All in One Cyber Security Addresses Overlooked and Burdened Mid-Market Companies Across all Industries

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CEOCFO: *Mr. Moskowitz, the first thing I see, big and bold, on the Coro site, is all in one cyber protection. What is your approach? How do you get everything in that needs to be done?*

Mr. Moskowitz: It is not just about how we get everything into one package that needs to be done. The additional question is also for whom we do it. I think that is where we have to begin our story. When you look at the cybersecurity universe, you can see 99.9% of it is designed for large enterprises. As a result, all the software is designed to fit the way they work, which means buying multiple products, dealing with complex integration in between them, and having an army of people operating them for you. If you are a large bank or enterprise, that is not an issue for you, because you are used to that.

At the end of the day, there are millions of small and mid-sized (SMBs) businesses who just cannot afford the products and services made for large enterprise companies from a cost and manpower perspective. They don't have the budget, the skills, nor the time. Mid-market companies were actually neglected by the cyber industry, who treat the enterprise market as a cash cow. When you do not design a product specifically for that segment, they simply cannot go and use the enterprise product, which results in millions of businesses not possessing the security they need to protect themselves. This is the main premise Coro was created to change.

Coro changes this by doing two things. First, we integrated everything SMBs need into one system, starting from their email and endpoint security all the way to cloud application security and data compliance issues. The Coro solution has everything a mid-market or small business needs without the need for complex integration and large budgets. Most importantly, we removed 98% of the burden involved with operating a security system. AI takes care of most of the task's humans used to do, while bringing the 1% of the defense they really need to know about to the attention of the user. This is what sets Coro apart from the competition.

CEOCFO: *What are some of the challenges with integrating so many parts of what are needed for cyber protection? There are so many different types of hardware and software, and apps.*

Mr. Moskowitz: The challenge of doing those integrations starts from what we call the wrong way the security world is built. This is because when you have security done just for your email server by one system, then for your email phishing by another system, and email DLP done by a third system, problems start to arise because these systems do not speak to each other very well. Coro solves that issue by integrating it all into a single engine, eliminating all of those problems.

As a result, our customers don't need to worry about that integration anymore, which simplifies their lives dramatically. We see organizations with 100 to 2,000 employees with just one or two IT people servicing them. By using Coro, these organizations can go live and get fully protected in just 10 minutes without difficult integration, multiple software packages and a ton of man hours.

CEOCFO: *Do you work directly with your end customer? Do you work through MSPs? How are you reaching your clients?*

Mr. Moskowitz: We work both directly with our end customers and with MSPs. Some of our customers prefer to work directly and some prefer to rely on their MSP who manages their computers, Office365 installation, or Google installation. We are flexible and allow our customers to benefit from our software either way.

CEOCFO: *Do you find that more and more companies are recognizing the need for a separate cyber software, rather than just relying on perhaps their MSP or their tech person to get it done?*

Mr. Moskowitz: I think MSPs are going through a change. Until recently, many MSPs could not offer a significant security infrastructure for mid-market or SMB customers profitably. With Coro they can. We see more and more MSPs adopt the Coro way for security and offer it to their customers in a seamless way, enabling them to compete with the very large MSPs and provide a powerful offering to their mid-sized customers.

> **"The question every business needs to ask itself is if those products and solutions are a good fit for me. Unfortunately, in the mid-sized and SMB businesses, you will not find any kind of a solution that gives the coverage, ease of operation, and the user experience that does not require you to rely on an army to build the infrastructure to get decent security, and that is where Coro comes in." Guy Moskowitz**

CEOCFO: *How do you incorporate new features into Coro? As the threats change, there seem to be new ways to potentially deflect them. How often might you upgrade? How do you look at new features and evaluate whether you should be using them or not?*

Mr. Moskowitz: Something we took into account very seriously is the user really should not care about the kind of protection being used. At the end of the day, 100% of all the feature upgrades are done behind the scenes, and are seamless to the business and its users. This provides a significant relief to any IT director that we work with, and they appreciate it.

The fact that we have thousands of businesses and millions of users relying on Coro, gives us a view almost no other cyber company possesses. We can view the entire security, of the entire business of our customers, as well as any emerging threats. This enables us to assess the situation much earlier and choose the right tools, all behind the scenes, to mitigate threats before an organization even knows a threat exists. This is one of the strongest differentiators of Coro.

CEOCFO: *Are there particular industries you work with or is it pretty much across the board?*

Mr. Moskowitz: It is across the board and we're here to fill a void left 30 years ago. Mid market companies and SMBs were neglected by the cyber industry and we see that void across all industries, including consumer products, credit unions, logistics, transportation, healthcare, education, local government, and more. They're all impacted by the lack of cyber security protection. We exist to make that wrong right.

CEOCFO: *Would you tell us about US expansion in general? Why are you going to Chicago next?*

Mr. Moskowitz: That is very exciting news for the company. We initially started our activity in Chicago almost 18 months ago. We saw Chicago as a great hub to grow our business because of the depth and breadth of talent. Chicago is home to many talented and motivated people looking to start their first or second career, as well as people looking to learn and to implement business strategies and advanced technologies. As a result, a significant portion of our expansion

is going to be done in Chicago, with two significant business initiatives. First, we created the Coro Cyber Academy which enables non-cyber employees to become cyber experts. We had great success with this initiative in Israel and our New York office, and it is available now across the US.

Secondly, we brought our Incubiz program to Chicago. This is a new modus operandi for people who want to build a cyber security business for themselves and don't want to be an employee of a company, all while having the backup of a strong cyber company. We provide these people with our unique Incubiz program where they get an incubation in Coro and build their own business model, while eliminating the risks associated with starting one's own business. We bring those two opportunities and our general expansion directly into our Chicago offices.

CEOCFO: *What do you see a year down the line for Coro?*
Mr. Moskowitz: We see protection deepening in various industries we already serve. We currently have thousands of customers and intend to triple that within the next year. Additionally, we are going to continue our growth in Chicago and New York. We currently have more than a hundred employees in Chicago and expect to triple that by the end of the year.

The most important thing is that the world will start to understand there is a wrong to be righted and that more attention is going to be given to the backbone of the U.S. economy, which are the mid-sized companies and SMBs. I expect to see that there is going to be much more attention given to that sector, and we will certainly be leading the charge.

CEOCFO: *What surprised you as Coro has grown and evolved to where you are today?*
Mr. Moskowitz: The market appetite. We actually thought it would take us time to educate the market that mid-market companies and SMBss can have enterprise grade security. To our surprise, we found customers to be very talented people dedicated to security, they just did not have the right tools to build enterprise grade security for their business. The appetite that we see across all industries in the U.S. is something that really surprised us and played a significant part in Coro's growth.

CEOCFO: *There are so many companies in cyber who say they have the answer. Why/How is Coro the real solution needed to be safe?*
Mr. Moskowitz: The question every business needs to ask itself is if those products and solutions are a good fit for me. Unfortunately, in the mid-sized and SMB businesses, you will not find any kind of a solution that gives the coverage, ease of operation, and the user experience that does not require you to rely on an army to build the infrastructure to get decent security, and that is where Coro comes in.