#### 2022 ANNUAL GENERAL MEETING



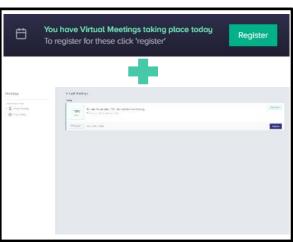
# WhiteHawk Online Cybersecurity Exchange

### **Registration and Voting**

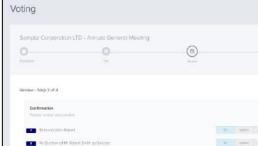
**1.** Log in or register at: https://investor.automic.com.au/#/home



2. Click "register" in the banner at the bottom of your screen, then select "register" for this meeting



**3.** Record your vote. Once you confirm it is lodged and final







04 May 2022

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# Empowering a Fearless Internet

Easily identify your cyber risks and get connected to products that match your needs

#### **ENTERPRISE SOLUTIONS**



Get a hacker's view of your company's and/or supply chain's cyber risks.

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#### **SMB SOLUTIONS**



Don't be the next cybercrime victim. We make it easy for you to get the protection you need at a price you can afford.

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#### **FREE 20 MINUTE CONSULTATION**



Whatever your cyber risk is, our consultants can help you today.

SCHEDULE NOW >

04 May 2022

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### SAFE HARBOUR STATEMENT

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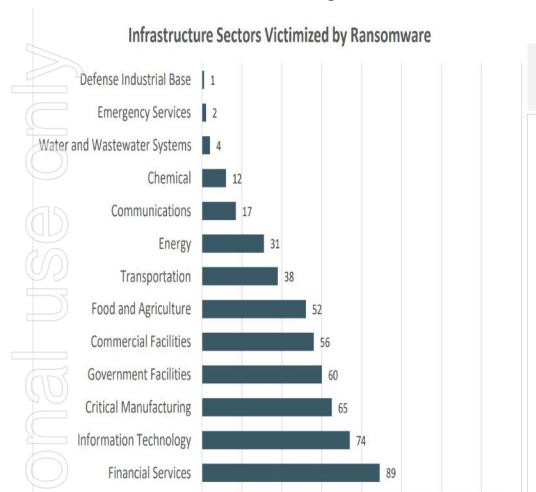
### WhiteHawk 2022 AGM Agenda

Founded 2015: First online SME Cybersecurity Exchange

- Overviews of Cyber Trends, Market and Company
- High Level Objectives
- Financial Overview and Outlook
- Revenue by Year
- 2022 Revenue and Business Objectives
- Corporate Snapshot (ASX:WHK)
- 2022 Strategy Enablers
- Marketing/Sales Strategy by Sector and PR/Social Media Accomplishments
- Product Lines, Revenue Streams & Key Contracts
  - Cyber Risk Platform as a Service
  - Cyber Risk Radar
  - Cyber Risk Scorecard
  - Cyber Risk Program
  - Innovative Partners
- The Team

Healthcare and Public Health

### **Global Risk Impacts**



# FBI IC3 REPORT ON 2021 - \$6.9B IN REPORTED U.S. LOSSES, TO INCLUDE:

- Business Email Compromise \$2.4B
- Phishing/Vishing/Smishing/Pharming victims -323,972
- 3,279 reported ransomware, losses of over \$49.2M
- 649 reports from critical infrastructure sector organizations who were victims of a ransomware attack

### **U.S. Cyber Regulatory Updates**

#### MOST COMMON U.S. LEGISLATIVE ACTIONS ON CYBER INCLUDE

- Requiring government agencies to implement security training, set up and follow formal security policies/standards/practices, and to develop and test IR plans\*
- Addressing cybersecurity insurance\*
- Creating task forces to study or advise on security issues\*

FEDERAL TRADE COMMISSION (FTC) UPDATED THE SAFEGUARDS RULE, ISSUES POLICY STATEMENT EXPANDING THE APPLICATION OF ITS HEALTH BREACH NOTIFICATION RULE TO REQUIRE NON-HIPAA ORGANIZATIONS TO NOTIFY THEIR CUSTOMERS, THE FTC, THE MEDIA IN THE EVENT OF A BREACH OF HEALTH INFORMATION \*

- Congress passed Cyber Incident Reporting for Critical Infrastructure Act (CIRCIA), requiring critical infrastructure
  entities to report material cybersecurity incidents and ransomware payments to CISA within 72 & 24 hours
  respectively. (Sidley, 2022)
- Congress did not pass data privacy legislation on a federal level, but states such as Virginia and Colorado have enacted their own consumer data protection laws\*
- California has updated CCPA to ban "dark patterns" that delay or obscure consumers from opting out of the sale of their information\*

<sup>\*</sup> Thomson Reuters Institute 2022

### **High-level Objectives: 1 − 2 Years**

Continue to retain and grow Cyber Risk Radar and Cyber Risk Program contracts across current and future pipeline as baseline revenue and for product improvement

Execute initial Cyber
Compliance sales with
D&B Federal transitioning to D&B
Commercial sales
Channel longer term

Position our Cyber Risk
Platform for systemic
Cyber Resilience across
State & Local, & to
Business Credit Card
Providers

Continue to partner with U.S. Federal Prime Contractors on C-SCRM and Cyber Analytics RFI's and RFP's

Optimize Company financial position with recurring revenue from SaaS/PaaS/Scorecard annual subscription contracts

### **Overview: Revenue by Year in US\$ Thousands**

Based upon signed contracts only – contracted revenue is US\$2.8M 1st QTR 2022



- Contracted revenue for calendar year2021 was US\$2.3m (~AU\$3.07m)
- First quarter 2022 revenue 400%
   increase over first quarter 2021
- Current cash balance as of 31/03/22is US\$2.1m (~A\$2.8m)

### **2021** Business/Revenue Objectives



#### Revenue

 2022 revenue on track with both current contracts of \$2.8M and current RFPs of \$4-5M



#### **Customer Renewal**

80% or greater



#### **New Sales Bookings**

\$20M Pipeline to reach growth benchmark \$7.8M

- Cyber Risk Platform as a Service (PaaS) \$1.9M each
- Cyber Risk Radar \$4.5M
- Cyber Risk Program \$1M



#### **Employee Retention**

- Maintain excellent employee retention of 80%-90%
- Conversion of Interns to Full-Time



#### **Existing Customer Upsell/Cross-sell**

- •Federal Government CISO \$1M
- Commercial \$750K
- Manufacturer \$1M



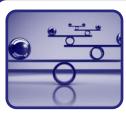
#### Product Roadmap Delivery

- Advancing holistic roadmap across product lines with theme on Cyber Risk PaaS
- Delivering Integration with new cyber risk partners



#### **Enterprise Marketing & Branding**

- •Go-To-Market Strategy Mapping Product Lines to Target Clients
- •Government, DIB, ISPs, MSPs, Banks, & Insurance Groups
- •PR & Digital Marketing Campaigns in U.S. & Australia
- Cyber Risk & CMMC thought leadership



#### **Customer Needs Alignment**

 Execute tailored PaaS for ISPs, MSPs, Financial Institutions, and Insurance Agencies

### 2022-23 Sales Pipeline & Sales Channel Overview

#### 1. SALES CHANNEL THROUGH CURRENT ENTERPRISE CLIENTS

- Large Companies Manufacturing; DIB; Financial Sector; MSP
- Government CIO/CISO's
- Global Consulting Groups

#### 2. 2022 3/4TH QTR SALES CHANNEL VIA D&B CYBER COMPLIANCE POWERED BY WHK (W/ VIRTUAL CONSULT)

- First 2,500 Licenses to Suppliers/Vendors
- Combined Federal & FSI Pipeline
- Future EMBED model to Business Clients

#### 3. 2022 4TH QTR (DELAYED FROM 2021) CMMC 2.0 ENGAGEMENTS W/ AWS FEDERAL

- Large Primes across vendors/suppliers/partners
- U.S. Dept of Defense CIO Initiative across DIB Contractors
- AWS Marketplace Sales of Assessments & Virtual Consults

#### 4. GOVERNMENT RFI'S/RFP'S IN PARTNERSHIP WITH PRIMES

- State & Local VITA, FL DMS, WI
- GSA & DOE CIO C-SCRM
- CIA ARC & DHS CISA NRMC

Client Cyber Risk Assessment > Risk Mitigation, Maturity & Resilience Priorities > Innovative Solution Options

### **Corporate Snapshot**







Shares on issue 227.7 m



Last share price A\$0.12



Undiluted Market cap
A\$27.32m



Net Cash ~ A\$2.808 m as of 31 Mar 2022



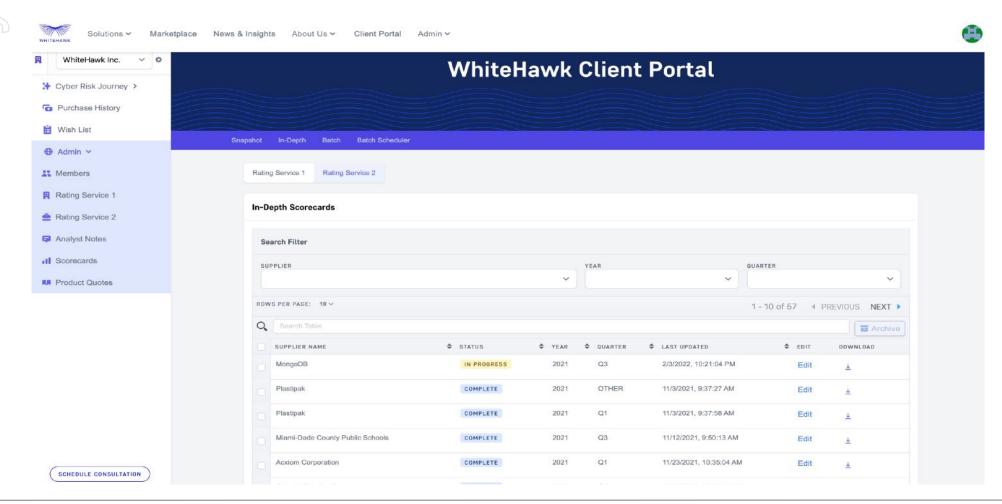
Listing Date 24 Jan 2018

All figures are as of 19 April 2022 unless otherwise noted

Top 5 Shareholders	% Shares Outstanding
Terry Roberts	9.79%
BNP Paribas Nominees Pty Ltd ACF CLEARSTREAM	6.48%
BNP Paribas Nominees Pty Ltd	2.95%
Mr Amilcar Albino Moreno	2.85%
Aymon Pacific Pty Ltd	2.76%
Top 5 Shareholders	24.82%
Top 20 Shareholders	37.44%
Directors & Associates	11.46%

## **Cyber Risk Radar:**

# **Cyber – Supply Chain Risk Management Automation**



### **Cyber Risk Radar Features**

#### CYBER AND BUSINESS RISK ASSESSMENT AND MONITORING

		Essential	Balanced	Premium
	One Hour Virtual Consultation  Cyber Risk Profile  Cyber Risk Maturity Roadmap & Action Planning	1	1	✓
	One-time Cyber Risk Assessment	✓	✓	✓
	One-time Cyber Risk Scorecard In-Depth	✓	✓	✓
	Continuous Cyber Risk Monitoring	✓	✓	✓
	Quarterly Cyber Risk Scorecard In-Depth	✓	✓	✓
	Continuous Business Risk Monitoring	✓	✓	✓
0	On-Demand Business Risk Reports		✓	✓

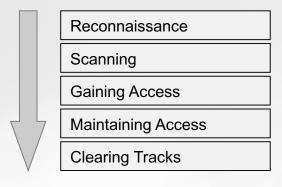
#### ADDITIONAL SERVICES

V/SCRM GRC Executive Dashboard and Management

Software-based Solutions Testing & Continuous Monitoring

### **Cyber Risk Program: Executive/Board Level Audit**

Annual or Continuous Hacker View





Software

**Physical Security** 

#### **Open Data Sets**



#### Al and Machine Learning



#### Cyber SaaS and PaaS



### **Cyber Risk Program Features**

#### CYBER RISK IDENTIFICATION, PRIORITIZATION, VALIDATION & MITIGATION ROADMAP

	Essential	Balanced	Premium
Virtual Consultation  • Cyber Risk Profile  • Cyber Risk Maturity Roadmap & Action Planning	✓	✓	✓
One-Time Cyber Risk Scorecard In-Depth	✓		
Continuous Cyber Risk Monitoring		✓	✓
Quarterly Cyber Risk Scorecard In-Depth		✓	✓
Annual Red Team Risk Validation	✓	✓	
Semi-Annual Red Team Risk Validation			✓
Dark Net Assessment			✓
ADDITIONAL SERVICES			

#### | ADDITIONAL SERVICES

Validated Risks & Mitigation Options Mapped to Resourcing Roadmap

Additional Virtual SME Consults in Support of Executive Communication & Decision Making

## **Cyber Risk Scorecard: Executive Summary**

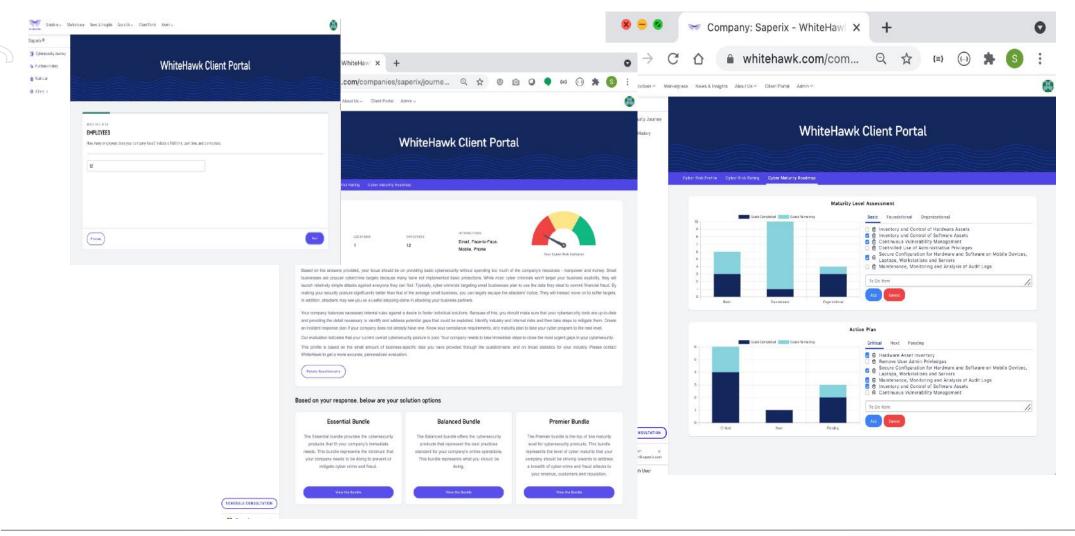
Company				Domain				
Sample Company Name				samplecompanydomain.xyz				
Security Rating  Ratings measure a company's relative security effectiveness.			Risk Vector Performance  Risk Vector grades show how well the company is managing each risk vector.					
B (85.0/100)	1	Advanced: Intermediate: Basic:	100 – 80 79 – 70 60 – 0	Compromised S Communications End Attack S	cryption:	B D A	System Patching: Application Security: Email Security: Public Disclosure:	A D A B
Factor Analysis of Information Risk (FAIR) - Annualized Risk Forecasted annualized loss magnitude risk of a potential loss to your company.			Prioritized Areas of Focus  WhiteHawk Cyber Analyst has identified top-3 Focus Areas the company should consider.					
Most Likely:	Most Likely: \$49,538.30			Fo	Focus Area 1: Application Security			
Minimum:	Minimum: \$6,890.20		Focus Area 2: Communicati		mmunications Encryption			
Maximum:	\$2,548,852	2.41		Focus Area 3:		Public Disclosure		
Solution options that addre	ss primary bus	ısiness risks iden	Solution tified in the Cyber Ris	<b>Options</b> sk Scorecard. Alternatives for each	h are included in	the pr	oduct details section.	
- RoboForm: RoboForm Individual 1 Year - I			Balanced Bundle  - Secudrive: Secudrive USB Copy Protection  - INTRUSION: INTRUSION Shield  - BoldonJames: File Classifier		Premier Bundle  - SoundWay Consulting: Soundway Cybersecurity Services - Flexera Software: App Portal - D3 Security: D3 SOAR - Micro Focus Software Inc.: Sentinel Enterprise			
		For more solu	tion options, visit w	ww.whitehawk.com/marketplac	e <u>e</u>			

## **Cyber Risk Scorecard Features**

# RISK IDENTIFICATION, PRIORITIZATION, COMPLIANCE MATURITY BASELINE & MITIGATION STRATEGY

		Snapshot	In-Depth
<b>1</b> I	Hour Virtual Consultation and Cyber Risk Review	✓	✓
5 Cy	yber Risk Profile – Identification of Key Risks to Revenue and Reputation	✓	✓
Cy	yber Risk Maturity Roadmap and Action Planning	✓	✓
Pa	ath to CMMC Review with CMMC Registered Practitioner	✓	✓
Та	ailored Solution Options Review	✓	✓
Se	ecurity Rating and Risk Vector Analysis Results		✓
NI	IST 800-53, NIST 800-171, CIS, and CMMC Compliance Overview		✓
FA	AIR Overview of Cyber and Operational Risks in Financial Terms.		✓

### **Advanced Cyber Risk Journey via Virtual Consultation**



### **Cyber Risk PaaS Features**

#### FOR BUSINESS AND ORGANIZATION CLIENTS OF ISPS/MSPS/BANKS/GOVERNMENT ENTITIES

	Essential	Balanced	Premium
White Labeling and Co-Branding	✓	✓	✓
Marketplace	✓	✓	✓
Cyber Threat Readiness Questionnaire	✓	✓	✓
CIS-Based Maturity Roadmap and Action Planning	✓	✓	✓
Cyber Consultation Scheduling	✓	✓	✓
News and Insights	✓	✓	✓
Cyber Risk Assessments (One-time or Quarterly)		✓	✓
Tailored Cyber Threat Readiness Questionnaire		✓	✓
Marketplace Solution Vetting and Onboarding Services		✓	✓
Cyber Consultation Services		✓	✓
Tailored Frameworks for Maturity Roadmap			✓
Revenue Sharing Business Model			✓

### **Cyber Marketplace**



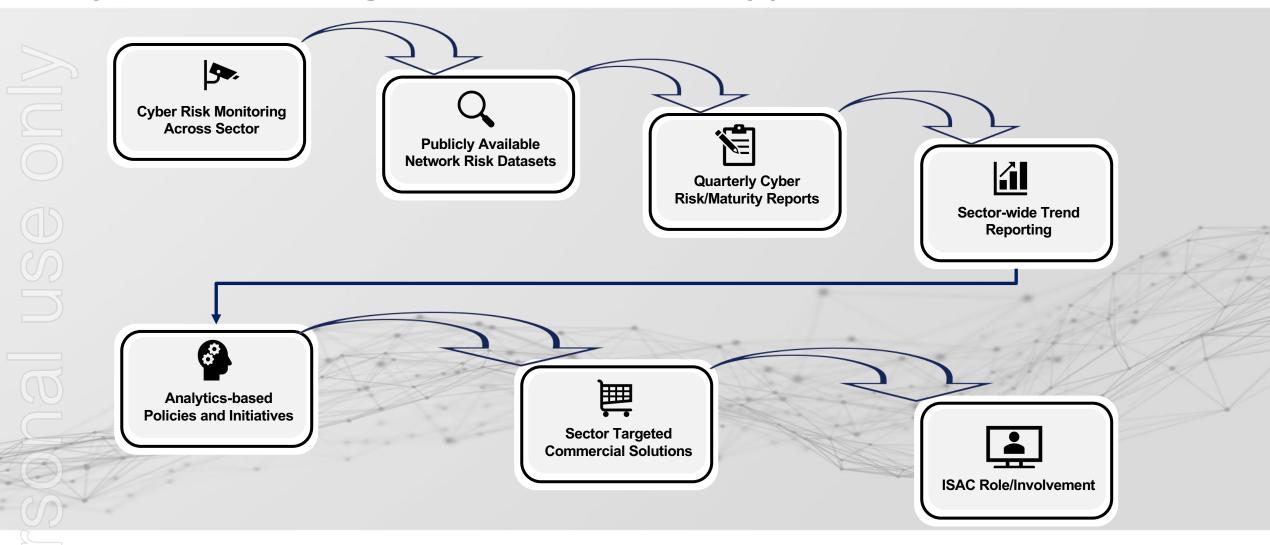
### **Product Lines Mapped to Government Functions**

Government Cyber Mission Need to Tailored, Automated, Scalable Solutions

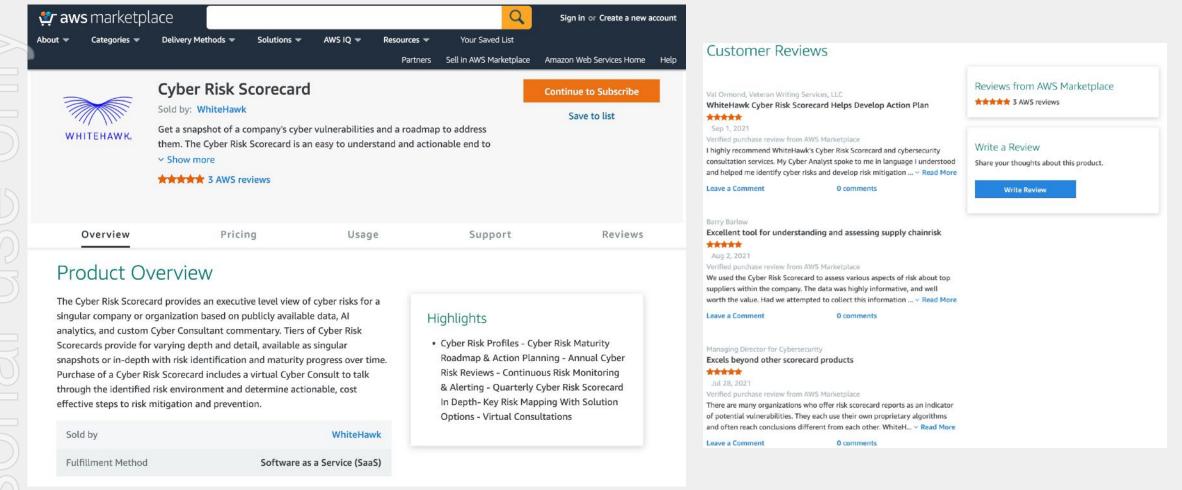
Premise: Fully Leverage Publicly Available Risk, Maturity, Vulnerability, Compliance, Threat - Global Datasets in tandem with Al Based Risk Analytics, to provide a technically deep "Hacker Cyber Audit" of any Legal Entity in the World within 48 hours

- Federal or State & Local Enterprise-Wide Resilience
  - Cyber Risk Program: <a href="https://www.whitehawk.com/cyber-risk-program">https://www.whitehawk.com/cyber-risk-program</a>
- Federal or State & Local Supply Chain Risk Prioritization & Management
  - Cyber Risk Radar: <a href="https://www.whitehawk.com/cyber-risk-radar">https://www.whitehawk.com/cyber-risk-radar</a>
  - D&B Investigate: https://www.dnb.com/products/public-sector/investigate.html
- Federal or State & Local Risk Mitigation Cyber Risk PaaS
  - https://www.whitehawk.com/cyber-risk-paas
- Federal Adversary Vulnerability Baseline API for Targeting
  - https://www.whitehawk.com/cyber-risk-scorecard

### **Cyber Risk Management Framework Approach**



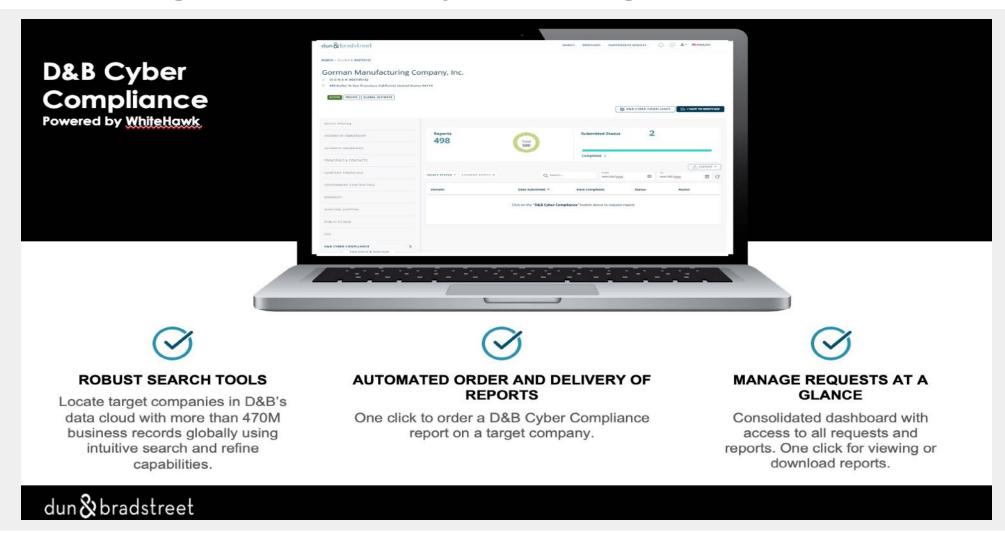
### **Amazon Partner Network: AWS Marketplace Integration**



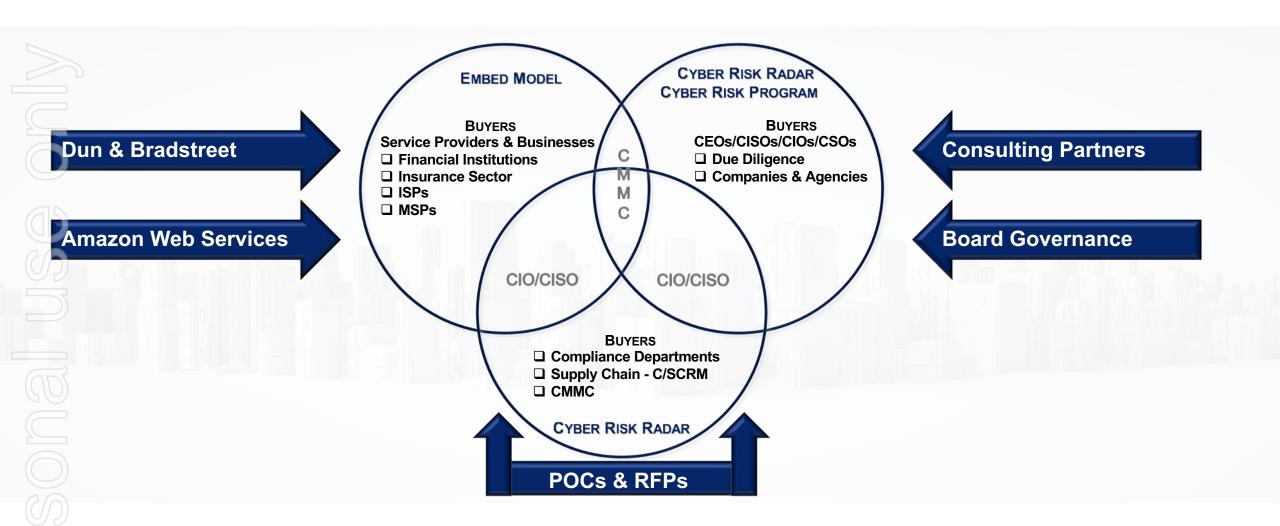
Contract Vehicle Not Required by Government nor Industry Clients

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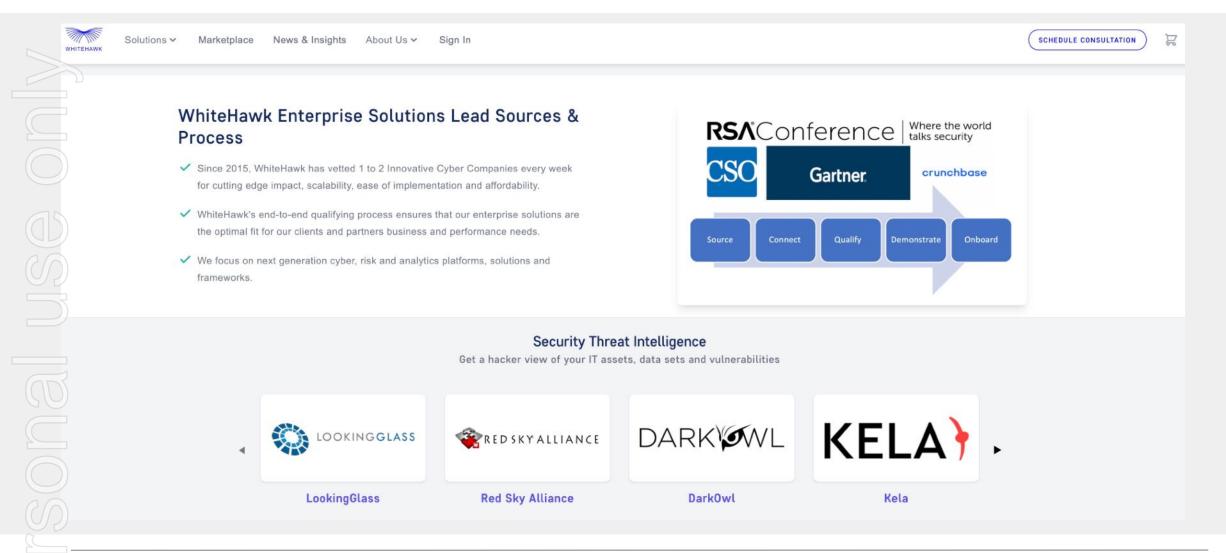
### **D&B** Investigate Partnership and Integration



### **Go-To-Market Sales Channel Alignment**



### **200+ Innovative Solution Partners**



### The Team



#### Terry Roberts, CEO, President and Founder

A global risk analytics, cyber intelligence and national security professional with over 20 years of Executive level experience across government, industry, and academia. Previously the Deputy Director of US Naval Intelligence, TASC VP for Intelligence and Cyber Engineering, and an Executive Director of Carnegie Mellon Software Engineering Institute. <a href="https://www.linkedin.com/in/terry-roberts-193493143/">https://www.linkedin.com/in/terry-roberts-193493143/</a>



#### Soo Kim, Chief Operating Officer & Chief Product Officer

Previously the cybersecurity, technology strategy expert at Accenture Federal Services, Hewlett Packard Federal and VP at TASC. Experience in technical and business leadership, tactical execution, business operation, and solutions delivery. Bachelor's degree in mathematics from Virginia Tech, a Certified Enterprise Architect and Scrum Master, https://www.linkedin.com/in/soo-kim-23655786/



Kevin Goodale, CFO

CFO at Impressions Marketing Group Inc. from 2005 – 2016.

Career Commercial Financial and Contracting Manager with over 20 years at the CFO level, using degrees in accounting and management information science to reduce risk and increase profits. https://www.linkedin.com/in/kevin-goodale-6ba4383b/

### **The Board**



Phil George, Non-Executive Director – BEING UPDATED

Specialist in Information Security and Risk Management.

Currently operates Nurv Cloud, a cloud telecom company, specializing in high quality, secure voice solutions. Launched Uber Perth in Australia in 2014 as Operations Manager. Former Non-Executive Director of Department 13 International Limited (ASX:D13)



#### **Melissa King, Non-Executive Director**

A strategic, agile and innovative leader with extensive transformation, commercial and communications experience. Melissa currently leads FIBA Women's Basketball World Cup 2022 Organising Committee, was previous Chief Executive of Surf Life Saving Australia. She has experience with not for profit, corporate and government organisations including, Sydney Opera House, Department of Prime Minister & Cabinet and the Governance Institute. She is a Non-Executive Director of United Nations Association of Australia.



#### **Brian Hibbeln, Non-Executive Director**

A Venture Partner at Sinewave Venture Capital, LLC. Serves as a consultant to a number of emerging technology companies. Previously Brian served over 20 years as a U.S. Senior Civilian to include: Director of the Remote Sensing Center, Assistant Deputy Undersecretary of Defense for Special Capabilities, Office of the Secretary of Defense and as Chief Scientist and Chief Systems Engineer of the Measurement and Signatures Intelligence (MASINT) Staff at the NRO.

### **Additional Information & Resources**

www.whitehawk.com

- Whitehawk Cyber Risk Journey: <a href="https://www.whitehawk.com/cyber-risk-journey">https://www.whitehawk.com/cyber-risk-journey</a>
- WhiteHawk Cyber Risk Radar: <a href="https://www.whitehawk.com/cyber-risk-radar">https://www.whitehawk.com/cyber-risk-radar</a>
- WhiteHawk Cyber Risk Scorecard: <a href="https://www.whitehawk.com/cyber-risk-scorecard">https://www.whitehawk.com/cyber-risk-scorecard</a>
- WhiteHawk Cyber Risk Program: <a href="https://www.whitehawk.com/cyber-risk-program">https://www.whitehawk.com/cyber-risk-program</a>
- WhiteHawk Cyber Risk PaaS: <a href="https://www.whitehawk.com/cyber-risk-paas">https://www.whitehawk.com/cyber-risk-paas</a>
- WhiteHawk Innovative Vendor Partners: <a href="https://www.whitehawk.com/innovative-vendors">https://www.whitehawk.com/innovative-vendors</a>
- WhiteHawk Business Risk Suite: <a href="https://www.whitehawk.com/business-risk-suite">https://www.whitehawk.com/business-risk-suite</a>
- WhiteHawk CMMC: <a href="https://www.whitehawk.com/cmmc">https://www.whitehawk.com/cmmc</a>



