

Bitdefender®

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



This presentation is exclusively available online,
in English.



Bitdefender®



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 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.

HEADQUARTERS

Bucharest, Romania
San Antonio, Texas, USA

WORLDWIDE OFFICES

Europe & US HQs

17 regional offices across US, Europe, Asia
and Australia

PARTNERS

35,000+ qualified partners and resellers
Distributed through partners in 170 countries

CONTINUED INNOVATION

540+ patents

EMPLOYEES

2100+
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



75%

of global consumers say they are more concerned about the cybersecurity risks than they were two years ago¹

66%

prefer to subscribe via bundle, either because they are included with another service or because it's easier to add them to an existing bill²

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. [Global Survey by MasterCard](#), 2025

2. Bango; 3Gem Research and Insights Statista 2025

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

+ \$6–10

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

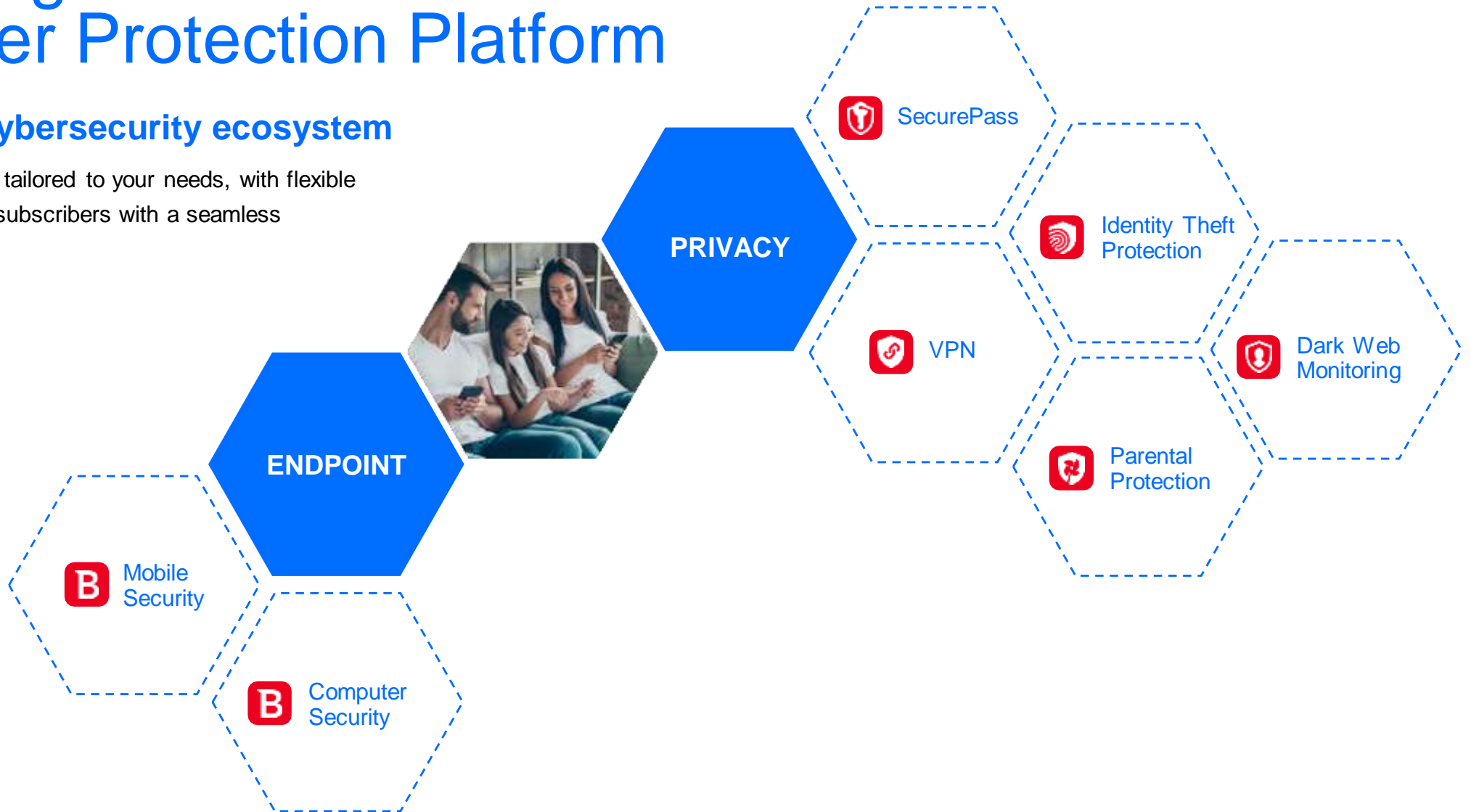


Bitdefender.

Introducing Bitdefender Subscriber Protection Platform

Your all-in-one cybersecurity ecosystem

Multi-layered cybersecurity tailored to your needs, with flexible integration, providing your subscribers with a seamless experience.



Flexible Packaging Options for Partner Bundles

CONSUMER-FACING CYBERSECURITY FEATURES

	Bitdefender Total Security	Bitdefender Premium Security	Bitdefender Ultimate Security	Bitdefender Ultimate Security PRO (US)
OUR PORTFOLIO PACKAGING	Perfect if you're looking for essential device protection.	Perfect if you're looking to protect your devices and sensitive data.	Perfect if you're looking to protect your devices, sensitive data, and identity online.	Perfect if you're looking for all-out protection for your devices, sensitive data, identity, and \$1M ID theft insurance.
	24/7 Real-Time Protection for Windows/Mac/Android/iOS devices	← Everything from Total Security and: Unlimited VPN	← Everything from Premium Security and: Continuous Dark Web Monitoring	← Everything from Ultimate Security and: \$1M Identity Theft Insurance per household (US Only)
	Password Manager	AI Scam Protection	Identity Protection Score	Bureau Credit Monitoring
	Parental Control	4000+ VPN Servers from 50+ countries	Real Time Breach Notification	Identity Theft Restoration
	VPN limited to 200mb daily usage	Adblocker & Anti-Tracker		Credit Score Simulator & Tracker
				Identity Threats & Fraud Alerts
				Medical ID Fraud Protection
				Smart SSN Tracker



B **Computer & Mobile Security**

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

 **Privacy Solutions**

- ↳ Help improve online privacy
- ↳ Allow digital identity management
- ↳ Protect online accounts
- ↳ Help protect children from online dangers

SDKs/APIs

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

Cross-Platform Bitdefender Experience for Windows, macOS, iOS, and Android

The screenshot shows the 'My Account' dashboard for Bitdefender Total Security. The interface includes a sidebar with navigation options: Dashboard, Protection, Privacy, Utilities, Notifications (with a red badge), and Settings. The main content area displays the user's account information for 'pmm-consumer' (central-...r-pmm@bitdefender.com) with device ID LAVC0312. It also highlights the 'Bitdefender Ultimate Security Not for Resale Individual Plan' which expires in 197 days. A prominent purple banner for 'Bitdefender Central' offers to manage everything in one place, listing benefits like seeing security activity, managing accounts, and getting security news. A 'Go to Central' button is located at the bottom of this banner.

The screenshot displays the Bitdefender VPN interface. It features a world map with a 'Connect' button for Romania, which is currently 'Not connected'. Below the map, there are buttons for 'Locations', 'United States', and 'Automatic'. On the right side, a panel shows connection statistics: 'Connection time' at 0m, 'Secured traffic' at 0 KB, and 'Your IP address' as 5.14.133.62 (marked as 'Exposed'). Other features like 'Block ads and trackers', 'Activate Kill-Switch', and a weekly/monthly view selector are also visible.

Cross-Platform Bitdefender Experience for Windows, macOS, iOS, and Android

Say goodbye to SMS phishing

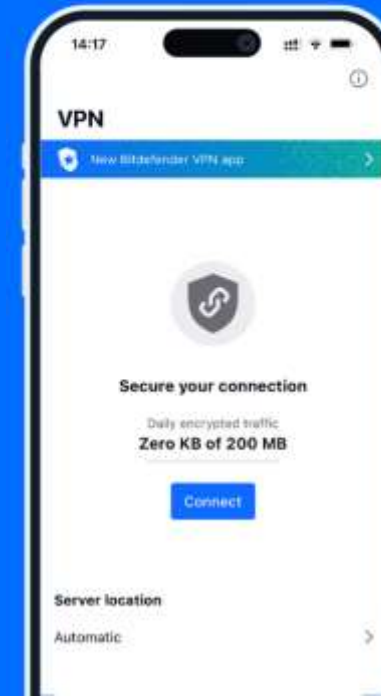
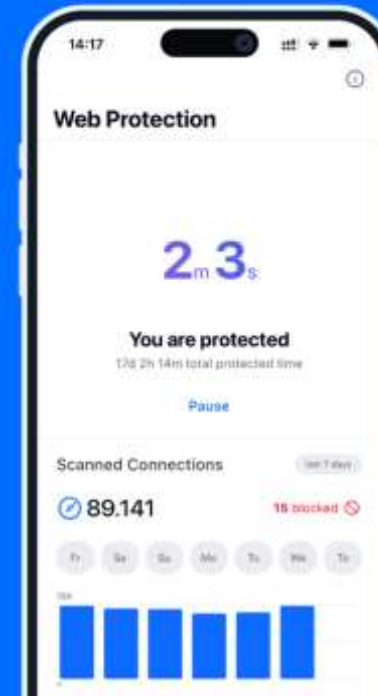
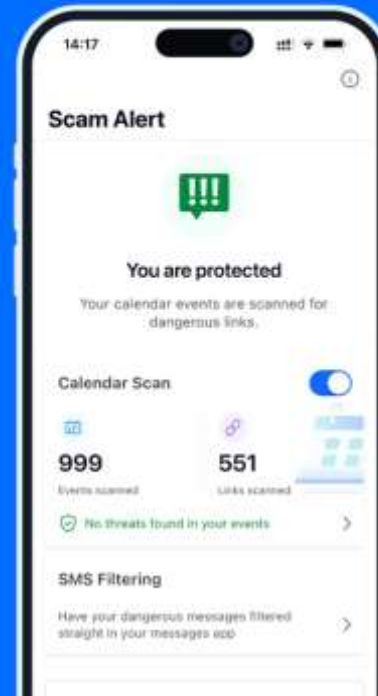
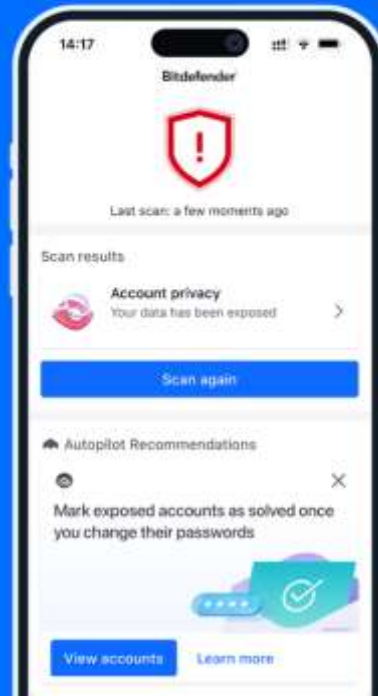
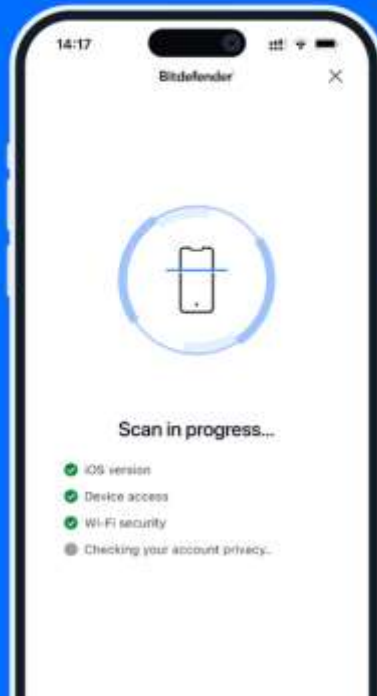
Vulnerability Scan for Enhanced Security

Scan your accounts for breaches

No spam in your calendar

Scamproofs all your traffic

Browse with Full Anonymity



Bitdefender.

5 reasons to choose Bitdefender Cybersecurity Solutions



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 different needs. Your subscribers will receive market-leading protection, regardless of which integration model you choose.

Bitdefender Solution



↳ Strong Global Brand Trust

↳ Fastest time to market

Custom integration through SDK solutions



↳ Partner Brand Ownership

↳ Differentiation

Two Proven Packaging Models for Cybersecurity Bundles

HOW TO MONETIZE



Hard Bundle

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

50–80% attach rates

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



Drive premium plan adoption

+ Up to 10 € extra/ month in the premium plans

5–20% attach rates

- ↳ Strongest ARPU boost
- ↳ Helps partners grow premium tier penetration
- ↳ Easy to align with marketing (“Upgrade to Premium and get full protection”)
- ↳ Included in the plan

Customers' value proposition

Endpoint Security



High protection
Lower convenience



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



Digital Identity Protection & Identity Theft Protection

24/7 monitoring and alerts if your credentials are exposed in a data breach



Secure Pass

Create and store unique passwords for all of your services



VPN

Protects your privacy and online presence by encrypting all Internet traffic.



AI Scam Protection

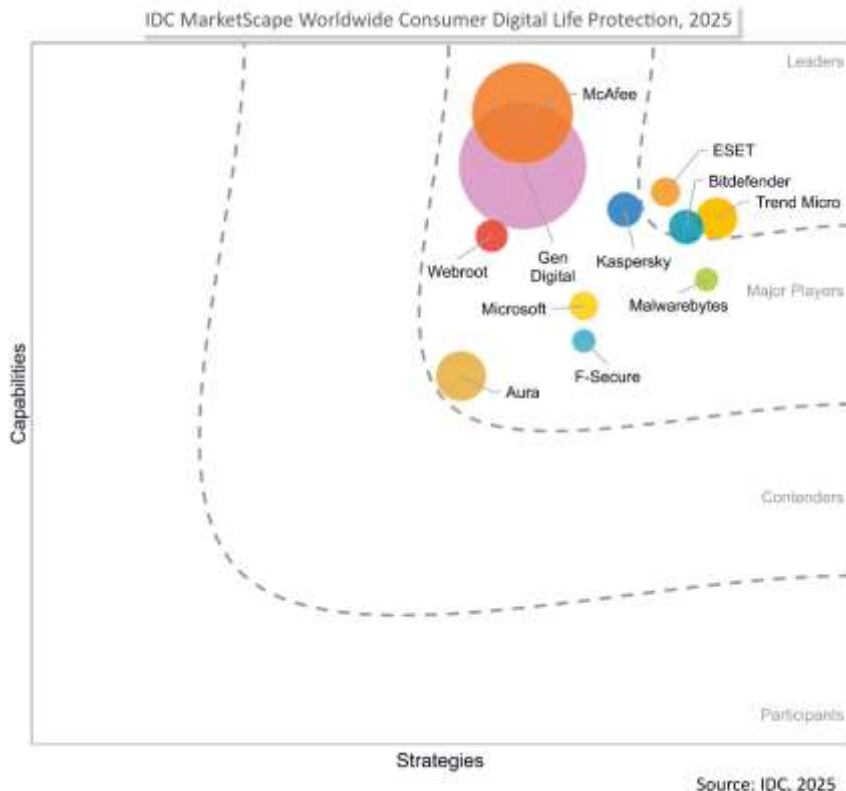
AI-powered, real-time protection against online scams across web, email, SMS, messaging apps, notifications, remote access attempts and calendar invites. Includes an AI assistant to assess suspicious messages and links quickly. Proactively detects emerging scam waves to stop fraud before you become a victim.



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](#))

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



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

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

Industry acknowledgement

“A solid partnership — Bitdefender’s technology empowers our cybersecurity services.”

RODRIGO CABRERA CARBONELL

DIRECTOR DE OPERACIONES DE FRACTALIA CIBER ALARMA



“Happy to protect our partners and clients with the antivirus services provided by Bitdefender, complementing our portfolio of backup and cybersecurity products.”

ROMY LOPEZ

ADMINISTRATION



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.

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.

Bitdefender.

It can take as little as 3 months to deploy Bitdefender Cybersecurity Solutions. 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 partners and assist in the entire process of bringing a product to market.

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

