



# Plurilock

Cybersecurity and emerging technology solutions  
for North American government and enterprise customers.

**Plurilock™ Corporate Presentation**  
**August 2024**

**TSX.V PLUR**  
**OTCQB PLCKF**

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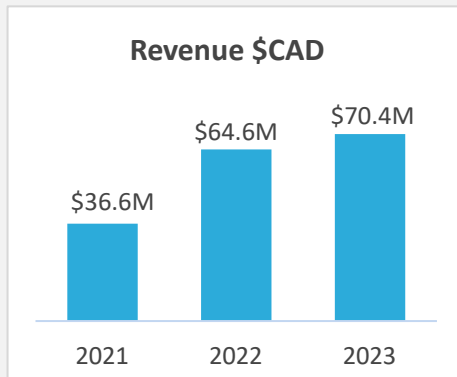
# Plurilock Security Inc.

TSX.V PLUR • OTCQB PLCKF

## Business Overview

Our Solutions Division serves as a base from which to farm for higher margin services to realize margin expansion.

- **Solutions Division** (Aurora & Integra) providing a full line of leading IT and cybersecurity solutions, with established sales relationships, master service agreements, and trusted / ARR like repeatable purchasing contract behavior across governments and enterprises
- **Managed and Project Services** (Plurilock Critical Services) providing enterprise cybersecurity and resilience engineering sold direct and indirect through Solutions Division
- **Proprietary SaaS software** (Plurilock AI) provides an all-in-one cloud and identity protection platform for commercial customers, sold both direct and indirect through our Solutions Division



Plurilock provides IT and cybersecurity solutions to government and commercial clients in jurisdictions across North America and NATO countries. We operate a portfolio of mature brands with strong name recognition in the marketplace.



~5 – 10% Typical Gross Margins



~40 – 60% Typical Gross Margins



~60 – 80% Typical Gross Margins

**US Govt**  
NASA, DoD, DHS, etc.

**Canada Govt**  
DND, CATSA, RCMP, etc.

US Fortune 2000 Companies  
Names under NDA.

**Highly Desirable Platform**  
**Stable base of customers**  
**USA & Canada**

Long-term relationships,  
master service agreements,  
and government contracts

***“Plurilock has built a vertically integrated business model.”***

—Ian Paterson, CEO

# Cross-Selling Platform Poised for Growth

These customers don't just "happen." Plurilock has earned their trust.



## HIGHLIGHTED CUSTOMERS

- |                                      |   |
|--------------------------------------|---|
| NASA                                 | US Department of State                    |
| US Air Force                         | US Department of Labor                    |
| US Navy                              | Canadian Air Transport Security Authority |
| US Army                              | Canadian Department of Natl. Defence      |
| US Marine Corp                       | Royal Canadian Mounted Police             |
| US DoD                               | Calif. Department of Motor Vehicles       |
| US Treasury                          | Calif. Department of Transportation       |
| US Federal Trade Commission          | Calif. Highway Patrol                     |
| US Department of Homeland Security   | Calif. Dept. Child Support Services       |
| Office of Executive of the President | Calif. Franchise Tax Board                |
| US Department of Commerce            | Calif. Department of Technology           |
| US Department of Justice             | Calif. Dept of Food & Agriculture         |
| US Department of Agriculture         | Calif. Department of General Services     |
| US Department of Transportation      | Calif. Air Resources Board                |
| US Department of Energy              | Calif. Department of Water Resources      |
| US Department of Interior            | Calif. Department of Justice              |

## HIGHLIGHTED COMMERCIAL PARTNERS

- |               |                         |                 |
|---------------|-------------------------|-----------------|
| Acronis       | Gitlab                  | Proofpoint      |
| Adobe         | Jabra                   | Redfactor       |
| Apple         | JetBrains               | RedHat          |
| Autodesk      | Lenovo                  | SafeNet         |
| Bentley       | LinkedIn                | Samsung         |
| CA (Broadcom) | McAfee Trellix (Fed UA) | Slack           |
| Cisco         | Microsoft Licenses      | Tableau         |
| Corel         | Microsoft Surface       | Tripwire        |
| CyberArk      | MuleSoft                | VMware          |
| Dell          | Nutanix                 | Western Digital |
| ENET          | Nvidia                  | Zoom            |
| Fortinet      | Pivot                   | Zscaler         |

# You're in Great Company—We Know Cybersecurity

Partial list of Plurilock subject matter experts (SMEs) providing sales support for Plurilock products and services.

Alliance Partner	Area	Highlights
 <p><b>Ed Hammersla</b> Director</p>	Cyber	<ul style="list-style-type: none"> <li>Former Head of <b>Raytheon</b> Cyber Products (NYSE:RTX)</li> <li>Former Chief Strategy Officer, <b>Forcepoint</b></li> </ul>
 <p><b>Jennifer Swindell</b> Director</p>	Strategy	<ul style="list-style-type: none"> <li>Former Senior Vice President, <b>Booz Allen Hamilton</b> (NYSE:BAH)</li> <li>Former Special Operations Officer, US Navy</li> </ul>
 <p><b>VADM Mike McConnell, USN Ret.</b> Retired Director, Advisor</p>	Cyber National Security	<ul style="list-style-type: none"> <li>Former Director NSA, and Director National Intelligence (DNI)</li> <li>Former Vice Chair &amp; Co-CEO, <b>Booz Allen Hamilton</b> (NYSE: BAH)</li> </ul>
 <p><b>VADM Jan Tighe, USN Ret.</b> Advisor</p>	Cyber Cryptography Manufacturing	<ul style="list-style-type: none"> <li>Former Director of <b>Naval Intelligence</b></li> <li>Former Commander of the Tenth Fleet and <b>Fleet Cyber Command</b>, US Navy</li> <li>Current Board Member, Goldman Sachs (NYSE:GS); General Motors (NYSE:GM); MITRE</li> </ul>
 <p><b>Gaétan Houle</b> Advisor/Consultant</p>	Cyber Manufacturing Aerospace	<ul style="list-style-type: none"> <li>Former Chief Security Officer Airbus (PA:AIR); <b>Bombardier</b> (TSX:BBD)</li> <li>Former Embassy Security, Canada DND</li> </ul>
 <p><b>Patrick Gorman</b> Advisor</p>	Cyber National Security	<ul style="list-style-type: none"> <li>Former Executive Vice President, <b>Booz Allen Hamilton</b> (NYSE:BAH)</li> <li>Former CISO, Bank of America</li> <li>Former CIO, US Intelligence Community</li> </ul>
 <p><b>Chris Pierce</b> Advisor/Consultant</p>	Cyber National Security	<ul style="list-style-type: none"> <li>Former Executive Vice President, <b>Booz Allen Hamilton</b> (NYSE:BAH)</li> <li>Former Lieutenant in the US Navy</li> </ul>
 <p><b>H. Bryan Cunningham</b> Advisor/Consultant</p>	Cyber Compliance, GRC, Policy	<ul style="list-style-type: none"> <li>Former <b>White House</b> Cyber and National Security Lawyer</li> <li><b>Palantir</b> Senior Advisor</li> <li>Executive Director of <b>UC Irvine Cybersecurity Policy and Research Institute</b></li> </ul>

# Synergistic Business Pillars

Plurilock operates three business units with offices on the east and west coasts of both the United States and Canada. The Solutions Division acts as a base through which services and SaaS sales are made. Management's goal is for Critical Services to drive margin expansion for the business.

Highly Trusted – Value Added Reseller (“VAR”)

## Solutions Division



Selling IT and cybersecurity solutions to commercial and government customers in North America.

- **Aurora Federal**  
Sells to US Federal agencies through RFI/RFP process primarily through SEWP
- **Aurora**  
Sell on a relationship basis to a mature base of established clients
- **Integra**  
Based in Ottawa, sells primarily to Canadian federal customers with legacy provincial/commercial clients in Ontario

Project-based and Managed Services

## Plurilock Critical Services



Implementing technology solutions to business problems, informed by geopolitical realities.

Project and managed services encompassing:

- Cyber engineering
- Cyber operations
- Digital transformation
- Advisory and GRC

Primarily serves North American customers but may also serve global operations of North American importance.

SaaS

## Plurilock AI SaaS Platform



Suite of zero-trust security capabilities focused on protecting employee identities and data.

- Single sign-on (SSO)
- Multi-factor authentication (MFA)
- Passwordless identity (FIDO2)
- Cloud access security broker (CASB)
- Data loss prevention (DLP)
- User behavior analytics (UBA)
- Continuous authentication with behavioral biometrics

Serves clients of all sizes around the world.

# Q1 Financial Results

Announced May 30, 2024

- Revenue was **\$11.5M** as compared to \$15.7M for the year three months ended March 31, 2023.
- **Gross margins increased to 21.9% in Q1 2024** from 13.6% in Q1 2023, driven by increases in Critical Services mix and margin improvements in margin throughout the Company's portfolio.
- Services sales increased **66%** driven by Plurilock's focus on Critical Services and traction it is seeing with new clients.
- Adjusted EBITDA improved to a loss of **\$0.4M** in Q1 2024 from a loss of \$1.0M from stronger margins and cost synergies versus the prior year.

# Q2 Industry Council Additions

Announced July 15 and 16, 2024



**H. Bryan Cunningham**  
Industry Advisor

Former **White House** cyber and national security lawyer, **Palantir** (NYSE: PLTR) senior advisor. Executive Director of the **UC Irvine Cybersecurity Policy and Research Institute**. National Intelligence Medal of Achievement for work on information issues.



**Joe Sexton**  
Industry Advisor

Former president of Worldwide Field Operations for **AppDynamics** \$3.7B exit to **CISCO**. Former EVP at McAfee on \$7B sale to Intel. Past executive positions at **Cisco**, **EMC**, **CA**, and **Mercury Interactive**. Past and current board member at unicorn technology companies including **CrowdStrike**, **Aqua Security**, **Menlo Security**.

# We Sell Into a \$2 Trillion Annual Cybersecurity Market<sup>1</sup>

Cybersecurity is a daily global crisis. Companies and governments are struggling to catch up.



## International Conflict

### Hot Conflicts

- War in Ukraine, Conflict in Israel

### Gray Zone

- Continued “gray zone” conflict between nation-states

### More Cyber Threats

- Growth in attacks and overall attacker count<sup>2</sup>
- Cyber losses up 74% year over year<sup>3</sup>



## Increasing Regulation

### Political Pressure

- Conflict and cyber-vulnerability creating increased cybersecurity pressure on leadership

### Regulatory & Insurance

- Penalties for running afoul of regulation continue to increase, regulators like SEC increasing scrutiny<sup>3,4,5</sup>
- Cyber insurance more expensive, harder to get, and keep<sup>6</sup>



## Continued Skill Shortage

### Skills in Short Supply

- Deep and growing shortage in skilled cybersecurity labor, 4 million cyber jobs unfilled<sup>7</sup>

### Solutions Needed

- The need is thus for solutions providers, not vendors
- Simply buying products is not feasible when there is a shortage of labor and skills to deploy and operate them

1. See: <https://www.mckinsey.com/capabilities/risk-and-resilience/our-insights/cybersecurity/new-survey-reveals-2-trillion-dollar-market-opportunity-for-cybersecurity-technology-and-service-providers>

2. See: <https://www.esentire.com/resources/library/2023-official-cybercrime-report>

3. See: <https://www.scmagazine.com/brief/fbi-us-facing-more-cyberattacks-losses>

4. See: <https://www.csoonline.com/article/574363/european-data-protection-authorities-issue-record-2-92-billion-in-gdpr-fines.html>

5. See: <https://www.infosecurity-magazine.com/magazine-features/fines-data-protection-violations/>

6. See: <https://www.sec.gov/news/press-release/2023-139>

7. See: <https://www.scmagazine.com/analysis/cyber-insurance-more-popular-than-ever-despite-rising-costs-ransomware-threat>

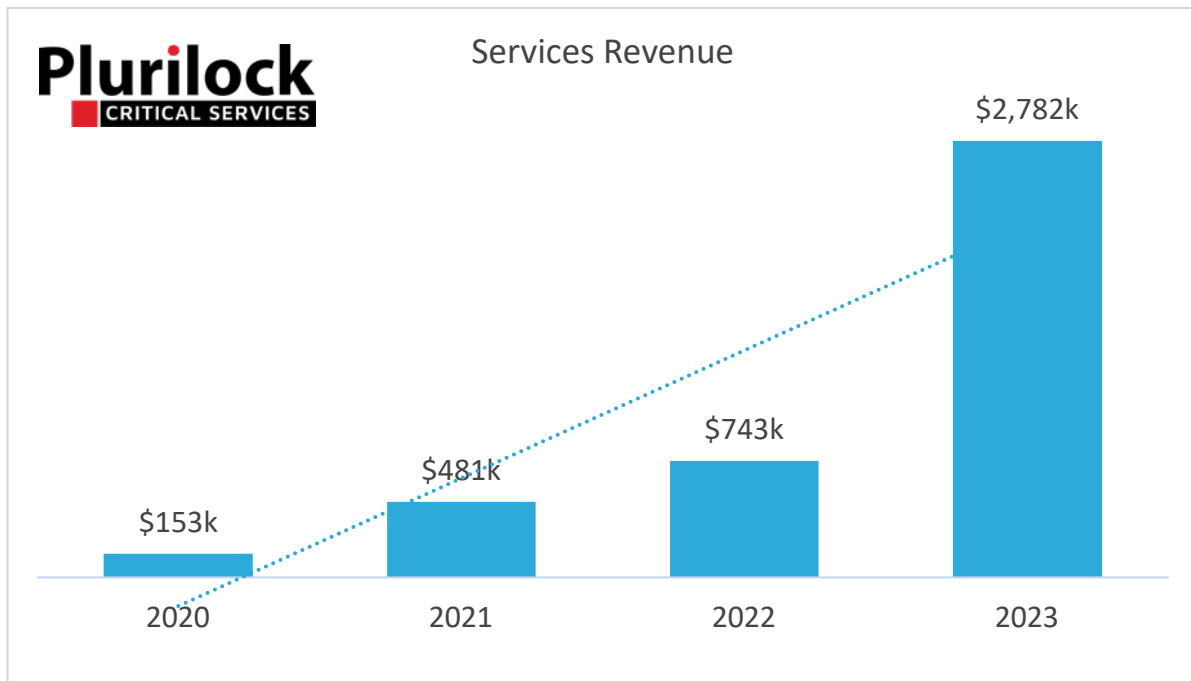
7. See: <https://www.csoonline.com/article/657598/cybersecurity-workforce-shortage-reaches-4-million-despite-significant-recruitment-drive.html>



# Plurilock Critical Services

Newly formed Critical Services team growing fast—and a key contributor to margin expansion.

Plurilock Critical Services is designed to optimize product-to-market fit. It leverages the highly skilled engineers at Plurilock to solve critical issues for multibillion dollar companies that have an immediate and pressing need for a solution to a critical issue.

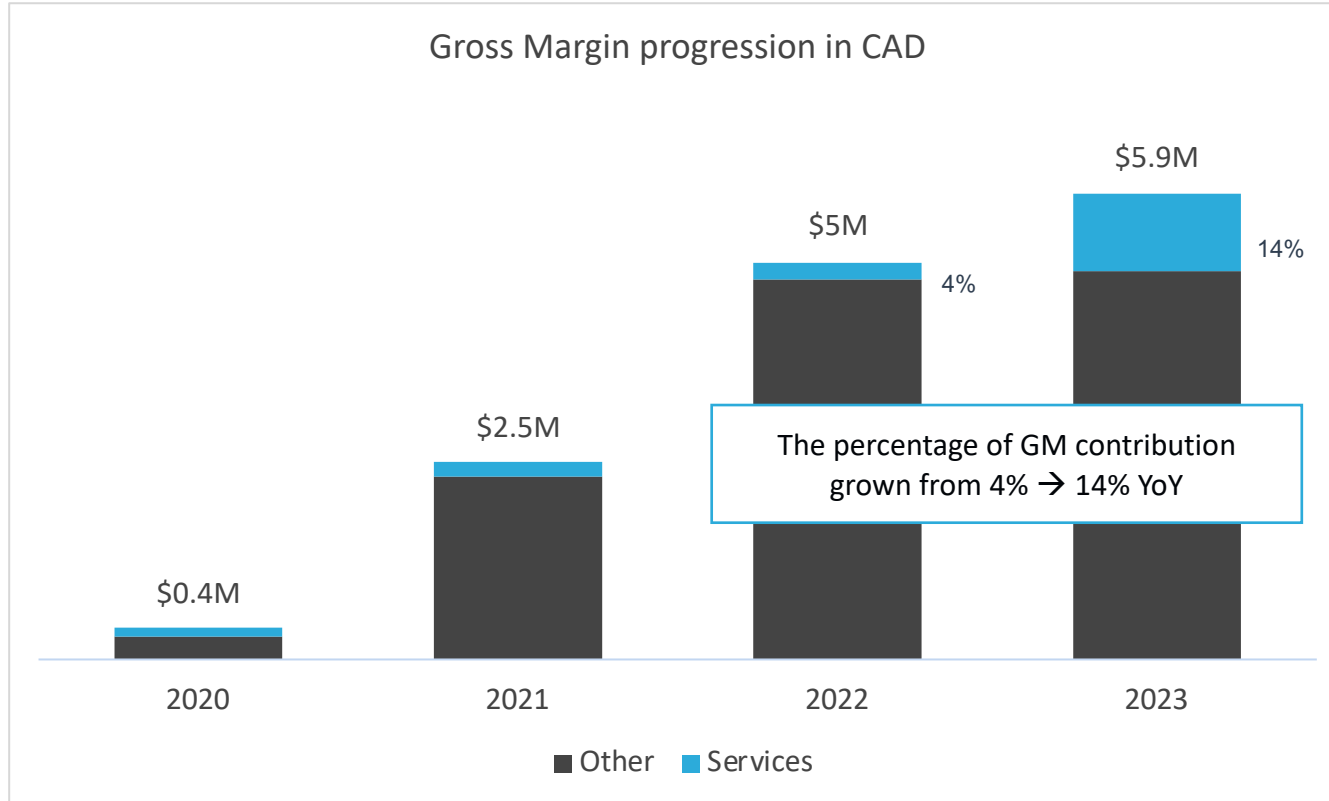


- Reorganized ad-hoc professional services engagements to new “Critical Services” team.
- Overhauled program management to drive profitable growth:
  - Replaced leadership
  - Increased billable rate by offloading non-billable work to support personnel
  - Increased # of billable resources by re-allocating cybersecurity engineers from R&D cost center to revenue center
- Farming customers from Solutions Division.
- Targeting multinationals hit by conflict (Ukraine, Israel), regulation (GDPR, CHIPS), or with business, technology, or geopolitical issues.
- Winning deals over incumbent “Big 4” competitors by:
  - Using existing master service agreements from Solutions Division
  - Leveraging advisory council of globally recognized experts to open doors and close deals
  - Recommending automated solutions using AI, from our DNA of building AI products, versus staffing large team of consultants from ‘the bench’

We expect growth in Critical Services to improve gross and operating margins for the company.

# Trending Toward Breakeven

Critical Services is driving a growing share of gross profit.



- Critical Services sales opportunities trending at 35–55% gross margin, and growing 134% CAGR
- Growth of gross margin averaging \$1.7M per quarter TTM, gross margin contribution grown from 4% to 14% YoY

# Plurilock AI SaaS Platform

All-in-one identity and data protection to reduce risk and comply with regulations.

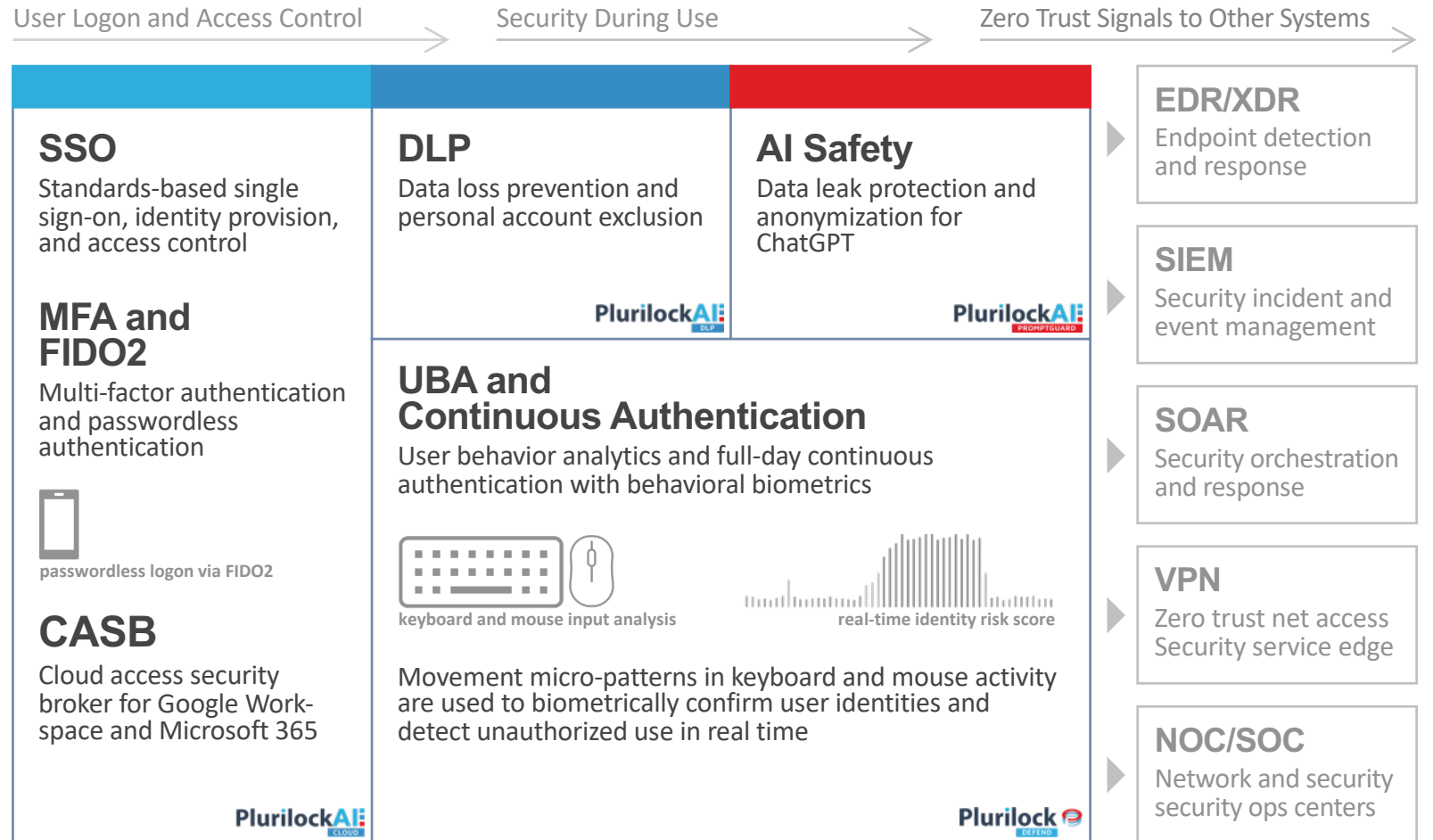


## Advanced, Multi-patented Zero Trust Security Platform

Plurilock AI is a proprietary, SaaS-based security platform that provides SSO, MFA, CASB, DLP, UBA, and continuous authentication capabilities to a worldwide list of customers.

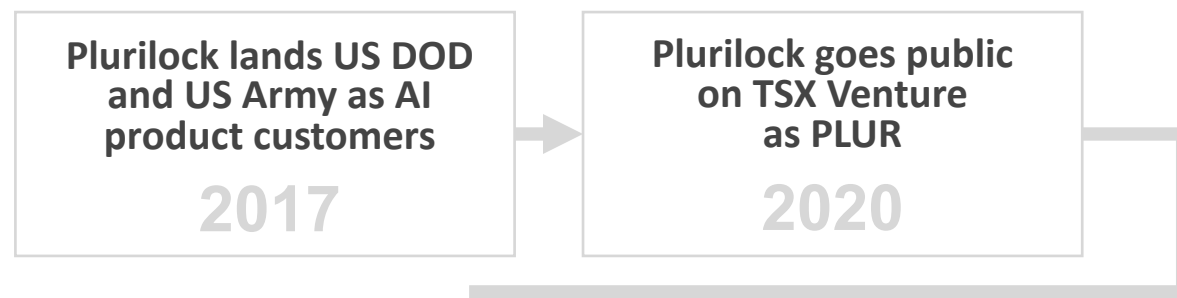
Plurilock AI is affordable and usable vs. competing solutions, leading Info-Tech to rank Plurilock AI as a gold medalist and quadrant champion for value and customer satisfaction in both 2023 and 2024.<sup>1</sup>

1. See: [https://www.infotech.com/software-reviews/products/plurilock-ai?c\\_id=191](https://www.infotech.com/software-reviews/products/plurilock-ai?c_id=191)



# TSX.V:PLUR — The Plurilock Timeline

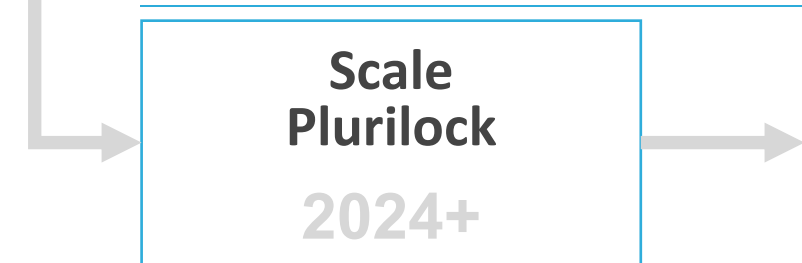
## Phase 0 — Launch



## Phase 1 — Initial acquisition and integration



## NEXT PHASE →



Our evolution and growth to date—  
and where we are today.

# Proven Management Team



## Ian L. Paterson CEO

15-year analytics entrepreneur, proven track record in commercializing data science solutions and landing multi-million dollar accounts.



## Scott Meyers, CPA CFO

20-year proven financial leader, with experience in a number of industries, driving profitability, and navigating complex M&A activities.



## Tucker Zengerle COO

20-year operations expert with experience in scaling operations and driving company growth in the financial sector, with roles in banking, private equity, and cybersecurity.

QOMPLX:



# World-class Directors and Advisors



**Ali Hakimzadeh, CFA**  
Executive Chairman

25 years of corporate finance and investment banking experience, involved in over \$1B in small cap financing and M&A across North America. Formerly served as Chairman of **HS GovTech** (HS) before sale to private equity.



**Jennifer Swindell**  
Independent Director

Formerly Senior Vice President at **Perspecta** and **Booz Allen Hamilton**, and as a **U.S. Navy** Special Operations Officer. Jen has led strategic initiatives to provide life-cycle security services support to U.S. government agencies.



**VADM Mike McConnell (Ret.)**  
Retired Director, Chair of Advisory Council

Former **Director of National Intelligence** under presidents George W. Bush and Obama and former **Director of the National Security Agency** under presidents George H. W. Bush and Clinton. Vice Chairman at **Booz Allen Hamilton**.



**Ed Hammersla**  
Independent Director

Formerly head of **Raytheon Cyber Products** and President of **Forcepoint Federal**. Ed held a leading role in developing SELinux and has held leadership positions with IBM, Informix Federal, NEC, and Trusted Computer Solutions.



**Blake Corbet**  
Independent Director

SVP Corp. Dev. Officer at **HEALWELL AI**. Previously co-Head of Investment Banking at **PI Financial Corp.**, and has held senior investment banking positions at **Haywood Securities**, **CIBC World Markets** and **Salomon Brothers** over the last 25 years.



**Joe Sexton**  
Strategic Advisor

Former president of Worldwide Field Operations for **AppDynamics**. Former EVP at **McAfee**. Past executive positions at **Cisco**, **EMC, CA**, and **Mercury Interactive**. Board member at Laconic, Aqua Security, Xfactor, and **Menlo Security**.

# Current Capitalization Table

All figures shown in Canadian dollars.

## Current Cap Structure — Aug 8, 2024

Ticker	TSXV: PLUR OTCQB: PLCKF
Share price <sup>1</sup>	\$1.09
52-week high/low <sup>2</sup>	\$1.60/0.20
Market capitalization <sup>2</sup>	\$47.4M
Common shares outstanding	46.0M
Convertible debentures	\$0.1M
Warrants	29.8M
Options	3.5M
RSUs	3.8M
Fully diluted shares outstanding	83.2M
Cash <sup>3</sup>	\$0.6M

## TMX 3-Month Chart<sup>2</sup>



1. As of Aug 8, 2024

2. As per TMX.com as of Aug 8, 2024

3. As of March 31, 2024 (Q1-2024 latest published), excludes subsequent \$5.5M financing closed on April 29, 2024

# Plurilock vs. Peers

As of August 6, 2024		Primary Region	Share Price	Basic Equity Value	Enterprise Value	EV/ Revenue			Gr. Margin %			
Company Name	Ticker					FY 2023	2024E	2025E	FY 2023	2024E	2025E	Q1 2024
<b>Value-Added Reseller Peers</b>												
Cognizant	CTSH-US	Global	\$100.31	\$49,955.1	\$48,386.0	1.9x	1.8x	1.7x	34.3%	34.2%	34.3%	33.9%
CDW	CDW-US	Global	\$287.82	\$38,596.3	\$45,958.6	1.6x	1.5x	1.5x	21.8%	21.9%	21.9%	21.8%
ePlus	PLUS-US	North Am., EMEA	\$110.34	\$2,973.8	\$2,567.4	0.8x	0.8x	0.8x	24.8%	24.9%	25.0%	24.7%
PC Connection	CNXN-US	North Am.	\$96.32	\$2,539.0	\$2,017.6	0.5x	0.5x	0.5x	18.0%	18.7%	18.6%	18.5%
Softchoice	SFTC-CA	North Am.	\$18.13	\$1,093.8	\$1,155.4	1.0x	1.1x	1.0x	39.5%	43.2%	43.7%	45.1%
Converge	CTS-CA	North Am., Eur	\$4.15	\$846.4	\$1,133.6	0.4x	0.4x	0.4x	26.0%	27.6%	27.5%	27.9%
<b>Mean</b>						<b>1.0x</b>	<b>1.0x</b>	<b>1.0x</b>	<b>27.4%</b>	<b>28.4%</b>	<b>28.5%</b>	<b>28.7%</b>
<b>Median</b>						<b>0.9x</b>	<b>0.9x</b>	<b>0.9x</b>	<b>25.4%</b>	<b>26.3%</b>	<b>26.2%</b>	<b>26.3%</b>

Undervalued by many measures; margin expansion from cross selling a large potential catalyst.

As of August 6, 2024		Primary Region	Share Price	Basic Equity Value	Enterprise Value	EV/ Revenue			Gr. Margin %			
Company Name	Ticker					FY 2023	2024E	2025E	FY 2023	2024E	2025E	Q1 2024
<b>Critical Services &amp; Defense Peers</b>												
Booz Allen	BAH-US	Global	\$201.87	\$26,170.5	\$30,342.4	2.1x	1.9x	1.7x	41.6%	41.8%	42.1%	53.4%
CACI	CACI-US	USA	\$616.82	\$13,752.9	\$15,827.9	1.8x	1.5x	1.4x	34.3%	32.7%	34.3%	33.4%
Globant	GLOB-US	Global	\$254.51	\$11,019.9	\$11,043.2	3.9x	3.3x	2.8x	38.2%	37.8%	38.4%	38.0%
ASGN	ASGN-US	USA	\$117.94	\$5,508.0	\$6,733.3	1.1x	1.2x	1.1x	28.8%	28.7%	28.3%	29.1%
Perficient	PRFT-US	Global	\$103.60	\$3,641.8	\$3,994.6	3.3x	3.1x	2.9x	36.9%	37.2%	37.7%	34.0%
CI&T	CINT-US	Global	\$8.22	\$1,104.3	\$1,221.5	2.0x	2.2x	2.0x	33.5%	33.4%	33.3%	32.0%
SecureWorks	SCWX-US	Global	\$9.80	\$853.9	\$779.4	1.6x	1.7x	1.6x	64.1%	68.1%	68.2%	69.9%
Hackett Group	HCKT-US	Global	\$34.89	\$963.5	\$981.3	2.5x	2.4x	2.2x	40.0%	40.1%	40.7%	39.5%
Telos	TLS-US	USA	\$5.33	\$382.4	\$266.7	1.4x	1.6x	1.2x	36.4%	35.7%	39.4%	37.0%
Allot	ALLT-US	Global	\$3.89	\$149.4	\$132.5	1.1x	1.0x	1.0x	59.6%	70.4%	71.0%	70.4%
<b>Mean</b>						<b>2.1x</b>	<b>2.0x</b>	<b>1.8x</b>	<b>41.3%</b>	<b>42.6%</b>	<b>43.3%</b>	<b>43.7%</b>
<b>Median</b>						<b>1.9x</b>	<b>1.8x</b>	<b>1.7x</b>	<b>37.5%</b>	<b>37.5%</b>	<b>38.9%</b>	<b>37.5%</b>

<b>Plurilock (Post-Financing)</b>		Global	\$1.03	\$44.8	\$44.4	<b>0.6x</b>	NA	NA	8.3%	NA	NA	21.9%
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# Why Plurilock?



## **\$2 Trillion Cybersecurity Opportunity<sup>1</sup>**

Cybersecurity/enterprise critical systems focus, market is growing very quickly



## **World Class Leadership**

Team, board and advisors include talent from NSA and Goldman Sachs



## **Scale Achieved with Blue Chip Clients**

\$70 million in 2023 full year annual revenue with name-brand public sector and enterprise customers



## **Fast Growing Managed Services**

Successful launch of Critical Services growing over 100% CAGR with sticky relationships, and meaningful 35–55% gross margins



## **Growing Proprietary Expertise**

Four previous accretive acquisitions and integrations completed successfully

1. See: <https://cybersecurityventures.com/cybersecurity-spending-2021-2025/>



# Sign up to receive investor updates

<https://plurilock.com/company/investors/>



# Plurilock

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**Sean Peasgood**  
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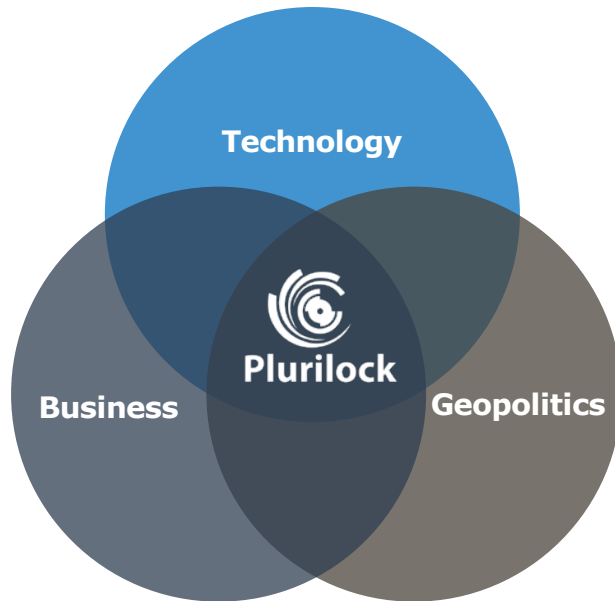
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# Appendices



Plurilock Critical Services ("PL CS") is a suite of one-time professional services and recurring managed services.



Ideal customers for PL CS sit at the intersection of technology, business, and geopolitical risks.

## Service Catalog for a Changing World

### Cyber Engineering

Expert architecture and deployment of best-of-breed cybersecurity solutions and infrastructure.

- Cloud security
- Identity security
- Network security
- Endpoint, on-premises, cloud data loss prevention

### Cyber Operations

Monitoring, operation, response, and training to harden, iterate, and respond rapidly to threats.

- Penetration testing and hardening
- Digital forensics and incident response
- Disaster recovery
- Threat intelligence and monitoring
- Security awareness training

### Digital Transformation

Design and implementation of initiatives to overcome transformational cyber challenges.

- Cloud and multi-cloud infrastructure and migration
- Enterprise networking
- Technology logistics
- Continuity and resilience design

### Advisory and GRC

Continuity and resilience planning and execution to address critical global risks.

- Standards compliance (SOC, ISO, CMMC, NIST, PCI, MITRE)
- Supply chain and geopolitical risk
- Cyber maturity optimization
- Continuity and resilience
- War gaming and tabletop exercises