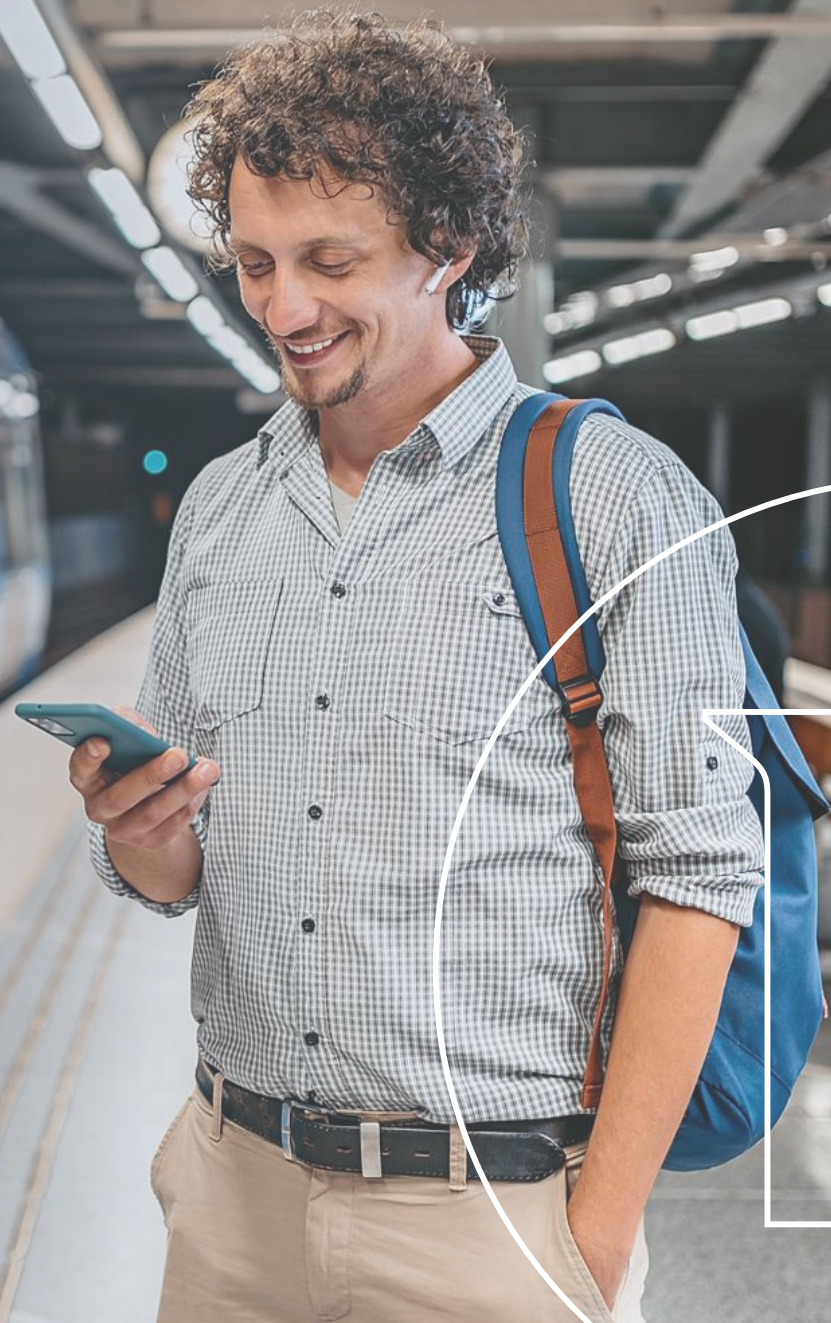


Bitdefender®

Consumer Cybersecurity Solutions for **MVNOs**

This presentation is exclusively available
online, in English.

<https://www.bitdefender.com/en-us/partners/security-mvno/>



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 and MVNO 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



Industry footprint

Deployed with ISPs worldwide

Telco& MVNO -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

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 most⁵

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

Cybersecurity has become standard in telco



45%

Think carrier should be responsible for their cybersecurity¹

53%

conduct transactions on their smartphones, yet almost half don't run a mobile security solution.³

46%

Users planning to switch to a provider with security are prepaid users²

\$11-16 month

Willingness to pay for better endpoint cybersecurity with scam protection⁴

For MVNOs, offering cybersecurity is more than differentiation. It's a requirement to stay competitive and grow.

Moreover, Cybersecurity is not just an add-on, it's a scalable growth engine that improves ARPU, retention, and differentiation while preserving agility.

1, 2 - Bitdefender US Security and Privacy Study

3, Bitdefender Consumer Cybersecurity Survey

4 - Bitdefender Security & Identity Survey, 2026

Consumer Cybersecurity Solutions for MVNOs

What we offer

A flexible, multi-tier cybersecurity portfolio that enables MVNOs to offer device-level and cross-platform digital protection, from mobile security to complete family protection, under trusted Bitdefender technology.

Designed for simple bundling, upselling, and tiered monetization.

Tiered monetization & ARPU growth

With three ready-to-deploy security tiers, MVNOs can:

- ↳ Launch an entry-level **Mobile Protection** add-on
- ↳ Upsell to **Mobile & Computer (multi-device protection)**
- ↳ Maximize ARPU with **Family Protection (VPN, Password Manager, Parental Control)**
- ↳ Increase retention through always-on digital protection
- ↳ Position themselves as a trusted digital safety provider



Product Portfolio for MVNOs

1 device



Bitdefender Mobile Protection

- ↳ Antimalware, browsing and anti scam protection for one mobile device
- ↳ Easy mental model for customers: *“Protect the phone tied to this SIM”*
- ↳ Aligned with what MVNOs sell: mobile connectivity
- ↳ Works best for prepaid users

Customer Value Proposition:

“For 1 euro per month, your phone is protected against scams, malware, and unsafe apps.”

3 devices



Bitdefender Mobile & Computer Protection

- ↳ Antimalware, browsing and anti scam protection for multiple devices.
- ↳ Cross-platform: Android, iOS, Windows, macOS
- ↳ Easier upsell for: families, Multi-SIM households, expat users
- ↳ No premium VPN positioning needed
- ↳ Lower price than premium

Customer Value Proposition:

“Protect your phone, laptop and other devices under one simple plan.”

5 devices



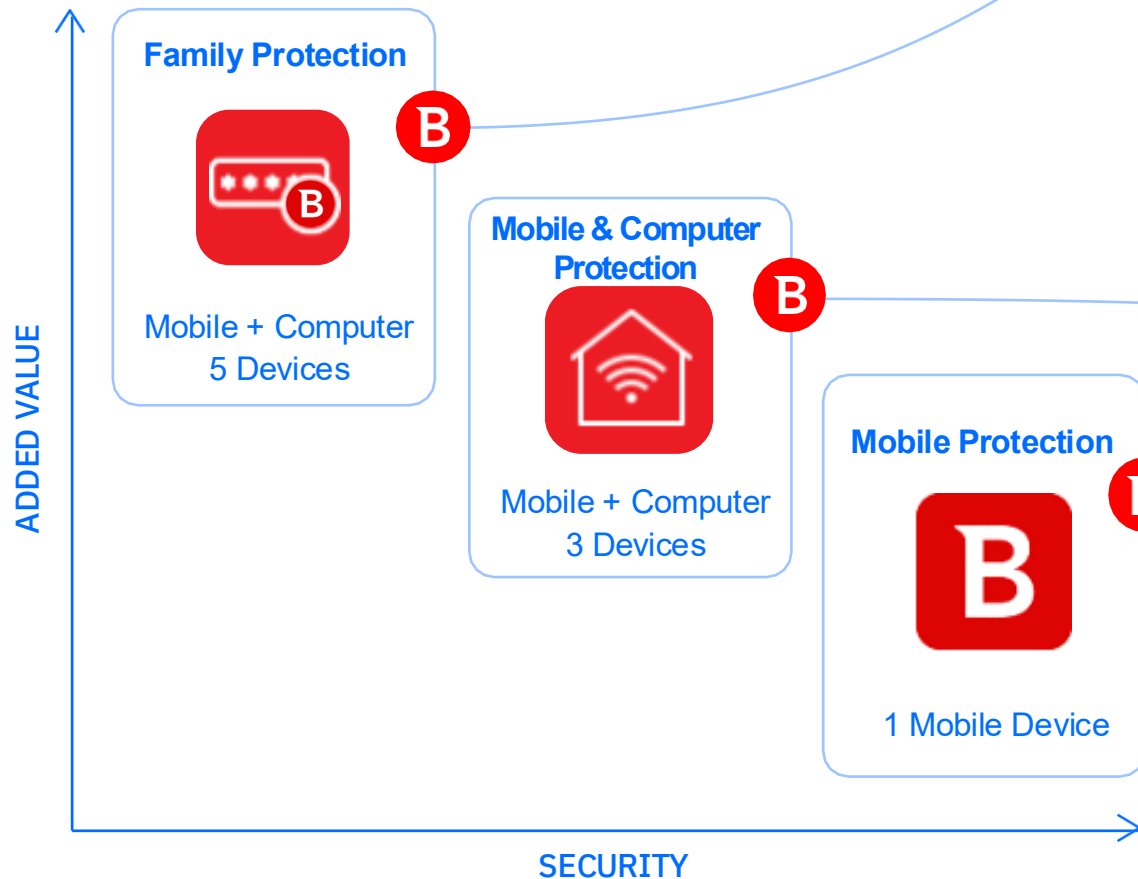
Bitdefender Family Protection

- ↳ Advanced protection for multiple devices (Includes VPN & Password Manager & Parental Protection)
- ↳ Ideal for families with multiple devices and shared plans
- ↳ Best suited for higher-value prepaid or hybrid users

Customer Value Proposition:

“Protect your entire family’s devices and online privacy under one premium plan.”

Product Proposition



B **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

🔒 **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.

B **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 for all devices

B **Mobile Security (Android, iOS)**

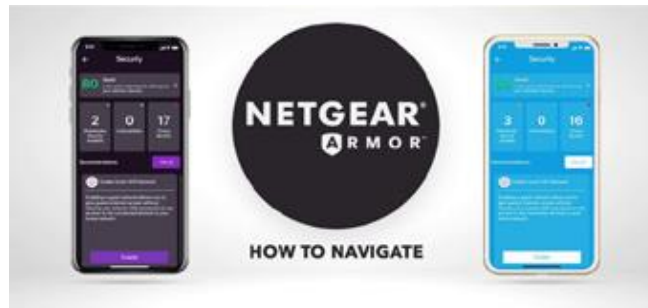
Complete anti-malware protection, online protection, anti phishing, anti-spam, safe online banking, anti theft, social network protection for one mobile device

Craft your own cybersecurity offering

Each market has its own set of challenges, and Telcos & MVNOs have different needs. All Bitdefender AI components are modular and can be delivered to telco partners either through the Bitdefender OneApp or via the TaaS (Tech as a Service) model. This includes integration options such as product SDKs, APIs, or cloud-to-cloud deployments, without requiring partners to build or manage the customer-facing experience themselves.



Bitdefender Solutions



TaaS (Tech-as-a-service) – Integrated in Your Existing Solution

Bitdefender®

Easy Management through the **Bitdefender Managed Subscription Platform (MSP)**

What it is

A versatile management platform designed to make subscription handling more convenient for Bitdefender partners who offer BD products and services to their subscribers.

What it does

It enables service providers to have full control over the provisioning of BD products (BD Branded, Co-Branded, Re-Branded) subscriptions offered to their user base. It's available via API and with BD Login or Partner SSO.

Key Benefits

- ↳ **Streamlined Subscription Provisioning & Management** - Reduces manual effort and operational costs.
- ↳ **Centralized Control & Visibility** - Provides a unified dashboard to track subscription quota usage and entitlements.
- ↳ **Scalability & Flexibility** – Independent of subscription type (monthly, yearly, etc.) Adapts to new service offerings without complex reconfigurations.
- ↳ **Convenience** - Helps telcos and MVNOs manage their cybersecurity portfolio. Supports bundled service offerings



Top reasons to choose Bitdefender for MVNOs



New Revenue Stream

Add a digital service with strong margins and low operational cost, without CAPEX or spectrum investment.



Boost ARPU

Monetize your existing subscriber base through security add-ons or bundles, with no dependency on network upgrades or infrastructure changes.



Add Meaningful Differentiation

Move from competing purely on cost to offering real, everyday value, positioning your brand around trust, protection, and peace of mind.



Increase

Stickiness

Increase retention and customer satisfaction by offering customers what they want.



Fast GTM

Launch quickly using ready-to-integrate, solutions, largely independent from your host MNO

Empowering Integrators to Unlock MVNO Growth with Cybersecurity



Fast Integration, Low Complexity

- ↳ API-first, SDK, or cloud-to-cloud deployment
- ↳ No dependency on MNO infrastructure
- ↳ Ready-to-deploy, modular architecture



New Revenue Streams

- ↳ Subscription-based monetization models
- ↳ Upsell & bundling opportunities
- ↳ Move beyond one-off integration projects



Repeatable Across Clients & Verticals

- ↳ Standardized, tiered cybersecurity portfolio
- ↳ Applicable to fintech, retail, cable MVNOs
- ↳ Easy replication across multiple deployments

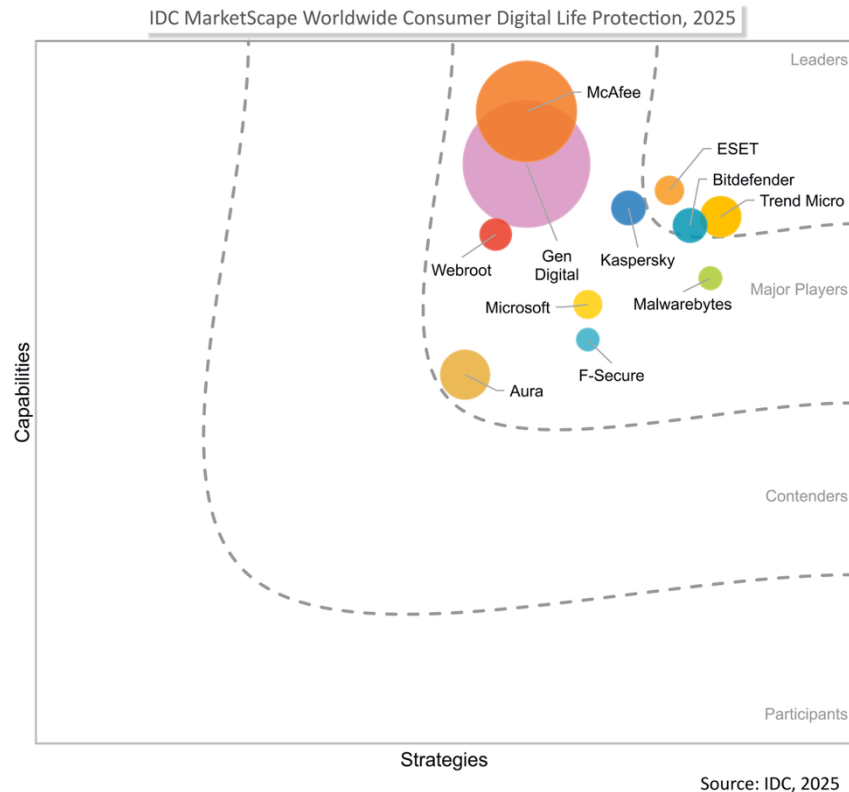


Built for MVNO Ecosystems

- ↳ Designed for bundled service environments
- ↳ Enhances retention & customer lifetime value
- ↳ Aligns with ecosystem-driven MVNO growth

From system integration to service enablement: deliver security, differentiation, and recurring value

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."*

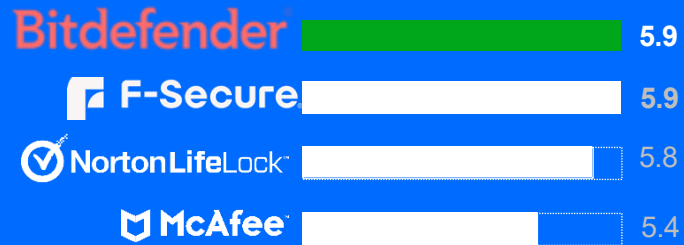
Over the years Bitdefender products have constantly ranked high both in independent labs tests as well as in user preferences. This makes us more committed than ever to ensuring the digital safety and security of our clients and partners.

"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



Highest protection & performance scores in the cyber security industry*



PROTECTION PERFORMANCE



Award Winning Solutions for Any Platform



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

↳ 2024 winner of 6 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.

Bitdefender®

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

Integrate. Deploy. Launch. 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

