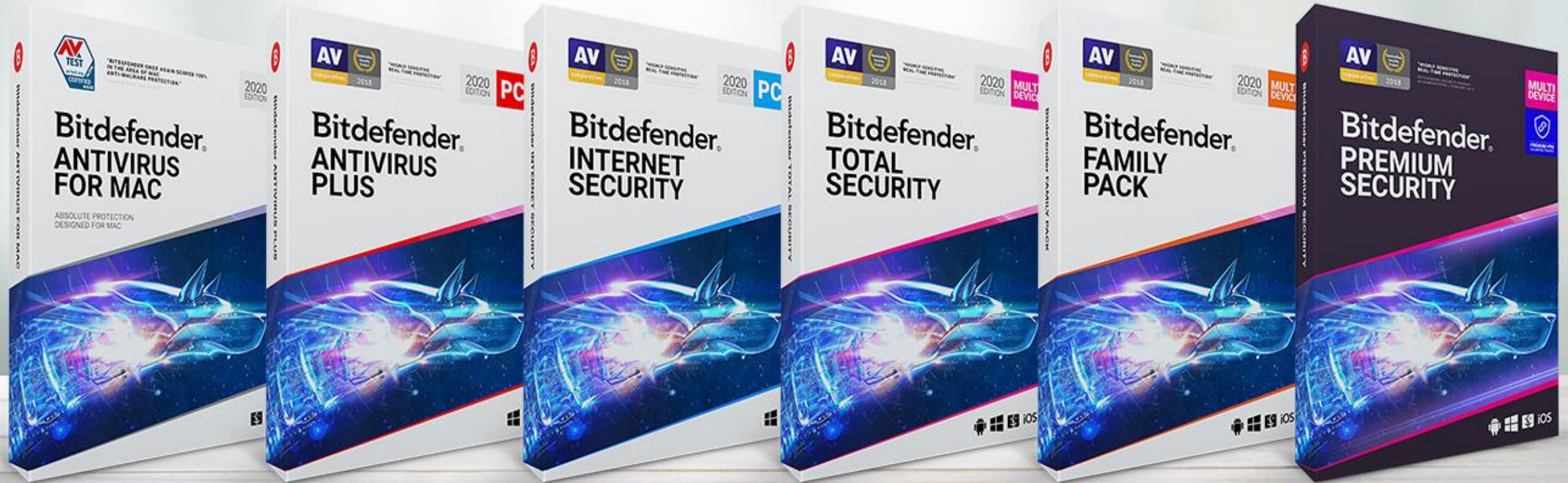Bitdefender is one of the most trusted cybersecurity companies in the world.

Its skilled engineers are the brains behind some of the most innovative technologies and patents out there. Their brilliance, dedication and talent laid the foundation of a company respected by all members of the security environment for unparalleled protection and performance.
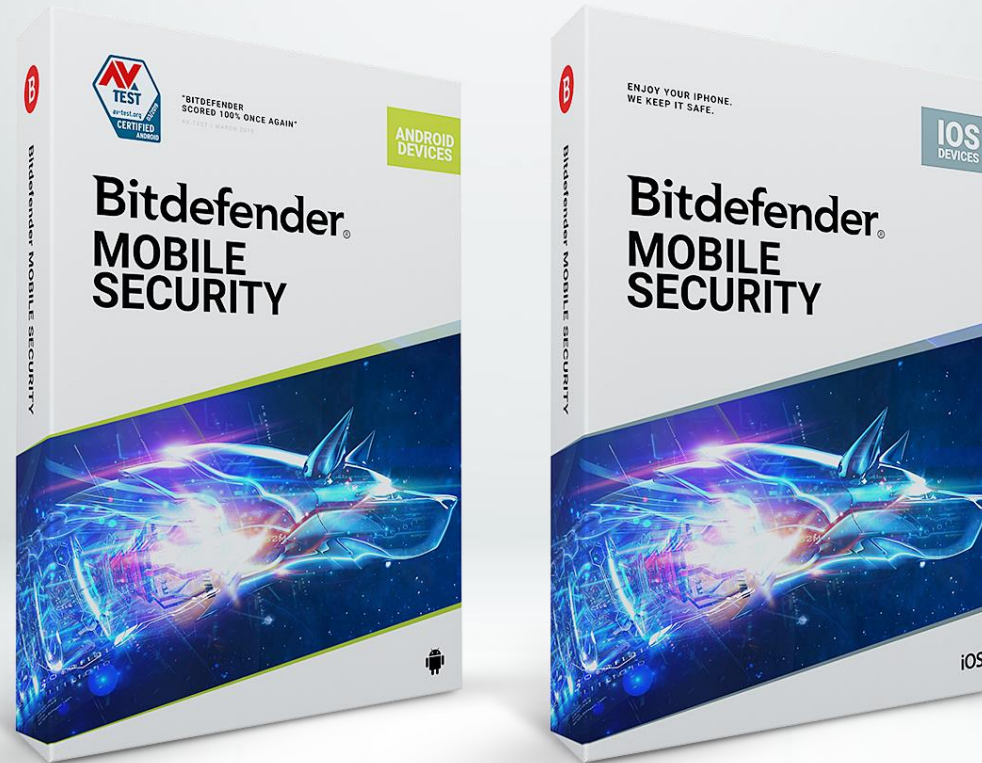
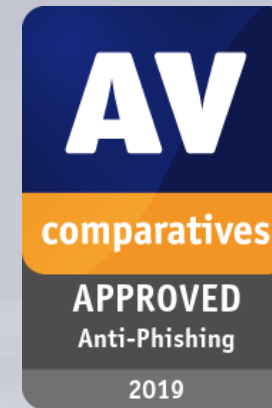# Bitdefender Products

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# Bitdefender Core Security 2020



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# Bitdefender Mobile Security

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# Awards & Recognition

Founded in 2001, Bitdefender is a
**global leader in the cybersecurity field**

# 500.000.000 DEVICES

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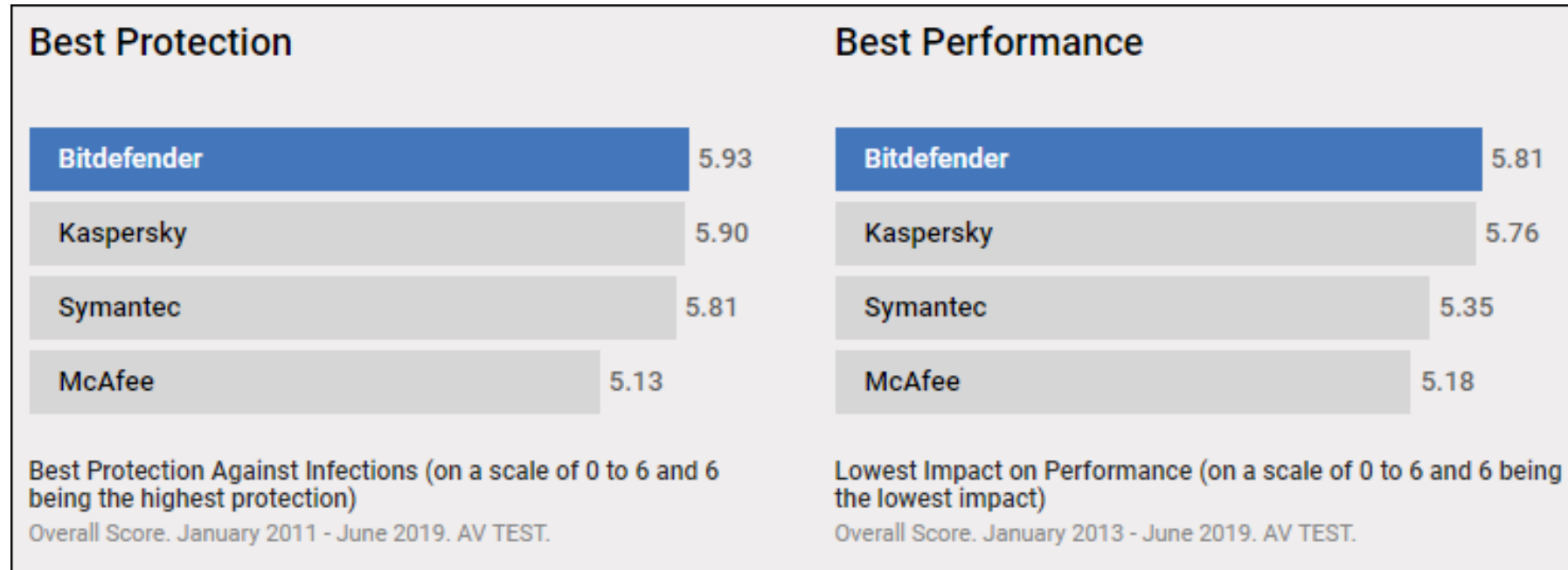
# The Best Cyber-Security in the world

# The **Best Cyber-Security** in the world.
## Constantly delivering top performance.



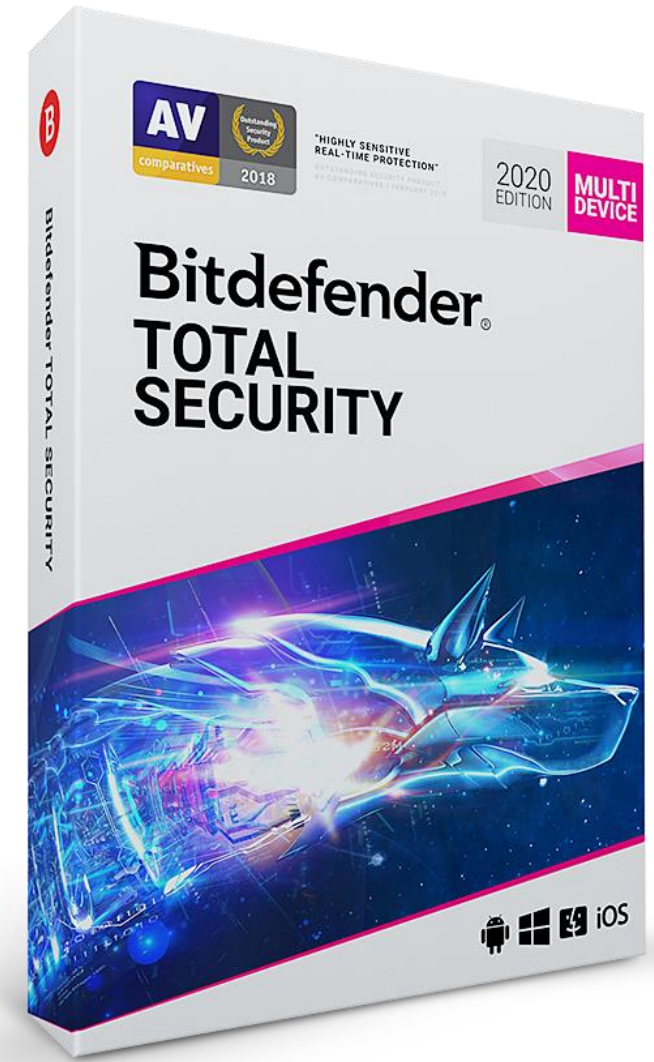**Best Protection**

| | |
|---|---|
| Bitdefender | 5.93 |
| Kaspersky | 5.90 |
| Symantec | 5.81 |
| McAfee | 5.13 |

Best Protection Against Infections (on a scale of 0 to 6 and 6 being the highest protection)
Overall Score. January 2011 - June 2019. AV TEST.

**Best Performance**

| | |
|---|---|
| Bitdefender | 5.81 |
| Kaspersky | 5.76 |
| Symantec | 5.35 |
| McAfee | 5.18 |

Lowest Impact on Performance (on a scale of 0 to 6 and 6 being the lowest impact)
Overall Score. January 2013 - June 2019. AV TEST.

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# Bitdefender 2020 Highlights

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# Bitdefender 2020. Novelties

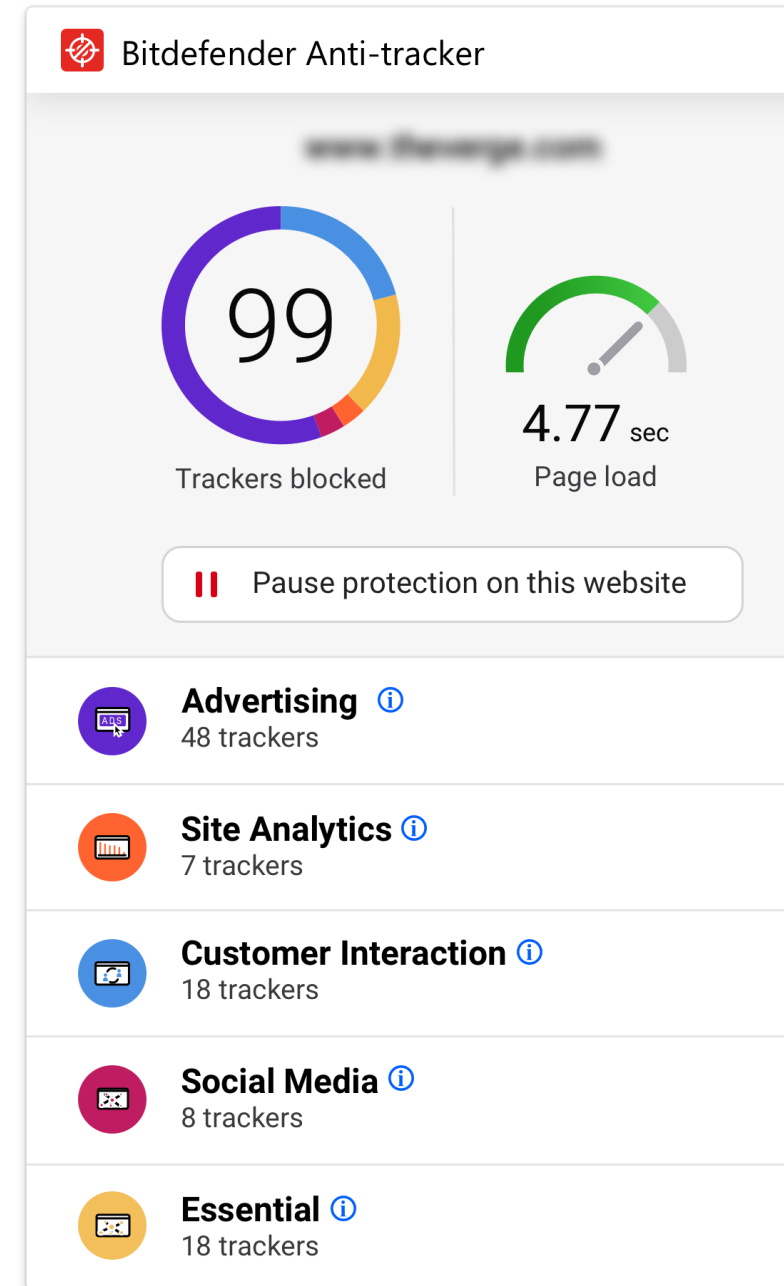| Windows | macOS | iOS |
|---|---|---|
| **Just Released!**<br>Anti-tracker | **New!**<br>Anti-tracker* | **New!**<br>Web Protection** |
| **New!**<br>Microphone Monitor | *only available for Chrome and Firefox* | **TRIAL in Bitdefender Mobile Security for iOS*<br>**Included in Bitdefender Total Security* |

# Bitdefender 2020. Windows

**Just Released!** Anti-tracker

The Anti-tracker extension offered by Bitdefender blocks trackers that collect data and allows you to view and manage this information on each website you visit.

Benefits:

- Keeps your browsing private
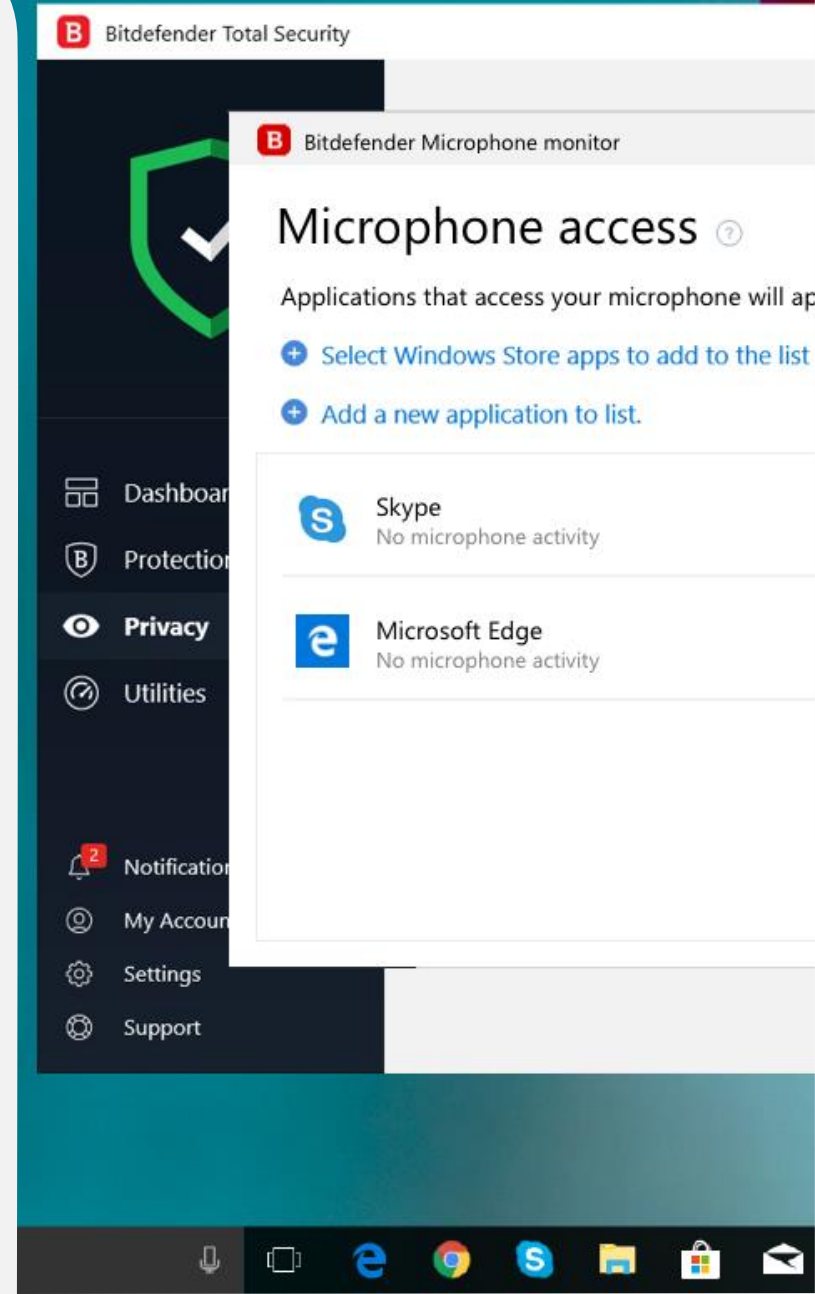- Speeds up page loading time

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# Bitdefender 2020. Windows

Brand New! Microphone Monitor

The Microphone Monitor comes as an extra layer of privacy protection. It's been designed with the purpose of helping users regain control over their own devices. Use it and you'll be able to see what untrusted apps access your device's microphone and when.

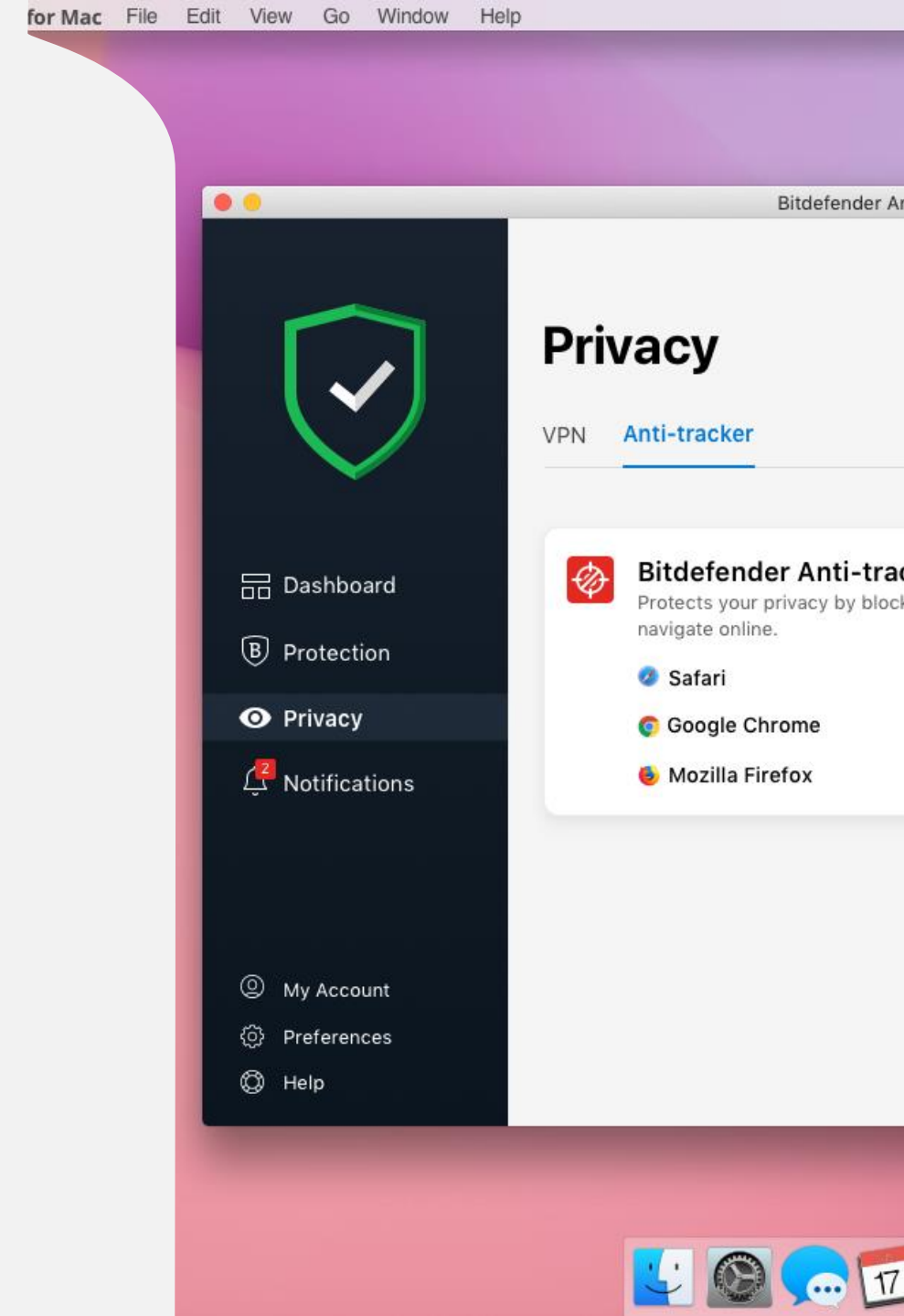Benefits

- Safeguards your private life

# Bitdefender 2020. macOS

Anti-tracker

The Anti-tracker extension offered by Bitdefender blocks trackers that collect data and allows you to view and manage this information on each website you visit.
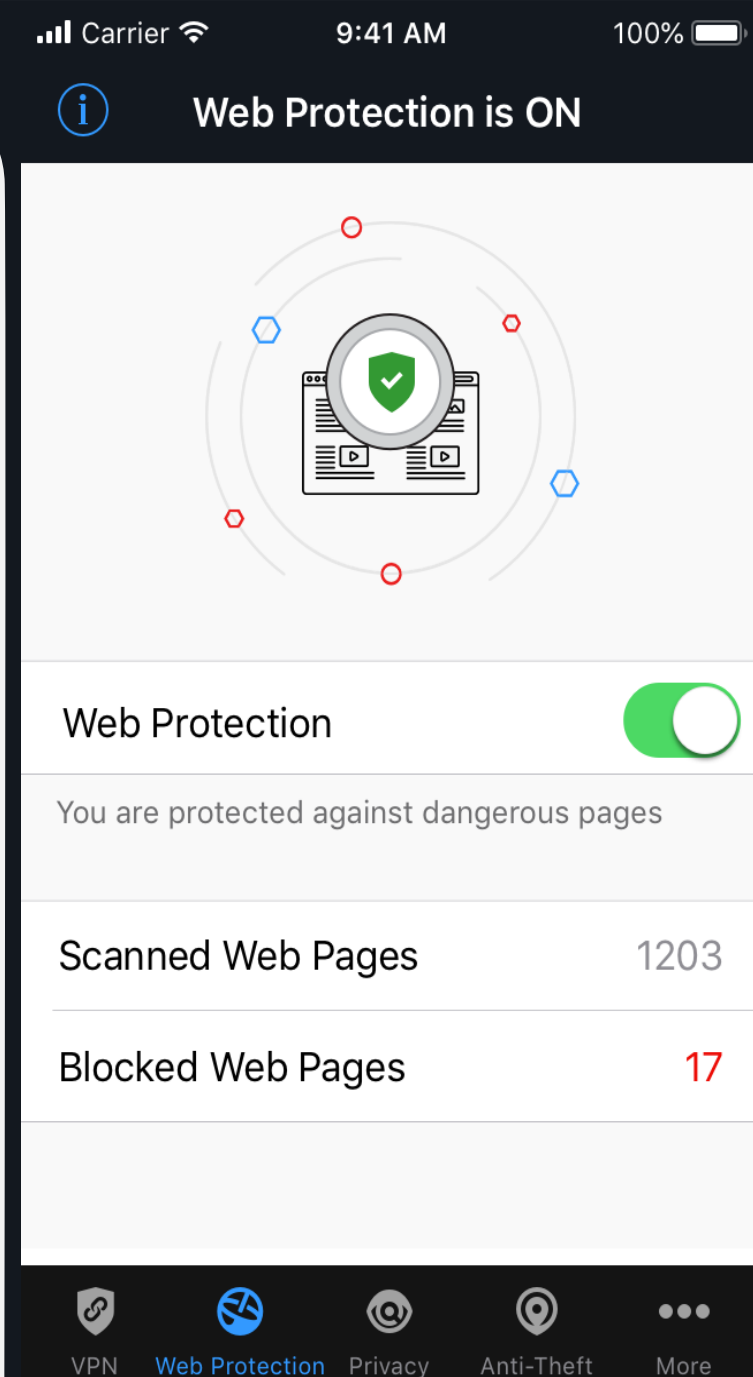
Also available on Chrome and Firefox

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# Bitdefender 2020. iOS

## Brand New! Web Protection

iOS users are equally exposed to the online dangers of having their sensitive data taken over by phishing or fraudulent pages as any other user – but they can now browse freely with Web Protection.

### Benefits:

- Protects users from accessing dangerous, phishing and fraudulent pages
- Filters all traffic, not only intentional user browsing
- Available in Bitdefender Mobile Security for iOS, included in Bitdefender Total Security

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# Features & Technologies

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# Advanced Threat Defense Technology

The Advanced Threat Defense technology identifies suspicious processes and actively protects your system from even the most advanced malware. Advanced Threat Defense correlates events related to what an application does on the system and identifies potentially malicious behaviors.

Our goal is to detect ransomware attacks the same way we detect other types of attacks – proactively. Advanced Threat Defense can pinpoint any suspicious patterns of activity and use Bitdefender Global Protection Network to accurately detect even the newest ransomware attacks. Users will be notified through a product notification that ransomware was blocked on their device.

# Multi-Layer Ransomware Protection

Bitdefender sustains its multi-layer approach to ransomware protection, so that our users' important files are kept safe from even the newest or most advanced ransomware attacks.

The first layer of protection is ensured by Advanced Threat Defense, which can detect behavior specific to ransomware and block any suspicious applications.

The second layer of protection is ensured by Safe Files, which enables only authorized applications to change important user files kept in protected folders.

The third layer of protection is ensured by Ransomware Remediation which blocks ransomware-like behaviour and block its execution and rollbacks any changes to your files in real-time automatically.



Multi-Layer Ransomware Protection

REMEDIATION

CONTINUOUS MONITORING

PREVENTION

# Other Protection Features

Powerful Anti-phishing.
Bitdefender sniffs and blocks websites that masquerade as trustworthy in order to steal financial data such as passwords or credit card numbers.

Sensitive Anti-fraud.
Our advanced filtering system warns you whenever you visit websites that may try to scam you, such as casinos, porn sites, money loan schemes and others.

Secure Browsing.
Find out whether your search results are safe to access before you actually click on a link. Bitdefender also blocks known infected links.

Rescue environment.
Some sophisticated viruses, like rootkits, need to be removed before Windows starts. When Bitdefender detects such threats, it reboots the computer in Rescue Environment for cleanup and restoration.

Bitdefender

# Other Privacy Features

**Bitdefender VPN**. With Bitdefender VPN, you can stop worrying about privacy on the web. It protects your online presence by encrypting all Internet traffic.

**Webcam Protection.** Protects your privacy and prevent webcam leaks. Webcam Protection notifies you when apps try to access your webcam, and lets you block unauthorized access.

**Safe Online Banking.** Bank and shop from a unique, dedicated browser that secures your transactions to prevent fraud. Bitdefender Safepay can now also automatically fill out credit card details in billing fields.

# Products Comparison

| FEATURES - Bitdefender 2020 | Antivirus Plus (Windows) | Internet Security (Windows) | Total Security (Windows/Android/Mac/iOS) | Premium Security* (Windows/Android/Mac/iOS) |
|---|---|---|---|---|
| Complete Real-Time Data Protection | ✓ | ✓ | ✓ | ✓ |
| Advanced Threat Defense IMPROVED | ✓ | ✓ | ✓ | ✓ |
| Multi-Layer Ransomware Protection | ✓ | ✓ | ✓ | ✓ |
| Anti-tracker NEW | ✓ | ✓ | ✓ | ✓ |
| Web attack prevention | ✓ | ✓ | ✓ | ✓ |
| Wi-Fi Security Advisor IMPROVED | ✓ | ✓ | ✓ | ✓ |
| Safe Online Banking IMPROVED | ✓ | ✓ | ✓ | ✓ |
| Bitdefender VPN | ✓ | ✓ | ✓ | ✓ |
| Password Manager | ✓ | ✓ | ✓ | ✓ |
| Anti-Phishing & Anti-Fraud | ✓ | ✓ | ✓ | ✓ |
| Vulnerability Assessment | ✓ | ✓ | ✓ | ✓ |
| File Shredder | ✓ | ✓ | ✓ | ✓ |
| Safe Files | ✓ | ✓ | ✓ | ✓ |
| Network Threat Prevention | ✓ | ✓ | ✓ | ✓ |
| Microphone Monitor NEW | X | ✓ | ✓ | ✓ |
| Webcam Protection | X | ✓ | ✓ | ✓ |
| Privacy Firewall | X | ✓ | ✓ | ✓ |
| Parental Control | X | ✓ | ✓ | ✓ |
| File Encryption | X | ✓ | ✓ | ✓ |
| Anti-Theft | X | X | ✓ | ✓ |
| Speed Up Your Devices | X | X | ✓ | ✓ |
| Bitdefender Premium VPN | X | X | X | ✓ |
| Priority Support | X | X | X | ✓ |

*Available online only (.com)

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# Bitdefender Central

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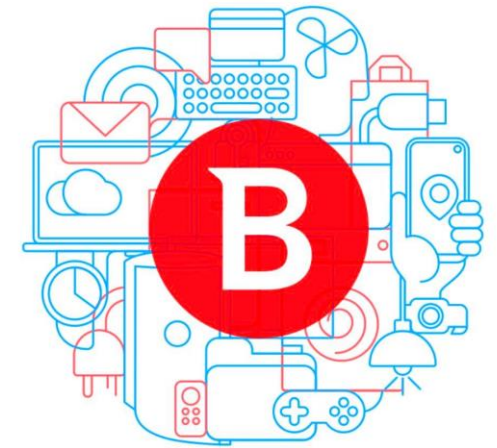# Bitdefender Central

Security everywhere you go

Activate Bitdefender protection on your devices

Manage from your browser and iOS or Android phone

Scan your network from Bitdefender Central mobile app

Get security updates 24/7

Get direct access to our support team

### Bitdefender® CENTRAL

Free management tool for all your
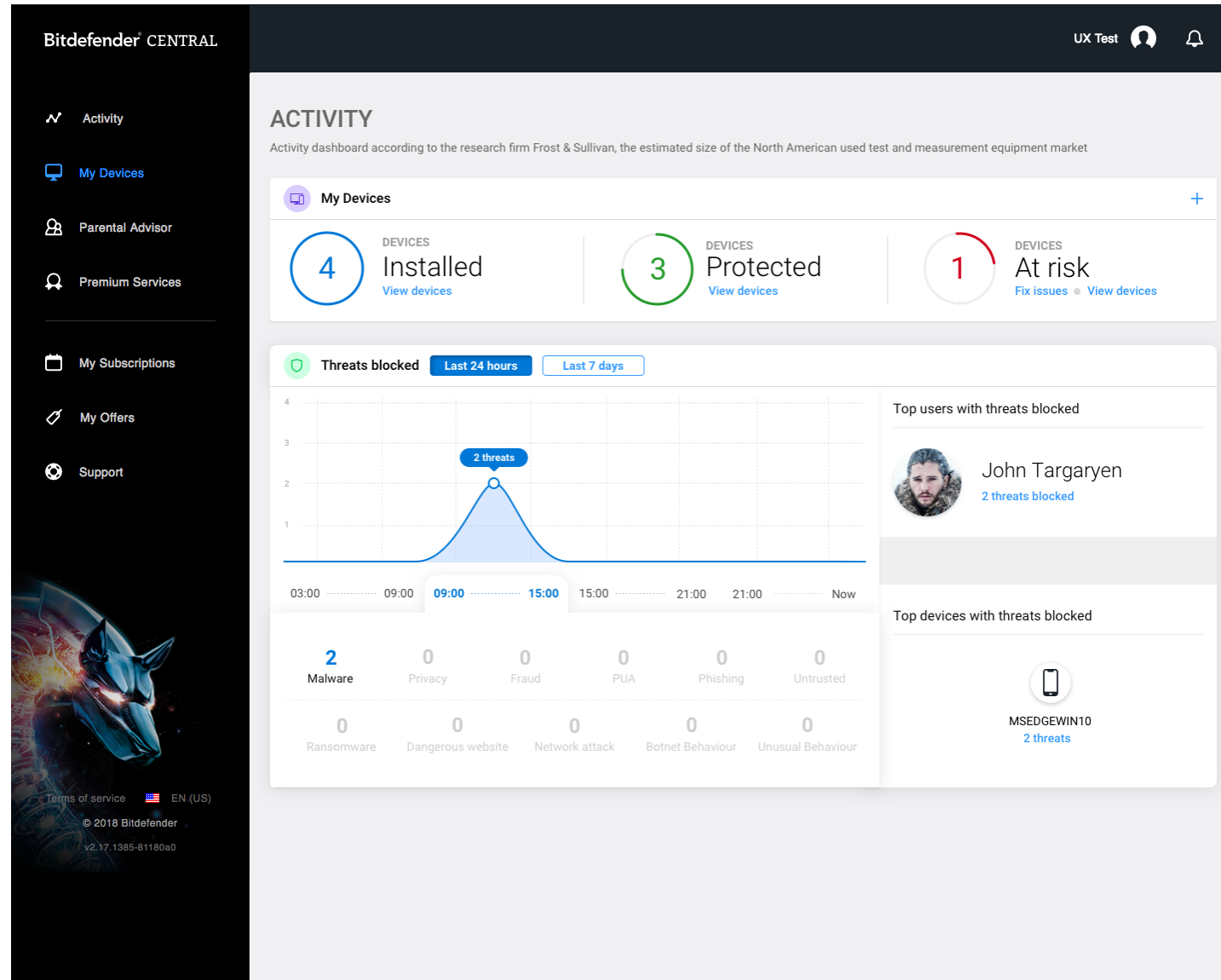Bitdefender security products.

Sign In

Create account

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# Bitdefender Central

Activity Dashboard  **New!**

The Activity screen displays overall information about your protection status, devices, users and subscription.

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# Bitdefender Parental Control

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# Bitdefender Parental Control
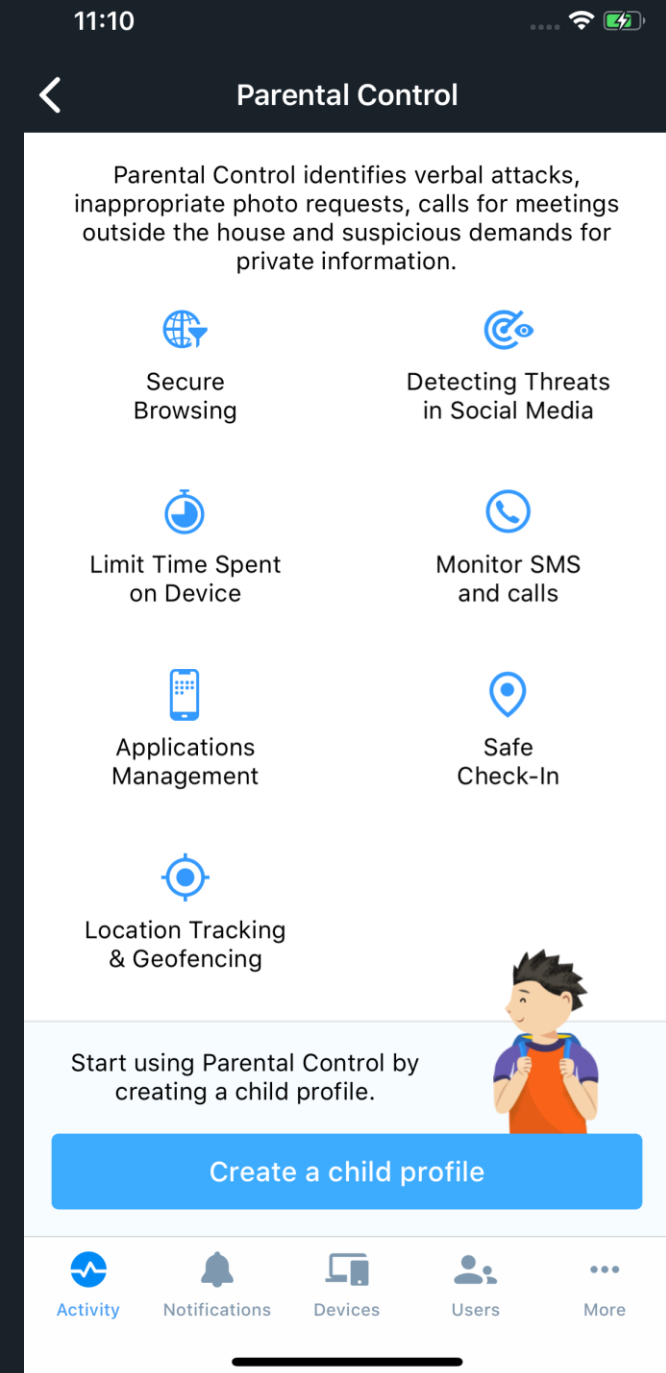
Included in Core products

Bitdefender lets your children explore the web freely, while letting you know when and where they spend time online. Parental Control is easy to setup in Bitdefender Central. You can setup customized profiles that define content filters and time periods for website access for each child.

### New & Improved Experience for parents in Central Web and App

- Optimization of Flows - Creating a Child Profile, assigning devices & Deployment of Parental Apps from Central to children's' devices

### Overall Improvements

- Daytime limits now also takes into account and apply on child's macOS devices

- Daytime limits per profile: the time spent by the child on different devices adds up to a total daily limit



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# Detection of cyberbullying and online predators

## Just Released! Bitdefender Parental Control Premium
### English-speaking regions & paid version

Bitdefender Parental Control Premium uses Artificial Intelligence to scan online conversations for potential bullying, requests for meetings from strangers and disclosure of personal information.

## How?

Analyzing verbal attacks, aggressive language in chats

Analyzing photos for nudity/sexual content & sensitive information (SSN, credit cards, home address, accounts/passwords)

Analyzing language for clues that point out to meetings outside the house
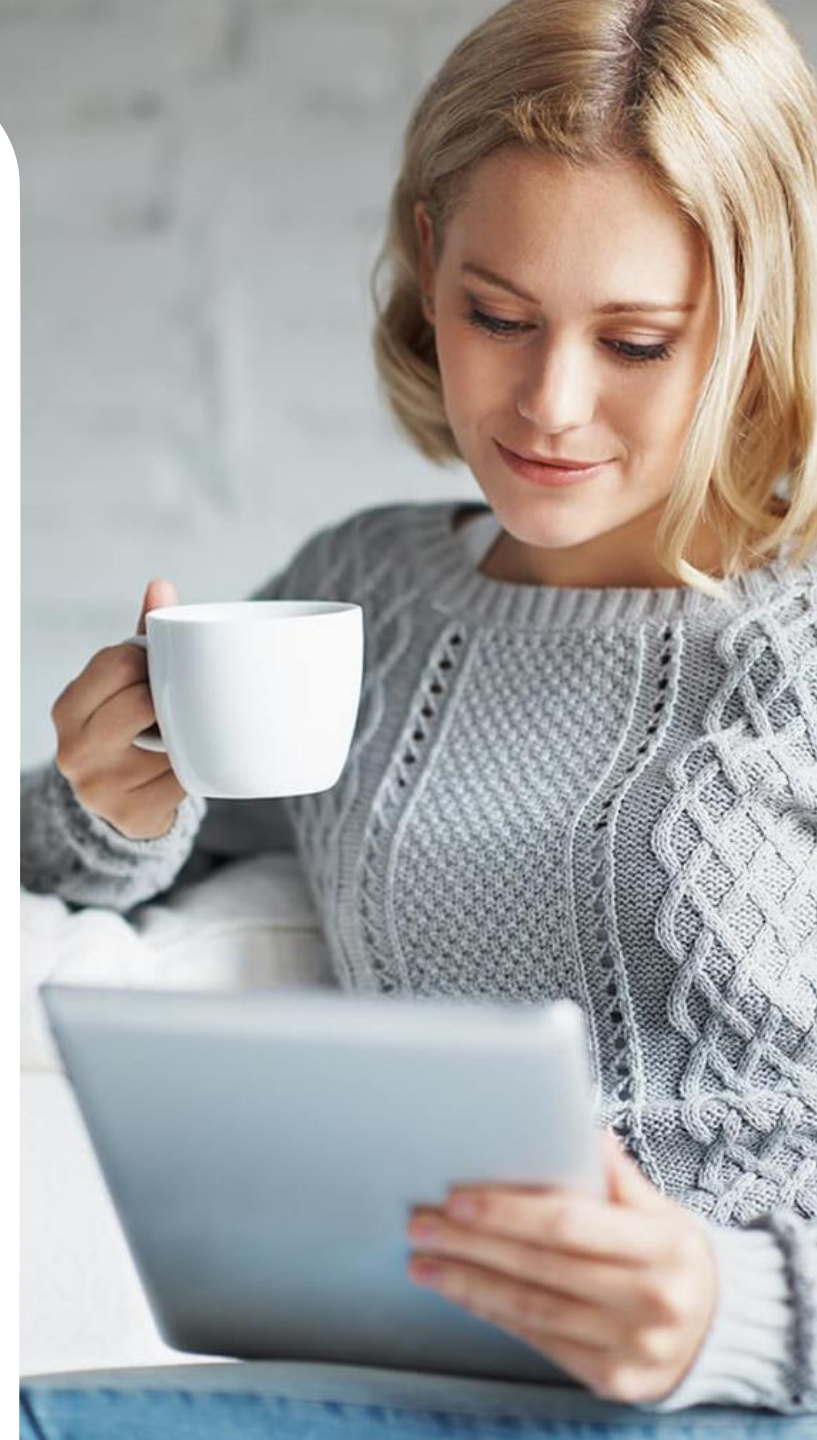
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# The Flags

Following the triggers generated by the Machine-learning-based Detection Engine, the flags are delivered on the Account holder/Parent's Application & Web-based Central Console.

Together with our psychologist consultants, we have set up the notifications and in-product content delivered and telling the parents what we found, what are the dangers the child is exposed to, the tone of voice and also tips on how to handle the information we provided.

We are able to deliver 20 flags centred around 3 concepts:

1. **Detection of cyberbullying and aggressiveness**

2. **Child security:** detection of predators and grooming

3. **Family security:** credit card numbers, social security numbers and private info

We respect the child's privacy (and legislation) and the flags do not contain any of the media content exchanged /received by the child not the conversations.

# Parental Control vs. Parental Control Premium

| Features | Bitdefender Parental Control* | Bitdefender Parental Control Premium |
|---|:---:|:---:|
| **Safe Browsing.** Select the content categories you want to keep away from your children from a predefined list. You can also manually allow or block specific URLs. Available on Windows, macOS and Android. | ✓ | ✓ |
| **Manage Applications.** Choose the applications and programs you consider appropriate for your child. You can view your kids' app usage history. Available on Windows, macOS and Android. | ✓ | ✓ |
| **Location Tracking & Geofencing.** Make sure your kids are OK even when they're not by your side. Track their location so you always know where they are. Take a laid-back approach and get notified when they enter an area you mark as Restricted. Available on Android and iOS. | ✓ | ✓ |
| **Safe Check-in.** Save your kids the dread of an extra phone call - let them tell you they're OK with Safe Check-in. Available on Android and iOS. | ✓ | ✓ |
| **Screen Time.** Decide how much time your kids spend on a certain device, and when. Help them build healthy habits, both online and offline. Available on Windows, macOS, Android. | ✓ | ✓ |
| **SMS & Call Management.** Decide who can phone or text your children, and block incoming calls that have no Caller ID. Available for Android. | ✓ | ✓ |
| **Detection of cyberbullying and aggressiveness.** The most comprehensive solution for analyzing a conversation, looking for the context, not just keywords, detects and reports in context the 3 items that define verbal cyber-bullying: intent to harm, repeatability and imbalance of power. The Flags received by the parent are reporting aggressiveness in chats, group chats and cyberbullying. | X | ✓ |
| **Child security:** detection of predators and grooming: inappropriate requests for photos, meetings proposals outside the house, receiving addresses, acceptance of meetings with a time and date, new social media contacts showing up in conversations, receiving or sending inappropriate media content (revealing photos/sexual content). | X | ✓ |
| **Family security**: receiving requests for home addresses, sending of personal addresses, receiving a request or sending of private information (passwords, Social Security card numbers, credit card numbers), sending images of Social Security cards or Credit Cards | X | ✓ |

*the Parental Control feature included in core products (except: Bitdefender Antivirus Plus and Bitdefender Antivirus for Mac)

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THANK YOU