



F-Secure.

# **SOLID GROWTH IN CLOUD-BASED TECHNOLOGIES IN Q4 2021**

SEPARATION THROUGH PARTIAL DEMERGER

**Investor Presentation**

February 17, 2022

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This presentation includes estimates relating to the benefits expected to arise from the proposed partial demerger, which are based on a number of assumptions and judgments. The assumptions relating to the estimated benefits and costs arising from the proposed partial demerger are inherently uncertain and are subject to a wide variety of significant business, economic, regulatory and competitive risks and uncertainties that could cause the actual benefits and costs arising from the proposed partial demerger to differ materially from the estimates in this presentation. Further, there can be no certainty that the proposed partial demerger will be completed in the manner and timeframe described in this presentation, or at all.

The preliminary unaudited carve-out financial information of F-Secure in this presentation has been prepared on a carve-out basis and derived from the current F-Secure Corporation’s historical consolidated financial statements for the years ended 31 December 2021, 2020 and 2019 using the historical income and expenses attributable to the

Consumer Security business. The carve out financial information also includes certain income and expenses related to common group functions that have been allocated to Consumer Security business for the purpose of preparing the carve-out financial information. The preliminary unaudited carve-out financial information of F-Secure is prepared for illustrative purposes only and does not represent income or expenses had Consumer Security business been managed as a stand-alone consolidated group separate from the current F-Secure Corporation. In addition, the carve-out financial information may not be indicative of Consumer Security business’ performance in the future. The carve-out financial information of F-Secure presented in this presentation is preliminary and subject to change.

The financial information of WithSecure in this presentation is preliminary, unaudited and is derived from the current F-Secure Corporation’s historical consolidated financial statements to illustrate WithSecure’s continuing operations as if the Demerger would have taken place with the items associated with the Consumer Security business being omitted. The Company has made assumptions related to the continuing impact of certain group functions and common arrangements in preparing the illustrative financial information of WithSecure based on information available at the date of this presentation. As such, the information presented in this presentation is preliminary and subject to change. The information is presented for illustrative purposes only and is not intended to project the results of operations of WithSecure after the demerger.

# TODAY'S PRESENTERS



**Risto Siilasmaa**

Chairman of the Board



**Juhani Hintikka**

President & CEO



**Tom Jansson**

CFO



**Timo Laaksonen**

EVP, Consumer Security



# TODAY'S AGENDA

- 1 F-Secure Group – Q4/2021 highlights
- 2 Planned partial demerger
- 3 WithSecure (Corporate)
- 4 F-Secure (Consumer)

# Q4/2021 HIGHLIGHTS



**Juhani Hintikka**

President & CEO



**Tom Jansson**

CFO

# KEY TAKEAWAYS FROM Q4/2021

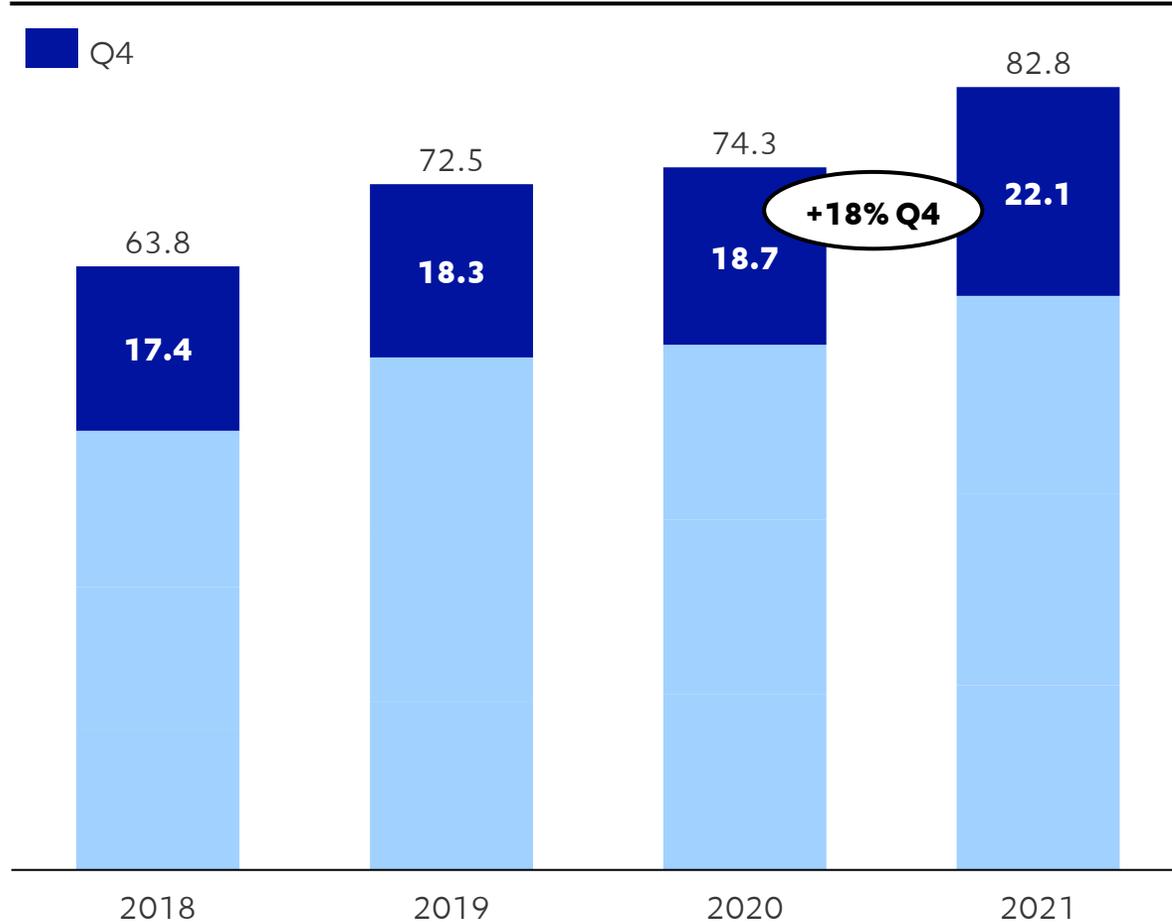
## Solid growth in cloud-based technologies

- Relatively strong performance to finish the year: group revenue grew by 6%, driven by the 18% growth in corporate security products
  - Annual recurring revenue (ARR) of corporate security's cloud-based Solutions grew by 34% year-on-year to EUR 60.9 million
  - To accelerate growth further, we continue to invest significantly into MDR and Cloud Protection for Salesforce
- The revenue of our cyber security consulting decreased by 6%
- Consumer security continued good performance - revenue grew 5%
- Today we announced a demerger plan
  - Enables us to serve our customers and partners even better
  - Supports shareholder value creation

# REVENUE GROWTH FROM CORPORATE SECURITY PRODUCTS ACCELERATED TO 18% IN Q4

(Corporate security products, FY2021, EUR million)

## Revenue comparison



## Revenue from business security software grew

- Strong sales growth in Cloud Protection for Salesforce software and cloud-native Elements platform
- Renewed licensing models and co-operation with partners in productizing the EDR offering contributing to growth

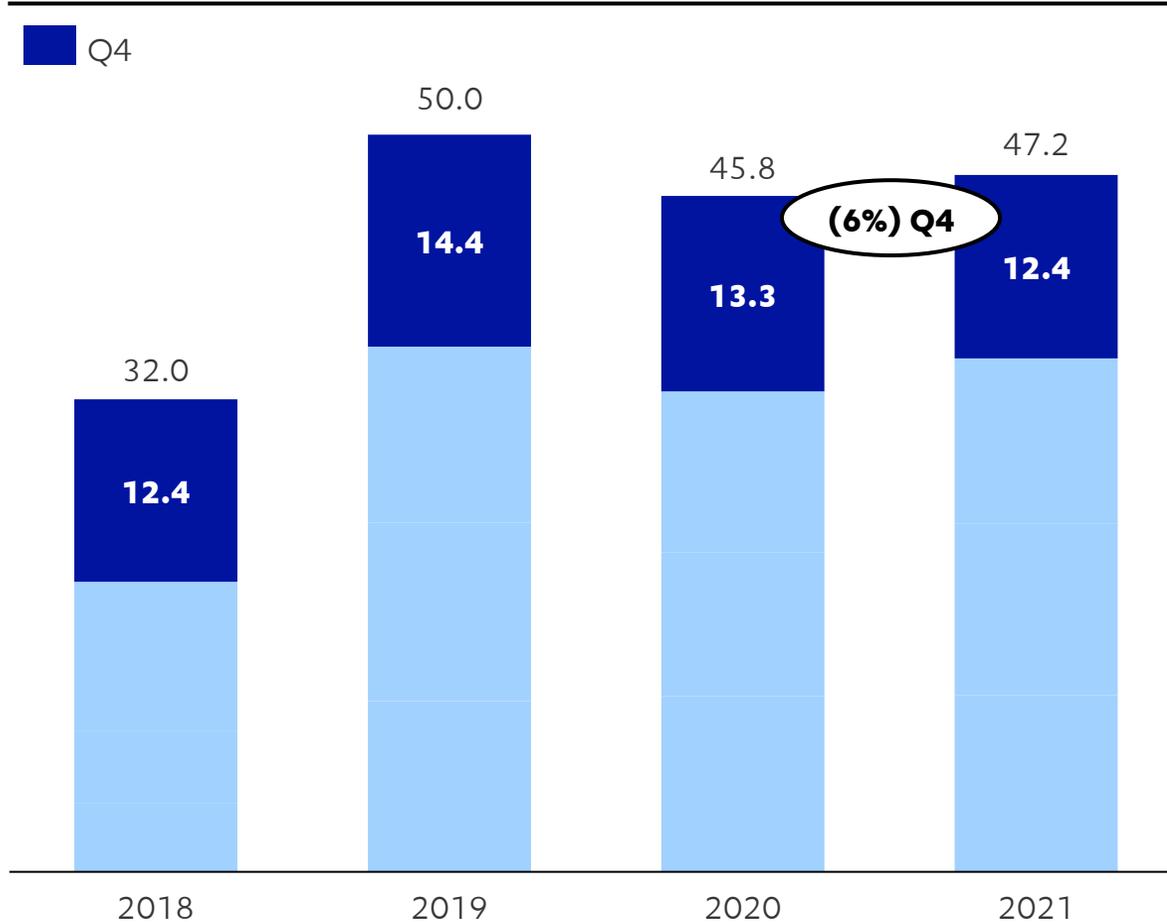
## Revenue from Managed Detection and Response (MDR) solutions (F-Secure Countercept) grew

- Several important deals were signed in key verticals: manufacturing, technology, media and financial services
- Strong sales performance especially in Germany, the UK and the USA
- As typical for new advanced solutions, the volume and magnitude of deals are expected to fluctuate between quarters

# CYBER SECURITY CONSULTING IMPACTED BY ATTRITION – MITIGATION IN PROGRESS

(Corporate security products, FY2021, EUR million)

## Revenue comparison



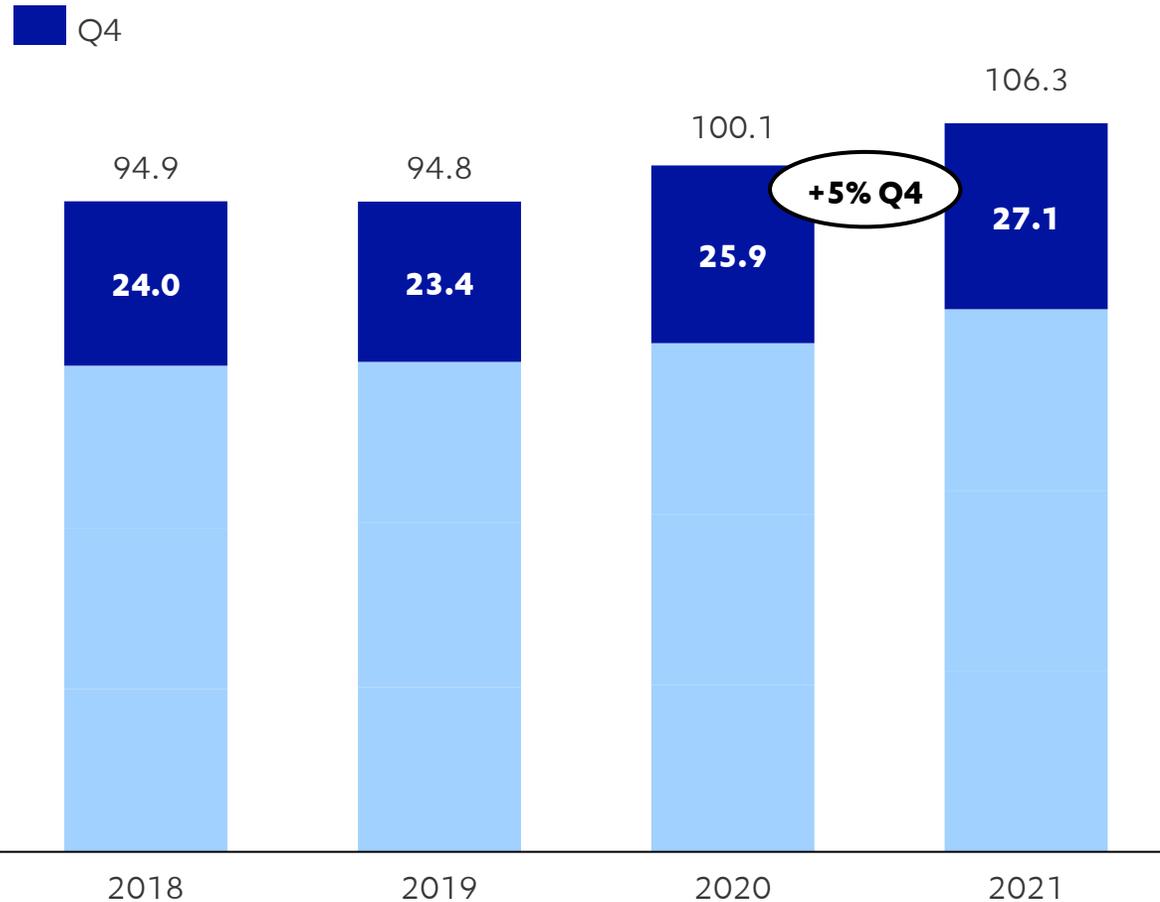
## Cyber security consulting revenue decreased by 6%

- Negative impact from attrition in some regions however attrition rate improved during the quarter
- Shortage of consultants with relevant skills to meet strong customer demand for specialist services
- As mitigating action, F-Secure accelerated recruiting and retraining programs
- Divested UK public sector consulting team to increase focus on enterprise clients
- Divested subsidiary in South Africa in February 2022

# CONSUMER SECURITY CONTINUED GOOD PERFORMANCE – REVENUE UP BY 5%

(Consumer security, FY2021, EUR million)

## Revenue comparison



## Revenue from the service provider channel grew

- Whole portfolio contributing to the growth
- Strengthened position within new channels
- New partners for F-Secure TOTAL in Asia and Europe
- Two F-Secure SENSE deals with leading European telecom operators

## Revenue from direct sales was at the previous year's level

- F-Secure TOTAL's share of revenue continued to increase
- The renewal performance continued on a good level

# Q4 ADJUSTED EBITDA AT 7.7MEUR – 12% MARGIN

(F-Secure Group, EUR million)

EUR million	10-12/2021	10-12/2020	Change %	1-12/2021	1-12/2020	Change %
<b>Revenue</b>	<b>61.6</b>	<b>57.9</b>	<b>6 %</b>	<b>236.3</b>	<b>220.2</b>	<b>7 %</b>
Consumer security	27.1	25.9	5 %	106.3	100.1	6 %
Corporate security products	22.1	18.7	18 %	82.8	74.3	11 %
Cyber security consulting	12.4	13.3	-6 %	47.2	45.8	3 %
<b>Adjusted EBITDA<sup>1)</sup></b>	<b>7.7</b>	<b>7.3</b>	<b>6 %</b>	<b>36.5</b>	<b>35.7</b>	<b>2 %</b>
% of revenue	12 %	13 %		15 %	16 %	
<b>EBIT</b>	<b>2.0</b>	<b>3.1</b>	<b>(34 %)</b>	<b>17.7</b>	<b>19.7</b>	<b>(10 %)</b>
% of revenue	3 %	5 %		7 %	9 %	
Net Debt <sup>2)</sup>				(24.6)	(11.6)	
Cash flow from operations before financial items and taxes	15.6	19.4	(20 %)	38.7	48.3	(20 %)
Earnings per share (EUR) <sup>3)</sup>	0.01	0.02		0.08	0.08	
Personnel, end of period				1,656	1,678	(1 %)

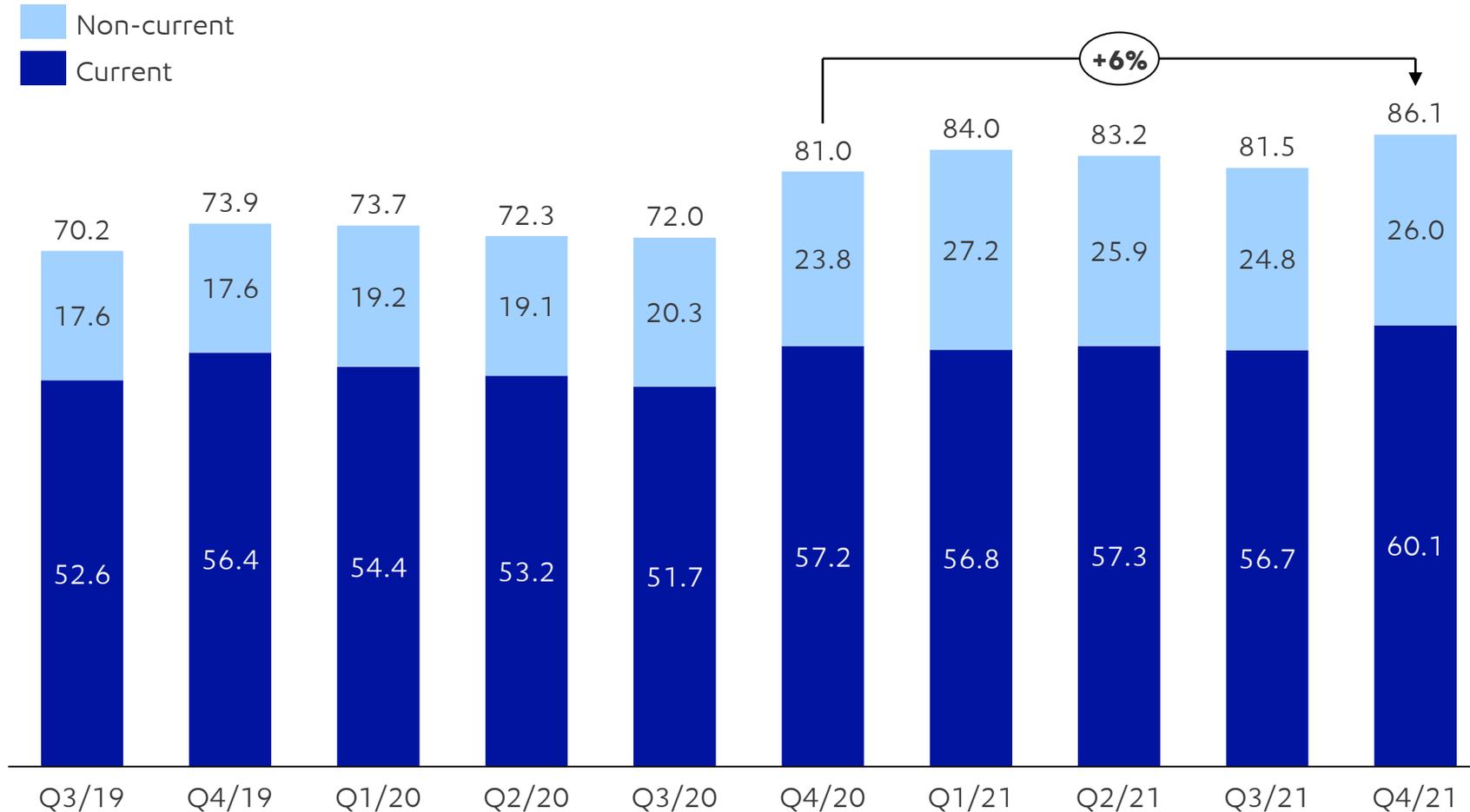
<sup>1)</sup> Adjustments are material items outside normal course of business associated with acquisitions, integration, restructuring, gains or losses from sales of businesses and other items affecting comparability

<sup>2)</sup> Net Debt = Interest bearing liabilities (including IFRS16 liabilities) - Cash and financial assets at fair value through P&L

<sup>3)</sup> Based on the weighted average number of outstanding shares during the period 158,354,073 (1-12/2021).

# DEFERRED REVENUE GROWTH DRIVEN BY BUSINESS SECURITY SOFTWARE AND MANAGED DETECTION AND RESPONSE

(F-Secure Group, Deferred Revenue<sup>1</sup>, EUR million)



- In Q4 the order intake was at all-time high
- Orders are recognized after customer commitment, while deferred revenue balance contains the already invoiced value

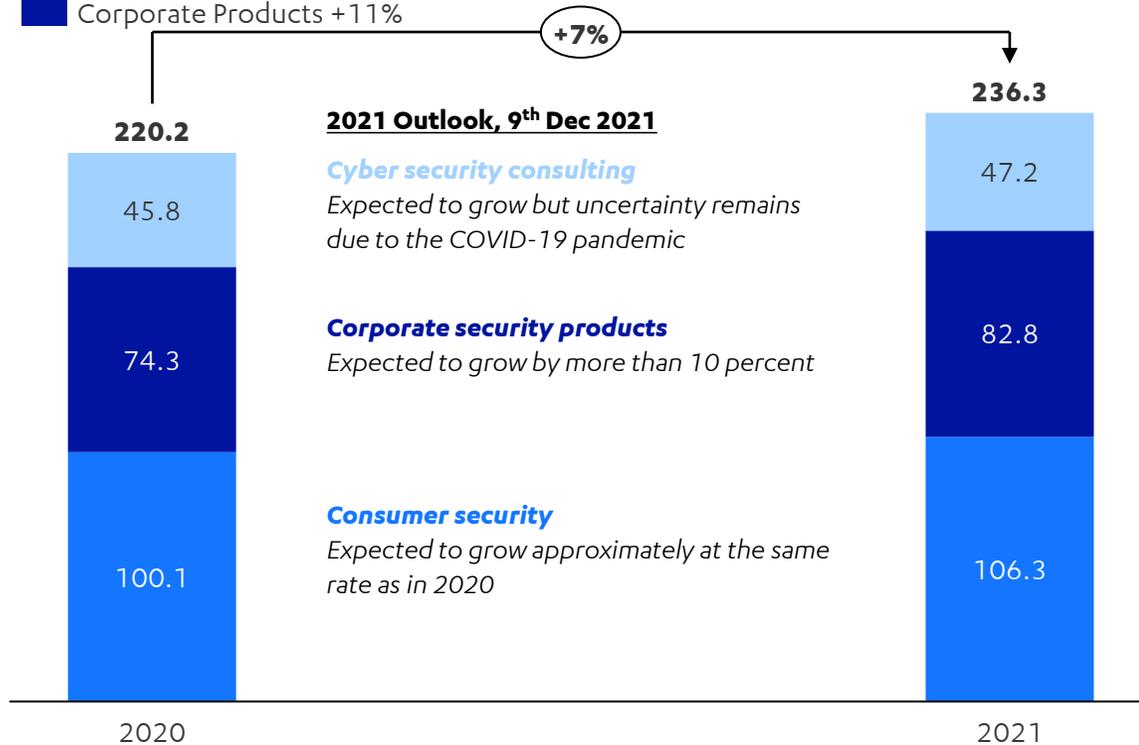
<sup>11</sup> <sup>1</sup>Non-current deferred revenue = recognized as revenue after the next 12 months onwards  
Current deferred revenue = recognized as revenue within the next 12 months

# F-SECURE DELIVERED 2021 ACCORDING TO THE OUTLOOK

(F-Secure Group, FY 2021, EUR million)

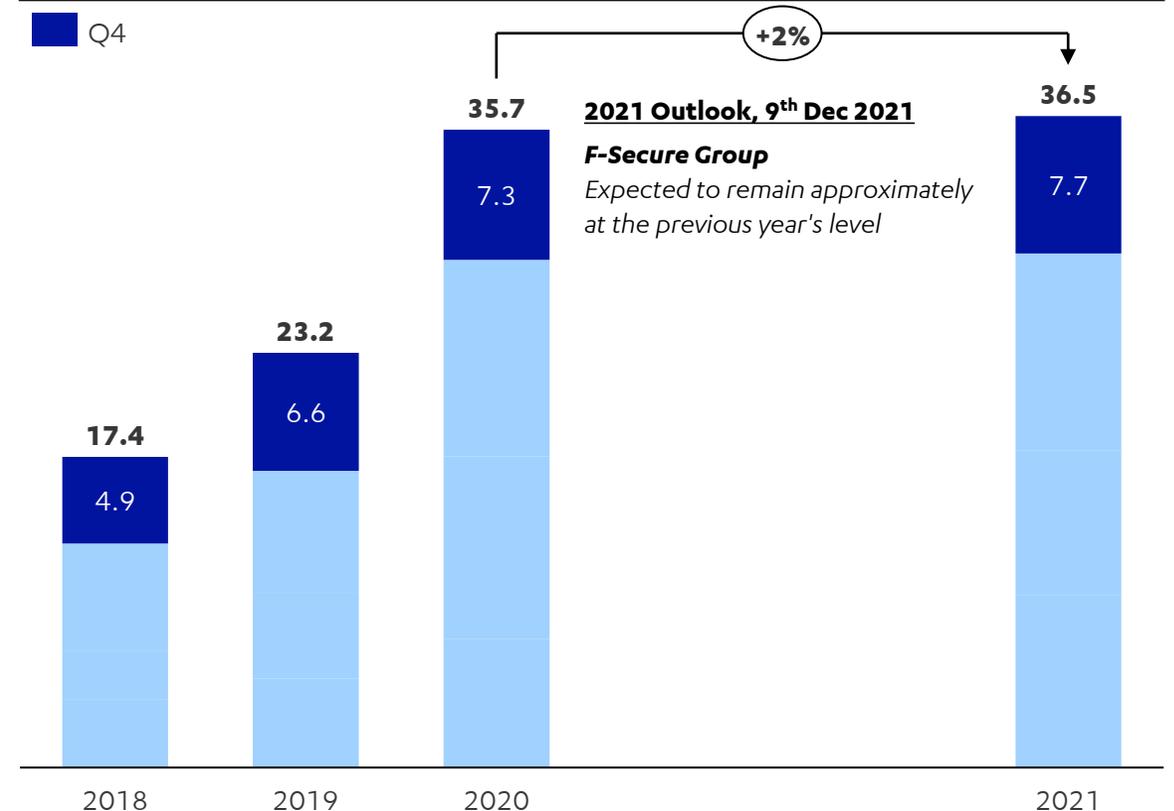
## Revenue split & growth by business

■ Cyber Security Consulting +3% 
 ■ Consumer Security +6%  
■ Corporate Products +11%



## Adjusted EBITDA

■ Q4



**F-Secure will share outlook for 2022 later when the demerger process has progressed further**

# PLANNED PARTIAL DEMERGER



**Risto Siilasmaa**

Chairman of the Board



**Juhani Hintikka**

President & CEO



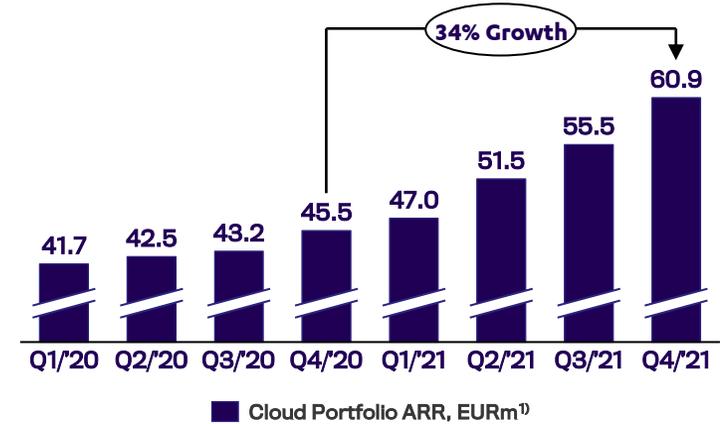
**Timo Laaksonen**

EVP, Consumer Security

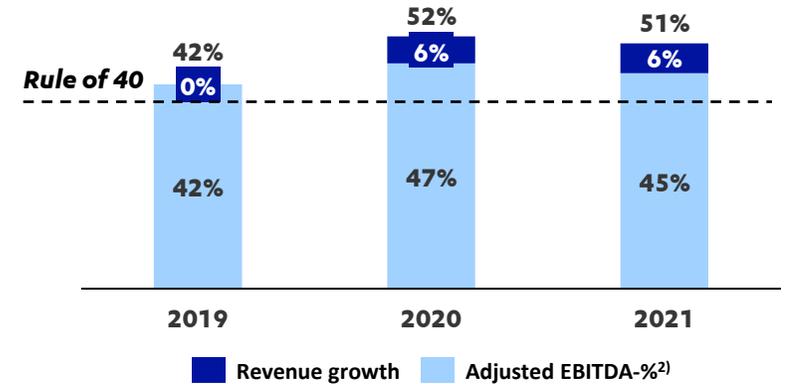
# TWO COMPANIES AFTER THE PARTIAL DEMERGER



*“Fast-growing Security as a Service company”*



*“Highly profitable and growing consumer security business”*



# POTENTIAL FOR SHAREHOLDER VALUE CREATION THROUGH SEPARATION

- 1 Better serve customers and partners
- 2 Focus on growth potential with own consumer and corporate brands
- 3 Faster execution and increased competitiveness
- 4 Optimal capital allocation
- 5 Clear equity stories and value creation profiles

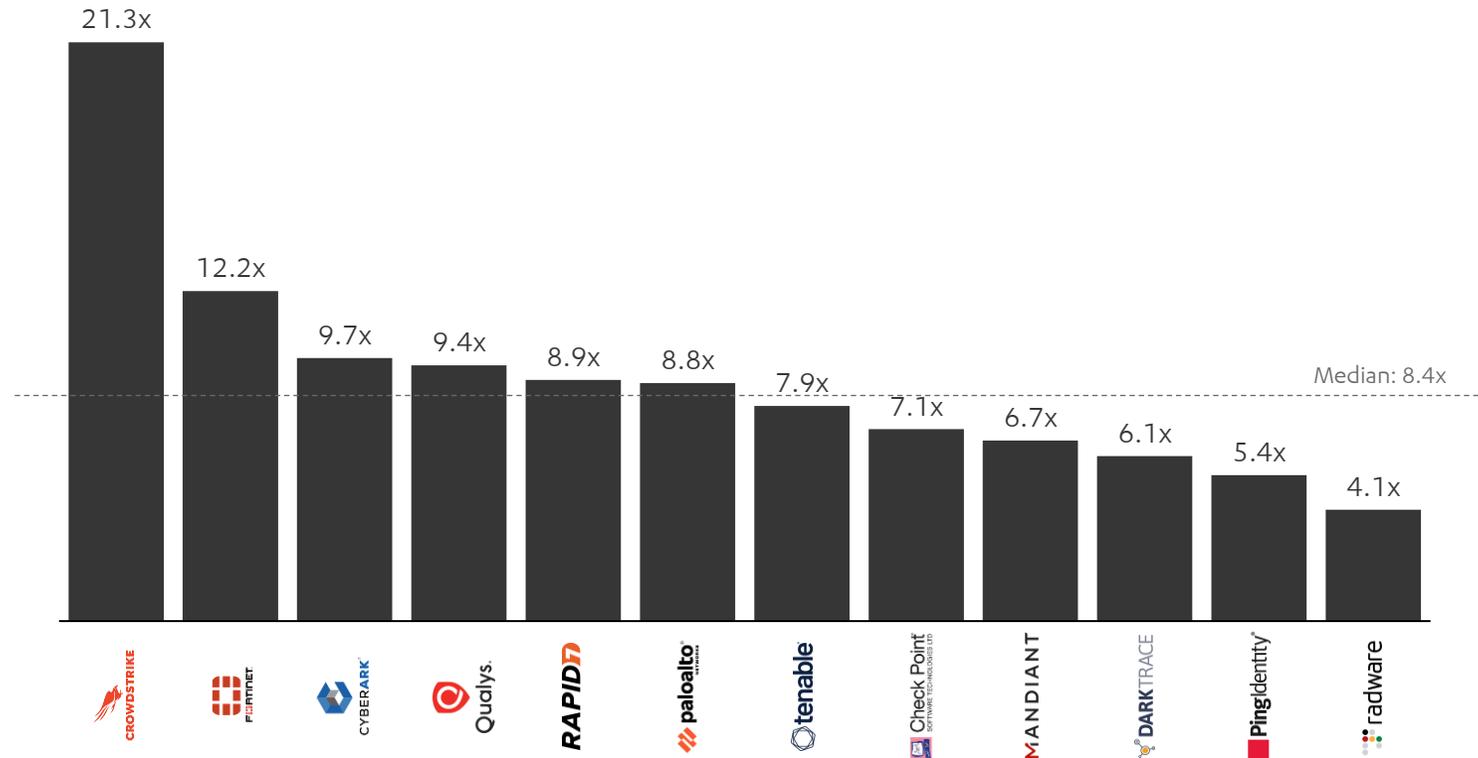


# CRYSTALLISING VALUE POTENTIAL – CORPORATE

**W / T H**  
secure

**Revenue EUR 130m**  
(2021)

## EV/SALES '22E



## Corporate security peers

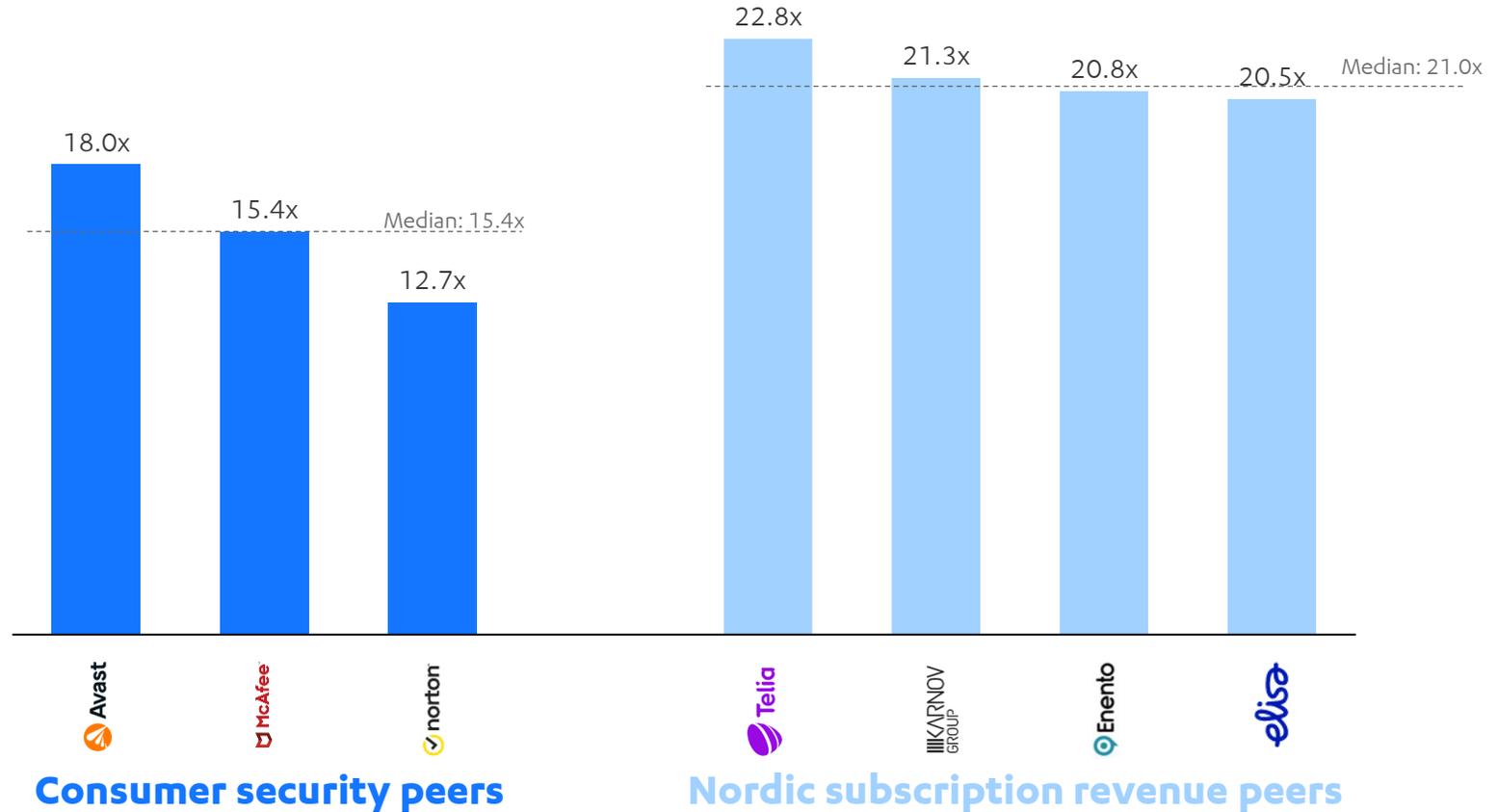
Note: The financial information on this page is preliminary and unaudited.  
Source: Factset as of 15.02.2022.

# CRYSTALLISING VALUE POTENTIAL – CONSUMER



—  
**Adj. EBIT EUR 46m<sup>1,2)</sup>**  
 (2021)

## EV/EBIT '22E



Note: The financial information on this page is preliminary and unaudited; 1) Adj. EBIT for FY2021 does not fully reflect F-Secure's profitability as stand-alone entity. After the partial demerger, F-Secure's Consumer business is estimated to incur additional costs, primarily related to the set-up, operation and maintenance of dedicated IT services, having a complete leadership team of a listed company, and managing an independent security research and technology capability, which are estimated to be approx. EUR 4-5m p.a.; 2) EBIT adjusted for non-recurring items, mainly related to strategic review

Source: Factset as of 15.02.2022.

# PRELIMINARY TIMELINE FOR THE SEPARATION



# WithSecure

Fast-growing Security as a Service company



**Juhani Hintikka**  
President & CEO

**W / T H**  
secure

# WithSecure at a glance

## Revenue splits '21

**30+**  
Year history

**130m**  
Revenue '21

**>1,300**  
Employees<sup>1)</sup>

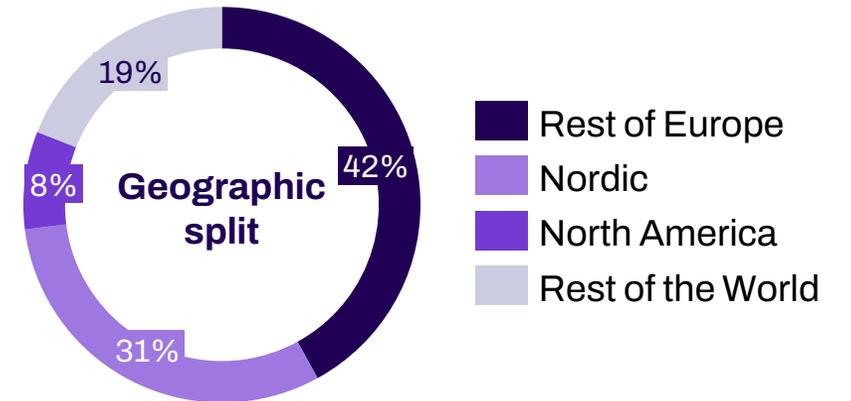
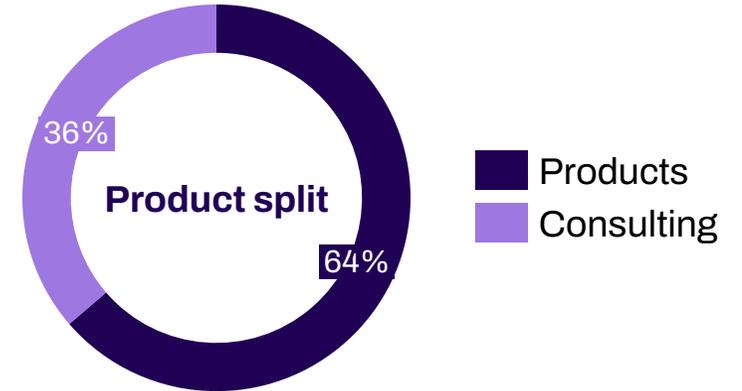
**7,000+**  
Partners<sup>1)</sup>

**61m**  
Cloud solutions  
ARR '21

**34%**  
Cloud solutions  
ARR growth '20-'21

**150m**  
'21 Order intake<sup>2)</sup>

**1.28**  
Q4/'21 Book-  
To-Bill ratio<sup>3)</sup>



# WithSecure as an investment

- 1 Operating in a Large and Fast-Growing Market
- 2 Strong Customer Value Proposition Generating High Retention
- 3 Fast-Growing Cloud Solutions Powered by World-Class Consulting
- 4 Growth Strategy in Place to Deliver Shareholder Value

# Increasing security challenge for Enterprises

WIDER ATTACK SURFACE



**COMPLEXITY**

**COMPETENCE GAP**



Transformation to cloud is complicated from legacy solutions



Lack of resources at enterprise to understand and implement appropriate cloud security tools



**SOLUTION**

**LEADING SECURITY TECHNOLOGY**

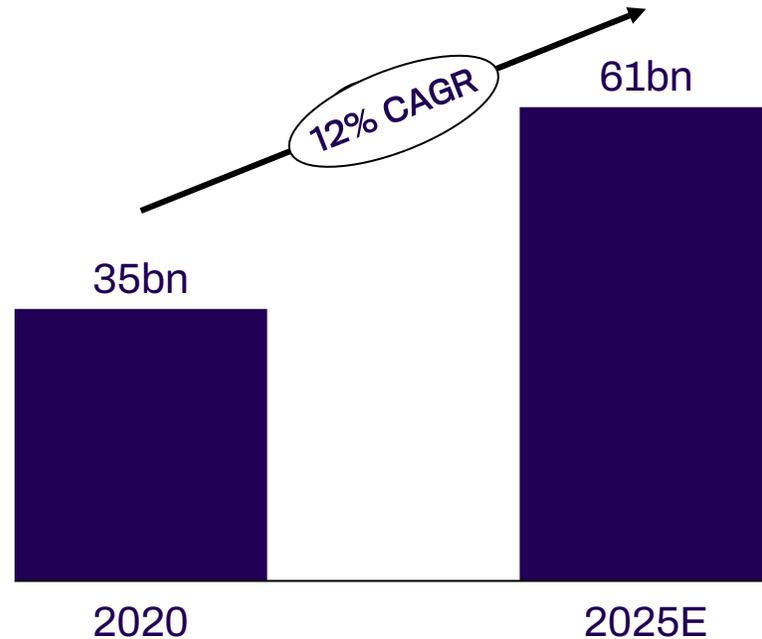


**EXTERNAL EXPERTISE**

# Large and fast-growing market

## CORPORATE CYBERSECURITY MARKET

EUR



## KEY DRIVERS



Successful cyber attacks create more cyber attacks



Exponential increase in data volume, network connectivity and number of devices

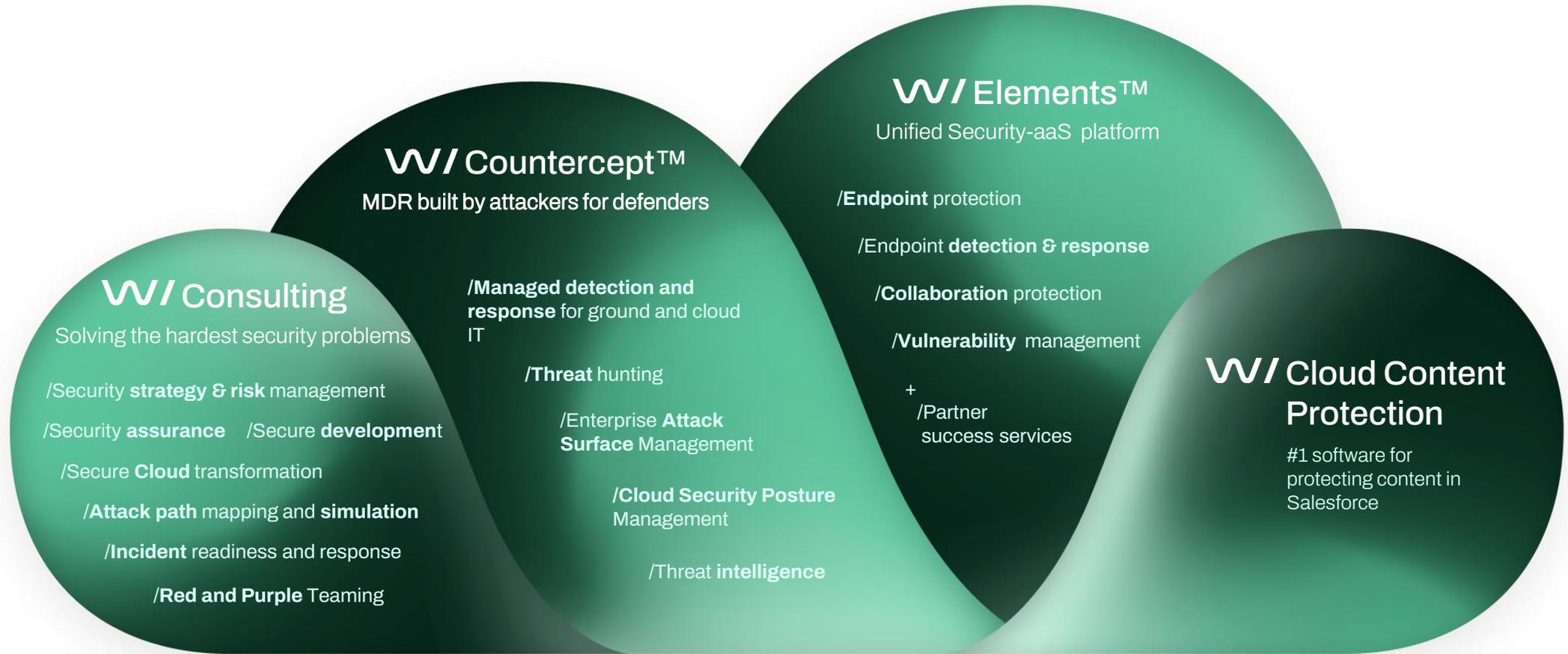


Clients require more assistance in increasingly complex matters



Increasing willingness to pay due to growing security awareness

# Synergistic outcome-based offering



# Proven partner for cloud solutions

**ELEMENTS CLOUD™**

**FORRESTER®**

**#1 Solution For Partners<sup>1)</sup>**

**CLOUD CONTENT  
PROTECTION**

**FORTUNE®  
500**

**Category Leader Growing  
With Fortune 500  
Customers<sup>2)</sup>**

**COUNTERCEPT™**

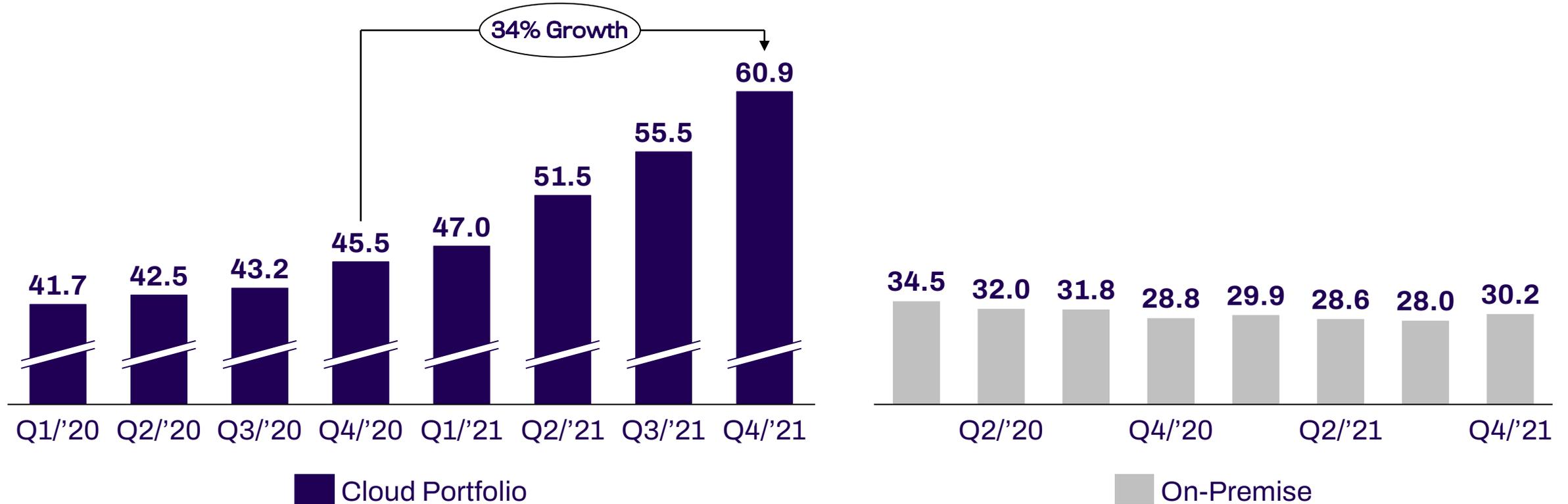
**MITRE  
GENUITY™**  
A Foundation for Public Good

**Industry-leading capabilities  
in detecting advanced  
attacks<sup>3)</sup>**

# Cloud portfolio driving ARR growth

## ANNUAL RECURRING REVENUE<sup>1)</sup>

EUR million

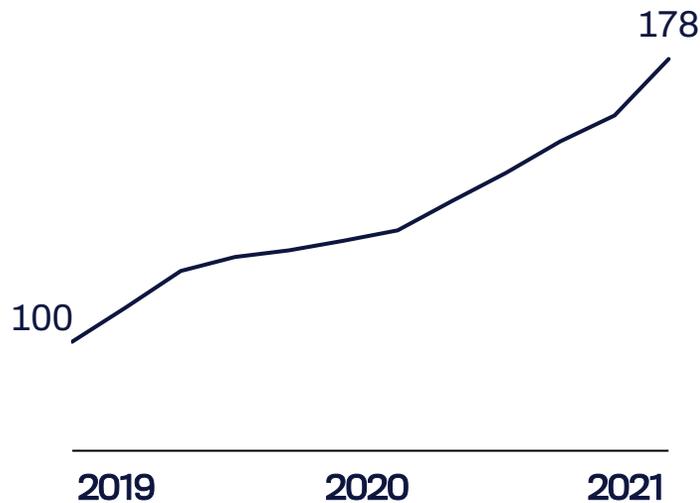


**EUR 91m total ARR Q4'21**

# Fast-growing cloud solutions powered by world-class consulting

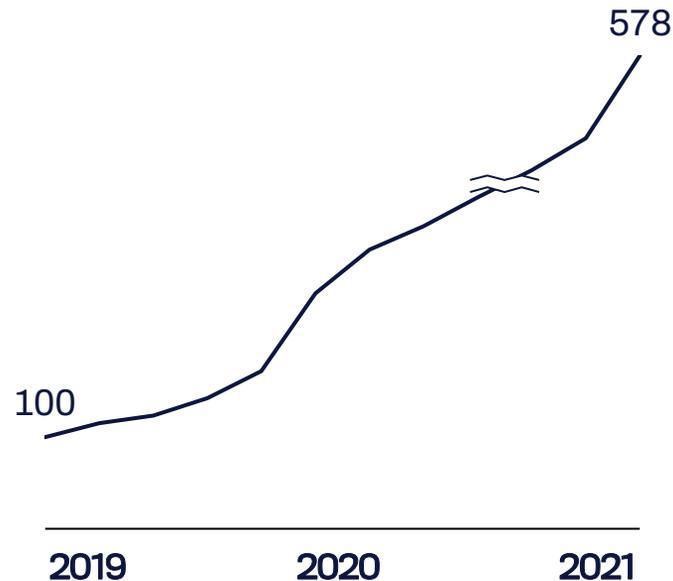
## ELEMENTS CLOUD™

Revenue growth, indexed



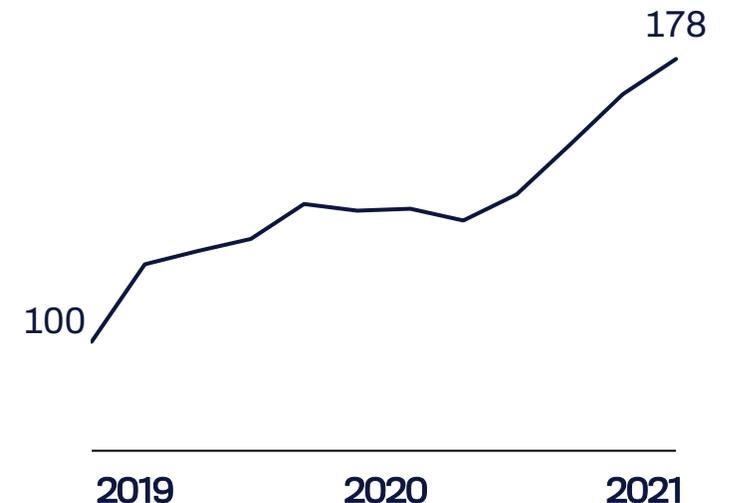
## CLOUD CONTENT PROTECTION

Revenue growth, indexed



## COUNTERCEPT™

Revenue growth, indexed



POWERED BY WORLD-CLASS EXPERTISE

# Key competitive advantages

- 1 Cloud-Native Platform for Security as a Service**  
Award-Winning Software and Value-Adding Services for Partners
- 2 Category Leader in Cloud Content Protection**  
Top Choice in Mitigating Security Risks in Cloud Apps by Salesforce
- 3 Market Defining Detection and Response Solution**  
Unique Combination of Technology and Highly Skilled People
- 4 Proven Expertise to Solve the Most Complex Cyber Security Challenges**  
Deep Insight Gained Through Delivering Proven Security Outcomes



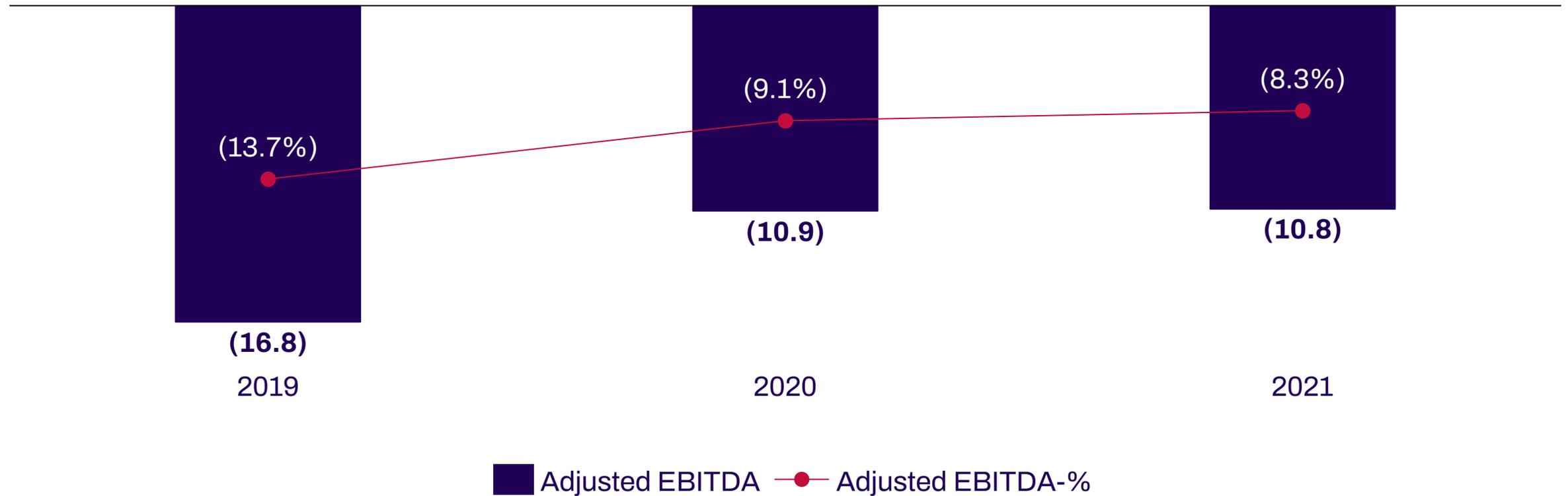
# Improving profitability through scale

## ADJUSTED EBITDA<sup>1)</sup>

EUR million

Significant investments allowing a highly scalable business model:

- Product offering
- Operational excellence
- Business process automation



29 Note: The financial information on this page is preliminary and unaudited. 1) EBITDA adjusted for non-recurring items, mainly related to contingent consideration and restructuring in 2019, restructuring in 2020 and capital gain from sales of operations and costs related to strategic review in 2021.

# Medium-term financial targets

## LATEST REPORTED

### GROWTH TARGET

*“To **double** revenue organically  
by the end of 2025”*

**EUR 130m**  
Revenue 2021

### PROFITABILITY TARGET

*“Adj. EBITDA breakeven by the end of 2023 and  
Adj. EBITDA margin of some 20% by 2025”*

**(8%)**  
Adj. EBITDA margin 2021<sup>1)</sup>

# F-SECURE

## HIGHLY PROFITABLE AND GROWING CONSUMER SECURITY BUSINESS



**Timo Laaksonen**

EVP, Consumer Security

# F-SECURE AT A GLANCE

**#1**  
in CSP Channel<sup>1,2)</sup>

**~170**  
Service Provider  
Partners<sup>2)</sup>

**~16m**  
Subscribers Across  
Channels<sup>3)</sup>

**>97%**  
Service Provider Sub.  
Retention Rate<sup>4)</sup>

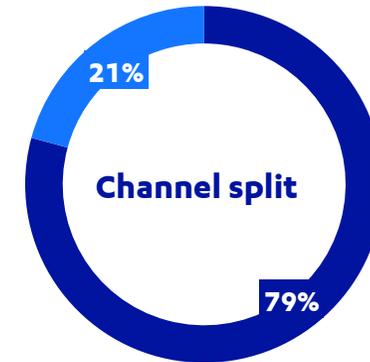
**106m**  
'21 Revenue  
(6% YoY Growth)

**47m**  
'21 Adj. EBITA<sup>5)</sup>  
(44% Margin)

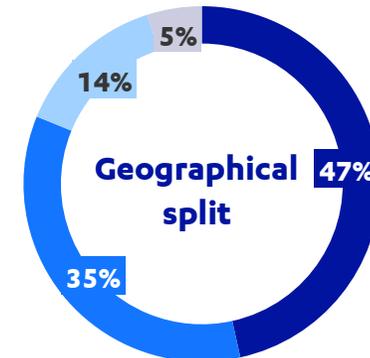
**~98%**  
Subscription-Based  
Revenue '21

**>90%**  
Cash Conversion  
Rate in '21<sup>6)</sup>

## Revenue splits '21



■ Service Provider Partner  
■ Direct



■ Rest of Europe  
■ Nordic  
■ North America  
■ Rest of the World  
**100+ countries<sup>7)</sup> in total**

Note: Preliminary and unaudited illustrative F-Secure carve-out financial information for FY 2021. All financials in EUR. The financial information on this page is preliminary and unaudited. 1) Communication Service Provider Partner Channel; 2) Management estimate; 3) As of December 31<sup>st</sup> 2021; 4) December 2021; 5) EBITA adjusted for non-recurring items, mainly related to strategic review; 6) Defined as (adjusted EBITDA – CAPEX – Change in NWC) / adjusted EBITDA; 7) Countries of Sales

# F-SECURE AS AN INVESTMENT

- 1 Consumer Cyber Security is a Large and Growing Market Opportunity
- 2 Global Leader in Communication Service Provider (“CSP”) Channel and Growing
- 3 Replicating CSP Proven Business Model in New Channels
- 4 Highly Profitable SaaS Business Model, Outperforming Market Growth and Rule of 40



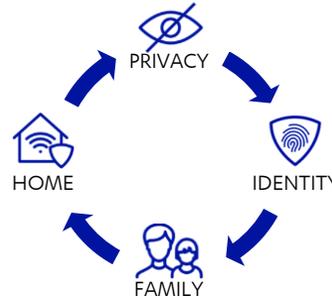
# OUR VISION IS TO BECOME THE #1 SECURITY EXPERIENCE COMPANY IN THE WORLD

## THE DIGITAL QUICKENING



EVERY MOMENT OF THE DAY IS DIGITAL

## EVOLVING THREAT LANDSCAPE



WE ALL HAVE MORE TO PROTECT

## COMPLEXITY



EASE DRIVES ENGAGEMENT  
FRICTION OBSTRUCTS



**GROWING IMPORTANCE**

**NEED TO PROTECT DIGITAL MOMENTS, NOT DEVICES**

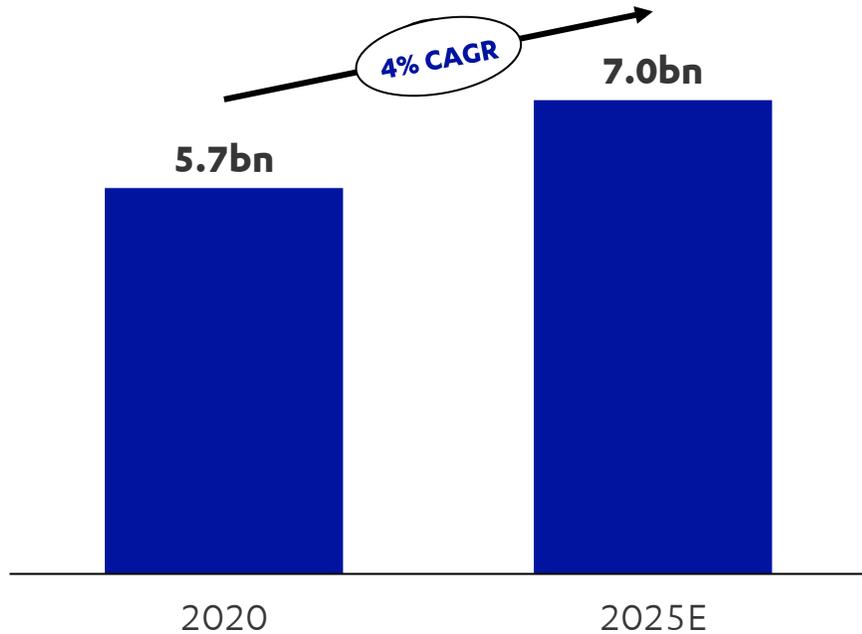
**NEED FOR NEW SECURITY SOLUTIONS**

**NEED FOR EASY, COMPREHENSIVE SECURITY EXPERIENCES**

# LARGE AND GROWING MARKET WITH ROBUST GROWTH DRIVERS

## CONSUMER CYBERSECURITY MARKET

EUR<sup>1)</sup>



## ROBUST GROWTH DRIVERS



Security experience is broken

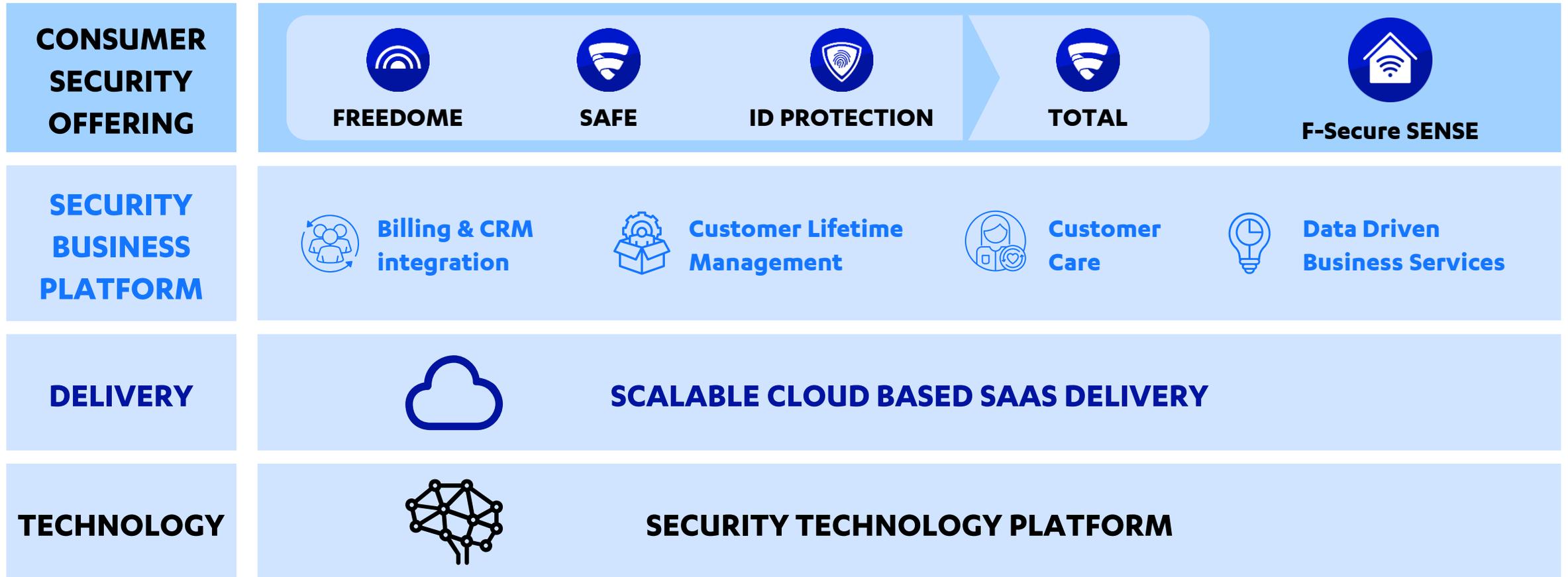


Increased awareness of cyber threats growing consumer willingness to pay



Consumers are turning to Service Providers for security solutions

# GREAT SECURITY EXPERIENCES TO CONSUMERS AND SERVICE PROVIDERS



# EXPANDING MARKET REACH

**SERVICE PROVIDER PARTNER CHANNEL (~170)**

**DIRECT CHANNEL**

**COMMUNICATION SERVICE PROVIDERS (~130)<sup>1)</sup>**

**RETAIL**

**BANKING & INSURANCE**

**E-COMMERCE**

Examples:



Examples:



## GLOBAL CONSUMER MARKET

**New expansion areas**

# PROVEN MODEL OF RESPONDING TO NEW PARTNER NEEDS

Low Net Promoter Scores and Customer Satisfaction

Transactional, Low Margin Business Models

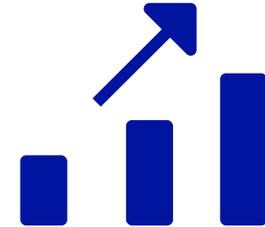
Increased Competition and Limited Differentiation



Boost Retention Rates and Gain Trust



Need for Higher Margin, Recurring Revenue



Grow and Protect Core Business

# KEY COMPETITIVE ADVANTAGES

## 1 **Comprehensive Suite of Security Solutions**

Award-winning Security Solutions to Protect Consumers' Digital Moments

## 2 **Global Leader in Communication Service Provider Partner (“CSP”) Channel**

Extensive Network ~130 CSPs Serving More than Any Other Peer<sup>1)</sup>

## 3 **Exceptional Security Business Platform for Service Provider Partners**

Proven Outcomes to Boost Service Provider Business and Increase Customer Loyalty

## 4 **Direct Channel to Create Best Practices for Channel Success**

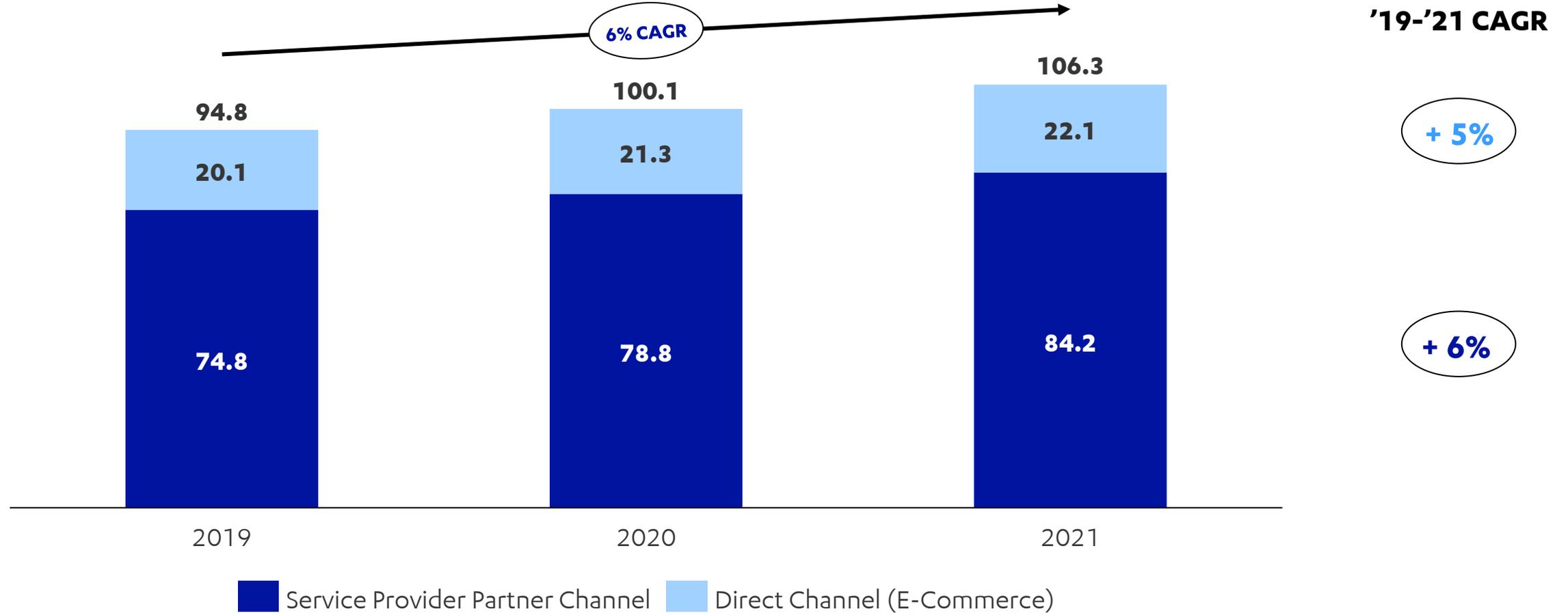
Develop Go-to-Market Models, Propositions and Security Experiences for Partner Success



# STEADY GROWTH IN BOTH CHANNELS

## REVENUE

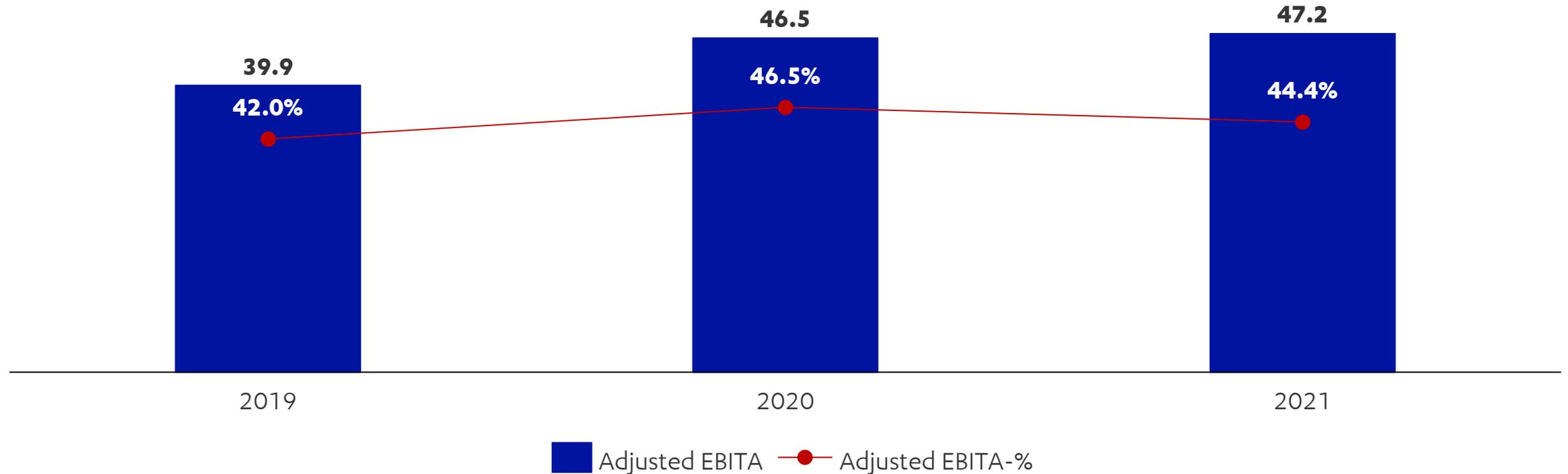
EUR million



# CONSISTENTLY HIGHLY PROFITABLE

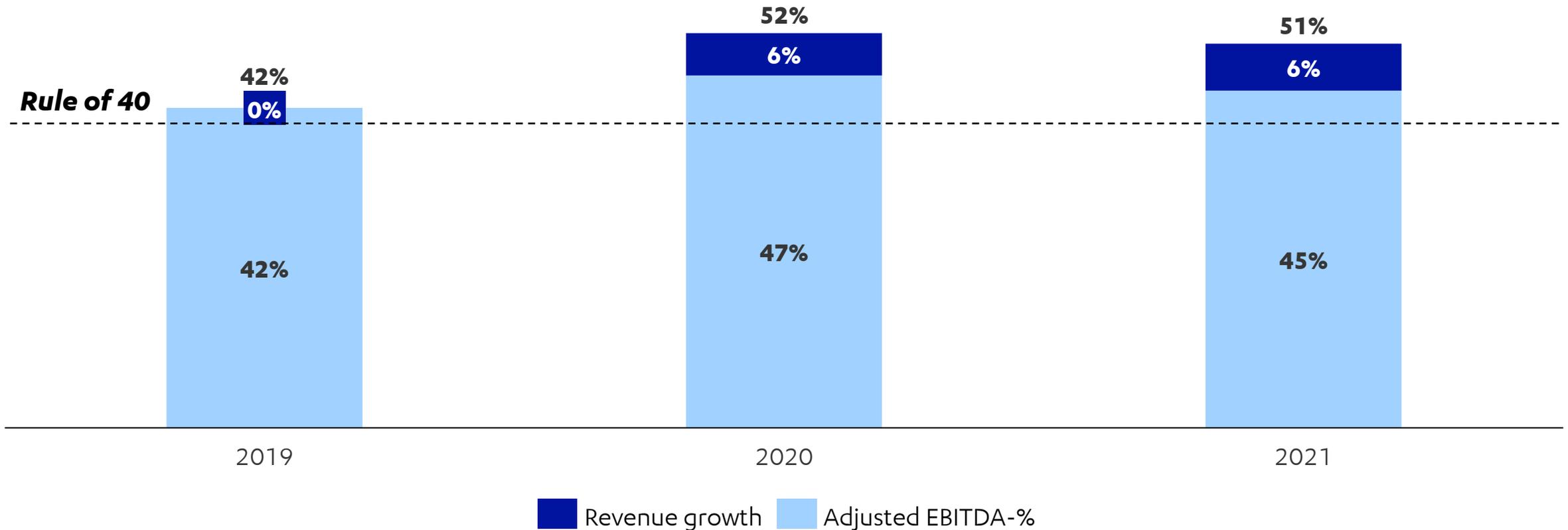
## ADJUSTED EBITA<sup>1)</sup>

EUR million



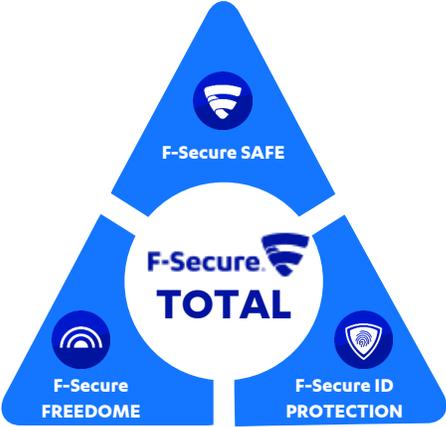
# F-SECURE CONSISTENTLY OUTPERFORMS THE RULE OF 40

COMBINATION OF ADJUSTED EBITDA<sup>1)</sup> AND SALES GROWTH EXCEEDING RULE OF 40



# STRATEGY FOR CONTINUED PROFITABLE GROWTH

## INCREASE ARPU



All-in-one integrated security experience

## DEVELOP NEW PRODUCTS



## EXPAND INTO NEW CHANNELS

-  Insurance
-  Banking
-  Retail

# MEDIUM-TERM FINANCIAL TARGETS FOR CONSUMER

## LATEST REPORTED

### GROWTH TARGET

*“High single digit organic revenue growth”*

**EUR 106m (+6% Y-o-Y)**

Revenue 2021

### PROFITABILITY TARGET

*“After initial growth investments, adjusted EBITA margin of above 42 percent”*

**44%**

Adj. EBITA margin 2021<sup>1)</sup>



**TARGET TO CONSISTENTLY OUTPERFORM MARKET GROWTH & RULE OF 40**

# Q&A



**F-Secure®**

**THANK YOU!**

# APPENDIX

# FINANCIAL INFORMATION



EUR million	2021	2020	2019	2021	2020	2019
<b>Revenue</b>	<b>130.0</b>	<b>120.1</b>	<b>122.5</b>	<b>106.3</b>	<b>100.1</b>	<b>94.8</b>
<b>Adjusted EBITDA</b>	<b>(10.8)</b>	<b>(10.9)</b>	<b>(16.8)</b>	<b>47.4</b>	<b>46.7</b>	<b>40.1</b>
<i>Adjusted EBITDA margin, %</i>	<i>(8.3%)</i>	<i>(9.1%)</i>	<i>(13.7%)</i>	44.6%	46.6%	42.3%
<b>Adjusted EBITA</b>	<b>(17.2)</b>	<b>(18.0)</b>	<b>(23.2)</b>	<b>47.2</b>	<b>46.5</b>	<b>39.9</b>
<i>Adjusted EBITA margin, %</i>	<i>(13.2%)</i>	<i>(15.0%)</i>	<i>(18.9%)</i>	44.4%	46.5%	42.0%
<b>Adjusted EBIT</b>	<b>(20.6)</b>	<b>(21.7)</b>	<b>(28.0)</b>	<b>45.9</b>	<b>44.7</b>	<b>37.7</b>
<i>Adjusted EBIT margin, %</i>	<i>(15.8%)</i>	<i>(18.1%)</i>	<i>(22.9%)</i>	43.2%	44.6%	39.8%
<b>EBIT</b>	<b>(25.7)</b>	<b>(24.9)</b>	<b>(29.7)</b>	<b>43.5</b>	<b>44.7</b>	<b>37.0</b>

Note: The following preliminary unaudited and illustrative financial information of F-Secure (Consumer Security Business) and WithSecure (Corporate Security Business) have been derived from the Company's historical consolidated financial statements for the years ended 31 December 2021, 2020 and 2019. For more information on the basis of preparation, sources of financial information, definitions for the alternative performance measures and reconciliations, refer to the appendices of the demerger release.

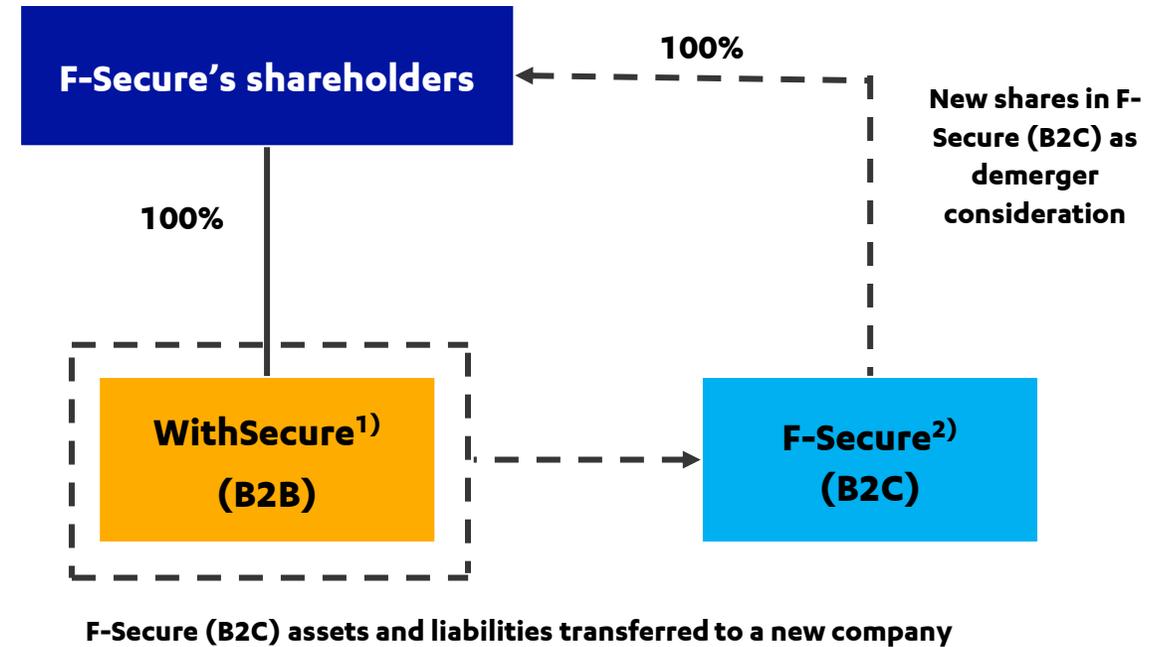
# SPIN-OFF THROUGH A PARTIAL DEMERGER

## Overview of structure

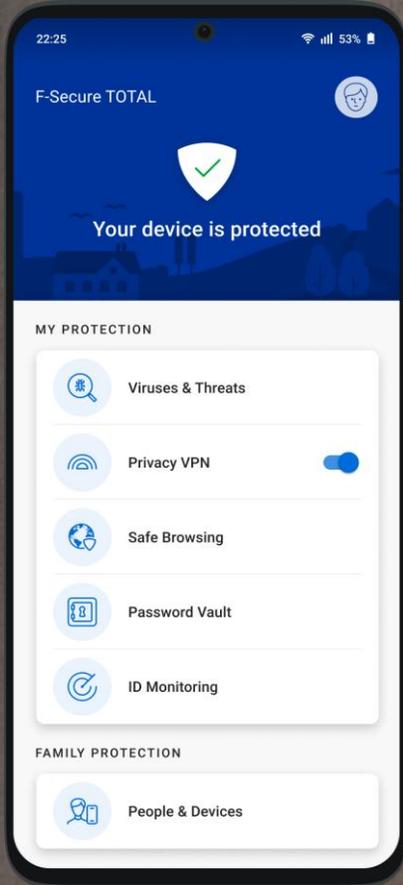
- In the partial demerger, all assets and liabilities belonging to the B2C division would be transferred to a separate company incorporated during the demerger
- Shareholdings in the demerging F-Secure (B2B) is expected to remain unchanged, while the demerging company will be renamed as WithSecure as a result of the demerger
- Shares in the acquiring company (B2C, to be renamed F-Secure) would be issued as a demerger consideration to the demerging company's current shareholders in proportion to shareholdings in the demerging company



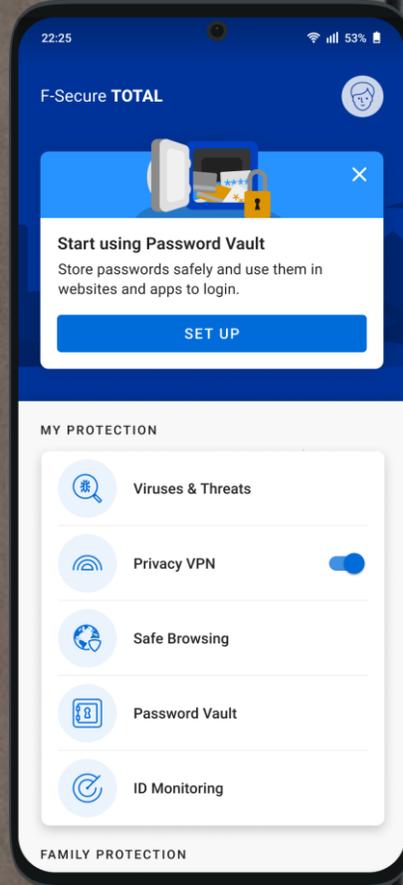
## Illustration of the partial demerger



# F-SECURE TOTAL – ALL-IN-ONE SECURITY APP



**SECURITY, PRIVACY AND IDENTITY PROTECTION**



**"SMART TASKS" GUIDE AND ASSIST CONSUMERS**



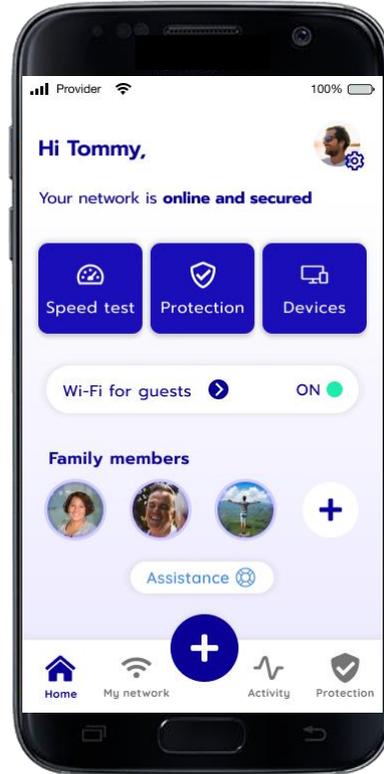
**"FAMILY RULES" PROTECTS THE ENTIRE FAMILY**



# F-SECURE SENSE – CONNECTED HOME SECURITY



**F-SECURE SENSE AS  
TURNKEY SOLUTION**



**F-SECURE SENSE INTEGRATED  
WITH PARTNER APP<sup>1)</sup>**



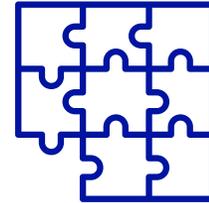
# SECURITY BUSINESS PLATFORM OPTIMIZED FOR SERVICE PROVIDERS



Cost-efficient to deliver  
and operate



Automated  
delivery model



Standardised  
partner integration



Self-service  
capabilities