



NORD
SECURITY

A radically better internet.



Private & confidential

Our mission

A radically better internet for consumers and businesses

Security and privacy dominate the technology agenda

Dark Web Pricing Menu for 2021: What is Your Data Worth?

All your personal information including your name, email address, credit card numbers, online banking...

Massive breach leaks 773 million email addresses, 21 million passwords

The best time to stop reusing old passwords was 10 years ago. The second best time is now.

Statement by President Joe Biden on Cybersecurity Awareness Month

Cyber threats can affect every American, every business regardless of size, and every community.

A priority for spend

45%

of consumers expect to be hacked in the next 12 months

47%

businesses view security and privacy as top tech investment

Increasing attacks

+600%

year over year phishing

+630%

year over year cloud attacks

1 attack

every 11 seconds

Expanding threats



Surveillance



Man in middle attacks



Mal / ransomware

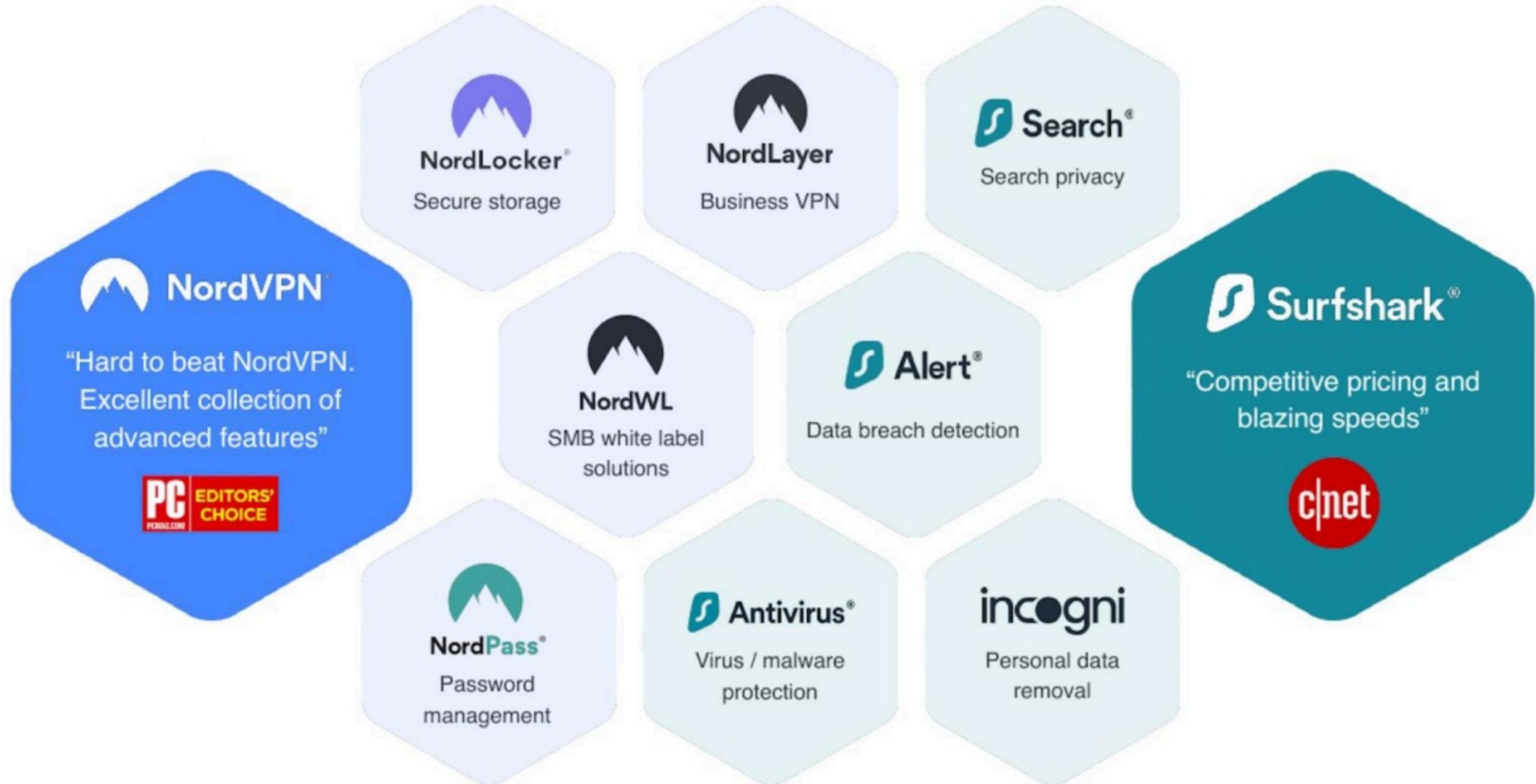


Data leaks



Ads / tracking

Two leading brands for online protection



Culture underpins our success



A common goal:
a secure online future



Recognition as Lithuania's
leading technology employer



Extensive learning
and development



Annual off-site
'workation'



Expert guest speakers



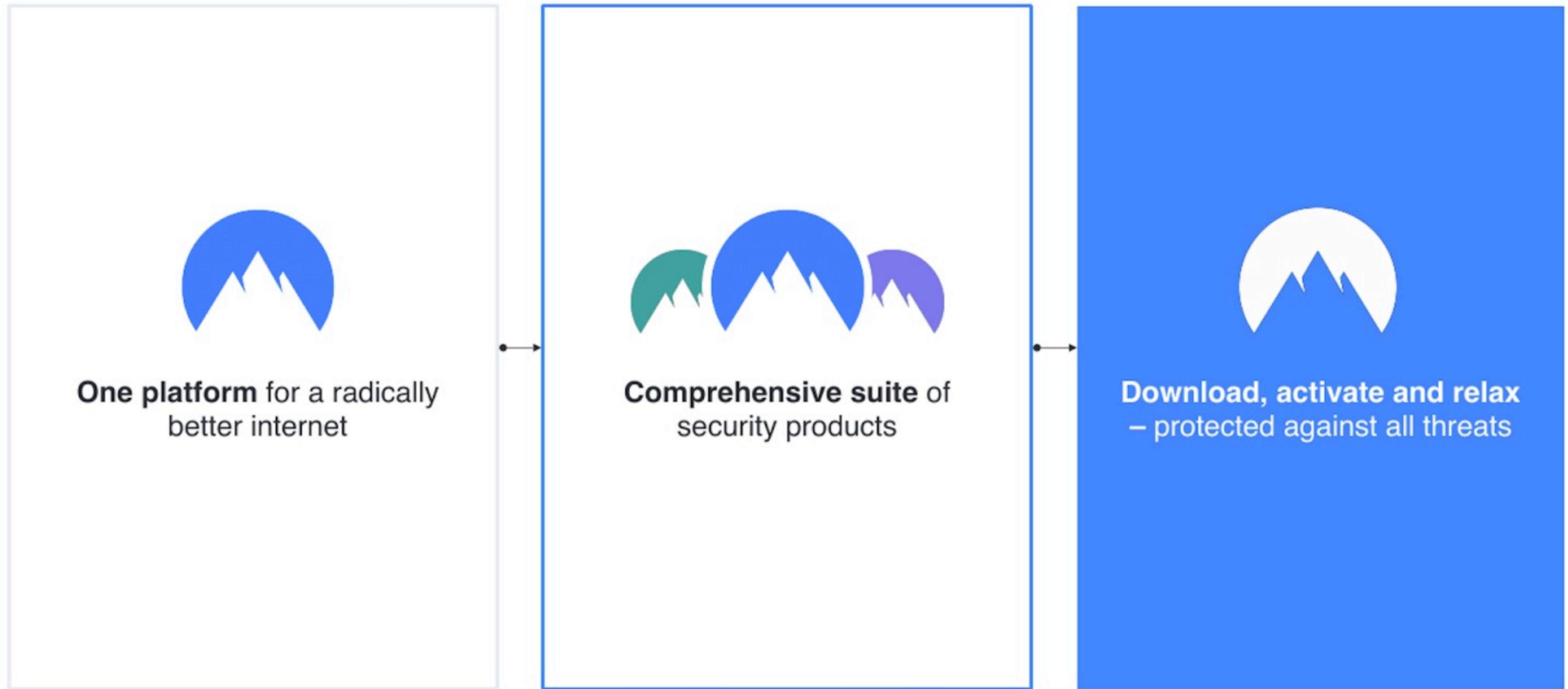
Quarterly OKR events

Private & confidential



Industry leading products for the network age

Our product vision for the network security age



VPNs protect consumers from online threats



Protect your online identity



Block ads, trackers and malware



Stay safe on public WiFi



Protect browsing habits



Avoid ISP tracking



Escape censorship

Private & confidential



Unparalleled global infrastructure

70+
Countries

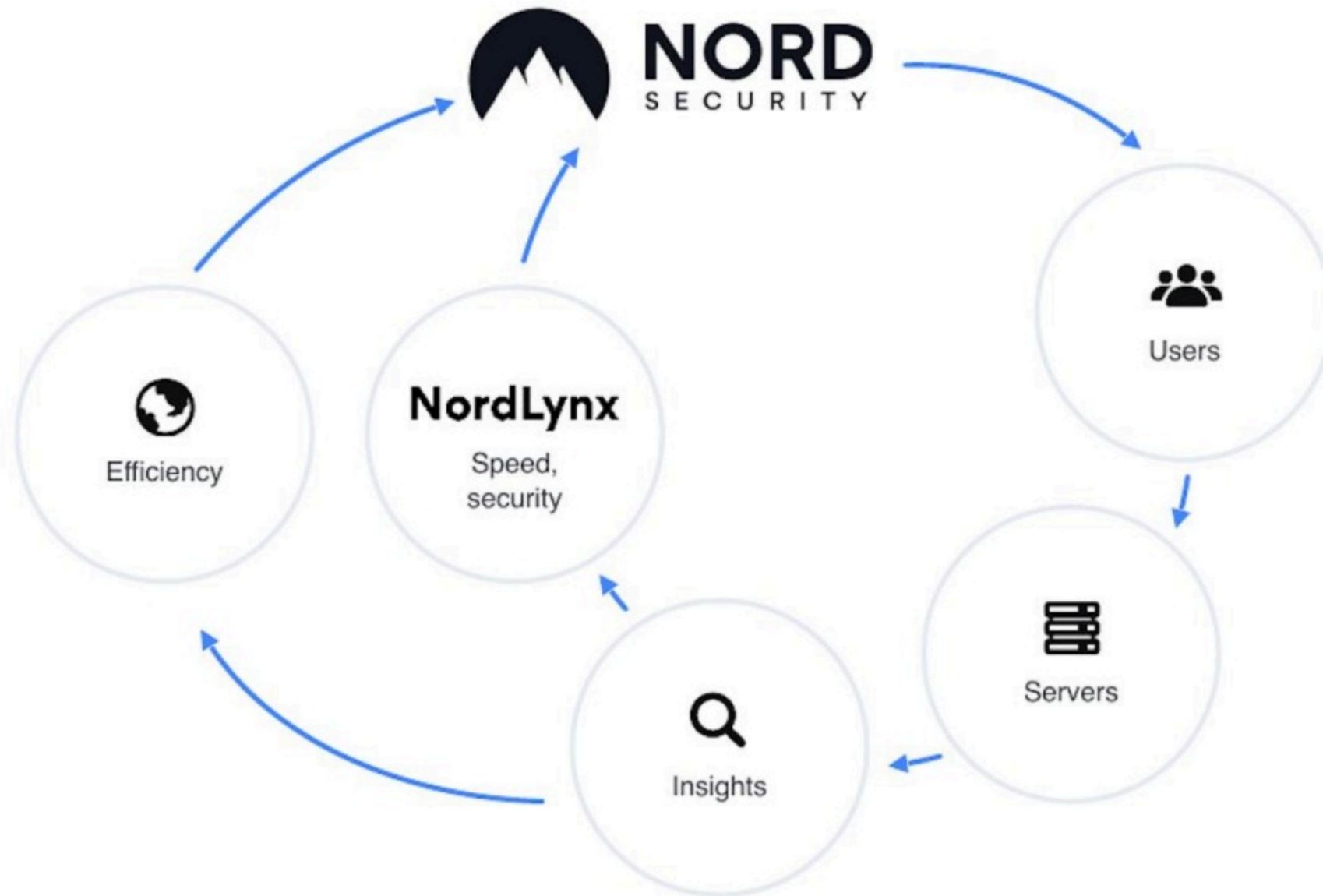
160+
Data centres

9,000+
Servers



Customer experience and brand underpin defensibility

Scale unlocks customer experience, brand equity and customer acquisition flywheel



★
Best Consumer Experience

- 🌐 **Scale advantage** in server network
- 🛡️ **Most trusted** VPN provider
- 🏆 **Favoured brand** with strongest affiliate reviews
- 📦 **Diversified** suite of products

Rapid innovation delivers growing suite



Nord is leveraging VPN leadership to drive broader expansion



Consumer

 **NordLocker®**

Accessible secure storage

- Secure file share, best ease-of-use
- Dropbox integration

220% YoY growth: freemium virality

Beta

 **8/10**

Consumer / SMB

 **NordPass®**

Easy password management

- Data breach scanner with cutting-edge encryption
- Independently audited security

570% YoY growth

Launched November 2019

 **cybernews**

9.5/10

SMB

 **NordLayer**

Best-in-class SMB / Enterprise VPN

- Advanced network access control with custom gateways
- ZTN Cloud-based security

 **NordWL**

- Customised solutions

Launched '19 - rebranded Sept '21

 **REVIEWS**

9.2/10

Surfshark is powering growth in consumer adjacencies



Search[®]

Private search

- Organic, lightweight results
- No ads, no targeting

Launched November 2019

Alert[®]

Data breach detection

- Guard email, ID, credit cards
- Real-time breach alerts

Launched June 2020

Antivirus[®]

Virus / malware protection

- Real-time protection, scheduled scans

Launched August 2021

incogni

Removes personal data

- Automatic deletion from thousands of data broker sources

Launched December 2021

Brand leadership powers acquisition flywheel

Marketing engine underpinned by channel innovation

Pioneers in underpenetrated channels



Burgeoning affiliate relationships deliver scale at a low cost

