



ASX ANNOUNCEMENT | TESSERENT LIMITED

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TESSERENT LAUNCHES CYBERBIZ BRAND CAMPAIGN, TARGETING SMBs

Tesseract Limited (ASX:TNT) is pleased to update the market on a key brand promotion and customer acquisition campaign launching today.

THE CAMPAIGN

- Tesseract has launched a CyberBiz brand campaign targeting small-to-medium businesses (SMBs). The campaign officially launches the CyberBiz brand into the market, highlighting how SMBs may be more exposed to cyber threats than they realise.
- The campaign, titled “Exposed”, challenges small and medium businesses to consider their exposure to cyber threats, and promotes CyberBiz as a specialised cyber security service for SMBs.
- The primary campaign headline is “Don’t Leave Your Business Exposed to Cyber Threats”.
- Over the coming months, the campaign will incorporate a mixed media approach, including the following mediums:
 - Digital/social media,
 - Out-of-home (OOH) advertising, initially utilising various billboard locations around Melbourne; and
 - Radio promotion.
- The campaign is cheeky by nature, however the messaging has been carefully crafted to gain the attention of our target audience and clearly communicate how SMBs are often unaware of their level of ‘exposure’ to cyber threats.
- Tesseract is pursuing a channel partner sales model for CyberBiz. This campaign is intended to drive demand for CyberBiz which can be serviced by Tesseract’s SMB focused channel partners.
- The campaign was produced by Melbourne based agency, Marmalade.
- The video advertisement and details on CyberBiz plans can be viewed via the CyberBiz website, www.cyberbiz.com.au

Tesseract’s Head of Sales and Marketing, Karen Negus said *“We are very excited about the significant opportunity for Tesseract within the SMB market. Today’s CyberBiz campaign launch follows several months of work to develop a unique product offering, compelling price points and a new go-to-market model that will allow a significant number of channel partners to take Tesseract’s technology and services into the market. We’ve had an extremely positive response from the channel and we’re looking forward to working with key partners to significantly grow Tesseract’s footprint and sales pipeline in a way that*



hasn't been possible until now. We are excited about the early testing of the feature set and pricing model, which confirms that we have a truly disruptive offering to take to the market.

The CyberBiz campaign certainly is a little cheeky, however the theme of 'exposure' resonates with small business owners, and the humorous nature of the campaign delivers a fresh approach to cyber security marketing!"

GO-TO-MARKET CHANNEL STRATEGY

In order to build scale for CyberBiz within the SMB market, Tesseract is pursuing a channel distribution model. Channel partners across Australia have established relationships with our target market of SMB customers. Tesseract is cognisant that cyber security sales benefit from a trusted advisor approach, which is why it believes the channel is a strong fit for CyberBiz. CyberBiz channel partners are able to target their existing customer bases, as well as benefit from the opportunity to build new customer relationships. Tesseract is very excited to be working with the channel to improve adoption rates and the quality of cyber security services offered in the SMB market.

ABOUT CYBERBIZ

CyberBiz is a unique service, offering small and medium businesses enterprise-grade managed security services, packaged and priced to suit SMBs. CyberBiz utilises Tesseract's proprietary next-generation firewall platform, enabling Tesseract to efficiently scale our cyber security services to meet the needs of the SMB mass market. CyberBiz plans start from \$199/mth on a 24 month contract, with a start-up fee including hardware of \$599. More information on product pricing and inclusions can be found at www.cyberbiz.com.au.

The SMB market is sizeable, representing a significant opportunity for Tesseract. SMBs make up 97% of Australian businesses and account for 45% of Australia's employment. (Source: Australian Bureau of Statistics 2016 Cat. 8165.0). Tesseract believes the SMB market is underserved in regards to robust cyber security services. CyberBiz stands out from other cyber security products targeting the SMB market. CyberBiz is a fully managed service, ensuring trained security professionals maintain the security of our customers' networks instead of leaving small and medium business owners to 'self-manage' their cyber security.

ABOUT TESSERENT

Tesseract is a specialist in providing managed cyber security services to businesses of all sizes. 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 www.cyberbiz.com.au or the company's web site at www.tesseract.com.



TESSERENT

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