

Bitdefender[®]
SUBSCRIBER PROTECTION PLATFORM

All-in-one cybersecurity
designed to add value
to your subscribers

This presentation is exclusively available online,
in English.

<https://www.bitdefender.com/partners/subscriber-protection-platform.html>





Bitdefender
SUBSCRIBER PROTECTION PLATFORM

Offer your subscribers award-winning protection for every aspect of their digital lives

...and watch your ARPU jump by 5-8%*

Bitdefender Subscriber Protection Platform is a comprehensive cybersecurity ecosystem tailored to the specific needs of service providers. Choose the solution with a proven track record in monetizing privacy and cybersecurity in our increasingly connected world.

*Results reported by our existing partners. Values presented in this context are subject to variability and rely on a multitude of influencing factors

Bitdefender is a Global Leader in Cybersecurity

Protecting millions of consumer and business environments since 2001

We protect individuals, businesses, and society by offering best-in-class cybersecurity solutions trusted by millions of consumer, and thousands of businesses and institutions. Our products have an unparalleled track record of achieving industry-leading prevention rates as well as effective detection and response countermeasures. These are consistently confirmed by independent lab tests and customer feedback¹.

We take pride in our Telco oriented solutions that include Value-Added Services, Core Network Security and Management & Intelligence Platforms, as well as the partnerships we established with some of the biggest Service Providers in the world.

1. [Bitdefender Awards and Industry Recognition](#)

HEADQUARTERS

Bucharest, Romania
San Antonio, Texas

WORLDWIDE OFFICES

Europe & US HQs

17 regional offices across US,
Europe, Asia and Australia

PARTNERS

41,000+ qualified partners and
resellers Distributed through partners in
170 countries

CONTINUED INNOVATION

630+ patents

EMPLOYEES

2000+

More than half of Bitdefender's
employees are security
researchers and engineers



Cyberattacks are on the rise and your customers are becoming **increasingly aware** of the risks



6.5B malware attacks in 2024 ¹

79% users worried about being hacked ³

53% users fear financial loss most ²

49% users say they expect a solution from their Operator ⁴

As the world continues to grow more connected, cyberthreats are becoming more sophisticated. They exploit factors beyond the user's control, such as security vulnerabilities in their smart devices and online services. Attacks are automated and frequent. Simply “being careful” isn't enough anymore.

1. Statista, Annual number of malware attacks worldwide from 2015 to 2024

2. Bitdefender, The 2025 IoT Security Landscape Report

3. Statista, Crimes Americans worry about most in 2024

4. Bitdefender Security and Privacy Study, Sep 2023

Scams are the biggest online threat right now



57% Consumers encountered a scam last year¹

73% Users, think they can recognize scams³

\$442B Lost to scams worldwide last year²

23% Lost money to them last year⁴

Online scams aimed at everyday consumers have become more common and sophisticated in recent years.

A major reason for this is that more of our daily lives are being carried out online. Websites and apps allow us to shop, bank, socialize, work, and even manage our utility bills. Scammers follow people wherever they go.

Consumers are constantly exposed due to the high volume of daily interactions that take place online. It's no longer just about protecting devices; it's also about keeping people safe from manipulation. And, right now, social engineering and online scams pose the most immediate and widespread threat to everyday users.

Your subscribers want more, and they're **willing to pay more**

+ \$6–10

Users say they're willing to pay
an **extra \$6–10/month** ¹
for better security

+ 62%

Users are also willing to pay
an **extra 62% of product price** ²
for a safer Wi-Fi router



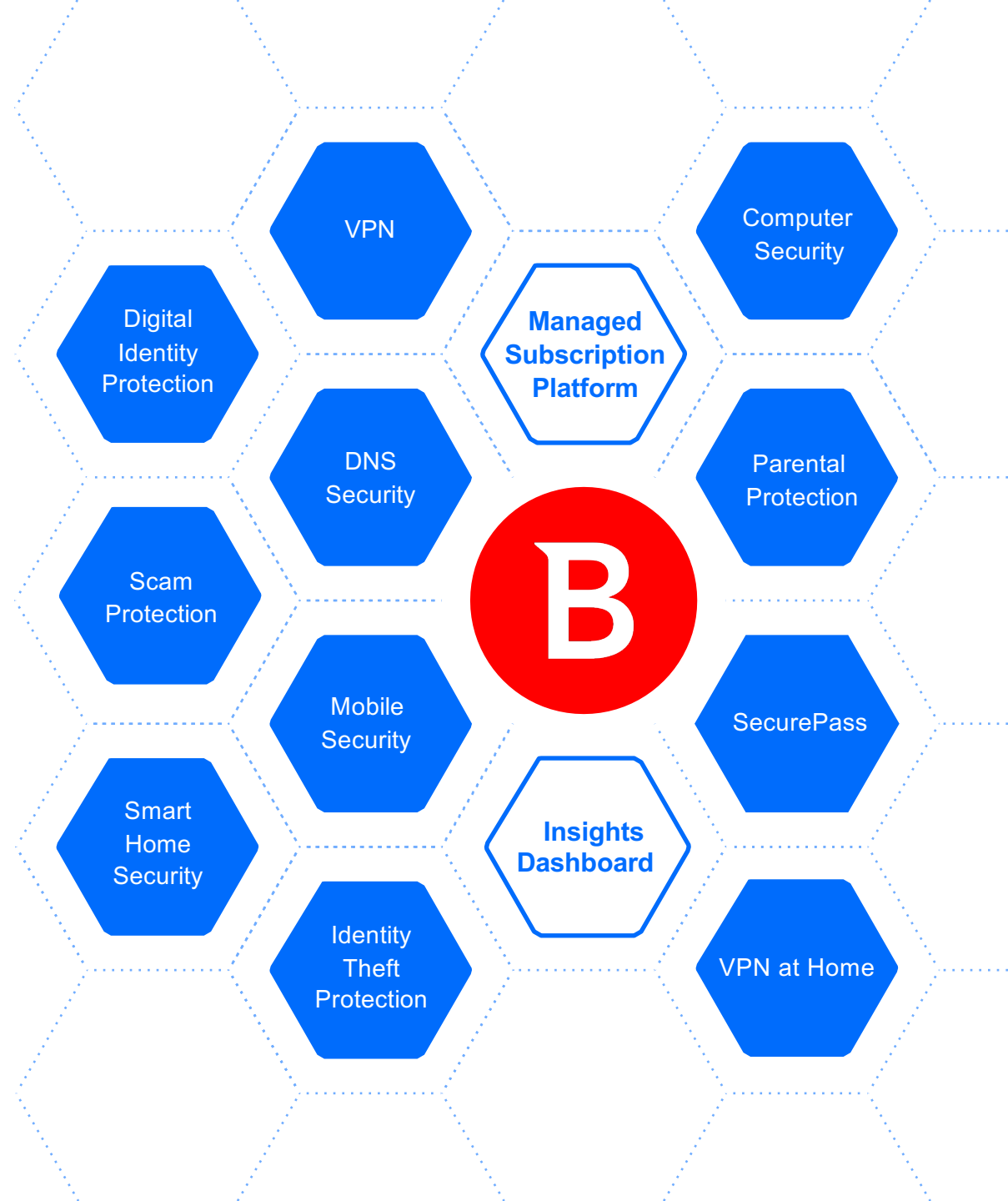
1. Bitdefender Security and Privacy Study, Sep 2023

2. Blythe, Johnson, Manning. What is security worth to consumers? Investigating willingness to pay for secure Internet of Things devices, Crime Science

The Bitdefender Subscriber Protection Platform

Your all-in-one, fully-customizable
cybersecurity ecosystem

Multi-layered cybersecurity tailored to your needs, with flexible integration and modular design. Offers your subscribers a smooth experience, with one single app.





Consumer-facing solutions



**Bitdefender
Subscriber
Protection Platform**



**Service
Provider-facing solutions**

Smart Home

- Smart Home Security
- VPN at Home
- Router Parental Protection
- Router Adblocking & Antitracking

Endpoint

- Mobile Security
- Computer Security

Identity & Privacy

- Scam Protection
- SecurePass – Password Mng.
- VPN
- Digital Identity Protection
- Identity Theft Protection
- Dark Web Monitoring
- Parental Protection

Network

- DNS Security

- Insights Dashboard

- Managed Subscription Platform (MSP)

- Router Protection

- Open to external services

- Partner Success Portal



Smart Home Security

- ↳ Protects all connected devices
- ↳ Covers smart devices
- ↳ No need for users to install an app
- ↳ Offers router functionalities: VPN, Parental Protection & AdBlocker and Antitracker



Computer & Mobile Security

- ↳ Works on Windows, MacOS, Android, iOS
- ↳ Helps protect against scams through Scam Protection
- ↳ Protects against all new & existing threats
- ↳ Offers protection at home & on the go
- ↳ Award-winning protection & performance



Identity & Privacy Solutions

- ↳ Help improve online privacy
- ↳ Protect online accounts
- ↳ Help protect children from online dangers



The OneApp

One interface to manage everything

- ↳ Allows users to quickly check security status & take action
- ↳ Always notified & in control
- ↳ Makes upgrade and upsell easier

TaaS SDKs/APIs

Ability to integrate with partner ecosystem / app by providing SDK / API based solutions across portfolio.

5 reasons to choose Bitdefender Subscriber Protection Platform



One Solution for All Your Needs

No need to work with multiple vendors to cover all your cybersecurity needs. We offer a comprehensive ecosystem that protects all your subscribers' devices, privacy and data, at home and on the go.



Choose what Suits You Best

We can provide solutions that are tailored to your specific brand's requirements. Integrate our solutions as they are, develop a co-branded solution together, or add our technology to your existing solution.



Boost Your Business

Unlock new revenue streams while also boosting satisfaction. Our partners consistently report ARPU increases of 5-8%, reduced churn and a NPS of 62+.



Award Winning Technology

We offer best-in-class technology with an unmatched track record of industry-leading detection and response, the result of decades of experience.

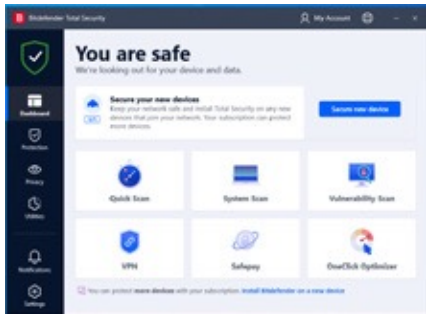


We're Here to Help You All the Way

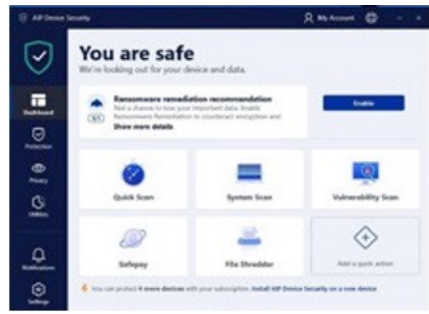
Going to market doesn't have to be hard. We're here to help you every step of the way in integrating our products and becoming a cybersecurity provider.

Craft your own cybersecurity offering. Our solution is tailored to your specific requirements and market strategy.

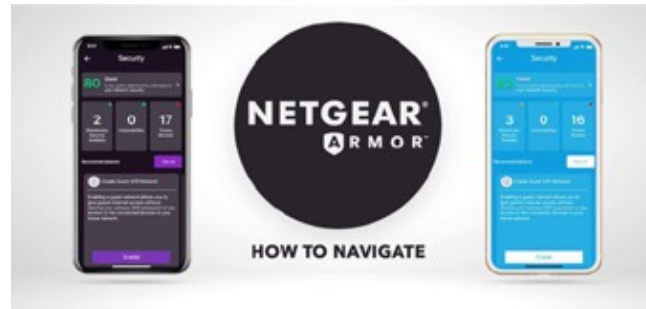
Each market has its own set of challenges, and Telcos have different needs. Your subscribers will receive market-leading protection, regardless of which integration model you choose.



Bitdefender Solutions



Co/Rebranded Solutions



Custom integration – TaaS (Tech-as-a-service)



Amdocs Integration

Cybersecurity Strategic Packaging options for Service Providers



Differentiation

Basic security included for all base & promoted as part of the core service



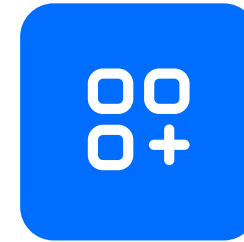
Technology upgrade

Embedded as portfolio feature for new technology such as 5G, FTTH, Wifi-6



Portfolio up-tiering

Hard bundle it in the upper part of the portfolio on top of core services



Portfolio add-on

Hard bundle it in the upper part of the portfolio on top of core services

HOW TO MONETIZE

50–80% attach rates

- ↳ Target & switch from competition cyber-savvy customers
- ↳ Decrease base churn
- ↳ Included in the plan

20–50% attach rates

- ↳ Accelerate technology migration
- ↳ Upsell to new technology on higher ARPU
- ↳ Included in the plan

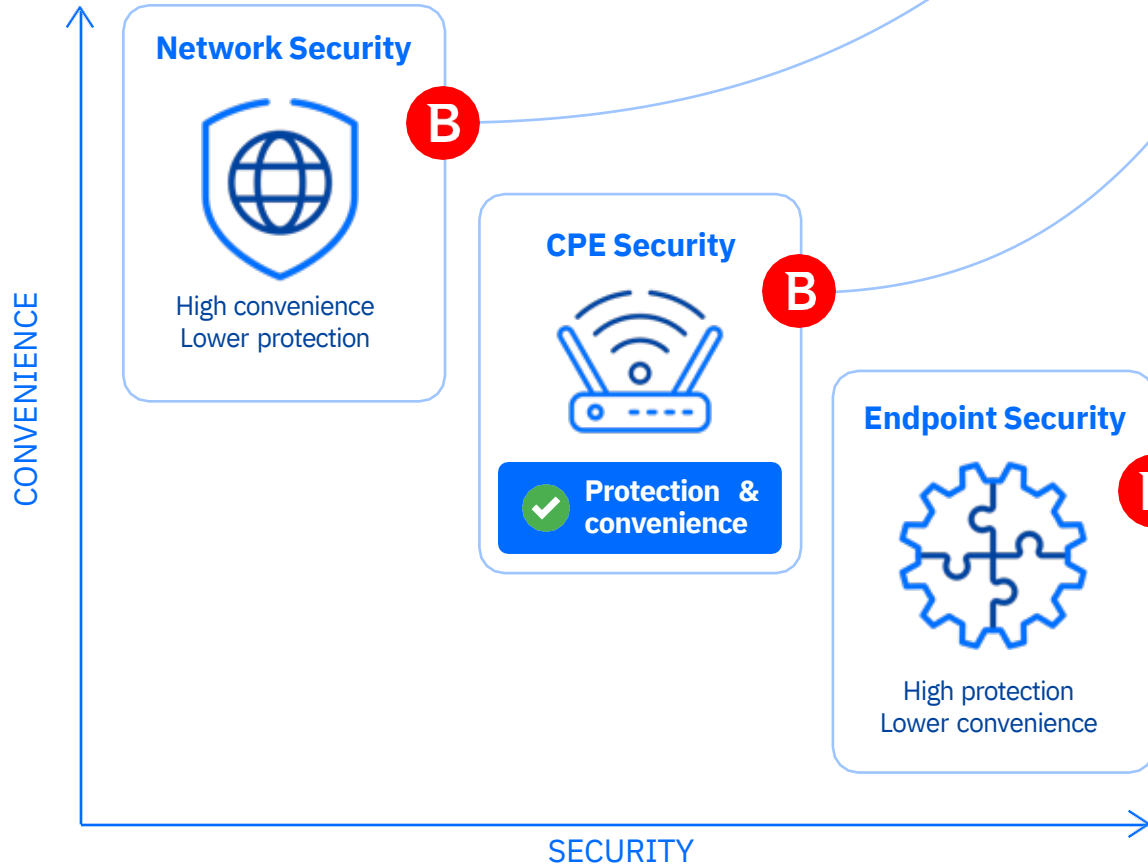
5–20% attach rates

- ↳ Create additional up-tiering reasons and give customers extra reasons to up-sell
- ↳ Included in the plan

1–5% attach rates

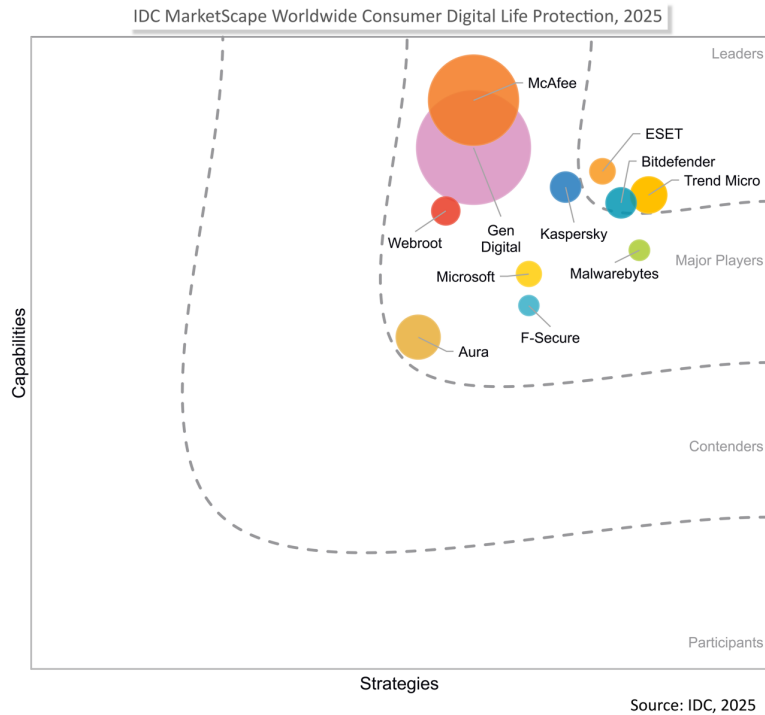
- ↳ Targeted campaigns and commercial activities in the push and pull channels

Customers' value proposition



-  **DNS Security**
Safe surfing blocking malicious sites in your mobile and fixed network
-  **Smart Home Security**
Protection of all of your devices in the home and protection of the router
-  **VPN at Home**
Protects your privacy and online presence by encrypting all Internet traffic.
-  **Router Parental Protection**
Digital help to parents and extra online safety for children when connected to the home router.
-  **Router Adblocking & Antitracking**
Network-wide adblocking and privacy protection
-  **Computer & Mobile Security (Windows, Android, iOS, macOS)**
Complete anti-malware protection, online protection, anti phishing, anti-spam, safe online banking, anti theft, social network protection
-  **Scam Protection**
A powerful platform, powered by AI, that gathers an abundance of newly developed anti-scam features under one umbrella
-  **Digital Identity Protection**
24/7 monitoring and alerts if your credentials are exposed in a data breach
-  **Password Manager - SecurePass**
Create and store unique passwords for all of your services
-  **VPN**
Protects your privacy and online presence by encrypting all Internet traffic.
-  **Parental Protection**
Digital help to parents and extra online safety for children when connected to the home router or mobile network. Filter inappropriate content and limit connectivity time.

A Leader in the IDC MarketScape: Worldwide Consumer Digital Life Protection 2025 Vendor Assessment



“Bitdefender's strengths lie in its ability to deliver effective cybersecurity solutions supported by advanced technology and a user-focused design. Its tools consistently perform well in independent testing for detection accuracy, performance, and minimizing false positives. The company's emphasis on research and development has led to the creation of technologies that address digital privacy, identity protection, and asset security.”

(See [Full Report Excerpt](#))

SOURCE: IDC MarketScape Graphic Excerpt Delivery: IDC MarketScape Worldwide Consumer Digital Life Protection 2025 Vendor Assessment”, October 2025, IDC # US52976725.

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of technology and service suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. The Capabilities score measures vendor product, go-to-market and business execution in the short-term. The Strategy score measures alignment of vendor strategies with customer requirements in a 3-5-year timeframe. Vendor market share is represented by the size of the circles. Vendor year-over-year growth rate relative to the given market is indicated by a plus, neutral or minus next to the vendor name.

There's 'award-winning'. And then there's **award domination.**

“Bitdefender has proven its cybersecurity efficacy and reliability each year that we’ve tested their solutions,”
- AV-Comparatives’ founder and CEO Andreas Clementi.

“With five Product of The Year Awards in 10 years, Bitdefender demonstrates its strength in protecting consumer data by detecting and stopping threats as they occur.”*

Over the years Bitdefender products have constantly ranked high both in independent labs tests as well as in user preferences. This makes us more committed than ever to ensuring the digital safety and security of our clients and partners.

”Bitdefender just works. In tests, the app silently monitored websites for any incoming attacks, allowed me to connect through a VPN, and it even blocked my webcam from prying eyes.”
Tom’s Guide

”Bitdefender ranks high simply because it is among the best at stopping malware. Threats don’t have a chance to even touch your system, and the platform takes care of it all without much fuss” -
TechRadar



*<https://www.av-comparatives.org/tests/summary-report-2023//>

Highest protection & performance scores in the cyber security industry*



PROTECTION PERFORMANCE



Award Winning Solutions for Any Platform



↳ 8 times 'Best Android Security' AV-Test yearly winner, more than any other cybersecurity vendor in the same period

↳ 2025 winner of 4 AV-Test "Best Awards" including: Endpoint, Mobile Security & macOS

*Protection Against Infections Windows. Overall score, January 2011 – December 2025. AV TEST.
Impact on Performance. Overall score, January 2013 – December 2025 AV TEST.

Top of PCMag's Yearly Best Tech Brands



#1 Place

"Bitdefender floats right up to the top against huge names like Apple, LG, and Sony. There are several anti-malware services on this list, but Bitdefender's score puts it well ahead of the rest of the pack" – PCMag



#2 Place

"Bitdefender is within striking distance of our new winner, Nvidia thanks to high numbers from six NPS ratings across our antivirus and security suites survey, plus eight reviews, six of which earn 4.5 out of 5 stars. Readers and reviewers agree: Bitdefender should be your first choice for a secure PC" – PCMag



#2 Place

"_Bitdefender remains one of our (and your) absolute favorite companies for PC security. (...) Bitdefender is among the most consistent of the best brands we've covered. If you're looking to buy a security suite, our experts and readers agree: Bitdefender should be your top choice." – PCMag

Industry footprint

Deployed with ISPs worldwide

Telco-oriented solutions

- Value-Added Services (VAS)
- Core Network Security
- Management & Intelligence Platforms

Proprietary AI & ML technologies

Members: prpl, CSA, GASA, RDK, BBWF

+150 OEM Partners



NETGEAR



Telefonica

Allstate
IDENTITY PROTECTION



ZYXEL
NETWORKS

Viasat

EQUIFAX

GASA
Global Anti-Scam Alliance



TELE2
PERCHÉ PAGARE DI PIÙ?

 **telenet**

 **AT&T**
Mexico

csa
connectivity
standards
alliance



T1 ISP
in North
America

proximus

MAXLINEAR

Industry Acknowledgment



Patrick Lo
Co-founder

Bitdefender is the best in the market today. We looked at three, four different options and we all came to the same, unanimous conclusion, that Bitdefender is the most robust out there for consumer usage.

NETGEAR



Francesco Zampini
Director of Devices
and Digital Services

We are glad to begin this collaboration with a **leader in cybersecurity like Bitdefender.** Their best-in-class threat prevention, detection and response solutions will be a core element of our security strategy, fostering customers trust, network performance, and data security.



Grégory Rabuel
CEO

We've chosen to partner with Bitdefender, because the quality of the technologies clearly responds to customers' needs and the company's offering for ISPs was **the most versatile** we found.



Stefano Fioravanzo
Head of B2C New
Business, Security,
Advertising &
Partnership

By leveraging Bitdefender's award-winning mobile security, WINDTRE customers gain stronger protection and peace of mind to safely use their mobile devices.



Boost ARPU

Our partners consistently report an **8% ARPU growth**, attributed to the heightened perceived value of their offers and plans.

Less churn

Happy subscribers don't cancel their plans.

Fewer calls

...and they make fewer calls to tech support.

Higher customer NPS

The increase in user satisfaction is supported by a **NPS score of 60+**

Upsell opportunities

Consumer demand for security keeps evolving. Connected to our product portfolio, you'll always stay ahead of the curve.



It can take as little as 3 months
to deploy Bitdefender Subscriber
Protection Platform.
Make the first step today.

VISIT OUR WEBSITE

...and set up a meeting with one of our experts.
We look forward to hearing from you!

It's time to expand.

We'll help you make the best decisions.
We work closely with all of our Telco
partners and provide assistance
throughout the entire process of
bringing a product to market.

- ↳ Tech & development
- ↳ Subscriber management
- ↳ Marketing support
- ↳ Analytics
- ↳ Support & maintenance

