



F-Secure.

CAPITAL MARKETS DAY

31 August 2021

Monetizing through partnerships and expanding sales channel

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EVP, Consumer Security

OPPORTUNITY FOR INCREASING ARPU AND GROWTH OF PAYING CUSTOMERS

MOVE TOWARDS ALL-IN-ONE SOFTWARE SUITES

31%

The share of consumers preferring all-in-one security suites vs. stand-alone products²

WILLINGNESS TO PAY GROWING

41%

The share of consumers willing to pay for security vs. free options²

CONSUMER SECURITY MARKET GROWTH

4%

Market size 7B€ in 2021¹

Sources:

¹Management estimation based on various sources

²F-Secure Research

EXPANDING OUR CHANNEL TO MARKET

SERVICE PROVIDER CHANNEL¹ (200+ GLOBALLY)

OPERATORS

FINANCE AND UTILITIES

DIRECT SALES CHANNEL

E-COMMERCE

RETAIL

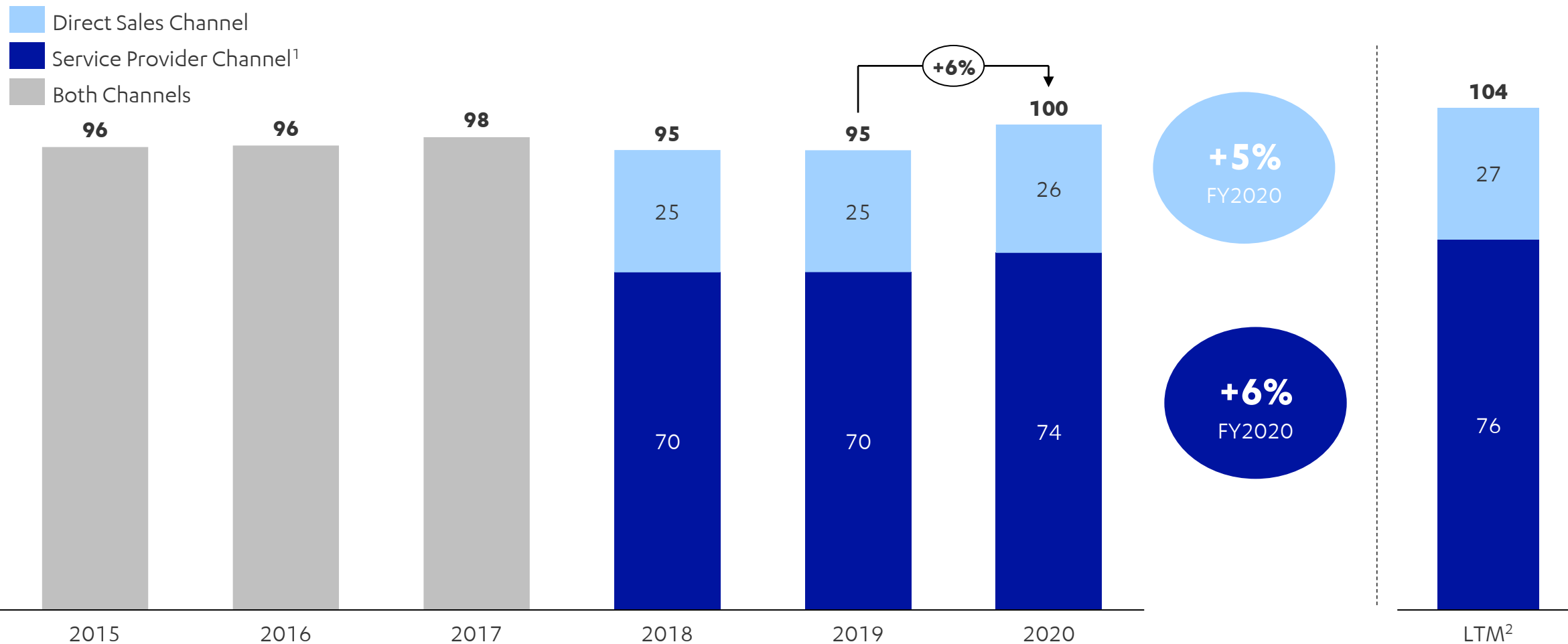


GLOBAL CONSUMER MARKET

¹ Service Provider Channel includes sales from telecom operators and new verticals such as finance and utilities. Referred as “operators” under quarterly reporting

STEADY GROWTH IN BOTH CHANNELS SINCE 2019

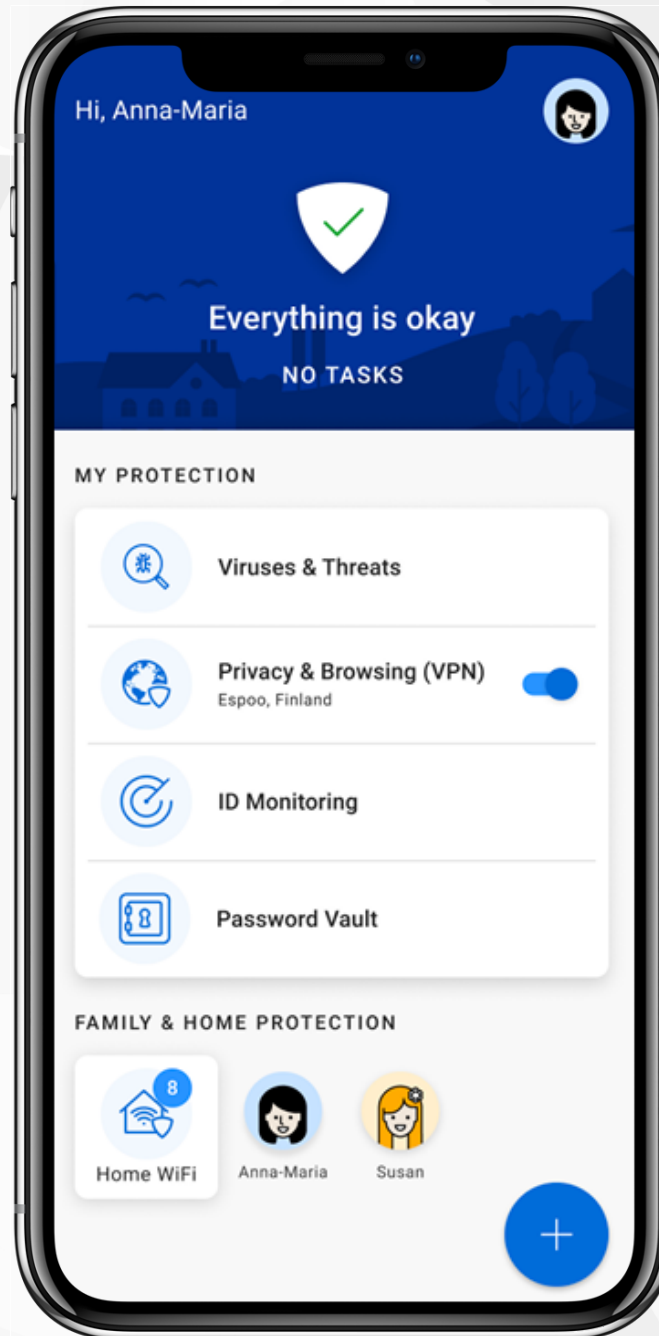
(Consumer Security, Revenue, EUR Million)



¹ Service Provider Channel includes sales from telecom operators and new verticals such as finance and utilities. Referred to as "operators" in quarterly reporting.

²LTM = Last 12 months as of July 2020 – June 2021

**FOR ALL CHANNELS
CONFIGURABLE
ALL-IN-ONE SUITE
DRIVES ARPU**



**FOR CONSUMERS
SUPERIOR,
EASY-TO-USE
EXPERIENCE**

OUR VALUE PROPOSITION - SERVICE PROVIDER SUCCESS

Award-winning portfolio to protect devices, identity, privacy, family and the connected home



Turn-key solutions, SDKs and Cloud APIs



PROTECTING CONSUMERS' CONNECTED LIVES

Business services to ensure partner success

Platforms to integrate with key partner business processes



BUSINESS MODEL FLEXIBILITY



BILLING & CRM INTEGRATION



SUPPORT



BUSINESS INTELLIGENCE

SERVICE PROVIDER CHANNEL - STRONG FOUNDATION FOR GROWTH

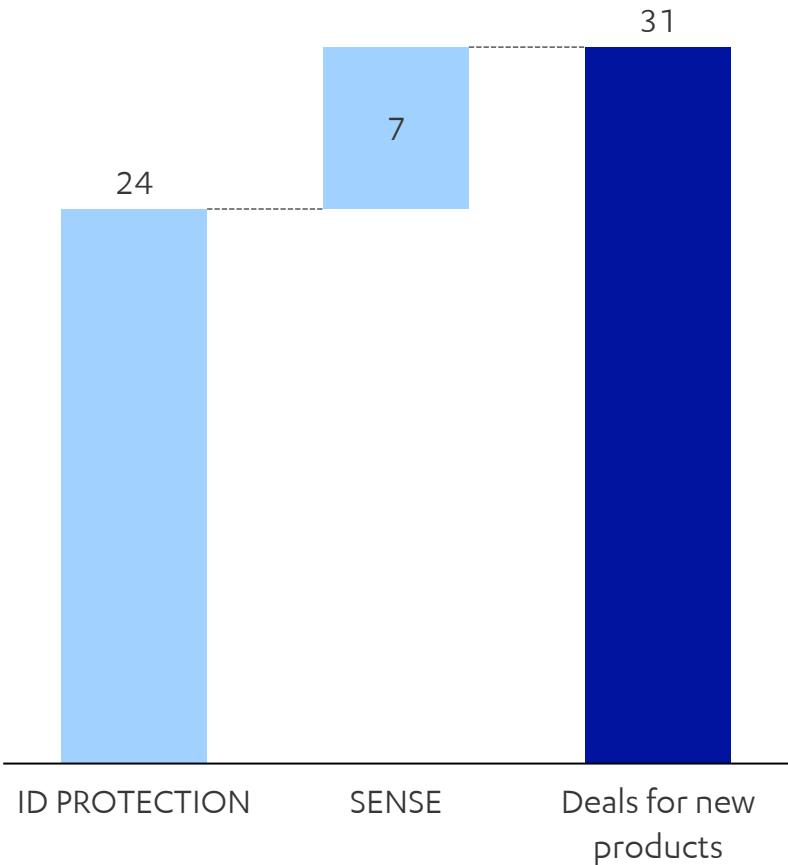
VERY HIGH
RETENTION RATE¹



CHANNEL PARTNERS SATISFIED²
WITH F-SECURE



+30 DEALS WON FOR OUR
NEW PRODUCTS



Management Estimates:
¹ Average quarterly retention rate
² Net Promoter Score

GROWTH POTENTIAL IN NEW VERTICALS SERVICE PROVIDER PARTNERSHIPS

Example: insurance industry trends¹

IN 3 YEARS,
THIS WILL RISE TO

45%

Of consumers feel the offering of non-insurance products is the most important factor when picking up an insurer



BY 2024

33%

Of premium volume will come from brand new propositions



Value proposition

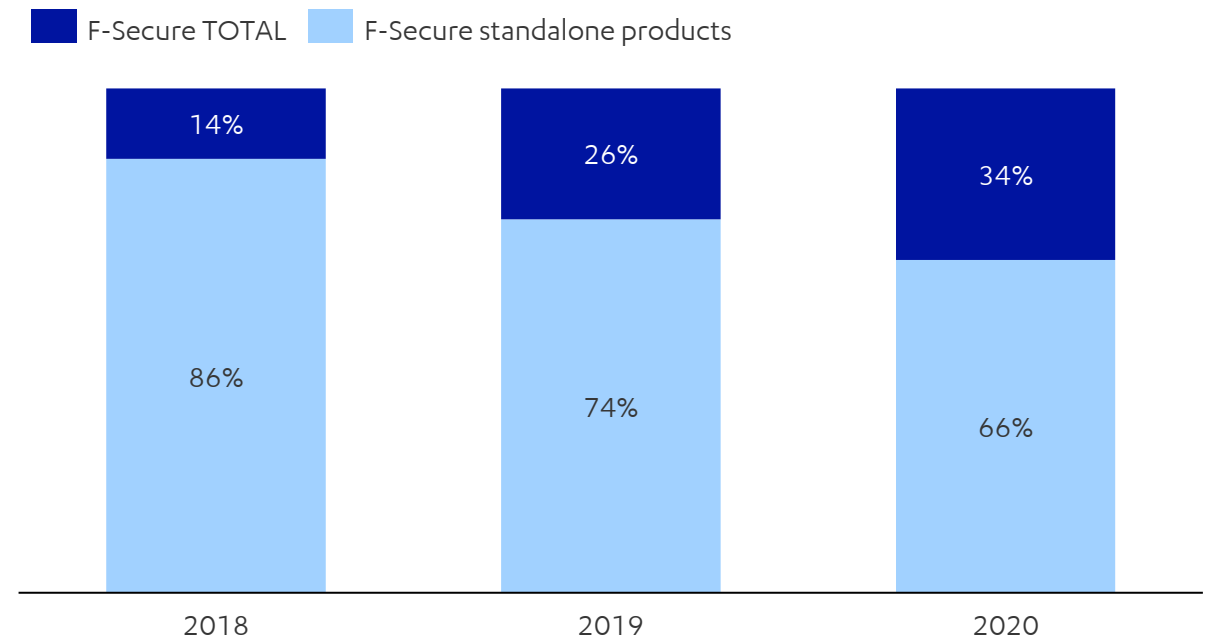
- 1 Security and privacy natural fit with core offering
- 2 Boost revenue growth and customer loyalty
- 3 Proven, world-class value-added service expertise
- 4 Powered by the same ultimate business engine as in the operator segment

DIRECT SALES - TRANSITIONING PORTFOLIO TO HIGHER ARPU OFFERING

Direct business strategy

- 1 Capture growth opportunities in key regions and channels
- 2 Validate new products and features
- 3 Develop best practices driving customer lifetime value also for service providers

F-Secure TOTAL's share of direct sales order intake¹ increasing



**RESULTING IN CONTINUOUSLY IMPROVING
AVERAGE ANNUAL REVENUE PER USER (AARPU)**

SUMMARY

- **WE HAVE LED THE BUSINESS BACK TO GROWTH**
- **HEALTHY FUNDAMENTALS**
 - Excellent retention rate
 - Satisfied partner channel
- **FUTURE GROWTH DRIVERS**
 - Overall consumer security market growth
 - Consumers' increased willingness to pay for security
 - Growing demand for all-in-one software suites
 - Expanding to new vertical partnerships
 - 30+ service provider deals for new products
 - Direct business transitioning to higher ARPU offering



F-Secure®