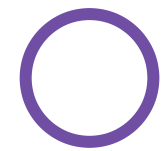




My internet. My rules.

Dotlines | Singapore

93% internet users remain exposed



Only 7% use some form of protection

Either device or software or a combination.

Aware of the impacts and threats.

Convinced that extra-layer protection at home or business is essential.



60% monitor manually

Concerned, but unaware of possible solutions.

Given the choice, might want to try out effective solutions.

Require education and endorsement.

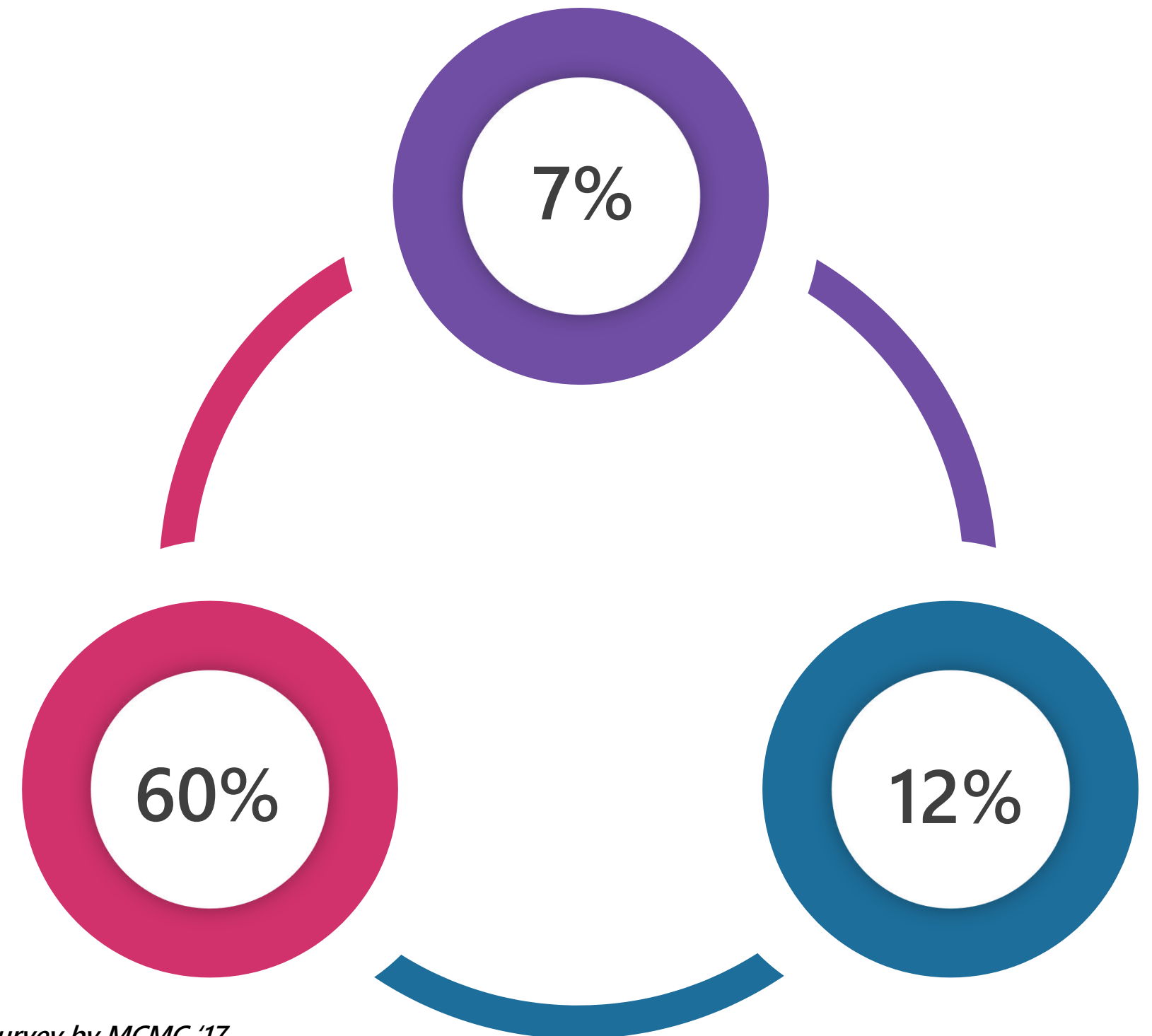


12% are aware, but shy off due to costs

Aware of solutions.

Additional costs involved, hence put on low priority.

Manage through manual methods.



Source: Internet User Survey by MCMC '17

At SMBs, it's a vulnerable scenario

Asian SMB owners lag in control tool to prevent evident losses

\$81B

Business revenues lost due to **internet-induced** productivity loss and security breaches
(4x of North America)



60%+

Employees waste 1/3 work hours for personal matters in internet



80%+

Hackers choose Asian SMBs as easy target



90%+

SMB owners can't justify keeping IT experts for their office

At **HOME**, Kids & Teens are badly impacted

Modern parents find it difficult to do behavior shaping



35%

Reportedly internet
addicted



82%

Exposed to
pornography



66%

Attention Deficiency
is internet induced



31%

Learn sexting via
internet

Adults

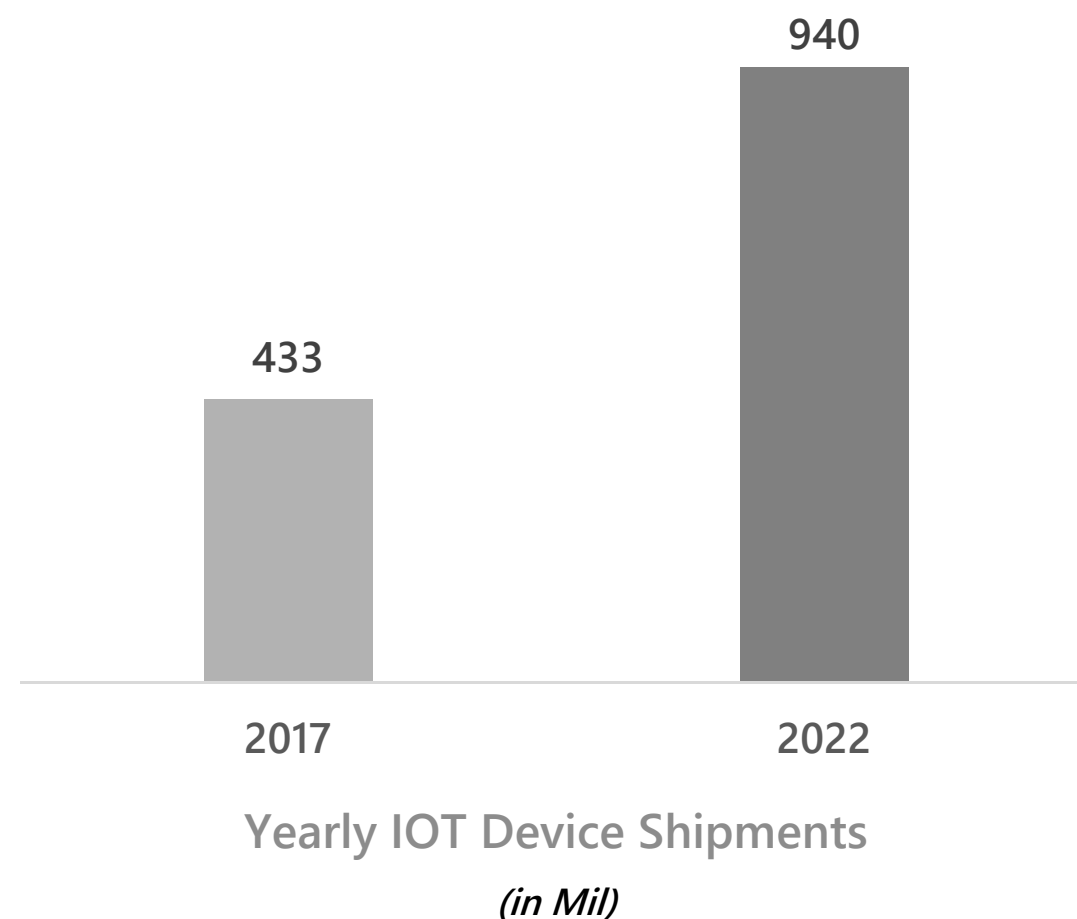
7 hrs /day online

Teens

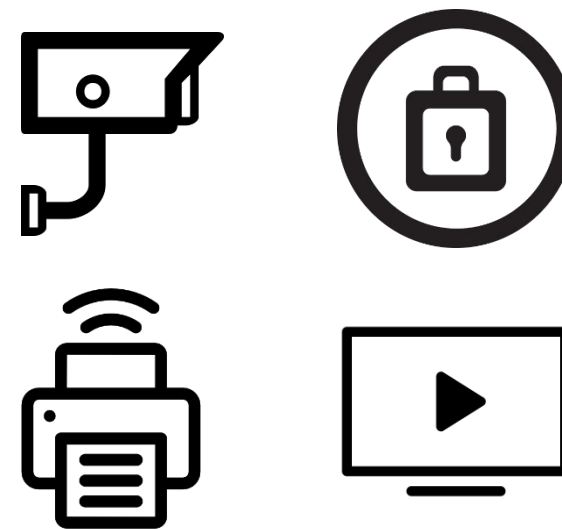
9 hrs /day online

Connected devices are **silent victims** too

Accumulated 22B Devices
including mobile devices



Common IOT Devices



Worrying Facts

93%

IoT Malwares are Unique

45%

Potential IoT device buyers
defer purchase due to cyber risks

Sources: IDC '18, Gartner '17, Webroot '18

To focus on key threats

Homes

Businesses

General



Addiction

- 35% children addicted to internet
- 66% ADHD are internet induced



Bad Site/App Access

- 82% Exposed to pornography
- 31% Learn sexting via internet



Reduced Productivity

- 60% productivity decrease due to internet addiction
- 81% CEOs concerned on cybersecurity
- 41% organizations faced downtime in '17



IoT Device Hacking

- 35% people have at least one unprotected device
- 600% increase in attacks against IoT devices in '17



Data Theft

- 82% people experienced data theft
- 88% growth in malware causing data theft
- \$2.4 M avg. loss per malware infection in '18



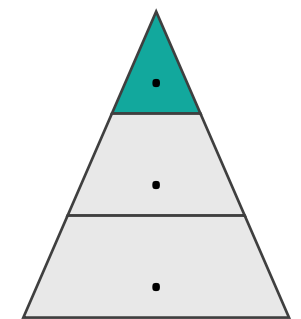
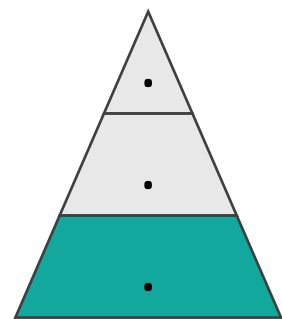
Still not aware

- Only 7% uses security solutions
- 12% are aware, but shy off due to costs

Key NEED GAP – **SIMPLE**, yet **ROBUST INTERNET CONTROLLER** for my SMB/Home

Audra – Asia's 1st DIY Internet Controller

Audra Serves Two Unique yet overlooked consumer segment



I Problems for SMB Owners

- My employees waste productive time at office using office internet
- I am unsure and my office network is vulnerable to unknown cyber threats
- I can't justify an IT expert for my office, given its size, hence don't have one
- I heard traditional internet security solutions are expensive and complicated to manage

I Problems for Modern Parents

- We constantly worry about our children and all the negative impacts of internet
- Our homes have other IoT devices, but unsure if those are compromised
- We remain busy and manual controls are not practical for our kids and homes
- We heard of some solutions, but not sure if they are right for me

Audra

Comes in two purpose-built-offerings



Audra HomeShield

- Digital Wellness Cloud AI
- Mobile App for Remote Management – Anytime, Anywhere
- On-prem Wi-Fi Router Appliance

Audra BizSecure

- Productivity and Protection Cloud AI
- Mobile App for Remote Management – Anytime, Anywhere
- On-prem Switch Gateway Appliance

Audra – is a combination of 3 components

Cloud AI + Mobile App + On-prem appliance



CLOUD AI

- Real-time updates for filters and protection
- Remote access and management - anytime, anywhere
- State-of-the-art AI solution



MANAGEMENT APP

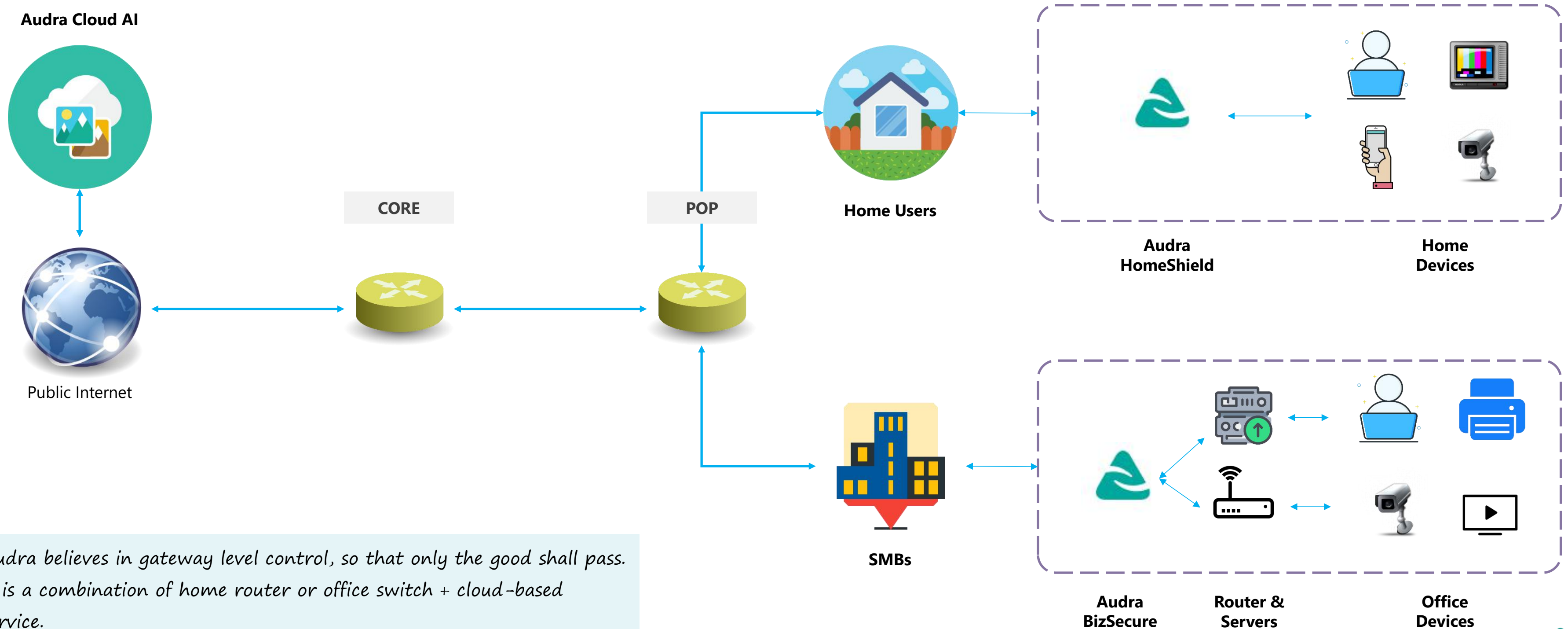
- Simple and user-friendly mobile app
- All controls at user fingertips
- Customized notifications and reports for complete visibility



ON-PREM APPLIANCE

- Easy set-up of gateway appliance
- Seamlessly connecting office/home network and devices
- Robust and future-proof utilities

Audra Ensures Protection @ Gateway



Audra believes in gateway level control, so that only the good shall pass. It is a combination of home router or office switch + cloud-based service.

- Does not require any software or app on every connected device
- Filters security threats at internet gateway of homes/offices

Audra Cloud – A constant safety-net



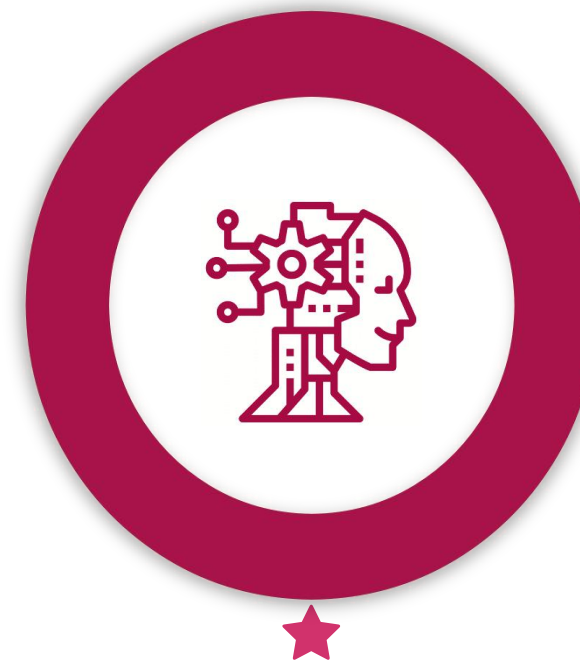
Robust team

Robust team of 60+ developers, network specialist and UI experts in 2 development centers in APAC



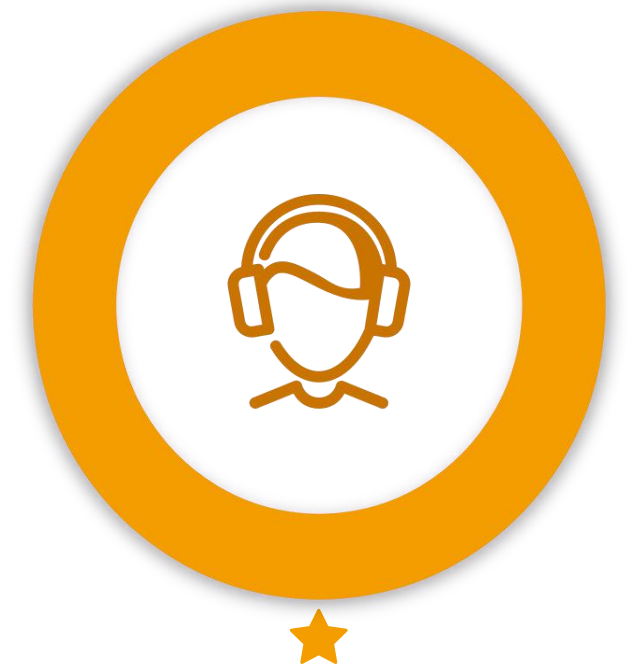
Behavior experts

24x7 check by threat experts and behavior analysts, perfecting Audra solution constantly



Audra AI

Instance and usage-based machine learning, delivering live patches and firmware updates



Dedicated support

Dedicated team of support engineers to spring up for set-up and usage queries

Audra Enables YOU for maximum control



Device Identification

Discover all devices connected to your network



Convenient Grouping

Put devices in pre-set or newly created groups



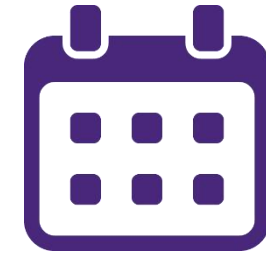
Category Blocking

Select from pre-set category blocks, in a few clicks



Blacklisting / Whitelisting

Seamlessly create domain blacklist / whitelist for personalized protection



Time Scheduling

Set from given schedules, or customize as you need



Guest Wi-Fi Management

Manage Wi-Fi access for users with right policies and quota



Malware and adware Prevention

Secure your network with default & updated malware/adware protection



Alert Setting

Set notifications and access reports to get complete visibility



MAC Binding

Reserving IP for essential office equipment for best functioning



Bandwidth Allocation

Allocate suitable internet bandwidth for right groups and reasons

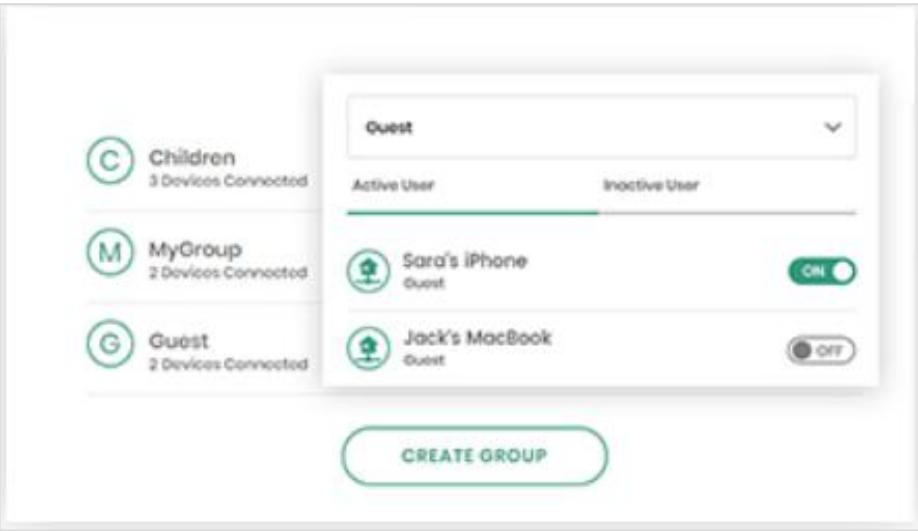
Additional Features for BizSecure

Simple mobile app gives owner **total control**

Audra HomeShield

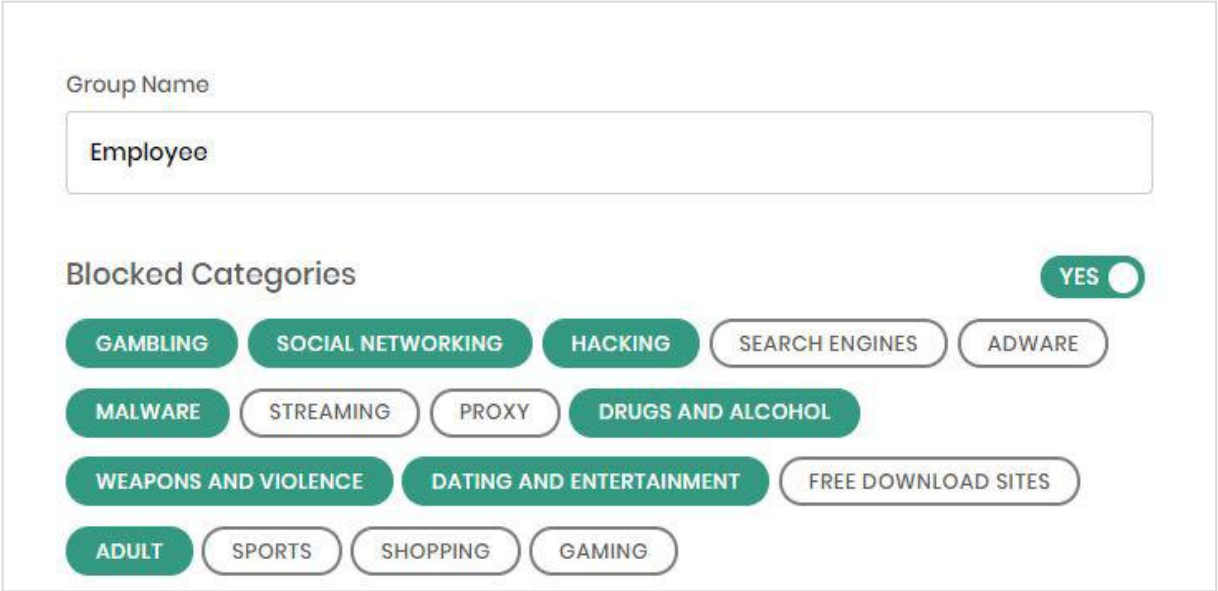
Group Devices

1



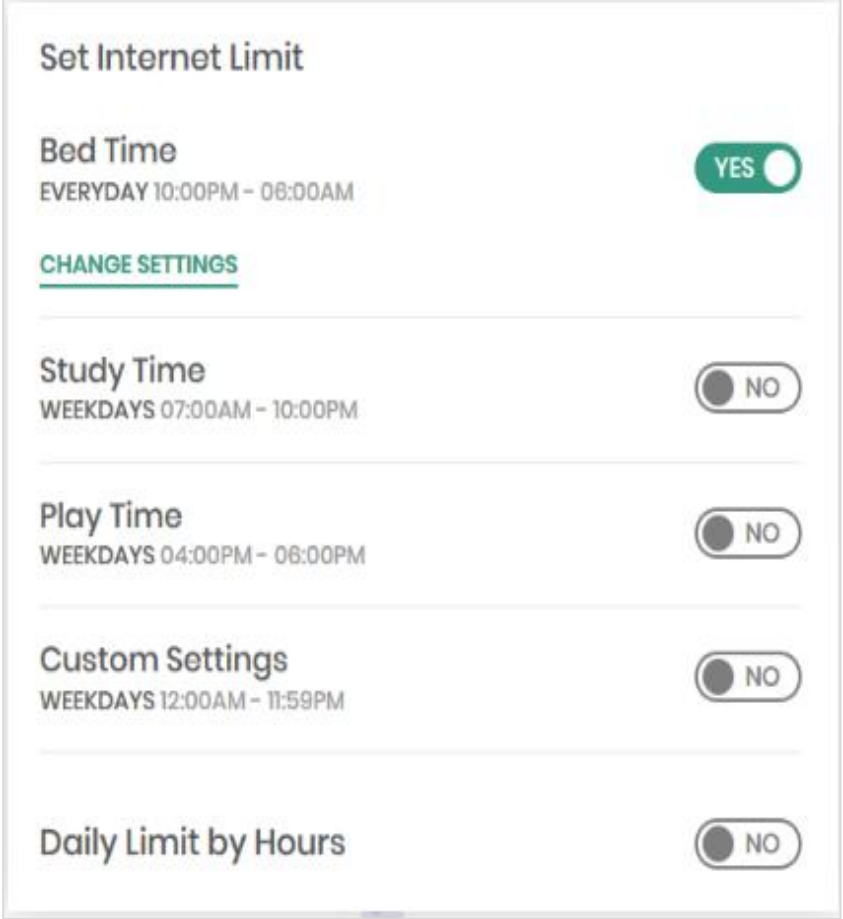
Block Categories + Adware/Malware

2



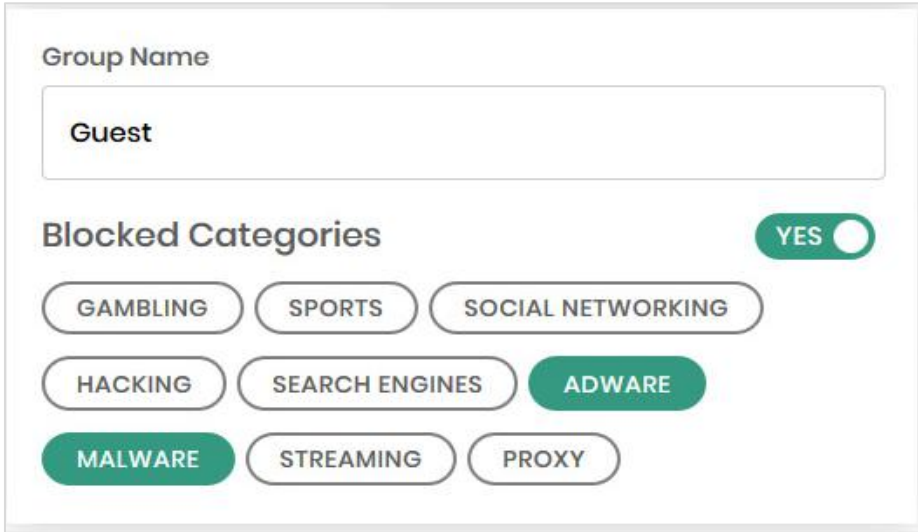
Set Internet Limit

3



Malware & Adware Blocking

4



Simple mobile app gives owner **total control**

Audra HomeShield

Specific Website Blocking

5

Block Specific Website

YES

press 'Enter' to add website

WWW.TINDER.COM X WWW.BUMBLE.COM X

FACEBOOK YOUTUBE INSTAGRAM WHATSAPP

VIBER SKYPE SPORTS SOCIAL NETWORKING

STREAMING

Simplified Usage Report

6

Data Transferred

Total Download

24.95 GB

Total Upload

30.47 MB

Devices

Prevented

Sara's iPhone

Guest | 200.01 MB

116

Jack's MacBook

Children | 24.46 GB

61

Notification & Alert Settings

7

Notification

YES

Email

sara@me.com

Notify Frequency (minutes)

60

One Click to Pause

8

Guest

Active User Inactive User

Sara's iPhone

Guest

ON

Jack's MacBook

Guest

OFF

Daily Limit by Hours

9

Daily Limit by Hours

YES

Use slider to select permitted hours.

1

8

20

Simple mobile app gives owner total control

Audra BizSecure

Group Devices

1

Management
3 Devices Connected

Employee
7 Devices Connected

Guest
3 Devices Connected

Employee

Active User Inactive User

Mindy's iPhone
Employee

ON

Andrew's PC
Employee

OFF

CREATE GROUP

Block categories + Adware/Malware

2

Group Name

Employee

Blocked Categories

YES

GAMBLING SOCIAL NETWORKING HACKING SEARCH ENGINES ADWARE

MALWARE STREAMING PROXY DRUGS AND ALCOHOL

WEAPONS AND VIOLENCE DATING AND ENTERTAINMENT FREE DOWNLOAD SITES

ADULT SPORTS SHOPPING GAMING

DDoS Prevention & Spam Filter

3

Prevent DDoS Attack

YES

Spam Guard

YES

Press 'Enter' to add address or domain

SMTP.GMAIL.COM SMTP.MAIL.YAHOO.COM

Select from pre-defined Spam Guard list.

SAVE

One Click Work Schedule

4

Set Internet Limit

YES

Work Schedule 1
EVERYDAY 09:00AM - 05:00PM

CHANGE SETTINGS

Work Schedule 2
WEEKDAYS 09:00AM - 05:00PM

NO

Work Schedule 3
WEEKDAYS 09:00AM - 05:00PM

NO

Custom Settings
WEEKDAYS 12:00AM - 11:59PM

NO

Daily Limit by Hours

NO

Time Quota Based Blocking

5

Daily Limit by Hours

YES

Use slider to select permitted hours.

1 8 20

Block Specific Website

6

Block Specific Website

YES

press 'Enter' to add website

WWW.TINDER.COM x WWW.BUMBLE.COM x

FACEBOOK YOUTUBE INSTAGRAM WHATSAPP

VIBER SKYPE SPORTS SOCIAL NETWORKING

STREAMING

Simple mobile app gives owner **total control**

Audra BizSecure

One Click to Pause internet

7

Employee

▼

Active User

Inactive User

Mindy's iPhone

Employee

ON

Andrew's PC

Employee

OFF

Whitelist Sites

8

Whitelist

YES

Once enabled, Audra will allow access only to websites entered or selected below.

Enter domain name to whitelist

WWW.CRICINFO.COM

X

GOOGLE SERVICES

FACEBOOK

YOUTUBE

INSTAGRAM

WHATSAPP

VIBER

SKYPE

OFFICE 365

Simplified Usage Report

9

Data Transferred

↓

Total Download

24.95 GB

↑

Total Upload

30.47 MB

Devices

Prevented

Mindy's iPhone

Employee | 2.53 GB

1032

Andrew's PC

Employee | 21.46 GB

3242

Notification & Alert Settings

10

Notification

YES

Email

admin@fave.my

Notify Frequency (minutes)

60

▼

QoS Bandwidth Management

11

Traffic Manager - QoS

YES

Upload Bandwidth

10

Mb/s ▼


Download Bandwidth


10

Mb/s ▼

BACK

SAVE

 Prasetia
Telecommunication & Infrastructure Contractor

 audra

What Audra brings for YOU

A

Responsible **BRAND** recognition

Your users see you as a caring and responsible partner in their life.

B

ARPU enhancement

This value-added service in monthly subscription format adds to your ARPU.

B



C



D



C

Higher customer **SATISFACTION**

Filtered internet enhances user experience in every possible way.

D

Hassle-free **MAINTENANCE**

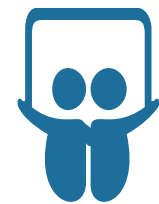
User-end monitoring and filtering dramatically reduce instances.

Audra Partner Program (APP)



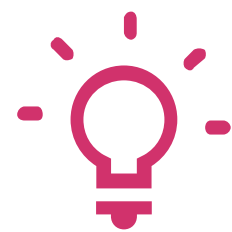
Central Management Portal

Makes it easy to manage & monitor the security of endpoints and related services from a single platform



Training & Development

Extensive training for sales, tele sales, marketing and installation / support team members of ISP



Marketing Collateral

All marketing collaterals (images, videos, documents etc.) and right-extended properties for use by ISP



Local Supply and Warranty

Local distributors for stock supply and replacement warranty assurance with best care plan



Audra Subscription Matrix

Standard Audra Subscription Pricing

Segment	Users	1 Year Subscription	3 Year Subscription
Business	20 Users	\$303	\$606
	50 Users	\$373	\$746
	100 Users	\$444	\$887
Segment	Users	Year 1 Subs.	2 nd Yr & Onwards Subs.
Home	Open	\$139	\$97

Audra < > ISP GTM Strategy

Audra HomeShield



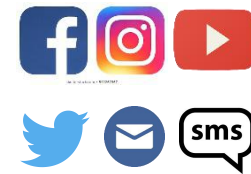
- Awareness campaign in FB, IG, YT, TT, Mail & SMS with placement ads



- Fan-base Quiz & Contest
- User generated contents
- Awareness posts



- Daily – 1 Audra with 1yr FREE
- Sponsored by Audra
- Handed over daily/weekly



- Share product features, pricing & promo message with CTA microsite link



- Paid posts from SocMed, GDN, Email, SEM channels leads to jointly branded microsite for pre-book
- Video in ISP's YT channel
- Testimony videos from KOL
- Engage with parents' communities
- D2D & Retail store sales



- Taking orders
- Delivering & Installing



- Arranging events & closed group sessions to spread WoM
- School & Community activation
- Condominium activation



- Website placement ads
- Brand materials Offline (i.e. leaflet, brochure, sticker etc)
- Sponsorship in radio/tv shows



- D2D Sales force assignment
- Telesales
- SMS & Email blast

(1) Pre-launch Hype [Month 1]

Objective:

1. Step up for **healthy internet behavior**
2. Create **vibe** in market
3. Get **responsible brand** tag

(2) Launch [Month 2-3]

Objective:

1. Start special Audra **launching offer**
2. Massive engagement for **ToM Awareness**
3. Initial **lead & sales generation**

In addition to awareness creation

(3) Post-launch [Month 4]

Objective:

1. Collect user **feedbacks**
2. Mass **outreach**
3. Massive **sales push**

In addition to the Launching plans

Audra < > ISP GTM Strategy

Audra BizSecure



- Partnership ceremony
- PR at SocMed & other online/offline biz portals/sections



- Awareness creation through Email & SMS about productivity management & threat prevention



- Offer creation & placement with internet packages
- Lead gen from mail & SMS leading to a microsite



- Engage with business communities across industries



- Tele-sales
- Deliver & install



- New offer creation
- Special upgrade offers



- Offline brand materials
- Niche targeted placement ads



- D2D Sales force assignment
- Telesales, SMS & Email blast

(1) Pre-launch Hype [Month 1]

Objective:

1. Position as **productivity mgt.** partner
2. Reach-out to current **MSMB** base
3. Claim the solution known **nationally**

(2) Launch [Month 2-3]

Objective:

1. Offer Audra as a **value-added** service
2. Reach-out to **new & existing** base
3. Generate **sales** & collect **feedback**

In addition to awareness creation

(3) Post-launch [Month 4]

Objective:

1. Ensuring **nation-wide** outreach
2. Pushing for maximum **sales**
3. Sharpening **penetration strategy**

In addition to the Launching plans

Roles & Responsibilities



Audra

- Product Supply
- Product Warranty
- Marketing Collateral
- Training + Certification



ISP

- Packaging + Bundling
- Promotion
- Sales Calls
- Delivery + Installation



End Users

Thank you