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Let's Talk Cyber  
Security:

Why We're Vulnerable

[www.cymplify.io](http://www.cymplify.io)

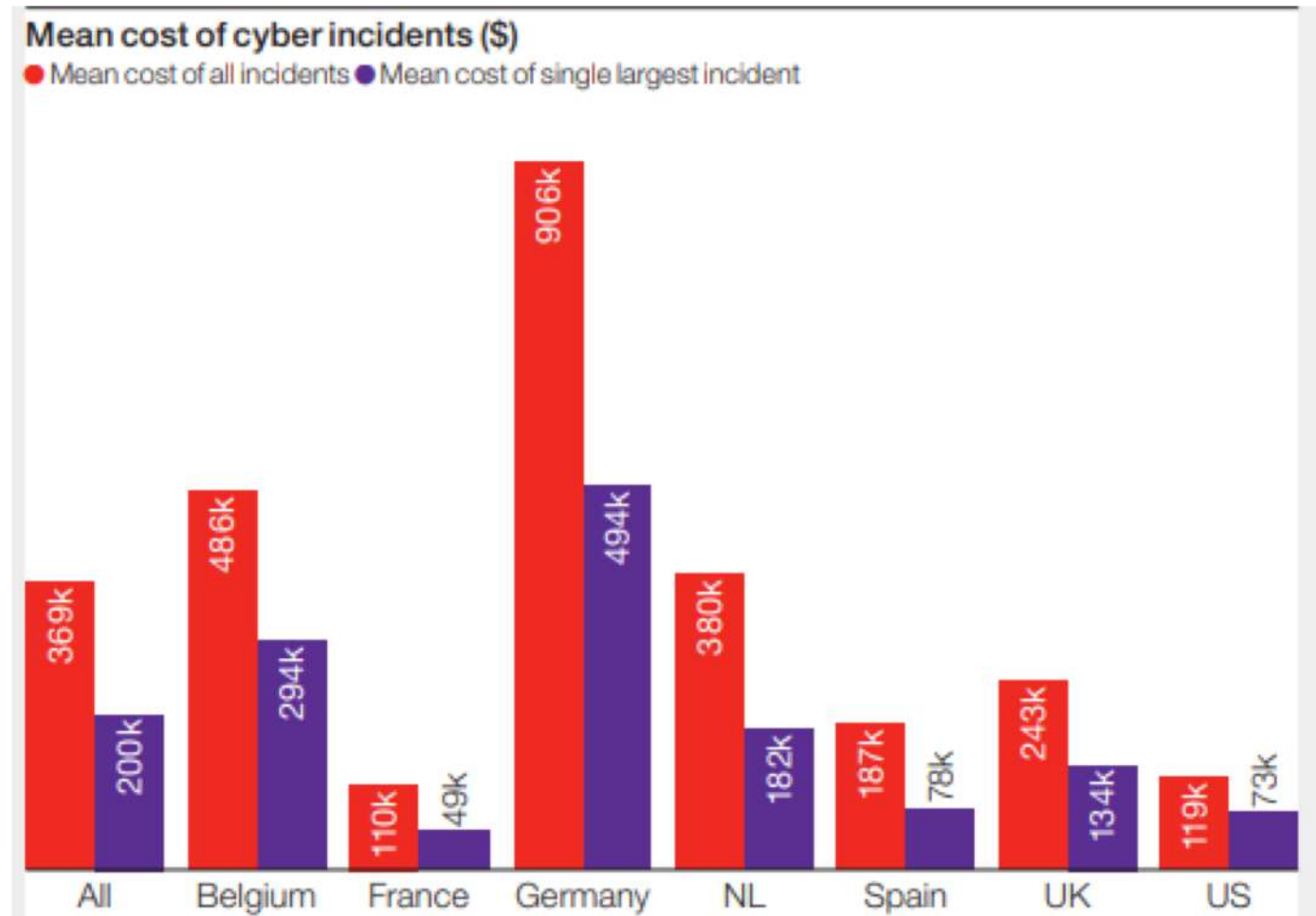
# Cyberattacks Cost Millions In Damages

- Maersk (2017) - \$330m lost
- Norsk Hydro (2019) - \$52m lost
- Pilz - “Shut down” (2 weeks ago)



# German Companies Suffer The Most

(Hiscox Cyber Readiness  
Report 2019)



Companies  
Don't Only  
Lose  
Money...



Reputation



Secrets



Lawsuits



# Regulation is Closing In

**California State - SB 327**

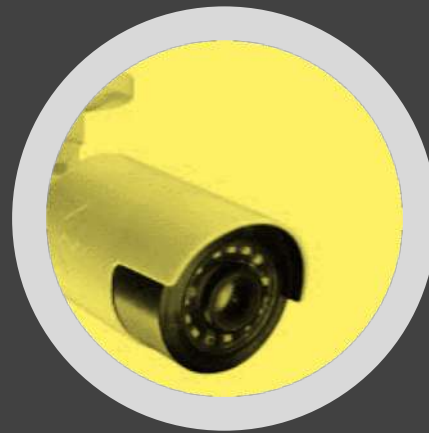
**US GOV - US Internet of Things (IoT)  
Cybersecurity Improvement Act of 2019**

**UK - UK's Code of Practice for Consumer IoT  
Security**

**EU - ETSI TS 103 645**

# Who Are We?

- Ex-Elite IDF cyber unit
- Tested on thousands firmwares
- Validated by global Cybersecurity leader
- Integration with several major companies



Protecting  
The  
Device  
Itself

Our solution



# End2End Cyber Solution



**Supply Chain – At  
factory**



**At customer site**

# Why We're Different

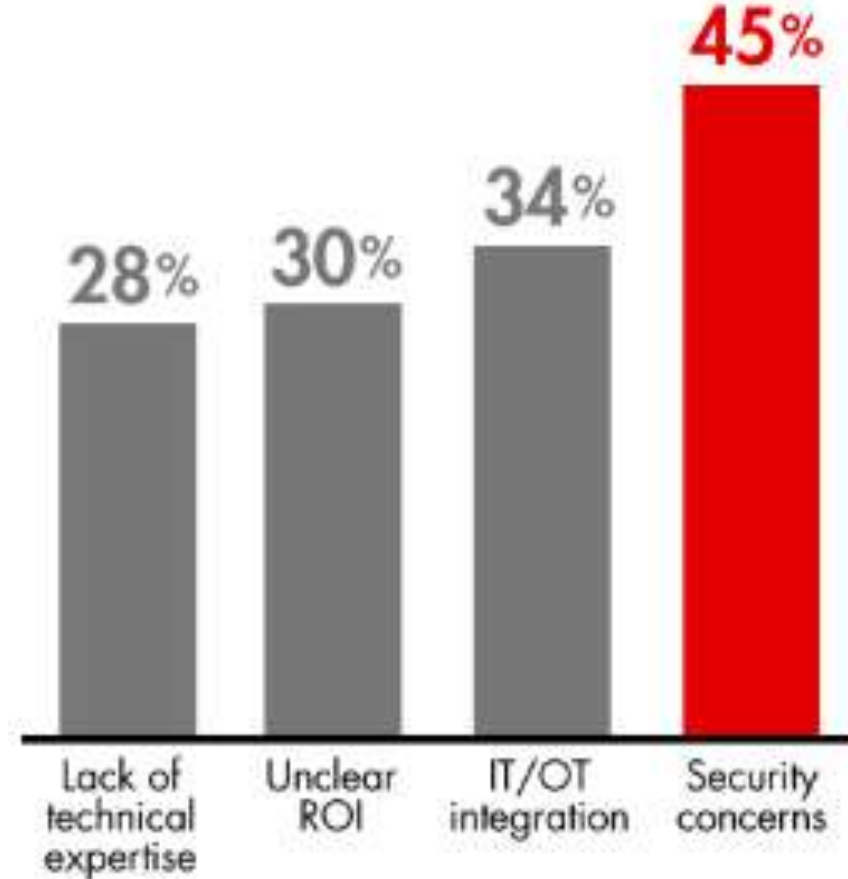
- Protect the device itself
- Simple use
- Future proof
- Regulation compatible



Customer  
Demand  
=  
Big  
Opportunity



## IoT buyers are worried about security



## Solving security concerns carries a big payoff

Customers would pay **22%** more for secure devices—and buy **70%** more of them

# Let's Talk

# Free Security Report

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