



ASX ANNOUNCEMENT | TESSERENT LIMITED

MELBOURNE – MONDAY 20TH NOVEMBER 2017

TESSERENT SIGNS CYBERBIZ CHANNEL PARTNERSHIPS WITH WHITEHAWK AND ASTA SOLUTIONS

TESSERENT'S CYBERBIZ CHANNEL PARTNER PROGRAM COMMENCES WITH SIGNIFICANT INTEREST FROM THE CHANNEL.

- Tesseract is delighted to announce WhiteHawk and Asta Solutions (Asta) as the first two CyberBiz channel partners, enabling both organisations to offer enterprise-grade cyber security services to their existing customer bases.
- Asta has an established customer base in Australia while WhiteHawk's digital marketplace connects SMB customers with cyber security services in Australia and overseas.
- CyberBiz sales already being processed from Asta Solutions.
- Tesseract's go-to-market model for CyberBiz is via a channel model, partnering with managed services providers (MSPs), integrators, ISPs, and carriers. CyberBiz complements the range of IT services typically offered by these organisations, enabling them to extend their service offering to incorporate enterprise-grade managed security services.
- CyberBiz is an innovative product and unique in the market due to its comprehensive suite of features, enterprise-grade service, and disruptive pricing.

Tesseract Limited (ASX:TNT, **Tesseract** or the **Company**) is pleased to announce the launch of the CyberBiz Channel Partner program. The CyberBiz go-to-market model enables Tesseract to provide its channel partners with a suite of security plans that can be offered to their customers. As the cyber threat landscape continues to escalate, Tesseract's channel model offers IT providers an innovative way to deal with the increasing demands from their customers regarding the provision of specialised cyber security services. Cyber security is a 24/7/365 problem, making it difficult for most IT service providers to provide specialised in-house cyber security services. CyberBiz enables providers to deliver enterprise-grade security around the clock to their customers, packaged into easy to understand pricing plans, and fully delivered by Tesseract on their behalf.



The SMB market in Australia consists of more than 2.1M businesses¹. Due to the size and geographical dispersion of this market, Tesseract regards the engagement of channel partners as a powerful go-to-market strategy, utilising channel partners with existing end-customer relationships and the opportunity to provide recommendations to their customers as a trusted advisor on IT related services.

Tesseract's Head of Sales and Marketing, Karen Negus said *"We are pleased to have had such a strong response to our CyberBiz Channel Partner program. While WhiteHawk and Asta Solutions are first on board, we are already in discussions with a number of other probable CyberBiz partners. CyberBiz resonates with SMB customers and IT service providers alike. With the ink barely dry on the partner agreement, we have already closed the first CyberBiz deals with Asta. WhiteHawk also represents an exciting opportunity for CyberBiz with the WhiteHawk digital marketplace targeting SMB customers globally."*

WhiteHawk CEO Terry Roberts commented *"Putting a strategic partnership in place with Tesseract is a no-brainer for us because it has been so difficult to find top-notch cyber security vendors with effective, easy to purchase, affordable options for small businesses, as well as the mid market."*

About WhiteHawk

Launched in 2016, WhiteHawk CEC Inc. began as a cyber security advisory service with a vision to develop the first self-service cyber security exchange simplifying how businesses discover, decide, and purchase cyber security solutions. Today, WhiteHawk helps US and Australian companies to connect to content, solutions, and service providers through evolving a rich data and user experience.

WhiteHawk is a cloud-based cyber security exchange platform that delivers 'solutions on demand' for small to midsize enterprises. The platform enables customers to gain leverage from their custom security story to find cyber tools, content, and relevant services through algorithms to better understand how to improve and stay ahead of threats. The platform enables companies to fill their needs on an ongoing basis with demonstrated cost and time savings. For more information, visit www.whitehawk.com.

¹ Source: Australian Bureau of Statistics, Counts of Australian Businesses, including Entries and Exits (cat. no. 8165.0)



About Asta Solutions

Asta is an established Melbourne based managed services provider with an extensive customer base across the SMB and mid-market. Asta's team provide a comprehensive range of IT managed services including network management, web and software development, mobile app development, business consulting, cloud services, and block chain. For more information visit www.astasolutions.com.au.

About Tesseract

Tesseract is a specialist in managed cyber security. Tesseract manages direct end-customers in Australia while also offering a managed security service to wholesale channel partners globally, enabling them to deliver effective cyber-security management to their end-customers.

For more information, please visit the Company's web site at www.tesseract.com.

Contact

Oliver Carton
Company Secretary
Phone: +61 (0)3 9880 5559
E-mail: investor@tesseract.com

Karen Negus
Head of Sales and Marketing
Phone: +61 (0)3 9880 5512
E-mail: karen.negus@tesseract.com