



FIRSTWAVE
CLOUD SECURITY TECHNOLOGY

11 February 2020: ASX Media Release

Investor Update Conference Call

Leading Australian cloud security technology company, **FirstWave Cloud Technology Limited (ASX: FCT) (FirstWave)**, released a Q2 FY2020 Investor Update on Monday 10 February 2020. The FirstWave Chairman and Executives' speech on the presentation is outlined below.

SLIDE 1 - INTRODUCTION – DAVID KIRTON

Hello and welcome to FirstWave Cloud Technology's (FirstWave or FCT) Investor Update.

My name is David Kirton and I am the Chief Operating Officer of FirstWave Cloud Technology.

Joining me today is our Executive Chairman, John Grant and our Chief Revenue Officer, Neil Pollock.

Our objective during this teleconference is to report to you further progress FirstWave has made since our last update on 29 October and our AGM on 20 November 2019.

The presentation we are about to give you has been lodged on the ASX portal or emailed to the address provided with your registration.

During the presentation we will refer to the slide number we are talking to.

SLIDE 3 – Agenda and Format

Our format for today will commence with an update from John.

He will summarise FCT performance against the Shareholder Milestone markers for FY2020 and announce some upcoming leadership changes in the Company.

I will then update you on the performance of FCT to the end of January 2020.

Neil will then give an update on our CCSP solution and its acceptance by customers.

He will speak specifically to the validation FirstWave's technology is achieving globally and outline our Q3/Q4 Milestones.

We'll then open the call for your questions.

Let me now pass over to John.

SLIDE 4 – Chairman's Update – John Grant

Thank-you David and welcome to all shareholders.



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SLIDE 5 shows the investment markers we've reported against previously.

In terms of the progress our Partners are making on the path to revenue, including 75 Premier Small to Medium Business Resellers of our Partner, Technology Aggregator DWS in the UK, we now have 108 partners across both Levels 1 and 2 taking CCSP to their end customers, an increase of 7 on 29 October.

We are seeing the 45+ opportunities in the pipeline convert to revenue and David will speak further on this.

And Neil will give us an update on the immediate line of sight we have to \$3m of IARR.

In saying this, I wanted to take a moment to thread you through the sequence of our prior updates to help orientate you for today's update.

On the first of August last year, we tabled a presentation in which I observed that FCT had not met shareholder expectations but was building technology with global relevance into a multi-billion \$ market.

I identified that building a global business takes time and money and that we would be increasing transparency through quarterly updates, shifting focus on indicators of success away from revenue towards sustained progress on the path to revenue as the lead indicator.

In that presentation, we first took a top down market view and identified the worldwide opportunity for Telco/Solution Provider delivered security services for Email, Web and Firewall was \$14B and of this, we estimated the addressable market for FCT at \$5.2B in gross revenue or \$1.8B as the wholesale share to FCT.

We then provided a bottom up view, based on market metrics and using our customer Telstra as a 'proxy', that the partner footprint FCT had invested in building – 23 at the time – provided line of sight to annualised recurring revenue of \$45m.

We took some feedback post that meeting and the 29 October update, that the inclusion of short-term metrics around recurring revenue would be helpful for Shareholders.

Consequently, at the FY2019 AGM I indicated that we had not lost sight of the \$45m, but given the feedback and the progress being made on the path to revenue, FCT now had enough confidence to table a timeline to the first \$3m in International Annualised Recurring Revenue (IARR).

I pointed out that this was not guidance, but rather an informed view based on a set of specific opportunities in the pipeline. I confirmed it remained difficult to predict precisely when this would occur and may come sooner or later, but June 2020 was our objective. Neil will elaborate further but this remains our objective.

In terms of bringing Partners to revenue, you will see we're well on the way to our target of 18 and will likely exceed it.

Progress continues delivering the product and technology roadmap, with additional Email, Web, Firewall functionality deployed, new and up-graded platforms in Europe and North America to meet growing customer demand and new Email +Web bundles for the domestic SME segment now in market.

Operating expenditure is reducing in line with AGM guidance.

And cashflow is ahead of our internal targets and underpins the AGM advice that the Company has sufficient cash to operate for the full financial year. Clearly ongoing funding remains a priority for the board.

In summary we're progressing well on all measures.





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Let me now take a few minutes to announce some changes to our leadership team.

You will recall that we announced changes to David's role at the AGM – a move from CEO to COO. This was in response to his need to navigate some personal issues he was having and to provide increased focus on revenue generation and operating execution.

Unfortunately, these changes have not had the impact David was looking for and consequently he has advised the board of his decision to step down as COO.

As shown on **SLIDE 6**, I would like to announce that the board has appointed Neil Pollock to the role of Chief Operating Officer.

Neil has been with the Company for just over 2 years but has over 30 years of experience across the global ICT, telecommunications, defence and technology sectors.

Prior to joining FirstWave, Neil was Chief Executive Officer of Indian-based data centre and managed services company, Nextra Data Limited.

He has held senior positions in global Telcos, Bharti Airtel and SingTel Optus across strategy, business development, sales, product development and customer operations with experience in start-ups, M&A and developing and executing accelerated growth strategies.

David will support Neil in transitioning to the COO role. It could well be that, given his undoubted knowledge and experience, the board and David agree an ongoing role for him – just not in the capacity as an Officer of the Company.

On **SLIDE 7**, commensurate with our objective to maintain focus on revenue generation, I am pleased to advise that Neil has elevated two executives into regional business development and sales roles.

Sundar Bharadwaj as Head of BD and Sales for EMEA, North America and India.

Based in the United Kingdom, Sundar brings over 25 years of rich global experience in the telecommunications and technology sectors.

He has held senior roles at Accenture, Vodafone Group and, most recently, with leading US-based AI tech company, Afiniti Inc.

His expertise is helping companies with business expansion, new market penetration and building successful business partnerships.

Since joining FirstWave, he's successfully brought on our partners SHELТ Global, NTT Data and DWS and is leading the team mandated to turn on and accelerate revenue growth through these partners.

Shekila Ramalingam who will step into the role of Head of Business Development and sales for APAC-J based out of Melbourne Australia.

Shekila has over thirty years of deep technology sector experience in a career spanning large corporates and small start-ups.



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Prior to joining FirstWave, Shekila held senior regional sales and business development roles with Ericsson and was the Chief Information Officer at Malaysian telco, U-Mobile.

On joining FirstWave in 2018 from Ericsson, Shekila delivered our first international systems integrator partner and our first international revenue.

She has grown our presence in Asia to four SP partners and 6 non-SP partners.

Shekila has an extensive network of senior leaders which she will continue to engage to grow our presence across Asia Pacific.

And on **SLIDE 8** I am also very pleased to advise that the board has appointed Brett Coventry to the role of CFO.

Brett commences with FirstWave today bringing over 25 years' experience gained in banking, senior finance and operational roles across private and publicly owned high-growth businesses.

His experience covers cross functional teams throughout Asia Pacific, North America and Europe in listed, unlisted and private fast-moving SaaS, Technology and Financial Services companies that include:

ASX listed:

- MONEY3 CORPORATION LTD – As Chief Financial Officer / Company Secretary
- CATAPULT GROUP INTERNATIONAL LTD – As Chief Financial Officer / Company Secretary

Pre-IPO Technology Companies:

- IREXCHANGE LTD – As Chief Financial Officer / Director
- UNLOCKD LTD – As Chief Financial Officer / Company Secretary

Brett will receive a handover from our existing CFO Jason Singh prior to Jason's departure from FirstWave at the end of this month.

The board believes these appointments bring highly experienced and capable individuals into the leadership team without any disruption to the momentum the Company has in revenue generation and operating execution.

We will undertake to provide more access for you to Sundar, Shekila and Brett in our next round of Investor Updates in April.

I would now like to handover to David for what is essentially his last update as both Neil's and Brett's appointments are effective from today. As I do, on behalf of the Company, I thank him for the very significant contribution he has made.

SLIDE 9 – Interim Performance Update – David Kirton

Thank you, John.

Firstly, I would like to congratulate Neil on his appointment and welcome Brett to FirstWave.





This morning I will take you through our interim performance update covering:

1. First Half Financial Summary
2. First Half Revenue
3. Channel Update
4. Regional Presence
5. Product Roadmap
6. Platform Delivery
7. Operating Expenditure, and
8. Cash Out Flow

The presentation today is aimed at maintaining the continuity of the narrative from our previous updates, this being that:

1. Strategic Opportunity is growing;
2. Partner Engagement remains high;
3. Progress on the path to revenue and the deployment of new platforms is being made;
4. The pipeline in terms of the number of opportunities remains relatively constant from October to January, but the market access and line of sight to the seats necessary to under-pin the \$3m IARR is improving and Neil will take you through this;
5. Revenue is now being realised across Asia, EMEA and the America's fulfilling a long-term objective of the Company, it is still early and small, but it is growing;
6. There have been issues, the learnings of which are being applied to our forward execution; and
7. Customer engagement is not dissipating, it remains high and this continues to provide the context that given time and investment the business will be able to fulfil the potential it has shown.

Now to the update.

SLIDE 10 – Interim Performance Update

Revenue for the 1st half of 2020 was \$4.1m, a decrease of 2% compared to \$4.2m in the first half of FY19.

Gross margin was \$2.2m, an increase of 1% on the first half of FY19.

Gross margin percentage was 54% compared to 52% for the first half of FY19.

Net Profit after Tax (NPAT) loss was \$6.7m compared to \$5.9m for the first half of FY19.

Capitalised Product and Development Expenditure was \$1.9m compared to \$0.9m for the first half of FY19.

And Cash at Bank as of December 31, 2019 was \$4.1m.

The Company has 316,036,629 shares on issue.





I have excluded the operating expenditure comparison to the prior year in the table on the basis that we were still in a building phase for our GTM organisation during the same period last year.

Practically, investment has been made in three areas when comparing year on year:

1. GTM (particularly EMEA);
2. Product and Development; and
3. Platform Deployment.

SLIDE 11 – First Half Revenue

Domestic Revenue for the 1st half of 2020 was \$4.1m, a decrease of 4% compared to \$4.2m for the first half of FY19.

Domestic Recurring Revenue was \$3.7m, a decrease of 7% from the first half of FY19.

Domestic Non-Recurring Revenue was \$0.4m, an increase of 34% from the first half of FY19.

The domestic portfolio is currently undergoing partner driven re-structuring to target the Small to Medium Business, and Small Office / Home Office Market segment.

This has resulted in FCT launching new security products and campaigns in January 2020, which at scale have the potential to arrest the recurring revenue decline.

FCT's shift through its domestic partner focussing on the Small to Medium Business (SMB), and Small Office / Home Office Market segment has had a long gestation, and I will shortly explain the significance that this market opportunity represents.

The decline in recurring revenue is also being driven by the end-of-life of our existing Proxy Web service offering, due to Vendor service end-of-life (due for completion in April 2020).

Non-Recurring Revenue continues to build at a healthy rate and is critical to maintaining margin while the domestic market restructuring occurs.

International Revenue for the 1st half of 2020 was \$63k, a very significant increase over the first half of FY19.

We are seeing the early signs of compounding quarter on quarter revenue growth.

FCT now has 8 international billing partners.

This is an increase of 7 international billing partners in the half.

International revenue is now being derived through the EMEA, Asia and the America's Region.

SLIDE 12 – Regional Presence

The investment made to date has resulted in FCT building relationships with customers who have significant market reach which is starting to translate into recurring revenue.





SLIDE 13 – Channel Update

Good progress is being made with our Channel partners.

In EMEA, 3 new billing partners 2 of which have been on-boarded and one is generating revenue.

In Asia, 4 new billing partners have signed with billing already commenced.

In January 2020, FCT through its domestic partner launched a new Email Web Security bundle targeting the SMB, Small / Home Office segment in Australia.

This opportunity is an important one for FCT, as at full scale over 3 years it provides line of sight to market access of 12,000 end customers billing approximately \$10 per month, per end customer.

Progress is also being made in Asia with what is for FCT a major opportunity currently in proof of concept and working through the stages of contract finalisation.

There are remaining technical and commercial issues to be worked through, but if successful this opportunity will provide access to a large market with an innovative offering.

Neil will provide more information in his update, but our progress to the end of January confirms that the strategic opportunity continues to grow.

Our biggest short-term challenge in relation to channel continues to be speed of execution.

Partner engagement with FCT is not dissipating, and it is to be expected that there will be issues in scaling the partners of our customers, some of which to date have related to the presentation layer of our partner portal.

Our partner portal is where our partners on-board their customer's and activate their services.

Issues are being resolved, and learnings from our early customer engagements are being integrated into Q3/Q4 program of work.

The faster we can respond to customer feedback and be innovative in meeting both short and medium-term needs, means the faster the business will scale and achieve its objectives.

SLIDE 14 – Product and Technology Roadmap

While the elapsed time since our last update is relatively small the reality for our product development and deployment teams is that they have been working very hard to meet the needs of our customers.

SLIDE 15

During the period to 31 January, new functionality has been deployed onto existing platforms strengthening our Email, Web, Firewall value proposition.

The success of our customer facing teams has resulted in additional security services being integrated into our program of work.

During the period responding to customer needs we have also been focussing on our partner portal.





SLIDE 16 – Platform Delivery

FCT's platform coverage is now extensive opening up a large opportunity for partner access.

3 new platforms have been added in the period increasing market opportunity.

Platforms have been added – 1 in Europe and 2 in the America's to meet qualified customer demand.

From the 2 additional platforms planned for deployment:

- One will be in this quarter based on a confirmed partner order, and
- The second is subject to the successful completion of a current proof of concept.

We also have two important partner platform up-grades to complete.

Neil will discuss further how this is providing a foundation for increasing confidence that recurring revenue will continue to grow.

This period has also seen a large focus on partner and external re-accreditations in which we have been successful.

SLIDE 17 – Regional Platform Presence

The map depicts just how extensive FCT's regional footprint has grown to, noting the three platforms added since 29 October which open market access through our customers and increasing confidence that we have a strong foundation for revenue acceleration and two new platforms planned in EMEA and Asia.

SLIDE 18 – Operating Expenditure

In line with AGM advice, action has been taken to reduce operating expenditure relative to the peak out-flow point of Q1 FY2020.

During the 2nd quarter of FY2020, operating expenditure reduced \$0.2m to \$3.8m (5%).

This is expected to reduce by a further \$0.2m in quarter three taking the total reduction against the Q1 run rate, to \$0.4m and is on track for the targeted \$2m annualized reduction identified at the 2019 AGM update.

This reduction has not come without some pain.

It has been achieved by not increasing Business Development and Technical Sales Resources at the point that our partners are most looking for support.

We have also narrowed our Product Development focus on our existing partners, which has been a good thing in the short-term.

We have however, as shown in the previous slide, been able to continue investing in platform deployment.

This is critical as the platform deployments provides the foundation for market access and revenue generation.





SLIDE 19 – Cash Out Flow

This slide demonstrates that since Q1 the Company has been focussed on tightly managing cash out-flow.

This has resulted in a reduction in outflow of \$0.9m in the 2nd quarter relative to Q1.

FCT is impacted by seasonality both in terms of cash receipt and cash outflow.

It is expected that Q3 will see some stabilising in outflow with the benefits of the expense reductions flowing through.

In summary, FCT has been investing in building customer relationships, deploying platforms based on customer demand and building an Email, Web, Firewall cloud cyber security orchestration platform to help secure organisations from the growing risk that is cyber-crime.

It has not been without its challenges, and as both an employee and investor like yourselves, I have ridden the highs and lows of this journey.

As I stand-down from an executive role in the Company, I remain optimistic that the cultural and technical foundation that has been built leaves the Company well placed to grow into an Australian based global technology business, using cloud-based architecture to secure SMB's at scale globally.

I will now hand-over to FCT's new COO, Neil Pollock.

SLIDE 20 – Q3/Q4 Outlook – Neil Pollock

Thank you, David.

Our Q3/Q4 objectives are clear:

1. We need to continue to accelerate revenue – particularly our international run rate revenue;
2. We need to continue to deliver on our product and technology roadmap while...
3. Continuing to optimise costs so we can...
4. Deliver on our cash flow commitments.

The next three slides give you an update on three business performance indicators:

SLIDE 21 shows that we are on track to exceed our target of 18 billing partners by June this year.

SLIDE 22 shows how our pipeline of international email seats is accelerating ...you may not have seen this data before so let me explain why this is important...the billing partners in the previous slide have a number of our offerings which they can sell to their end customers - Email, Web, Firewall - but the biggest opportunity is email protection...it's still the number one cyber security threat vector.

This slide shows our international email seat pipeline growing strongly. We started the financial year with line of sight to just under half a million email seats. As at 31 January, I had line of sight to over 3 million seats.





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I felt it was important that you see and understand how the investments we've made in business development across the globe are being realised in a tangible way...it gives me a high level of confidence that our offering is gaining traction at an accelerating rate.

SLIDE 23, shows the progress of our international revenue towards this first milestone of \$3m dollars international annualised run rate revenue.

As was stated earlier, we have bottom up Line of Sight to \$45m revenue...that hasn't changed and my confidence level of achieving \$3m dollars of international annualised run rate revenue in the short-term, and ideally by 30 June 2020, is improving each month.

I interact directly with our partners and my increasing confidence is based on three business indicators: the partners moving along the path to revenue; the international email seats pipeline accelerating the way it is, and the way our platform is performing across the globe – more on that last one soon.

On **SLIDE 24** I address questions I have received about the validity, effectiveness and competitiveness of our technology on a global stage.

SLIDE 25 will likely be a refresher slide for many of you on this call so I won't dwell on it except to say that this slide shows the platform – called CCSP - on a page...it's a diagrammatic representation of how the platform does what it does and how your investment gets it from the laboratory to our partners and their customers. In short, it's how we turn the technology into revenue.

The next two slides are really important, so I am going to take some time to explain them.

They show our technology exceeding both customer and partner expectations through proof of concept demonstrations we run across the globe. Both the cases I'm about to discuss are about our CCSP with email security being tested by international prospects.

It helps explain why we're getting such good traction with CCSP internationally, and why, frankly, our largest partner in Australia is continuing to look for ways of deepening their cyber-security penetration into the domestic market with us.

Please go to **SLIDE 26**

The image on this slide is a screen shot of a slide lifted from a proof of concept demonstration we've done recently for an international customer.

It summarises the performance of our technology when it was being "proofed" or "tested"...The results are not outliers...they are true representations of the performance of the platform in almost every demonstration or "test" we do...whether it is small reseller partners or large top tier global providers the results are consistent across the globe.



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It talks directly to the performance of our platform. The only thing I've done is mask any sensitive data which might have enabled the customer to be identified.

The screen shot has a lot of numbers on it and I'm going to walk you through what they all mean:

For context:

1. During this proof of concept demonstration, the platform was monitoring and assessing emails from five different end user customers (numbered one through five) across five different industries (science, hospitality, finance, utility and an NGO).
2. At the time this snapshot was taken, the platform had processed 48,100 emails:
 - a. 7900 emails from a science industry customer;
 - b. 9000 from the hospitality customer; and so on.
3. Across those five end user customers, CCSP detected and managed an average of 42.5 threat messages per day and prevented 11% of customers' mailboxes being infected.
4. The threat messages could have been anything and everything from spam to impersonations to malicious software but what is important is that we enabled these end user customers to conduct their business as usual by protecting them against the world's number one cyber security threat vector...email.

You may now be asking:

- So, what makes this world-leading?
- And, how does this compare to other providers?
- And, are we providing this capability at a competitive price?

Let me answer those questions in reverse order:

There are two aspects to the "is the price right question"

- a. Firstly, the customer in this case has recently signed a contract to take the service through one of our partners and revenue is expected to flow to FirstWave in Q4 this financial year. The price is right given the platform's effectiveness;

AND

- b. Secondly, this customer was looking at how to reduce their capital outlay to provide at least the same level of cyber security that they already had in place. They wanted a consumption-based commercial model and we, through our partner, were able to give them that optionality!

We had a three-way win with this customer:

- a. The technology proved itself;
- b. The price was right; and
- c. The consumption based commercial model was right.

Now, moving to the question of how good the technology is, let me move to;





SLIDE 27

This screen shot is taken from a different proof of concept demonstration and it validates the FirstWave platform technology against a competitor offering.

If you trace the email envelope in the top half of this screen shot, the email traffic flowed from the sender, through a competitor solution which was currently installed and operational with this end user customer, then through our CCSP and into the receiver inbox.

What this says is that, the emails reaching our CCSP in this demonstration were only those emails which had been “cleared” by a competitor email cyber-security solution.

The summary of the outcome is in the boxes in the bottom half of this image and they are as follows:

1. The platform received five thousand, eight hundred and eleven emails.
2. Of those emails:
 - a. **641 gmail emails were received** – graymail is email, such as subscription email originating from organisations or websites which you may have signed up to or subscribed to at one time and no longer wish to receive.
 - b. **40 spam emails were received.** Spam or junk email is unsolicited email sent in bulk and is unwanted and potentially dangerous if opened.
 - c. **One email was received which contained malicious software** – often called malware or ransomware - which can severely impact or damage end user businesses and expose them to ransom demands and business inhibitors like blocked data access and encrypted data.
 - d. **Four emails were received** containing sensitive payment card industry data – people sharing credit card information through their email.

Please remember, these emails reached our platform, CCSP, AFTER they’d been “cleared” by a competitor solution...and this is just one demonstration where we have shown the capability of CCSP against other market options.

OK, that’s almost it from me...one more slide to go...but before I go there...I want to leave you with three messages:

- Our international pipeline is growing strongly;
- Our platform is winning in performance, price and against competitors and there’s more to come;
SO
- “Watch this space!”...we are currently competing against a very large global player in the email security space and early indications are that CCSP is out-performing against it...I will get back to you as soon as I have the empirical data!



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SLIDE 28

Slide 28 is a summary of the Q3/Q4 milestone objectives:

1. We need to further accelerate realisation of incremental revenue from our international partners by:
 - a. Securing our first partner revenue from the Americas;
 - b. Increasing the revenue growth we are seeing in EMEA and Asia; and
 - c. Completing our first on-premise deployment of the platform outside Australia.
2. Locally, we recently won a competitive RFP to provide a new product bundle in the domestic market and in Q3 and Q4 we will be focussed on turning this win in to revenue.

We are also looking at how we can take this new bundle to the rest of the world and extend our competitive advantage in our other markets.
3. On the product and technology roadmap we will continue to meet the demand of partners and customers accelerating the Email, Web, Firewall, Endpoint roadmap; by refining our core software platform and upgrading and standardising our tech platform.
4. I will continue the focus on optimising our cost structure building on the work done to date, with an aim to deliver on our cash-flow targets at the full year.

That is all from me. Thank you. I'll now hand back to John...

SLIDE 29 – Summary – John Grant

Thanks Neil.

I hope shareholders share the confidence we have that the opportunity is real and imminent.

Neil has demonstrated categorically that the technology is being validated globally both functionally and competitively at the coal face.

And the pivot we spoke to at the AGM, toward developing existing partner relationships is paying dividends as international revenue builds and new domestic offers are being taken to market.

I said in August last year that to be successful, 'it's a numbers game' – and the numbers are absolutely heading in the right direction:

- The number of partners on the Path to Revenue and the number delivering revenue are both increasing;
- The number of platforms deployed is increasing global access for partners and customers;
- The pipeline of international email seats is accelerating and underpins a continuing positive trend in International revenue; and
- Operating expenses are being reduced in line with our advice.

I will now open for questions.





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– ENDS –

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About FirstWave Cloud Technology Limited (FirstWave)

Australian cloud technology company, FirstWave, has delivered Security as a Service (SaaS) solutions since 2004. FirstWave provides safety through the most accessible and adaptive cloud-based cyber-security solutions that are affordable, easy and fast to implement enabling SaaS. Its unique proprietary cloud-platform orchestration is available for service providers and enterprises of any size, anywhere. In an increasingly vulnerable digital world, FirstWave believes that safe business is good business and that all companies should have access to enterprise-quality cyber-security. FirstWave's infrastructure, management and security processes are certified to ISO 27001 Information Security Management System Standard and ISO 9001 Quality Management System Standard.



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