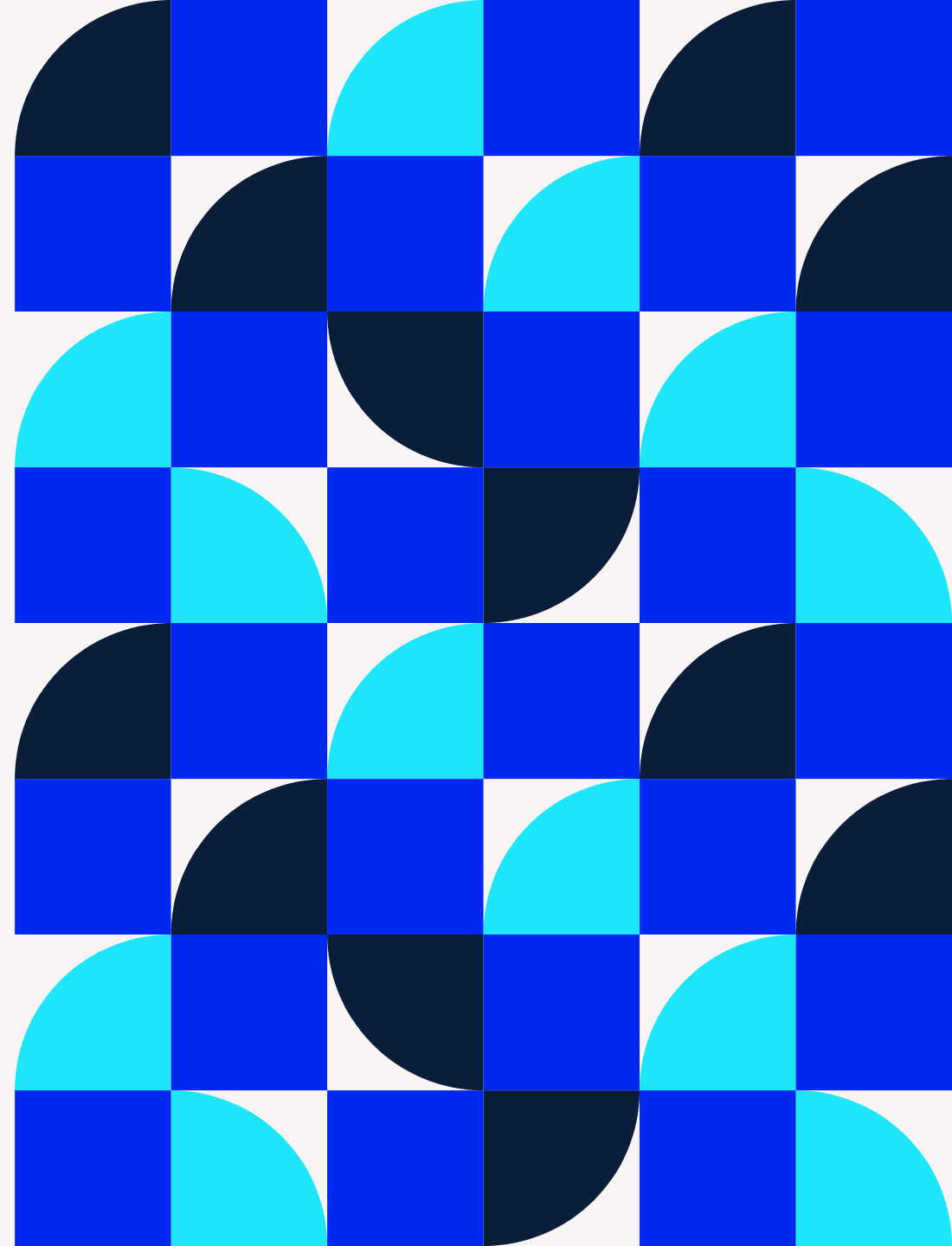


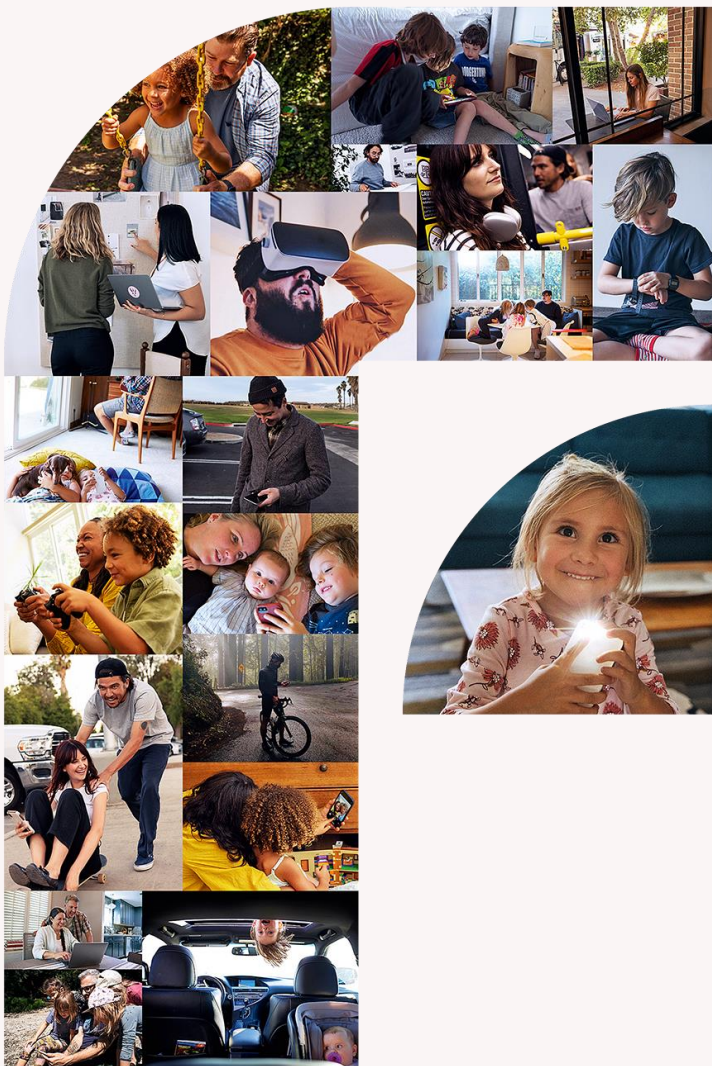


Stronger Together

Investor Day 2023

20 September 2023





Agenda

13:00–13:30

Sense of security for all

Timo Laaksonen, President and CEO

13:30–14:10

Creating the #1 security experience

TL Viswanathan, Chief Product Business Officer

Steven Offerein, Vice President, Portfolio Management

14:10–14:35

Technology research and development

Toby White, Chief Technology Officer

14:35–14:50

Break

14:50–15:10

Positioning for growth

Timo Laaksonen, President and CEO

15:10–15:45

Towards 2026

Sari Somerkallio, Chief Financial Officer

15:45–16:00

Closing words and Q&A

F-Secure Investor Day – our speakers today




 Timo Laaksonen
President & CEO



 TL Viswanathan
Chief Product Business Officer



 Steven Offerein
Vice President, Portfolio



 Sari Somerkallio
Chief Financial Officer



 Toby White
Chief Technology Officer

Disclaimer

This presentation contains forward-looking statements (such as, by way of example only, expressions “believes”, “expects”, “foresees” or similar) that reflect the current views and assumptions of F-Secure Corporation (“F-Secure”). These forward-looking statements include (but may not be limited to) statements with regard to the expected development of business, results of operations and financial position of F-Secure. Accordingly, you should consider them with caution and understand that they are not historical facts or promises. Such statements are subject to risks and uncertainties, most of which are difficult to predict and are generally beyond the control of F-Secure. Some of the factors that might influence our ability to achieve our objectives include (but are not limited to) the progress of our strategy implementation, stronger than expected competition, macroeconomic developments, technological innovations, market consolidation, legal proceedings, government actions and regulatory developments, each and all of which may have an adverse effect (which may be material) on our results. Further, the economic downturn in our markets may also have an impact on our business development and the availability of financing on favourable conditions. If these or other risks and uncertainties materialize, or if the assumptions underlying any of these statements prove to be incorrect, our actual performance may materially differ from the performance expressed or implied by forward-looking statements. We offer no assurance that our estimates or expectations will be correct or accurate and therefore our results may differ significantly from those set out in any forward-looking statements as a result of various factors. Except as required by any mandatory obligations under capital market laws and regulations, we do not assume any obligation to update forward-looking statements to take new information or future events into account or otherwise.



A few words about **practicalities**

Sense of security for all

Timo Laaksonen

President and CEO

Investor Day 2023





Bringing sense of security ubiquitously to digital moments



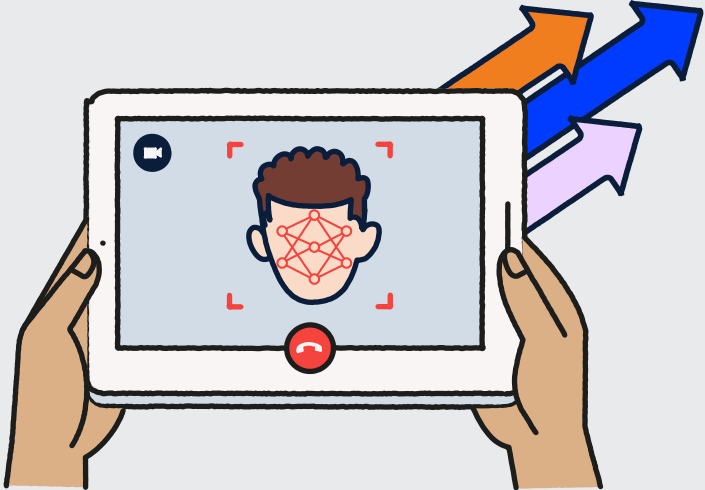
Megatrends driving our vision



Vulnerable digital moments



Complexity overload



Rise of Generative AI

Sense of security for all



Growth fundamentals

Addressable Market

- 1) Tier 1 and new vertical partnerships
- 2) Best partner experience

Value Increase

- 1) Total conversion
- 2) Embedded experiences

Aspirational Culture

- 1) Global growth mindset
- 2) Agility



Expanding market reach



Partner Business

Communication Service Providers

NEW!

Tier 1

Tier 2 +

New Verticals

NEW!

Fintech and Insurtech

Banking and Insurance



Direct Business

eCom

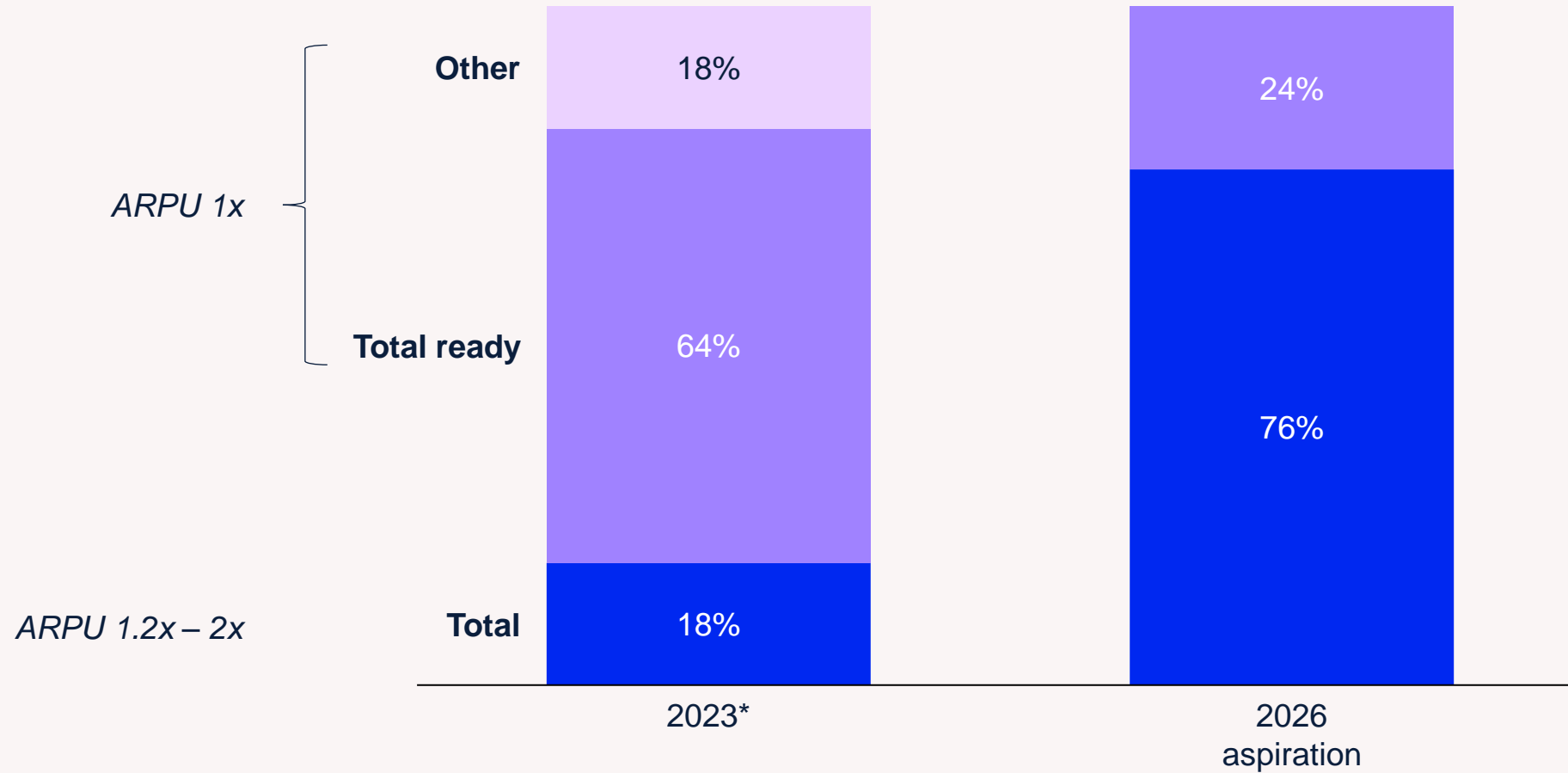
AppStores

1 Billion+
Addressable Consumers by 2026



Substantial value potential in Total conversion

Partner Business revenue – security apps



Partner testimonial: Embedded Security

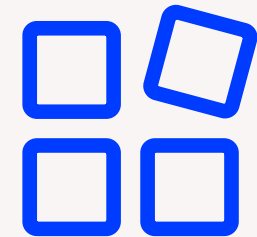
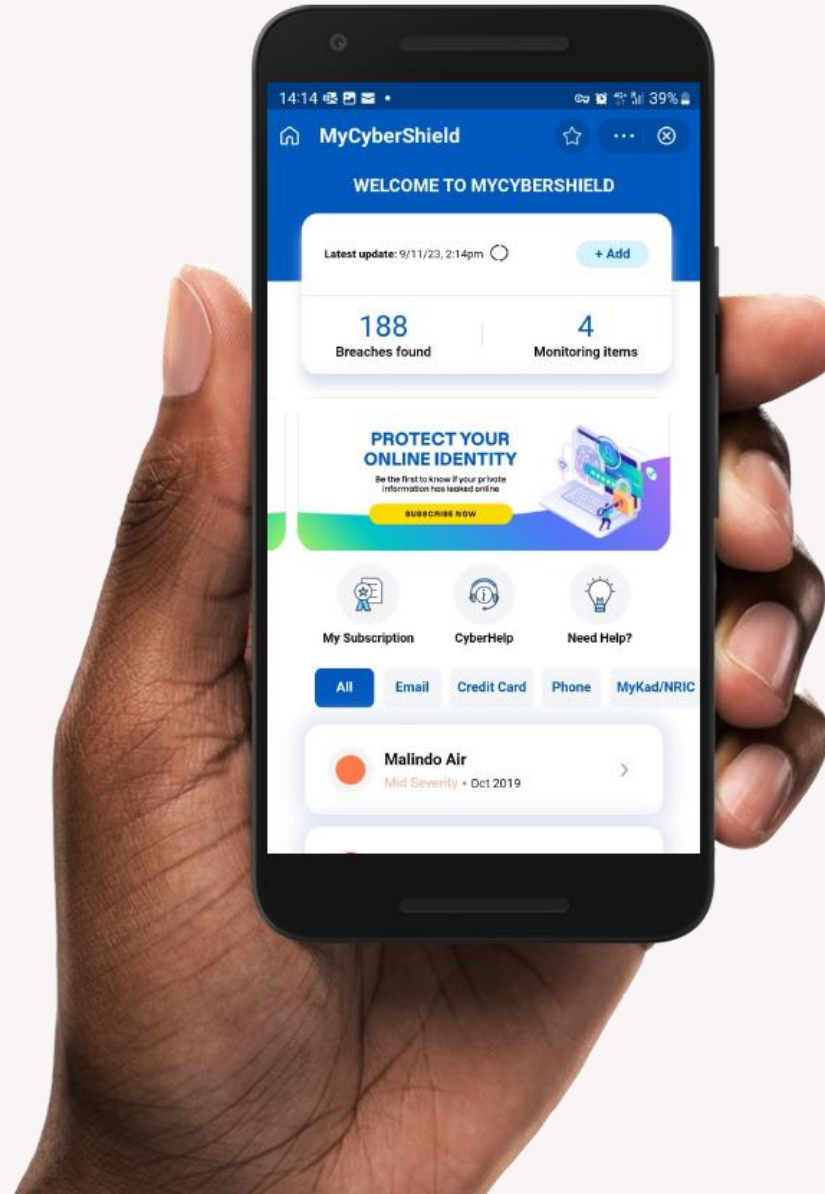
Danny Chua, Touch 'n Go Digital



Superapps

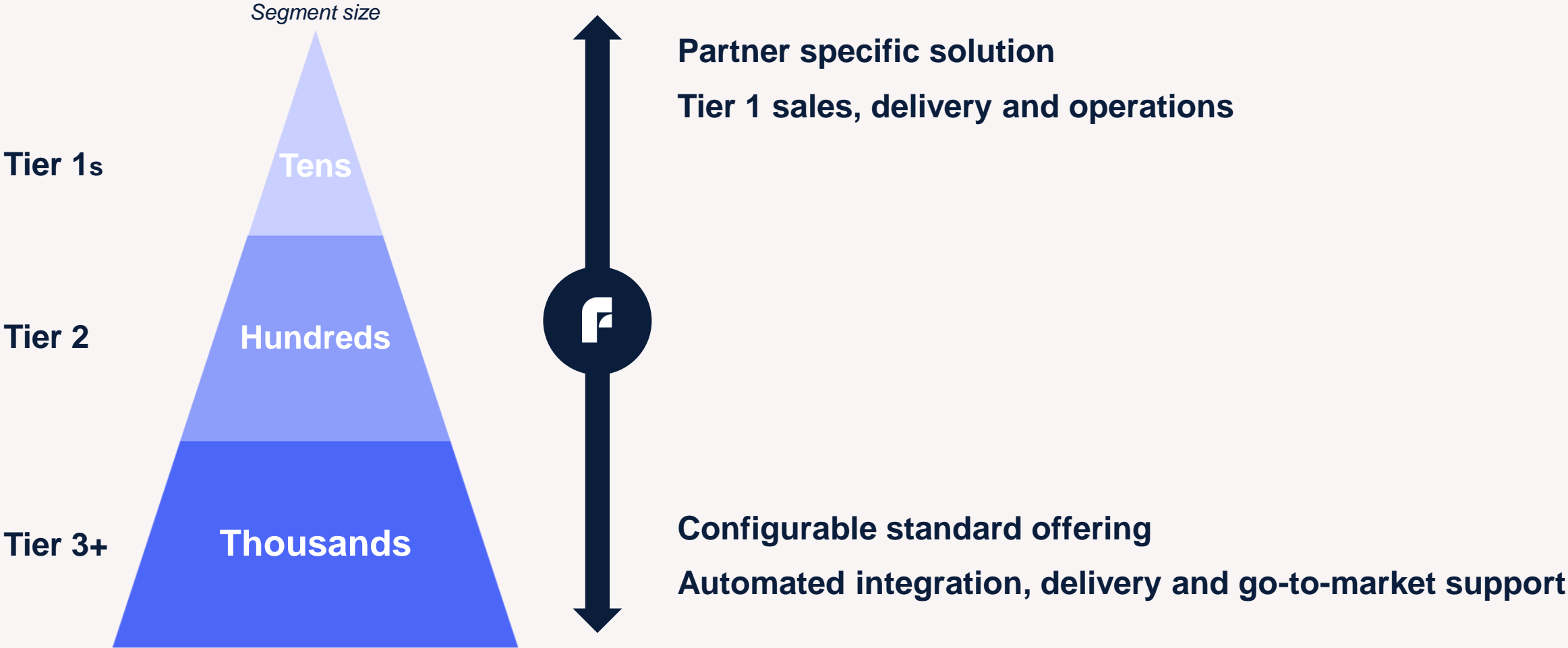
Removing friction and expanding market reach

By 2027, more than 50% of the global population will be daily active users of multiple superapps*



Best partner experience

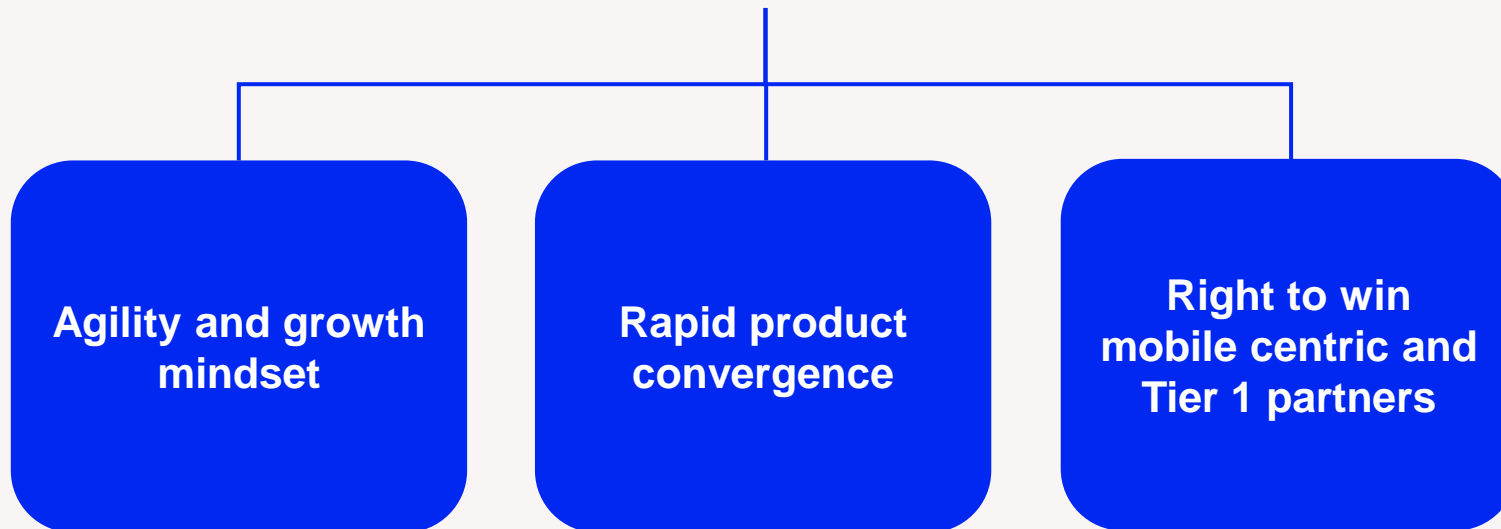
Expanding partner engagement models



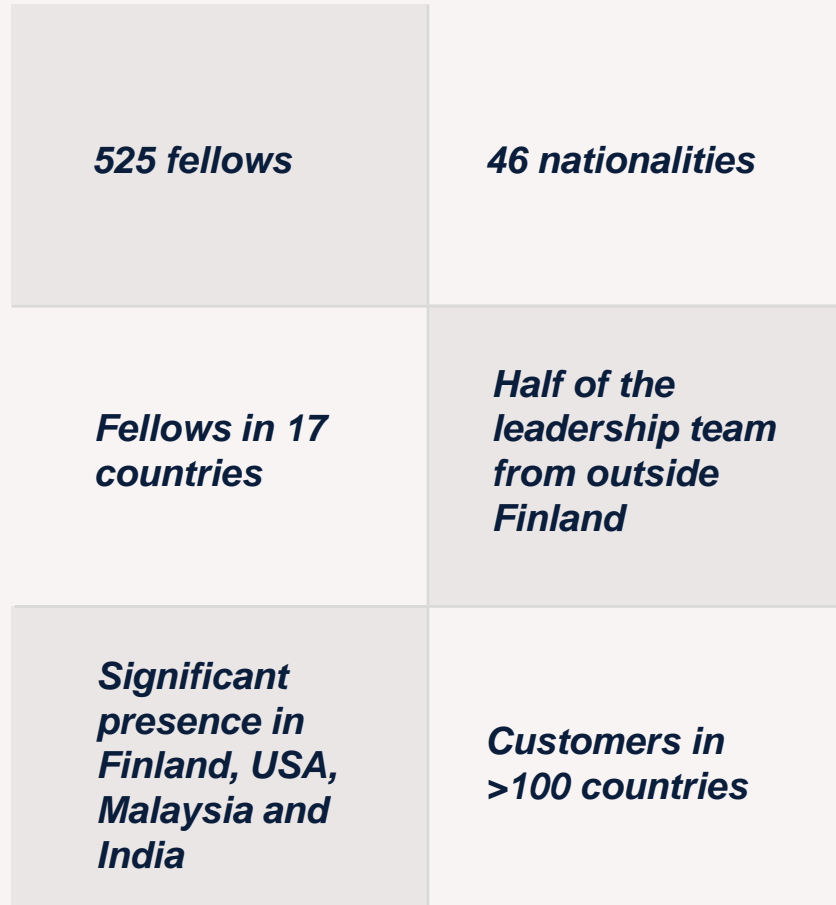
Stronger together with Lookout Life

LookoutLife

By F-Secure®



A global company



At F-Secure, we proudly employ individuals from 44 different nationalities.

In fact, over the past year, 59% of our new hires in Finland are expatriates who have chosen to build their careers in this country. This highlights the importance of attracting top talent from around the world.

Timo Laaksonen
CEO



Journey to becoming the security experience leader

2023

2024

2025

2026



Total

Growth through Total and replacing stand-alone products



Agility

2x Customer base with service that talks to people



No.1 Security Experience

Double-digit revenue growth



Tier 1 Partner Excellence

Leader among Tier 1 partners

Q&A

Creating the #1 security experience

TL Viswanathan


Chief Product Business Officer

Investor Day 2023



What are we solving?

Complexity overload

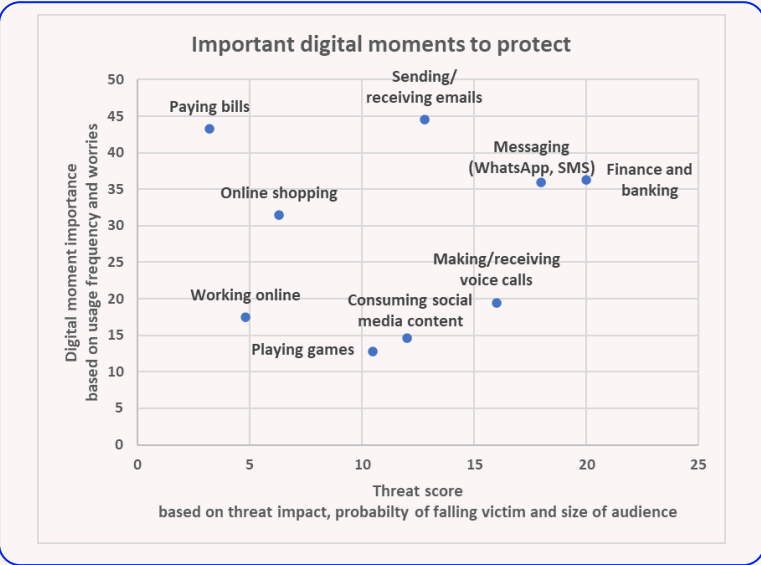


66% find cyber security too complex

57% willing to pay for more simple experiences

Simplicity

Vulnerable digital moments



Protecting from Scams

Sense of security



75% worry about online safety

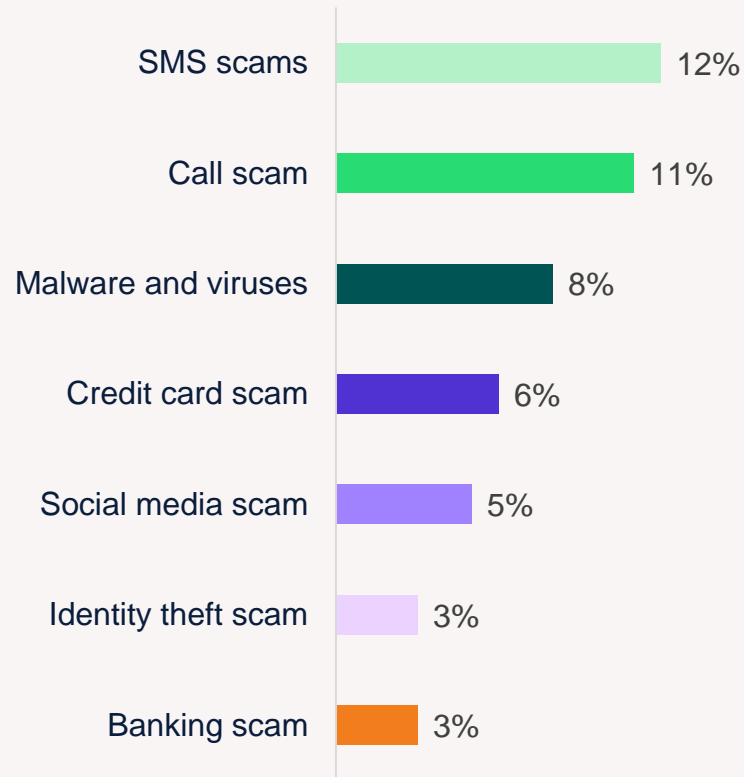
40% value all-in-one online protection for all devices

Holistic

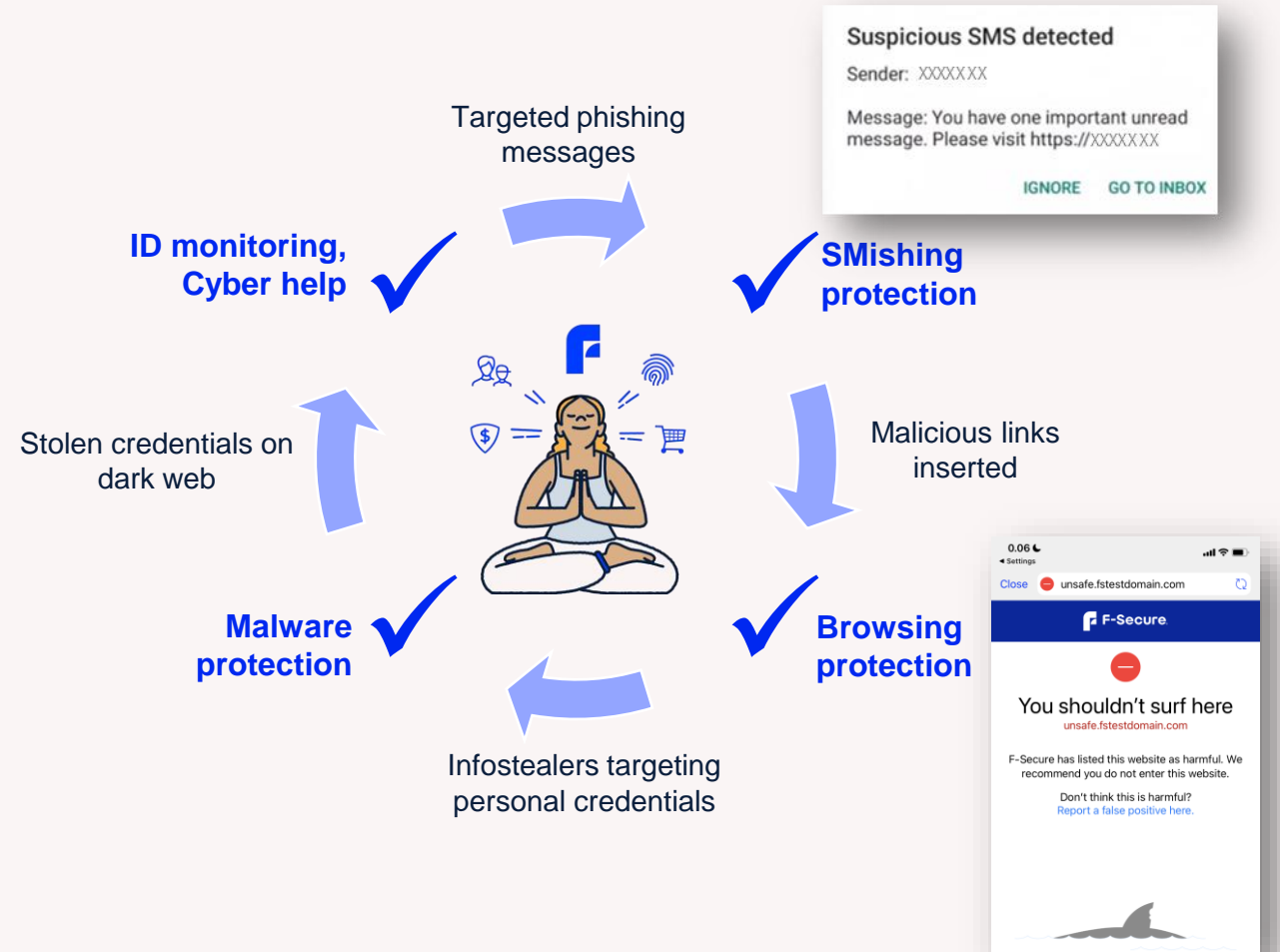
Holistic scam protection for digital moments

At home & on-the move, across connected device

Scams are the most common form of cyber crime



Example of holistic scam protection

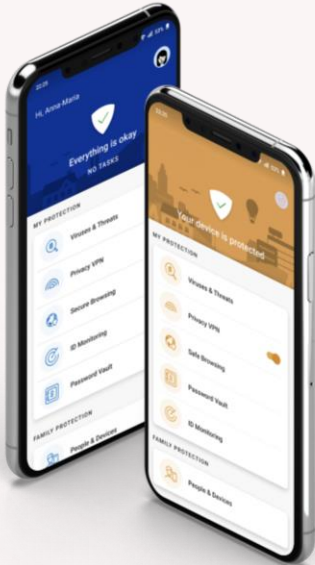


Comprehensive portfolio with flexible delivery models



Protection delivered through F-Secure experience

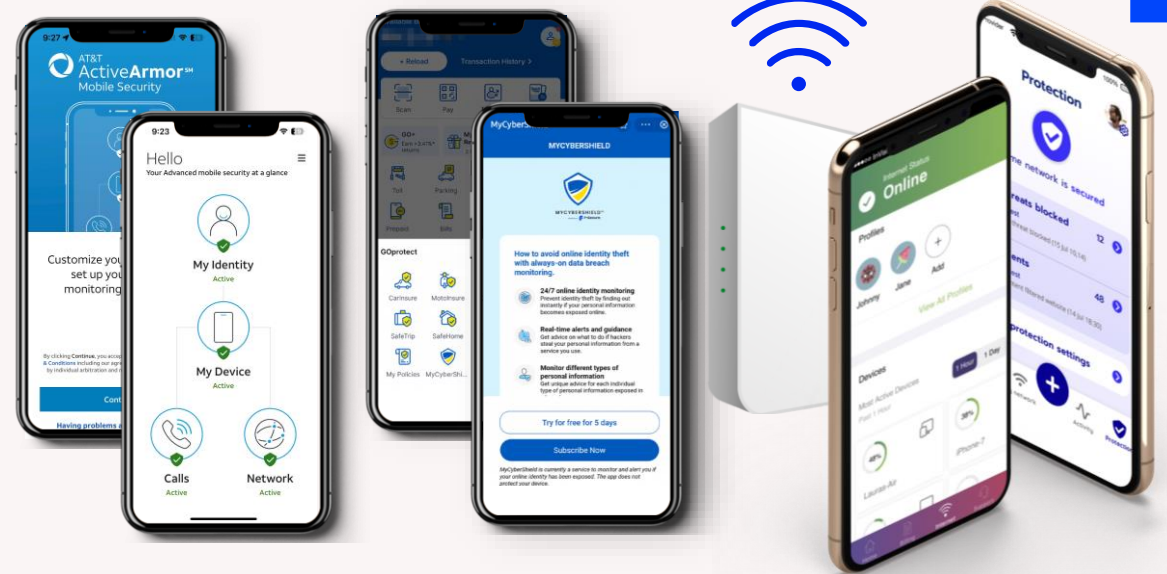
F-Secure
branded



Co-branded for
Partners



F-Secure assets built in to applications, routers* and networks as SDKs or APIs

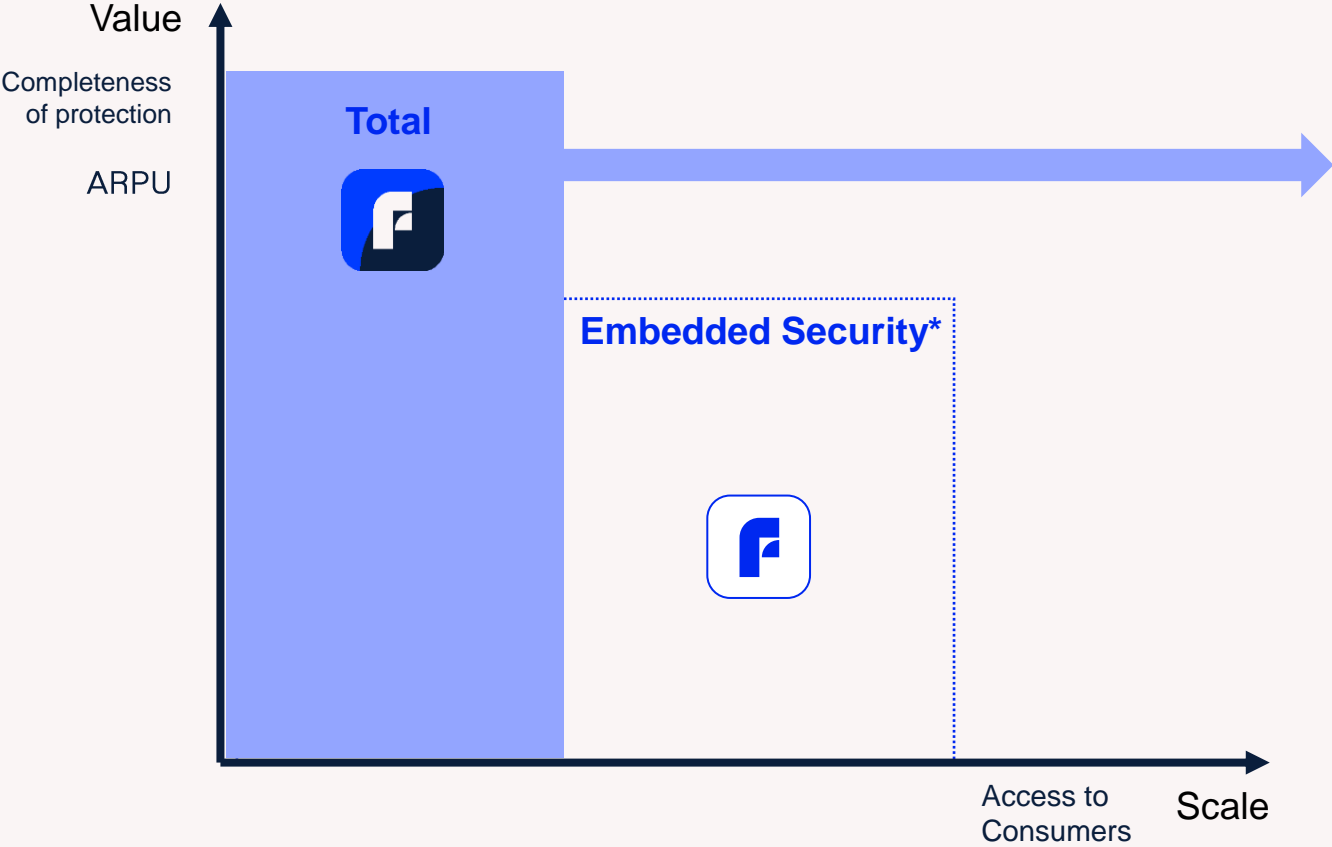


AT&T Active Armor
custom mobile app

Superapp with ID
monitoring

Operator/WiFi app with router
management

Executing on growth strategy

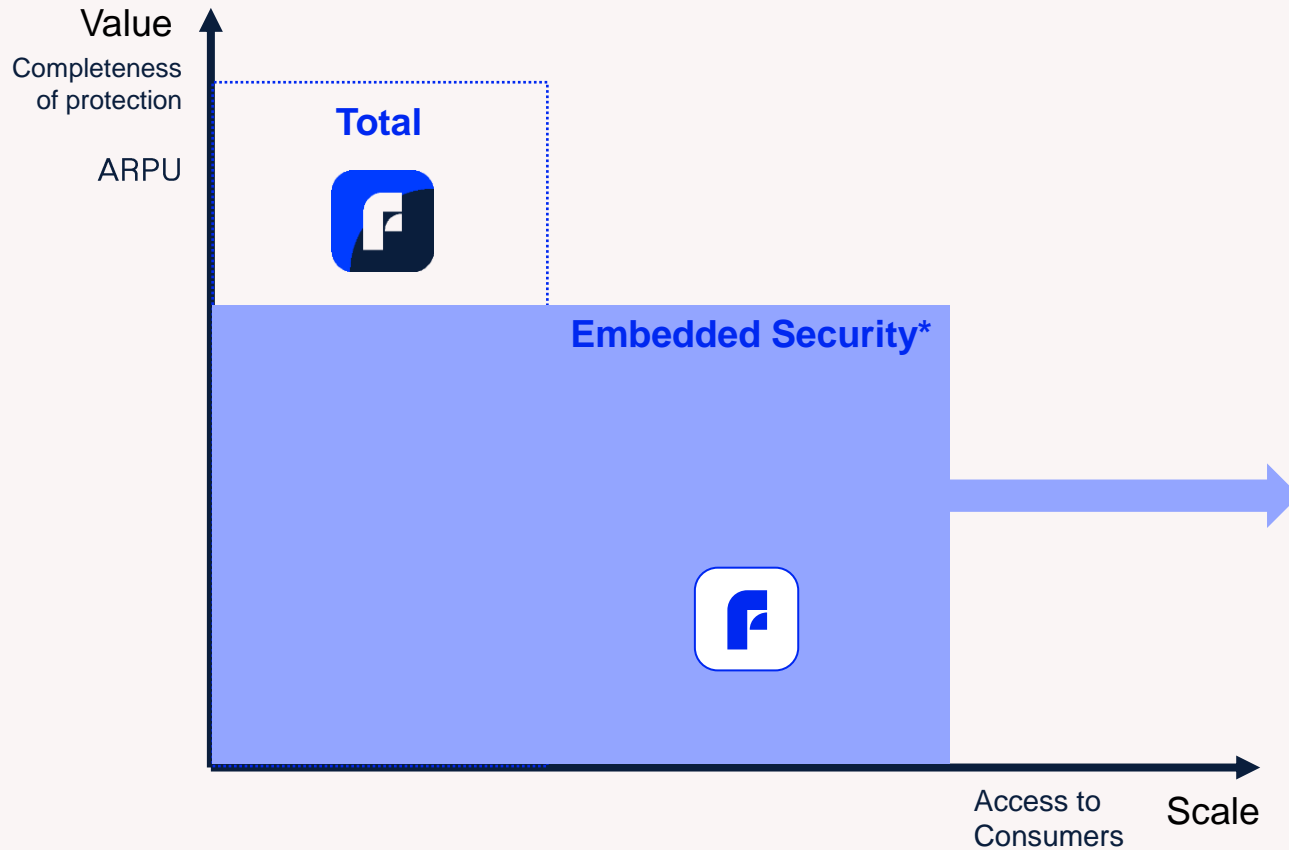


DNA Telia Allianz

@nifty windstream

- Total launched in February 23
- Positive ARPU development
- 18% of Partner revenue – security apps**
- Converging the best of Lookout Life with Total

Executing on growth strategy



- Embedded portfolio accelerated with Lookout Life
- Active Tier 1 CSP engagements
- Breakthrough with Fintech (Superapps)
- Expanding partner ecosystem with access to > 150Mn routers

Delivering on the experience promise

Steven Offerein

Vice President, Portfolio Management

Investor Day 2023



Trusted companion led consumer security experience

Consumer experience vision

Vision
#1 Security Experience



Goal
Become the Trusted Companion

Value elements

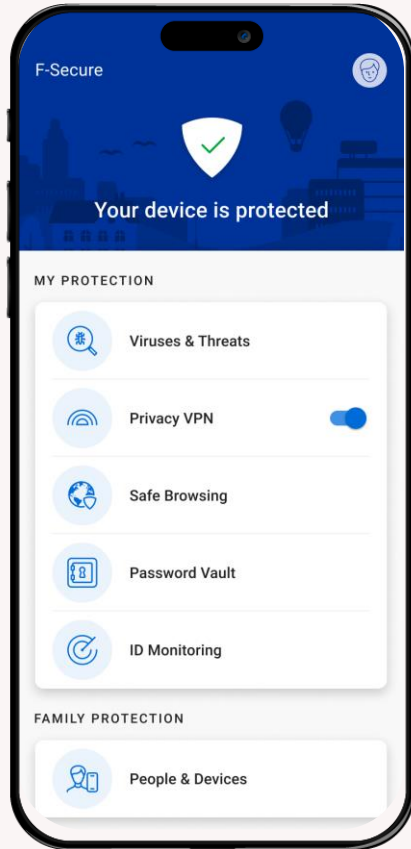
Protect

Engage

Empower

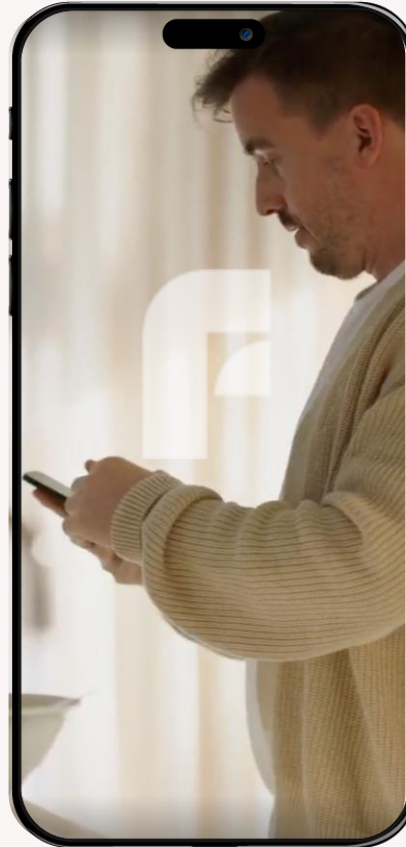
Stronger together: delivering the #1 security experience

F-Secure Total

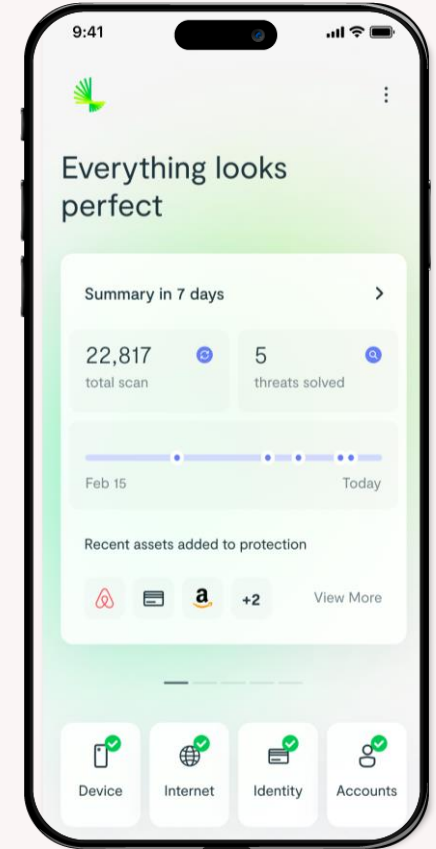


Modularity & partner-centricity

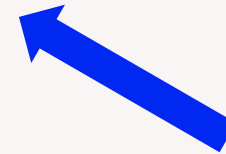
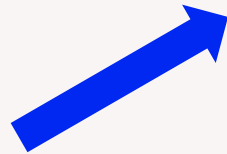
Trusted security companion



Lookout Life



Customer engagement



Delivering the #1 Customer Experience

Example: Trusted Shopping

The image shows a screenshot of the Zalando website (zalando.fi) with an F-Secure security overlay. The website header includes navigation links for 'Naiset', 'Miehet', and 'Lapset', and a search bar. The main content area features a large image of a woman in a black outfit standing next to a mannequin on a cart, with the text 'Vielä enemmän unelmoida Vaatteita, ke paljon muuta'. The F-Secure overlay is a blue box with the text 'F-Secure Browsing Protection' and 'zalando.fi'. It displays a green checkmark and the message 'This website is safe Have a great time browsing here'. Below this, it states 'This shopping website is highly trusted.' and shows a row of five smiley face icons, with the last one being a larger, more expressive smile. A button labeled 'Report this site' is visible at the bottom of the overlay. The website's footer includes the text 'Mistä haluat aloittaa?' and three buttons for 'Naiset', 'Miehet', and 'Lapset'.



Delivering proven business outcomes



Security business-as-a-service

Partner experience vision

Vision
#1 Security Experience

Products



Go-To-Market models



Goal

Become the Trusted Companion

Business Support Platform



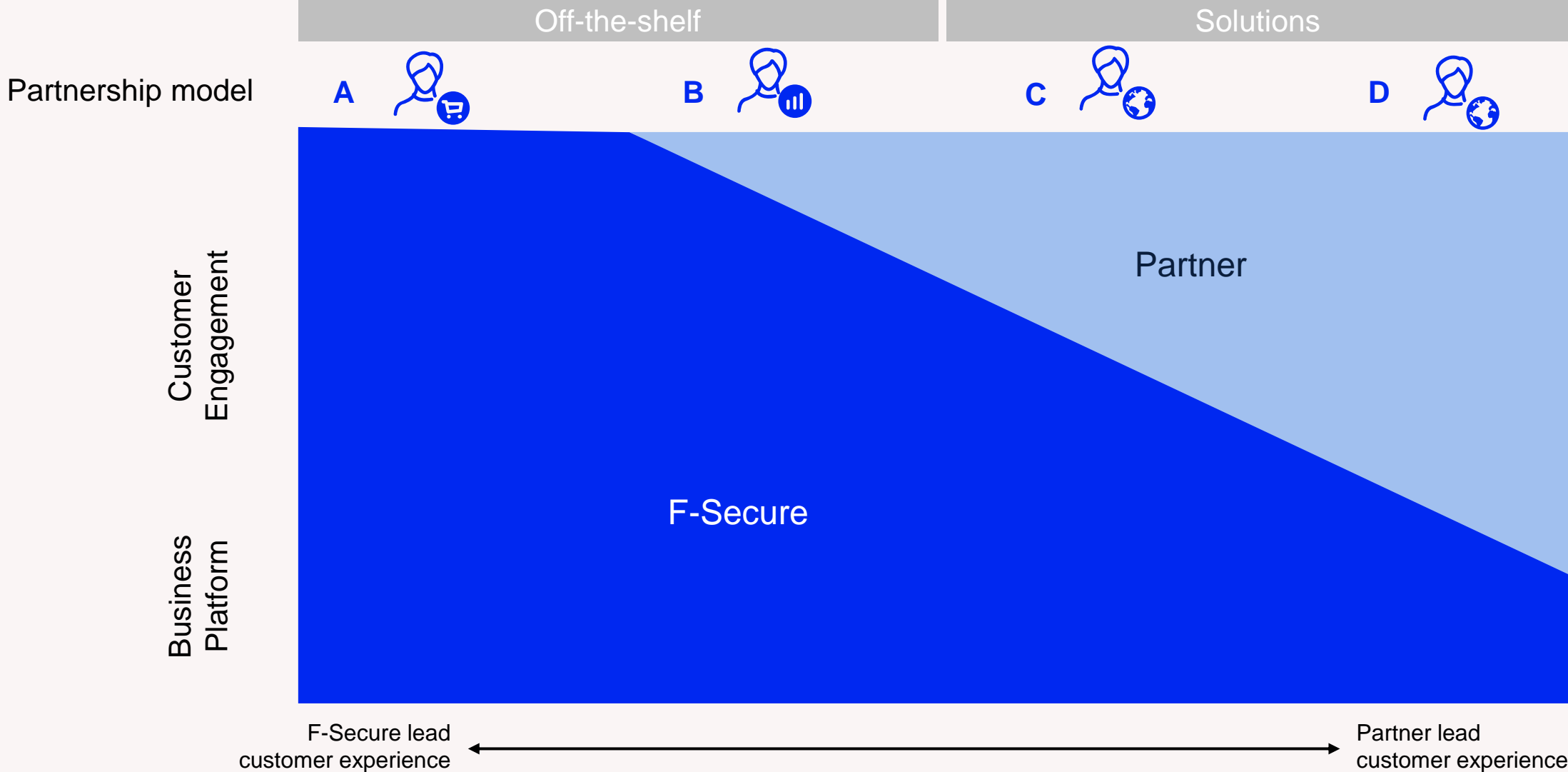
Value elements

Flexible solutions and GTM models

Customer Engagement

Security Business Expertise

Partnering models deliver economies of scale



Delivering the #1 Partner Experience

Example: App Builder

F-Secure App Builder

Colors Light ✓ Colors Dark ✓ Logos ✓ Icons ✓ Names ✓ Language ✓ Links ✓

Colors light mode

In TOTAL there are two customizable colors that define the tone of the whole interface: SURFACE color for backgrounds and BUTTON color for buttons, actions and icons.

- 1 What is HEX code and where do I get it?
- 1 What is color contrast?
- 1 Which colors should I avoid?

Input the HEX code:

1 Surface color
#0098A1

2 Button color
#7A5AF8

Preview
Android iOS **PC** Mac

1 Customised surface color
2 Customised button color

Recent events

Date	Event	Action
Jan 20, 2020	Harmful website unsafe.fiterstomains.com was blocked	View all links (2)
Jan 20, 2020	Manual virus scan did not find any harmful items	View all items
Jan 20, 2020	Manual virus scan did not find any harmful items	View all items
Jan 20, 2020	Manual virus scan did not find any harmful items	View all items

Close

Q&A

Technology Research and Development

Toby White

Chief Technology Officer

Investor Day 2023



Focused research activities

1. Mapping the scam landscape



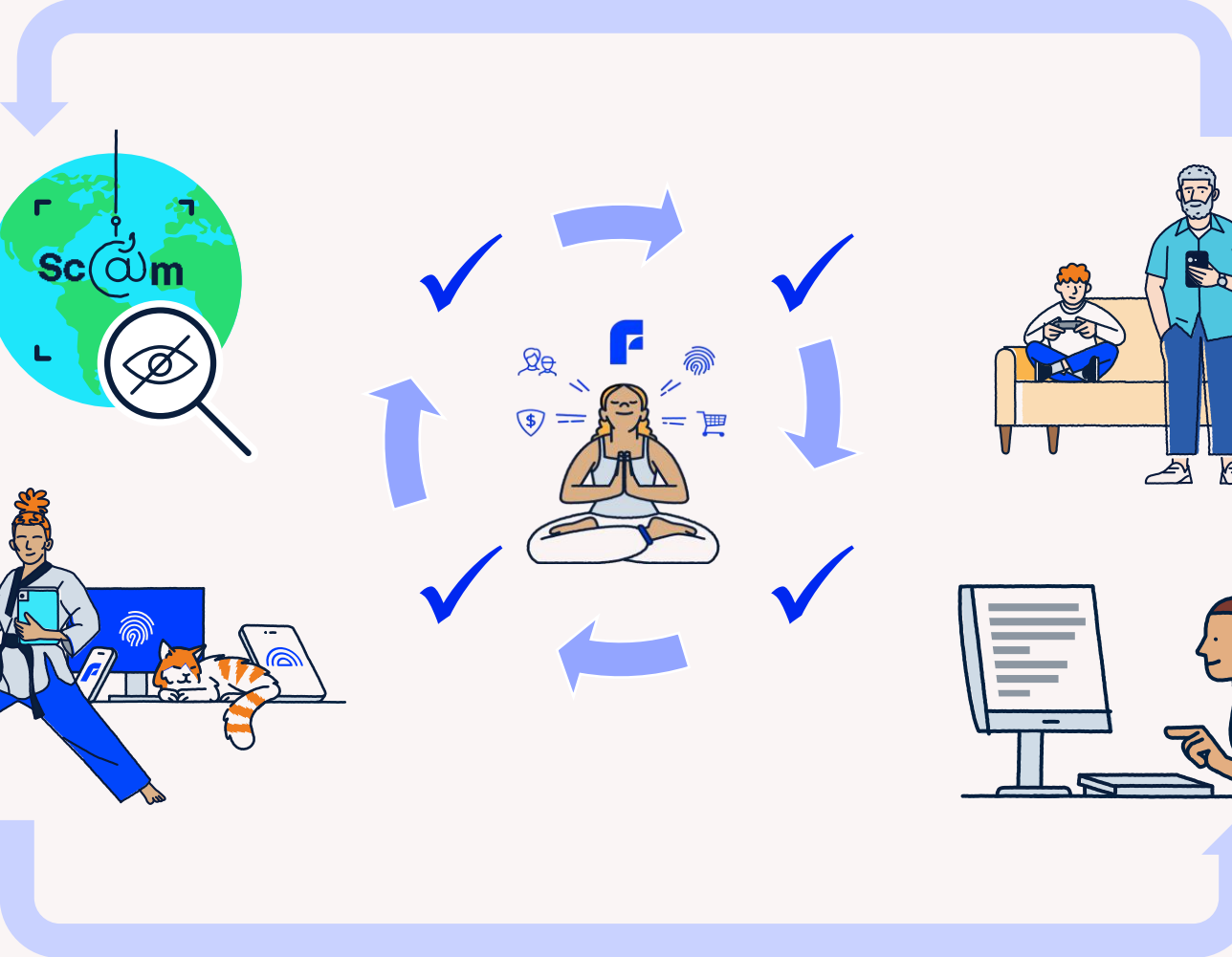
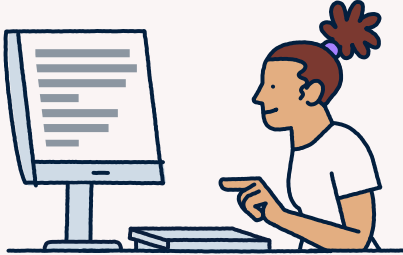
2. Defense in depth



4. Contextual holistic protection



3. Personalized threat profile



Three primary development themes

Convergence and capabilities



F-Secure
Partner experience
Modular configuration

Lookout
Customer experience
Product instrumentation



Converged portfolio



F-Secure
Flexible architecture
Partner experience

Lookout
Tier-1 SLA expectations



Resilience and cost efficiency



1. Mapping the scam landscape

2. Defense in depth

3. Personalized threat profile

4. Data-driven holistic protection



Research and Protection Platform

Transitional service agreement cost development



**WithSecure Technology
Temporary Services Agreement:**

Support and development help to migrate knowhow and IP



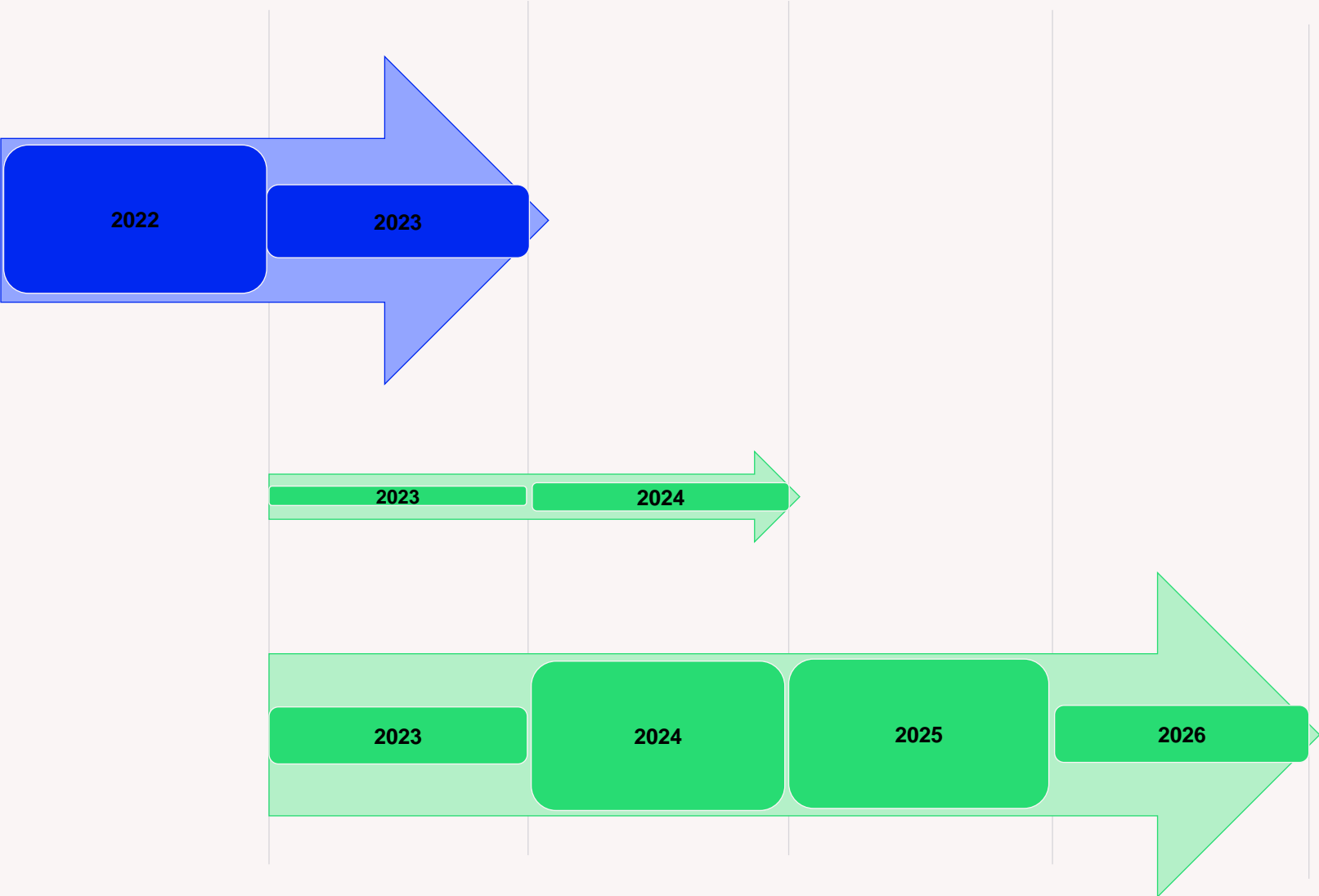
Lookout Platform Services Agreement:

Support and development help to migrate knowhow and IP



Lookout Security Services Agreement:

Access to mobile security technology



Q&A



Break

Presentation continue at
14:50



Positioning for growth

Timo Laaksonen


President and CEO

Investor Day 2023



Demand for sense of security

Complex threat landscape



The Washington Post
Democracy Dies in Darkness

Subscribe Sign


INNOVATIONS

They thought loved ones were calling for help. It was an AI scam.

Scammers are using artificial intelligence to sound more like family members in distress. People are falling for it and losing thousands of dollars.

By Pranshu Verma

March 5, 2023 at 6:00 a.m. EST



Opportunity to capitalize on sense of security



AT&T ActiveArmorSM

Your security is our top priority

We're bringing together all our security features to keep you protected.

Some features req. compatible device/service. Other terms and requirements apply.

AT&T 5G
Fast. Reliable. Secure.
America's Most Reliable 5G Network.

News from the field

What do our customers and partners ask for



As Seen Through Consumer Eyes

1. Simple and easy to use
2. Complete protection
3. Sense of security

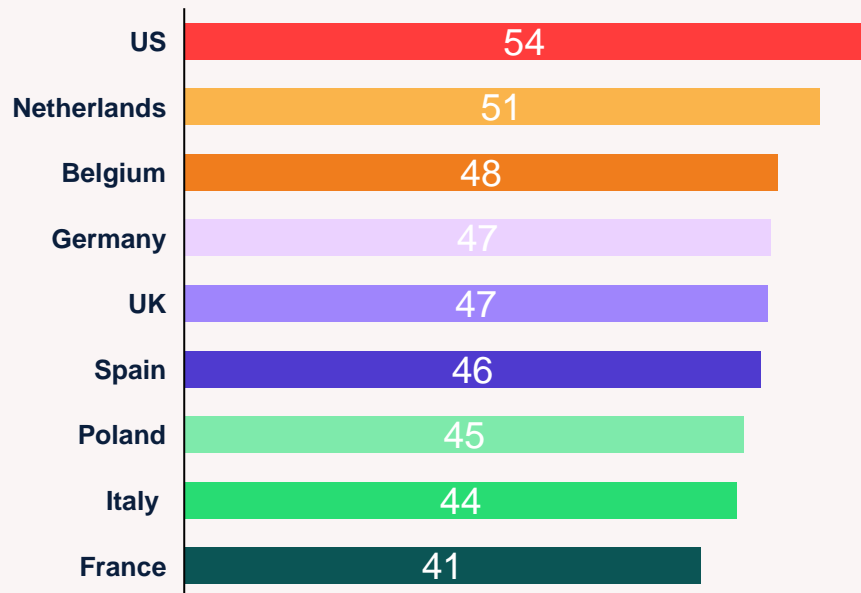


As Seen Through Partner Eyes

1. Security provider that protects and delights customers
2. Differentiated solutions
3. Business outcomes

Macroeconomics impacting Direct Business

Consumer confidence 2023



US ahead, pessimism in EU area

Direct Business current state

- Investments adjusted to reflect consumer confidence
- ARPU positively impacted by price changes leading to higher subscription tiers
- New subscription sales remain still lower YoY
- Renewal sales remain stable, supported by Total NPS 48

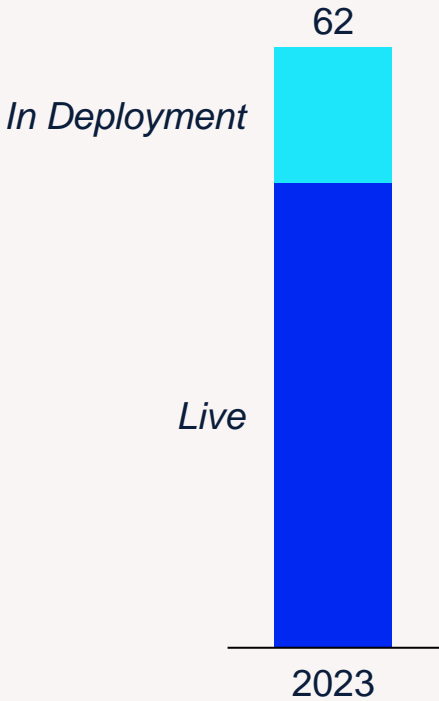
Partner testimonial: Telia Group

Timothy Boyd, Telia Group



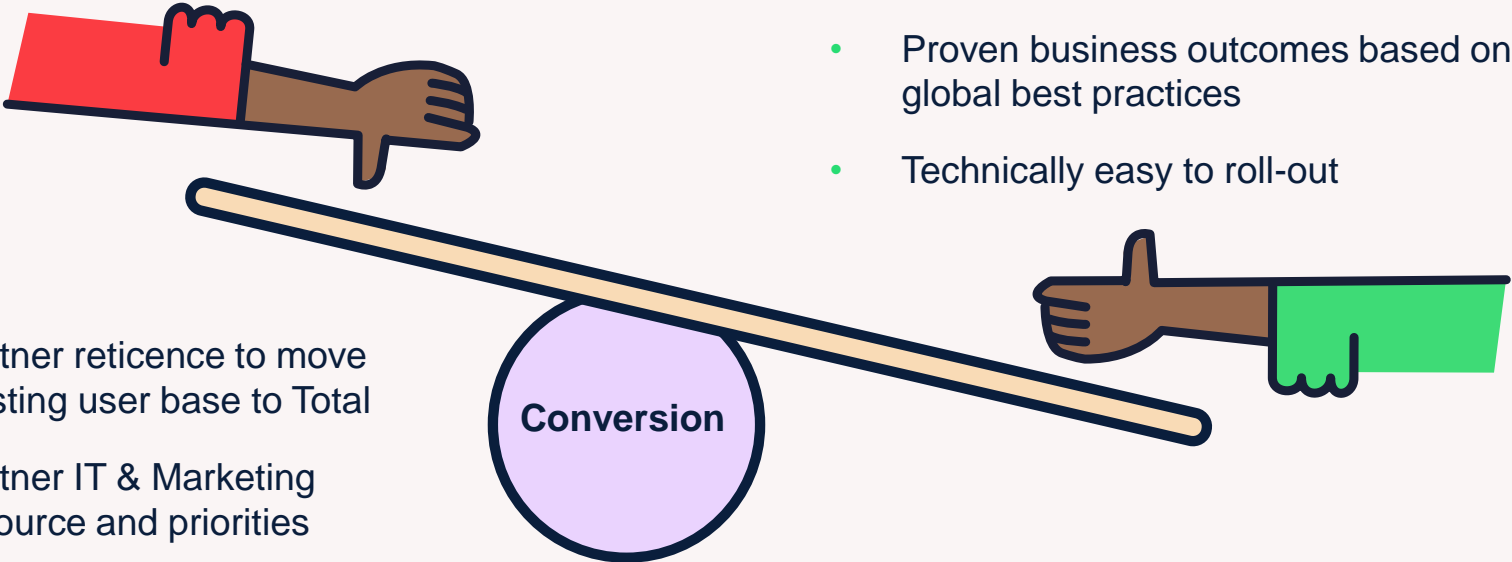
Partner Business Total conversion status

Total roll-out status



Factors impacting conversion

- Partner reticence to move existing user base to Total
- Partner IT & Marketing resource and priorities
- Price increase, especially in current macro environment



- Partners receptive to enhanced value proposition and upside opportunity
- Proven business outcomes based on global best practices
- Technically easy to roll-out

Partner testimonial: Tier 1 Partner

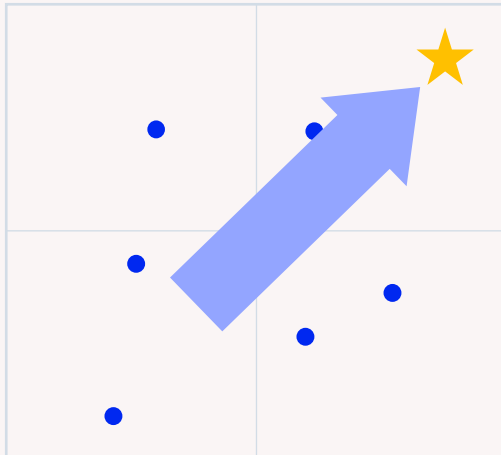
Matt Bailey, AT&T



Capturing the Tier 1 opportunity

Massive increase to our consumer reach

Major brands seek competitive differentiation



Assets and “right to win” after Lookout Life acquisition



Scaling with Tier 1 references

Market making power

Reference value in new partner acquisition

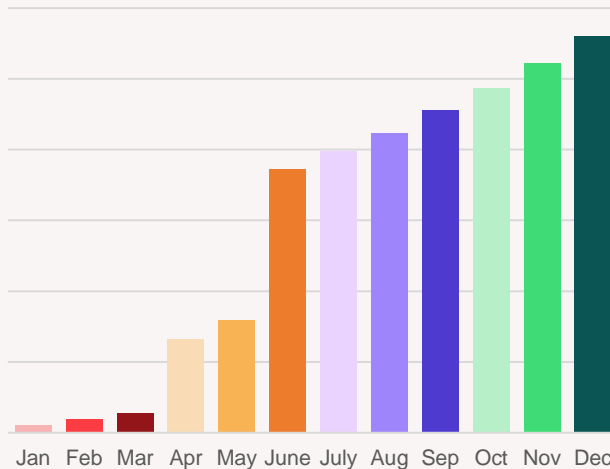
Complementing
physical well-being
with digital security –
Allyz Cyber Care



New vertical partnerships

Value proposition validated, gaining traction, generating revenue

2023 progress as planned



Channel insights

- Big brands seeking cyber security to complement offering
- Long time-to-market
- Land and expand
- Competitors entering channel

Future outlook

- Lookout Life acquisition strengthens offering
- Insurtech and Fintech show positive signs
- Expansion into the US in early 2024

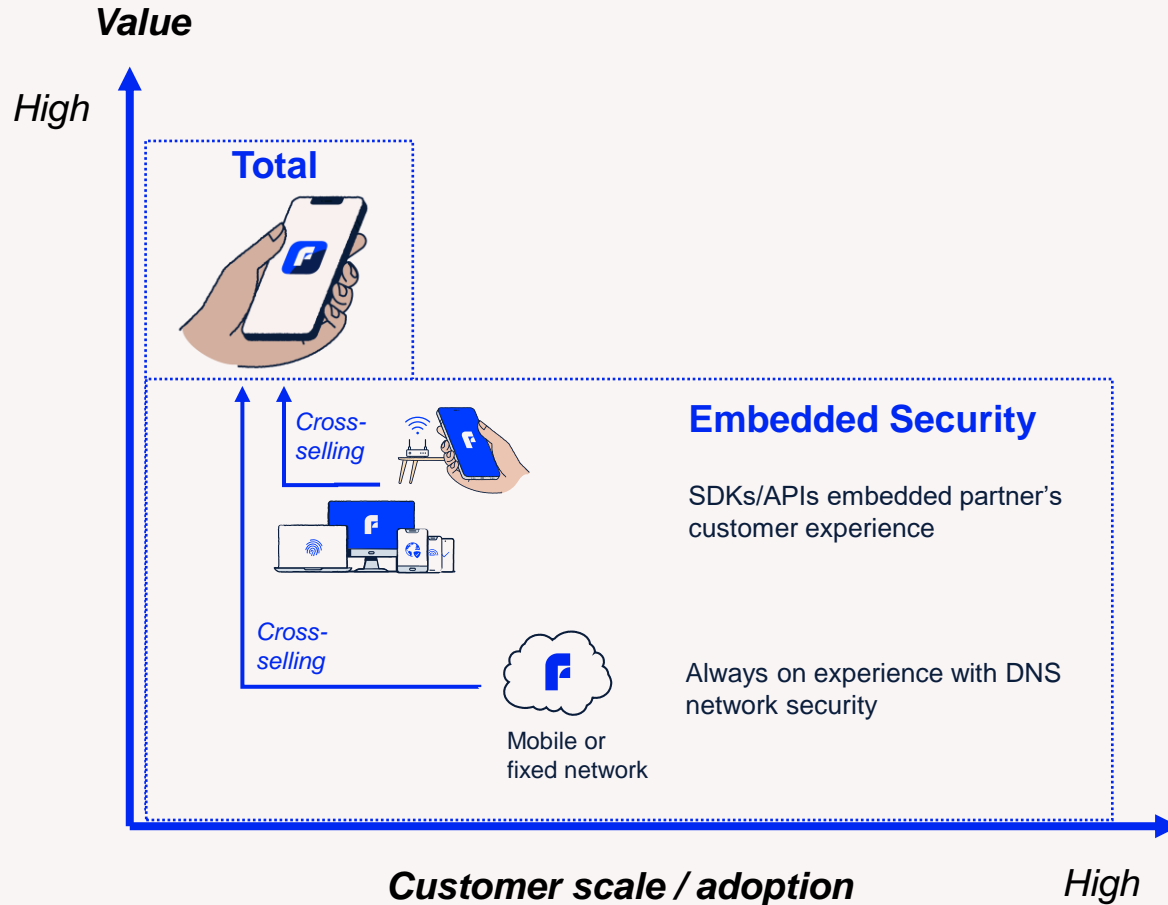
Partner testimonial: Sense ecosystem partner

Justin Doucette, Nokia



Building scale with Embedded Security

Holistic value proposition



- Cross selling Embedded Security to existing Lookout Life partners
- Ecosystem partnerships like Nokia provide scale and fast time-to-market
- Integrated 3rd party offering lead by F-Secure, 2x deals signed 2023

Why we win



Nutrition Facts

1 billion+ servings per container

Serving size 1

Value per serving

Sense of Security ∞

% of Daily Value

Complete portfolio 100%

Solution delivery 100%

Partner DNA 100%

Business outcomes 100%

Multi-channel 100%

All organic, no preservatives

Q&A

Towards 2026

Sari Somerkallio

Chief Financial Officer

Investor Day 2023





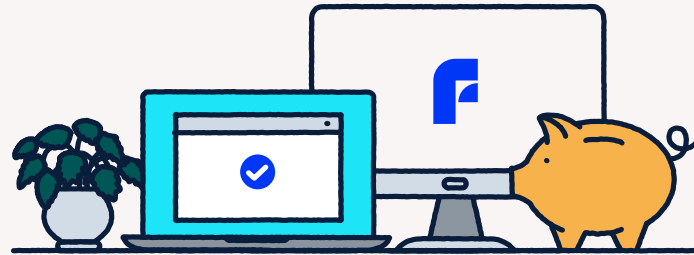
Global leader in the Communication Service Provider (CSP) channel



Consumer cyber security is a large and growing market opportunity



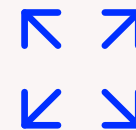
Positioned for growth in North America – the largest consumer security market



Why invest in F-Secure?



Expanding market reach through New Vertical and Tier 1 partnerships



Scalable, highly profitable SaaS business model outperforming rule of 40 and delivering steady dividend growth

Strong cash flow creates shareholder value

Strong
cash
flow

Strengthen balance
sheet through focus
on de-leveraging

Leverage

Net debt/Adjusted EBITDA ratio below 2.5x, excluding temporary impact from acquisitions

- Leverage in H1/2023 3.5x due to the acquisition of Lookout Life
- Interest payments due to the debt taken for the acquisition

Returning capital to
shareholders

Dividends

Around or above 50 per cent of net profit as dividend on an annual basis

Allocating capital for
profitable growth

Organic growth M&A

Lookout Life synergies and integration status

Synergies are as communicated previously, good progress on integration

Enhanced revenue
growth potential

Growth

**EUR 12 million synergies
p.a. by 2027**

Expected incremental EBITA and cost synergies
to drive improved profitability

EBITA

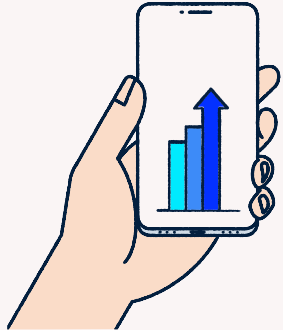
**EUR 10 million synergies
p.a. by 2027**

Integration status

- Rapid product portfolio integration, already in motion
- Technology transfer and integration proceeding as per plan
- New fellows integrated to F-Secure organization
- Technology related TSAs continue as planned, supported by necessary IT TSA
- No other administration related TSAs

Outlook 2023

Updated September 8, 2023



Growth

F-Secure estimates that revenue for 2023 will be in the range of EUR **128–132 million**.

Profitability

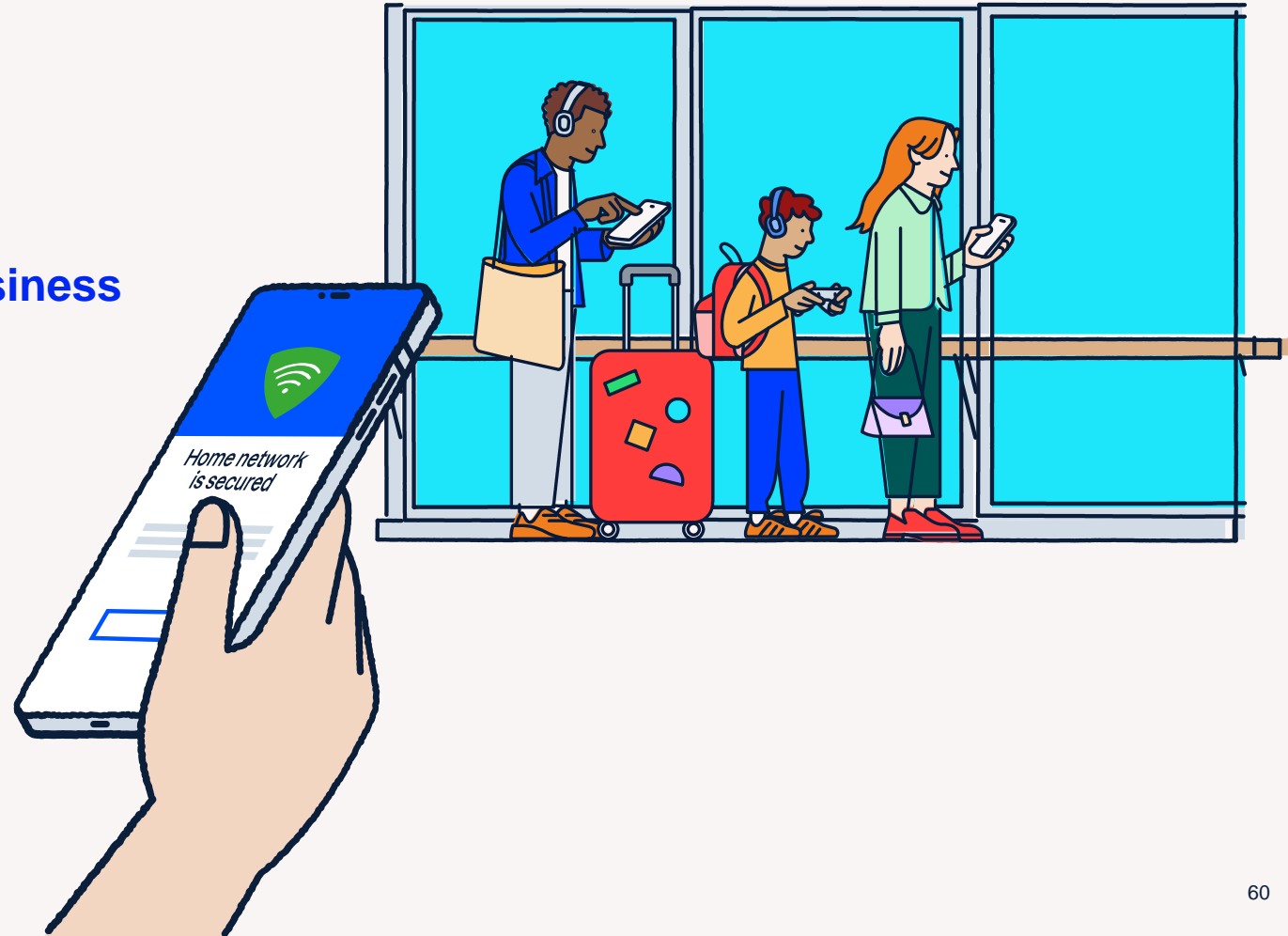
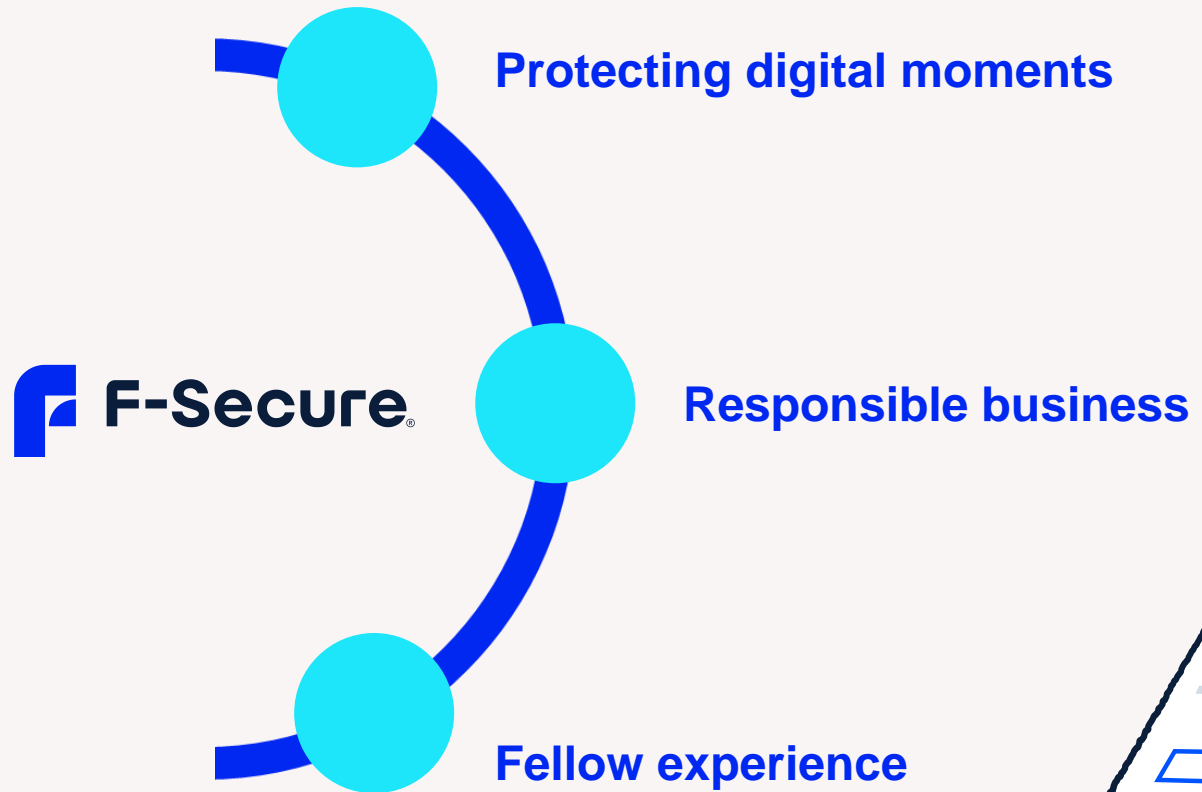
The group's adjusted EBITA is expected to be in the range of **EUR 41–45 million**. The adjusted EBITA margin is estimated to temporarily decrease in 2023 due to acquisition related additional OPEX investments of about EUR 3 million to ensure successful integration and drive revenue synergies.



Background for the outlook

- F-Secure expects the cyber security market to grow in 2023, although we see strong price sensitivity among the consumers, in the face of a challenging operating environment.
- Lookout consumer BU included from June to December (7 months).
- Lookout consumer BU has received payments in advance related to part of its revenue. Such payments are recognised as deferred revenue. As part of the acquisition, F-Secure fair values the deferred revenue according to IFRS reporting for the purposes of acquisition balance sheet, thus the revenues recognised post-acquisition related to deferred revenue balances will be lower compared to revenue recognised by Lookout consumer BU for those advance payments. The preliminary negative revenue impact included in the outlook is estimated to be approximately EUR 3.2 million in 2023, and negative EBITA-level impact in the outlook approximately EUR 2.6 million, respectively.

We're committed to keeping people and society **safe**



Increasing visibility to ESG related activities



F-Secure carbon emissions 2022

4,268t CO₂ = ~ 200 X

Average sized
Finnish family's
emissions

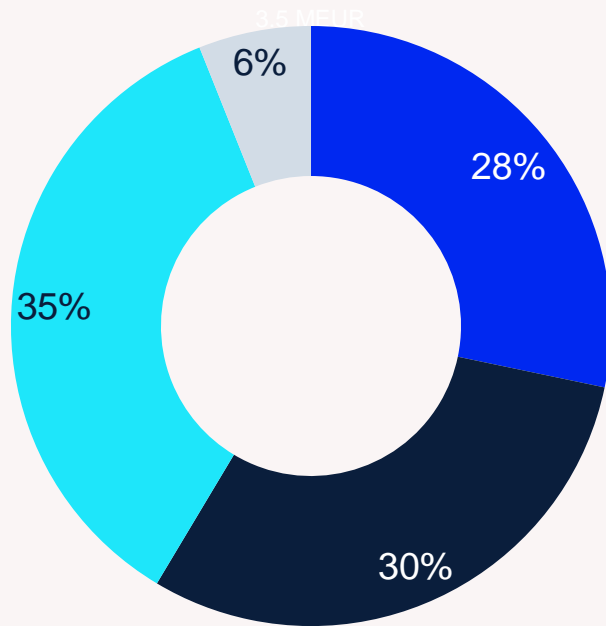
Future reporting intentions to promote transparency



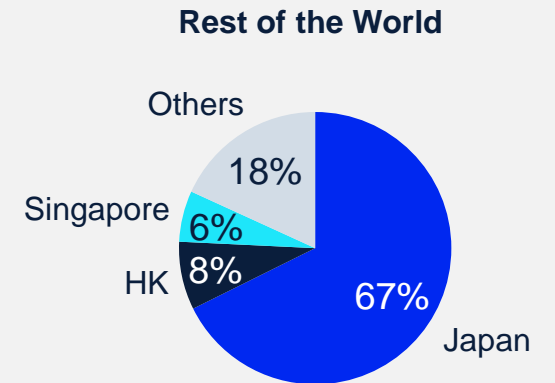
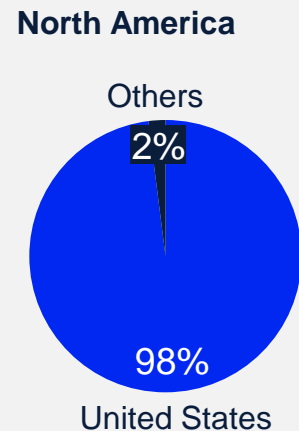
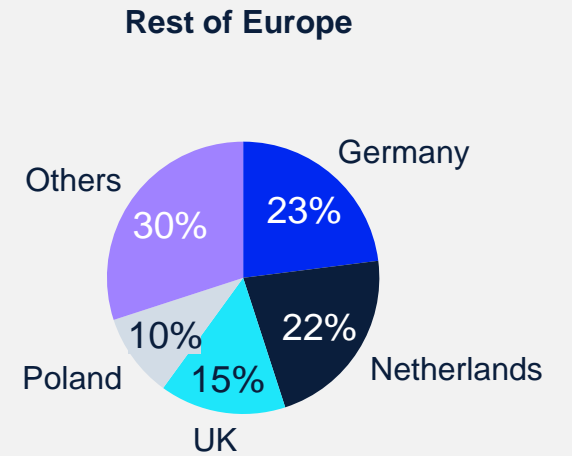
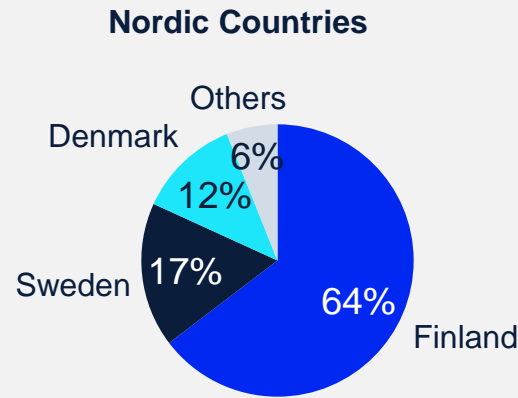
- Historical illustrative financial information for Q3/2022–Q2/2023
- Organic growth: will continue to report as long as it is relevant for comparison purposes, i.e. Q2/2024
 - In case cross-selling becomes significant before that, might need to reconsider
- Cross selling and synergies: will be commented verbally
- Country-specific revenue development: will continue to comment verbally
- Transitional services agreements (TSA) roadmap:
 - WithSecure: will stop reporting after Q4/2023
 - Lookout Life: will continue reporting as relevant

Geographical revenue split: revenue by country

Indicative revenue split from external customers, based on situation after Lookout Life integration



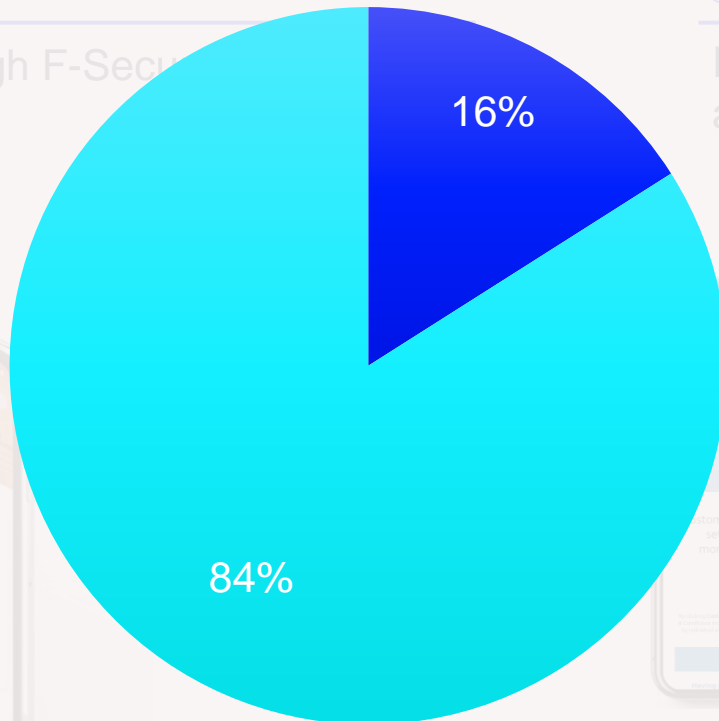
- Nordic Countries
- North America
- Rest of Europe
- Rest of the World



Comprehensive portfolio with flexible delivery models

Total

Protection delivered through F-Secure

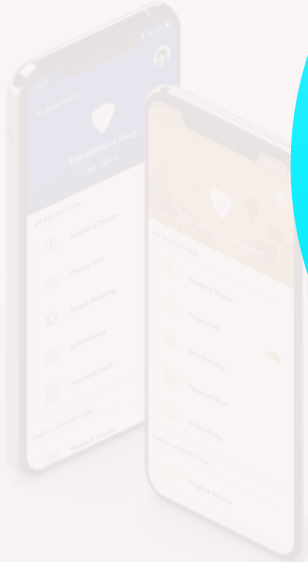


F-Secure branded

Embedded Security

F-Secure assets built in to applications, routers* and networks as SDKs or APIs

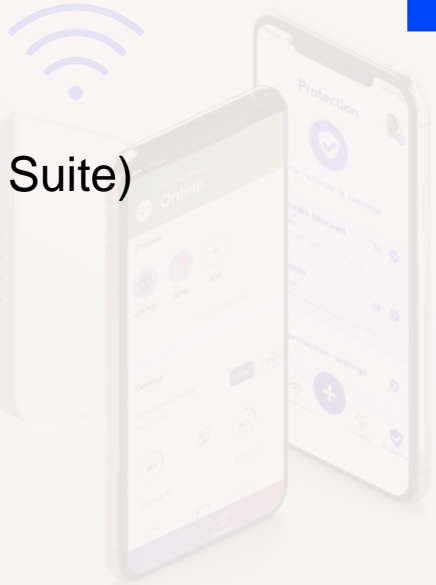
- Others (Embedded)
- App Based (Security Suite)



AT&T Active Armor custom mobile app



SuperApp with ID monitoring

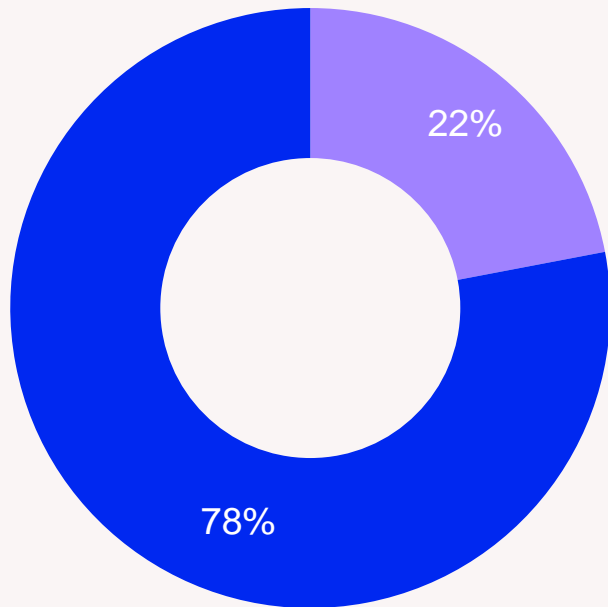


Operator/WiFi app with router management

Channel specific revenue data

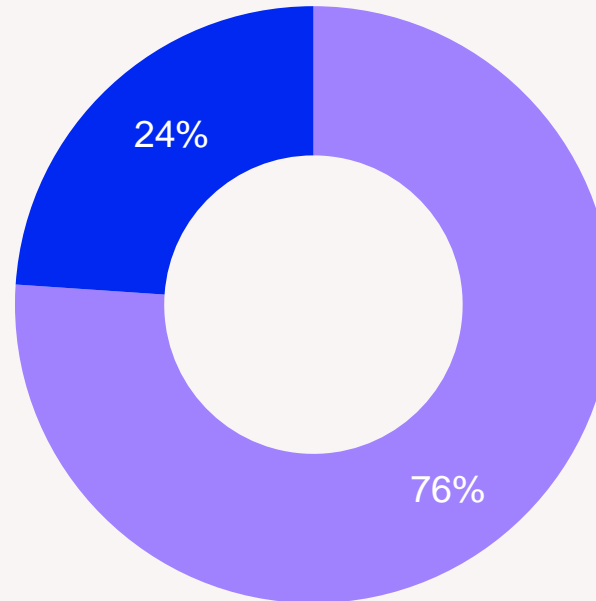
Indicative split, based on situation after Lookout Life integration

Direct Business revenue



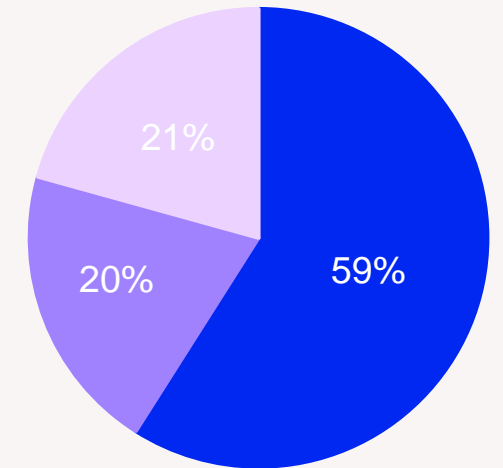
■ Renewal sales ■ New sales

Partner Business revenue



■ Revenue from the period
■ Revenue through balance sheet

Deferred revenue by channel, end of Q2/2023*



■ Direct ■ Partner excl. Retail ■ Retail

Towards medium-term financial targets 2026

Key growth levers

1. Total conversion

2.

Evolving go-to-market channels and offering

3.

Best partner experience

Targets 2026

Total revenue of more than
EUR 200 million.

After initial growth investments, adjusted EBITA margin of above
42%.

Dividend yield
around or above 50% of net profit on an annual basis.

Net debt / adjusted EBITDA ratio **below 2.5x**, excluding temporary impact from acquisitions.

Outlook 2023

Revenue in the range of
EUR 128–132 million
(Lookout included for 7 months).

Adjusted EBITA
in the range of EUR 41–45 million.

Delivered 2022

Total revenue
EUR 111 million
(+4.5%)

Adjusted EBITA
EUR 43.9 million,
39.6% margin

Dividend
78%
(July–December)

Leverage
-0.4x

Q&A

Closing words

Timo Laaksonen

President and CEO

Investor Day 2023



Highlights of our message today

F-Secure to become the #1 security experience company in the world



Strategy remains valid

Increased focus on Tier 1 partnerships

Accelerating delivery on experience promise



Q&A





**Thank you for
joining us today!**

Next up:

Interim Report for January-September
2023, Wednesday, October 25, 2023

