



Securing digital moments, together

Create value for your customers
through a holistic online security
experience with F-Secure



Leading the way in creating value for partners with security



- ✓ Award-winning holistic consumer security solutions for your customers with #1 scam protection

- ✓ Industry leader in creating value with security for Communication Service Providers
- ✓ Exceptional partner services platform providing proven business outcomes

Proven business outcomes with F-Secure

500+

Successful
service
launches

35+

Years of
experience in
award-winning
cyber security

130M€

Revenue 2023,
OMX/Nasdaq
listed

20+ Router/ Wi-Fi provider partnerships

Actiontec[®]

 tp-link


COMTREND

KAON
BROADBAND



airties 

>10BN €

Value created
for partners

200+

Service Provider
Partners

55+

Product
NPS

NOKIA

HUMAX

ZYXEL

 **prpl**

vantiva 
Pushing the edge

SERCOM

Consumers are looking for a trusted companion online



Vulnerable digital moments

85%

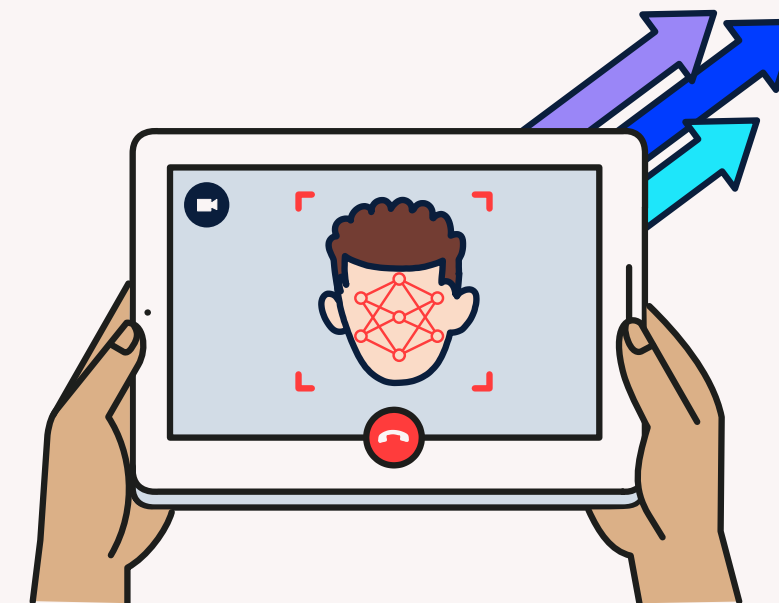
of consumers felt vulnerable across their digital moments*



Complexity overload

66%

find security complex*



Scams on the rise

78%

of respondents experienced a form of scam last year**



Need a trusted companion

81%

expect their Internet Provider to provide security***

Source: Source: *Global consumer market survey by F-Secure "Living Secure", Jan 2024, N=7000; **Global Anti-Scam Alliance report 2023 N=49,459 people from 43 countries *** Global consumer market survey by F-Secure, Jun 2023, N=4400

Why invest in selling security to your customers?



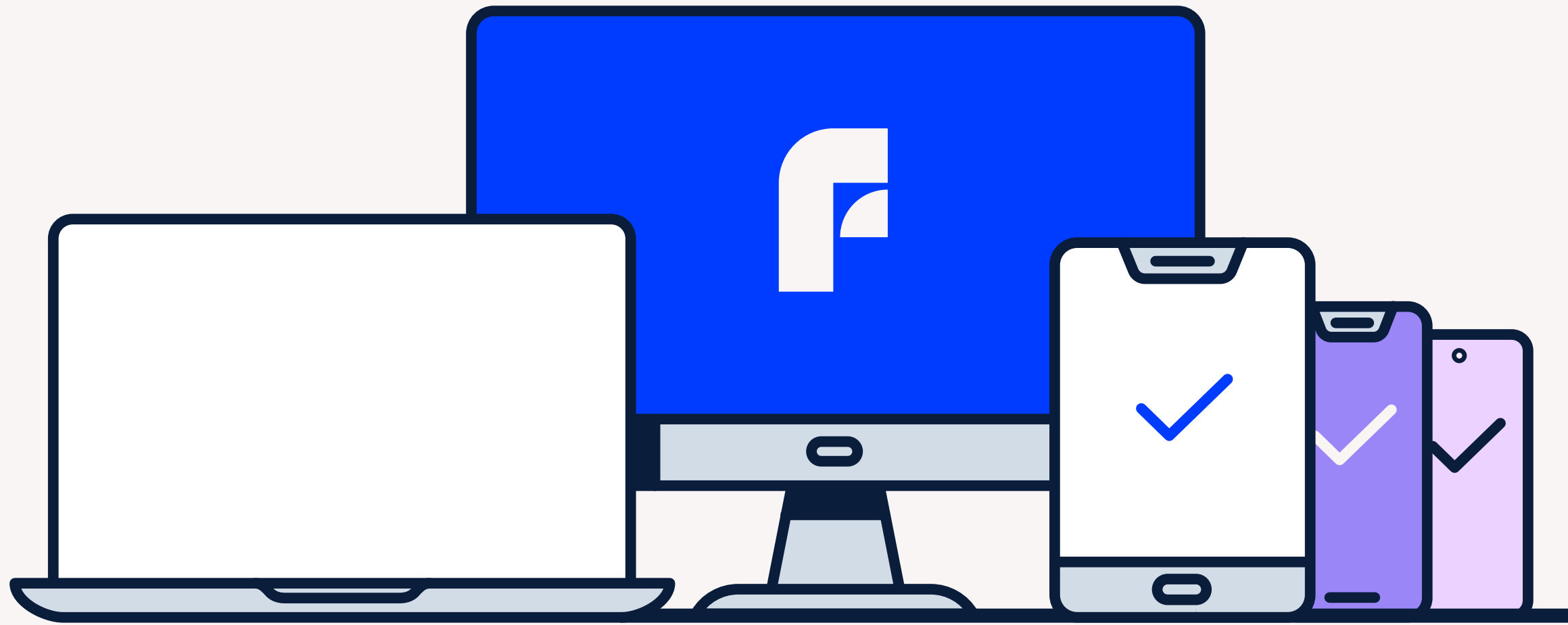
- ✓ Strengthen your Trusted provider positioning
- ✓ Grow and protect core business, 20-60% less churn for mobile & broadband customers using security
- ✓ Improve loyalty as customers with security have 56% higher overall NPS
- ✓ Recurring revenue and high margin value added service

F-Secure consumer portfolio offering

Integrate F-Secure's flexible security solutions into to your product offering



Flexibility to deploy your holistic proposition



F-Secure co-branded app...

Offer your customers our brilliantly simple user experience, with the option to co-brand for your own look and feel.



...or embed security into your own app

With our SDK and API support, you can embed our online security capabilities directly into your own “MyOperator” or WiFi-management application or other service.

F-Secure Total | Complete protection with ready-made experience



All the protection you need in one package – complete security, scam, privacy and identity protection, co-branded to your look & feel.



Internet Security

- Device Protection:
 - Virus Protection
 - System Advisor
- Browsing & Phishing Protection
- Banking Protection
- Ad Blocker
- Family Rules



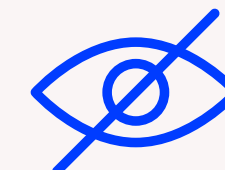
Scam Protection

- Shopping Protection
- SMS Scam Protection with AI
- WiFi Protection
- Browsing & Phishing Protection
- Banking Protection
- Ad Blocker



Identity Protection

- ID Monitoring
- Breach Alerts
- Cyber Help (service option)
- Password Vault



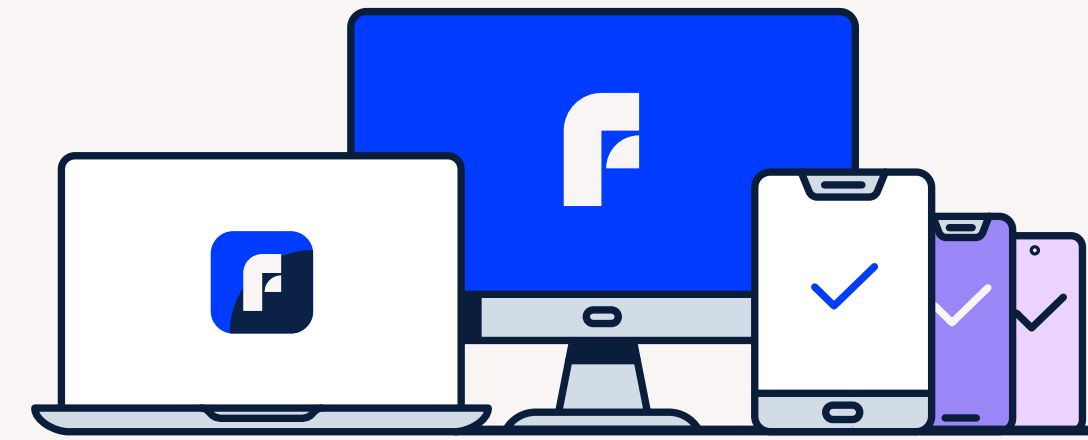
Privacy Protection

- Privacy VPN
- Online protection for all browsers and apps
- Geolocation change

F-Secure Embedded | Complete protection for your own app/service experience



Security building blocks with SDKs and APIs for your own app, router and/or service experience.



Device Security

- Device Protection
- Browsing Protection
- System Advisor



Scam Protection

- SMS Scam Protection
- Shopping & Banking Protection
- Social Media Protection
- WiFi Protection



Identity Protection

- ID Monitoring
- Password Vault
- Breach Report
- Personal Data Cleanup



Privacy Protection

- Privacy VPN
- Ad Blocker
- Family Rules



Home Protection

- Sense Router SDK
- Sense management SDK/API/partner portal
- Ad Blocker
- Browsing Protection
- Device Detection
- Family Rules
- ML Anomaly Detection

Customer Engagement Services – Driving your success



Consumer & Threat insights

Segmentation, positioning and marketing messaging recommendations based on consumer & threat insights and 200+ service provider best practices

Marketing & Sales enablement

Service Marketing Specialists with security go-to-market best practices, implementation and local training resources

Customer journey optimization

Data-driven customer journey optimization and best practices

Lifecycle Messaging

Automated analytics-driven lifecycle messaging services with reminders, “use more” messages, etc.

NPS-as-a-service

Service provider-specific surveys gauge end customer loyalty and identify improvement areas

Data insights

Partner data dashboards for Business KPIs, product usage & feature usage, and protection insights

Security Business Platform – Enabling proven business outcomes with security

Partner Portal Dashboard



Developer Portal

Easy, fast-to-market experience for partner developers



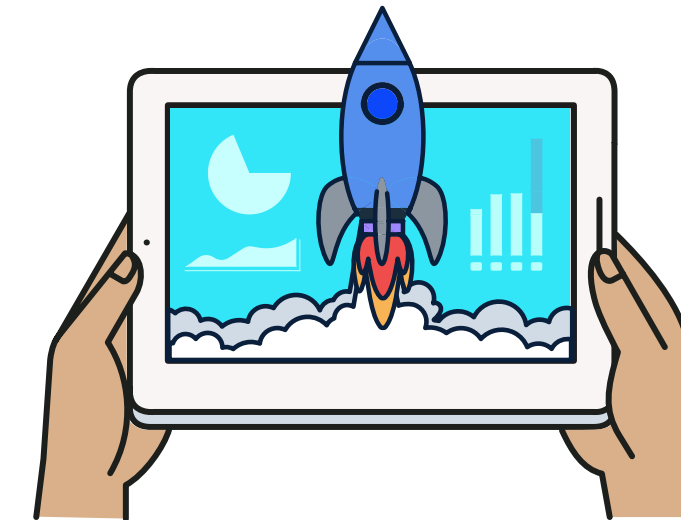
App co-branding

Customize your app & messaging experience to your brand in minutes



Sales & Marketing

Best practices and regular, timely content adapted for your end customer marketing



Data insights

Partner dashboards on product usage & protection, customer journey analysis, business KPIs



Customer support

Easy access for your customer care agents for all support levels (levels 1-4)

About us

F-Secure makes every digital moment more secure, for everyone. We deliver brilliantly simple, frictionless security experiences that make life easier for the tens of millions of people we protect and our 200 partners.

For more than 35 years, we've led the cyber security industry, inspired by a pioneering spirit born out of a shared commitment to do better by working together.

For more information visit f-secure.com/partners today

